

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 26, 1923

Number 2088

Others promise -
We GIVE

NO

**ARROW
HUMAN HAIR NETS**

Make Customers!
Make Friends!!
Make Money!!!
Their large profits
offset many of your
low margin items.

THE
GENEROUS
OFFER FOR
INITIAL
ORDER



With every
initial order of 1 gross you
get the handsome mahog-
any finished display
cabinet lithographed
in 3 colors.

Public Reference Library,
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**PROFIT on
ARROW HUMAN
HAIR NETS**

There is a big demand for
Double Mesh Nets.~ Send
in your order now! Our
merchandising methods
will win for *you*!



SELL FOR \$18.00
COST YOU 9.00
YOUR PROFIT \$9.00

GRAND RAPIDS DRY GOODS CO
GRAND RAPIDS, MICH.

Distributors for
KAUFMANN BROS., Importers
111 Fifth Avenue, N. Y.



UNQUALIFIED ENDORSEMENT—

In the thousands of replies received to our national Yeast-for-Health contest one fact is outstanding—Fleischmann's Yeast does overcome constipation, naturally and permanently.

Regardless of our say so, the evidence of these people who tried Yeast and were benefited is final—indisputable.

THE FLEISCHMANN COMPANY

Yeast

Service

HEKMAN'S

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

GROCERS—There are more and better profits in a fresh, quickly moving stock of Hekman baked goods.

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

Better Biscuits—Better Business

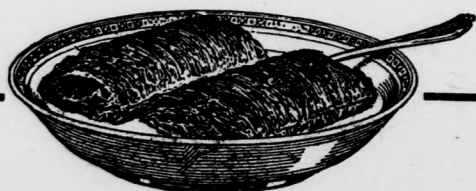
That is our slogan for 1923—and that means larger sales of

Shredded Wheat Biscuit

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

MADE ONLY BY

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



Get the Benefit of Brecht Refrigeration Experience

The knowledge and extensive experience of Brecht Refrigerating Engineers will prove valuable to you. For the proper solution of your refrigeration problems let us study your needs and submit a detailed recommendation, without obligation.

Brecht Mechanical Refrigeration, backed by seventy years of manufacturing leadership, is famous for its uniformly low temperature and dry atmosphere. Its high efficiency. Overall economy. Simplicity of operation. Absolute control. And many exclusive features.

Plans for Refrigerators, Refrigerator Display Cases, Coolers, Storage Rooms, 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.



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 26, 1923

Number 2088

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids
E. A. STOWE, Editor.

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in advance.

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

HANG OUR HEADS IN SHAME.

Two organizations which the Tradesman has heartily supported during the past forty years have voluntarily arrayed themselves in opposition to the best interests of the merchants and manufacturers of Grand Rapids and Michigan—the Grand Rapids Association of Commerce and the West Michigan fair.

The writer has never had any official connection with the fair (except as a discarded creditor and a holder of repudiated bonds), but he was twice elected to serve as President of the predecessor of the Association of Commerce. This relation serves to make this criticism all the harder.

The Tradesman feels called upon to protest against the active espousal given prison made goods by both organizations. The Association devoted an entire meeting to the warden of Jackson prison and permitted him to misuse the occasion to exploit prison made goods which come into direct competition with goods manufactured by free labor in Grand Rapids and Michigan. The Tradesman believes that it ought to be the province of the Association of Commerce to extend a helping hand to its members who are engaged in the production or distribution of goods created by free labor. Instead of doing this, it voluntarily goes out of its way to stab independent industry in the back and put the seal of approval on the products of prison labor. Every dealer in clothing, groceries, hardware, brick, shoes and binder's twine is injured beyond repair by the action of the Association. How any manufacturer or dealer can continue to contribute to the support of the Association of Commerce in the face of this action is more than the Tradesman can understand

The same is true of the West Michigan fair. Men who are conducting a legitimate business along legitimate lines were forced to pay large prices for small space in art hall, but the prisons of Michigan were accorded large space in the most conspicuous portion of the building absolutely free of charge in which to display the products produced by criminals and sold at prices much below the cost of goods produced by free labor.

The West Michigan fair has been little more than a joke for some years, and this year it was more of a joke than ever. In addition to its being a fiasco, it developed into a menace to good morals and good citizenship by reason of its espousal of articles produced by criminals and exploited by the cheapest kind of salesmen. When the fair ceases to function—and there is no longer any possible excuse for its existence—the land on which the fair is held will revert to the city of Grand Rapids for park purposes. The sooner this is done the better it will be for all concerned.

The merchants of Michigan have enough obstacles to contend with without being confronted with the black menace of prison competition. This menace is due to the effort and energy and determination of Governor Groesbeck, who has left no stone unturned to destroy every vestige of independence during his term of office. His associates and subordinates are mere putty men who do not dare take any stand on any subject until they have secured the consent of the czar. The change in the penal institutions of the State from reformatory establishments to workhouses producing goods to compete with free labor is due solely to the initiative and insistence of Governor Groesbeck, who seems determined to destroy the business of every man who has ever crossed his path. His activity along the line of furniture manufacturing, which led him to penalize the State of Michigan several hundred thousand dollars to create a great plant at Ionia prison for the production of rattan furniture, is due wholly to his determination to injure Fred W. Green, of Ionia, because the latter refuses to bend the knee to the conquering hero of Detroit. If Groesbeck could have ten years in the executive office he would be able to destroy every vestige of independence now enjoyed by the people of Michigan and reduce them to the rank of vassals, dependent solely on any whim which happened to cross his mind. Fortunately, his administration has been so utterly wretched and selfish and short sighted that he fully realizes that he can never again be elected

to any office of trust or responsibility in Michigan. Report has it that DeLand has been selected to wear the conqueror's crown when the present incumbent lays it down Jan. 1, 1925. If so, no self respecting citizen of Michigan can vote for the crafty machine politician selected by Groesbeck to continue the work of conquest, spoilation and malice conducted with such sinister consequences by the man who now disgraces the position he occupies.

DEMAND FOR HOSIERY.

Hosiery manufacturers report that there has developed a strong demand for hosiery from all parts of the country in practically all grades. Traveling salesmen returning to the city for the week-end reported to their houses last week that they found the buyers anxious to place orders. Buyers on the market this week are likewise in a mood to buy, regardless of the price advances in some lines. The increase in the price of cotton yarn and silk tram with the tendency still upward has the effect of strengthening the demand from the jobbing and retail trade for hosiery. The consumers in many parts of the country are reported to be buying more liberally now with the result that the retailer is more anxious to replenish his stocks and to get on the books for spring deliveries.

Some of the manufacturers who make only a limited quantity of pure silk hosiery, for both men and women, have withdrawn most of their numbers because they have sold up as far as they dare until they know more about prices and deliveries of raw silk on this market. Manufacturers who withdrew their lines soon after the Japanese disaster, are gradually resuming quotations for limited quantities at slightly increased prices. Some mills agents said that there does not appear to be any hesitancy on the part of buyers to pay a little higher price, though it was plain here would be objection to any considerable increase at this time.

CANNED FOODS MARKET.

Compared to the past summer, the canned food market, during the past week at least, has been in better shape, but compared to the corresponding season in other years it is not satisfactory from the standpoint of canner and broker. The distributor is content to follow his present programme of conservative buying, quick turnovers and a lack of his usual volume of contract stocks for a later market. He does not seem to be concerned about the winter and spring market and does not want to buy ahead freely on the prospect of making money by investing at going prices. Advance buying seems to have gone out of

fashion. The pick ups of brokers are not sufficient to make the fraternity happy nor prosperous and the more pessimistically inclined are beginning to wonder if the good old days will ever return. On the one hand, postings are to the effect that there are no large stocks in sight to frighten off the buyer who looks months ahead to his distributing outlets. Many canners predict shortages, and numerous concrete examples are given to prove their contentions, but without affecting the buying policy. In the face of this situation it is surprising that as much strength has developed as has been recently experienced.

SILKS SETTLING DOWN.

There is still a great deal of misinformation current in silk trade circles, owing to the difficulty of securing accurate facts as to the volume of destruction in Japan and as to the time it will take to restore merchandising facilities. That the raw material will rule high for a long time, and that it will result in higher fabric prices is not questioned.

Merchants say that the higher prices that are being forced will ultimately restrict some of the wide popular appeal of silks but it is not at all clear that any perceptible change will come about while general employment conditions hold as at present.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 25.—John D. Martin, who has been seriously ill at his home on Henry street for several days, is very much improved, so that he is now able to sit up in bed and take nourishment. His son, Jess, who came up from Detroit to assist in the office management for a time, returned to Detroit yesterday.

"Hollywood," the feature being shown this week at Majestic Gardens, is one of the best moving pictures ever brought to Grand Rapids. No one who can possibly spare the time should fail to see it.

One reason why so many men do not succeed better as salesmen is because they do not know that thought is a real force; that all achievement is first mental; that we attract the things that are like our thoughts. You will arouse in your customer the same sort of feeling that you have toward him. If you are grouchy, surly, rude and disagreeable, he will be the same. On the other hand, if you are cordial, cheerful, helpful, good-natured, no matter how he behaves, you will bring him round to your mood in spite of himself.

The St. Elmo Hotel (Reed City) has changed management. Mrs. Laura Goodwin, of Kingsley, has leased the hotel and J. H. Swanson, former proprietor, has gone to Manistee where he has charge of the Central Hotel.

Lewis Oliva, Frankfort, in renewing his subscription to the Tradesman says: "I do not wish to miss a single copy of your valuable paper."

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

Berville, Sept. 18.—I am enclosing a consignment contract of the National Remedy Co., of Maumee, Ohio. If not asking for too much of your valuable time, please note its construction. They make us believe they are sending us goods on consignment, but just as sure as a customer signs the contract (per copy enclosed), he has bought the whole dose printed on this contract. I got stung because I did not read over the contract. In approaching the customer they make him feel that there is nothing in the agreement except an application to send him goods on consignment. Any basswood fool would know better than to sign such an agreement, if he took the time to note its contents. I told the agent I did not care for the whole lot, but presumed I could sell three or four of the remedies. He told me I need not take all—just what I thought would sell with me; but when the goods were sent, they shipped the whole dose as printed on the order sheet, amounting to \$81, less 33 1-3 per cent., making a net bill of \$54. Please note their requirements—a list of 100 names of best customers to reach them within ten days, same to be sent by registered mail (unreasonable). Being one day late would break the agreement and the entire invoice would be due at once to be paid in cash; also inventory of goods sold and not sold and remittance for sold goods to reach them each month between the 25th and first of next month. (too exacting). There is no chance for a break in the agreement; neither does it mention termination of contract. And, of course, the merchant would be holding until they said finished. It is a regular flim flam game from start to finish. Just as sure as they can induce a merchant to sign the agreement, he has bought the whole smear, due to be paid at once. I got stung, but hate to see others get stung also by such dirty crooks. They never sent me one line of advertising. Of course, they guaranteed the goods to give satisfaction, but only by word of mouth, which amounts to nothing. They also jumbled up the invoice so as to cause delay to break the contract. It is a rotten contract, of course. Not many would sign it if they took time to read it over, which I did not. And then they tell me no fault of theirs that I did not read. I thought by giving the warning sign might keep others out of the trap.

J. G. Nettay.

Above is the concern the Tradesman referred to in its leading editorial last week, entitled The Old, Old Story.

Litchfield, Sept. 18.—Enclosed find a contract which the Masterphone Co., of Iowa City, Iowa, gave to me. The agent who took the order, E. R. Jacobie, described his concern as an old pronograph concern. He said they had turned their factory over into a radio factory. When the radio was shipped to me it had a Crossly mark on it, showing that it could be bought for \$8 from the factory. I have paid the concern \$35 for it. Now in their contract it states that if the sales which I make do not show enough profit to cover the \$35 which I paid them the money which I invested is to be returned to me in full. I wrote them the other day and the letter enclosed is the answer to mine.

I am sending this letter and contract to you in order for you to help stop this swindle to other and newer merchants who may not be familiar with it. As you will notice by the letter, they do not intend to return the money, but want to sell me additional sets, cash in advance. If

you see fit, and have time to drop them a line I would be more than pleased.

In regards to the McCall pattern contract which you got me out of a year ago, it was splendid work. In my estimation the Michigan Tradesman and its staff—and especially you, Mr. Stowe—never can be repaid for the splendid work you are carrying on. I would not be without your paper for twice the price, to say nothing about the remarkably effective work you are voluntarily doing to help the merchants. I have taken your paper ever since I have been in business and will continue as long as a remain in business.

C. H. Dahlhouser.

The letter from Iowa City referred to by Mr. Dahlhouser is as follows:

Iowa City, Iowa, Sept. 5.—Your letter of recent date was received at the office several days ago.

We note your request that we refund your money inasmuch as you

tract. In addition, we will change the provision in your contract relative to the free set and instead of waiting until you have ordered five additional sets to give you the free set, we will give you this free set when you have ordered one additional set. In other words, send us your order with your check for \$17.50 to cover the cost of one radio receiving set and we will promptly ship you two of them, thus giving you one free.

Surely if you are willing to carry out the spirit of this agreement you will not hesitate to take advantage of the special offer we make you. We believe you will agree with us that you are a rather poor merchant if you cannot sell at least two radio sets in your community and if this is all you sell, you will then have gotten back your money on your investment under the special offer we have made you.

We trust you will see fit to give

this because the idea was not new, having been put into execution a dozen times during the past forty years—always without good results.

Recent information received by the Tradesman leads to the belief that there are three bogus check fiends abroad in Michigan at the present time. One uses the name of F. W. Wilson and uses checks on the Union National Bank of Fostoria, Ohio, purporting to be signed by the Inter-State Nursery Co., C. A. Martin, Treas. There is no concern by that name at Fostoria. The crook who utters the checks claims to be a fruit tree agent. He is described as a plausible chap who claims to be 70 years of age, although he does not look to be over 55. His most recent field of operation was at Stronach. He is a rapid traveler and evidently has a large assortment of blank bank checks and rubber stamps which he uses with rare discrimination.

Another chap to avoid is a party who gives his name as M. Marx and who may use other names such as S. Harris, Alfred Blanchard and R. Eppinger. He is about 45 years old; height, five feet six inches; weighs about 165 pounds; good appearance; speaks excellent English; full face with thick sandy mustache; talkative; wears large stick pin in his tie and a large ring set with colored stones, is representing himself as a buyer for Havana merchants. He is traveling throughout the country leaving the impression on those he visits that he is in the market for merchandise, particularly automotive products, and his scheme is to buy tires, etc., in a small amount to be taken with him and giving a worthless check in payment.

Howe & French, Inc., Chemicals, Boston, Mass., are having trouble with checks drawn on the National Bank of Commerce, N. Y., signed "Howe & French, Inc., per Edward S. Davis, Treasurer" or "John C. Berkeley, Treasurer." Across the end is printed "Howe & French, Inc., Boston." The paper used is a regular green lined non-erasable check paper. The concern has never had an account with the National Bank of Commerce, and these checks are, of course, all forgeries, according to

THE CARELESS SMOKER.

A fool there was, and his pipe he lit,
(Even as you and I)

On a forest trail where the leaves were fit
To become a blaze from the smallest bit
Of spark—and the fool he furnished it
The day was windy and dry.

The forest was burned to its very roots
Even beneath the ground)
With the flowers, the birds and the poor dumb brutes
Old hoary oaks and tender shoots
Which might have made logs but for such galoots
Allowed to wander around.

The lumber jack has now passed on
His payday comes no more,
And the scrub owls haunt the camp at dawn
Where the cook's tin pan woke the men of brawn.
But the mill is silent, the trees are gone
The soil and the forest floor.

A deadly sight are those hills of rocks
Which once were buds of green.
No hope for the human, no food for the flocks;
The floods must be held by expensive locks,
And the harbor is silted to the rocks,
The ships no more are seen.

But the fool smokes on in the forest still.
Leaves camp fires burning, too;
While the patient public pays the bill
And the nation's wealth is destroyed for nil,
If the law doesn't get him old Satan will,
When his smoking days are thru.

H. A. Reynolds.

have not made any radio sales. As the time covered by the sales provision still has a number of months to run, this call from you is a little premature.

In the meantime we must ask that you give us a little assistance in trying to create sales for radio goods in that territory. Naturally, when a man enters into a sales agreement such as the one you signed, it is assumed that he will make at least a reasonable effort to make sales. We will ask you to supply us with the names of the parties who hold trade certificates and the amount turned in by them. This is not asking anything unreasonable of you and certainly under our contract with you we are entitled to a little co-operation.

It would also help a great deal in making sales for you to have a sample set on display in your store. It is a difficult matter to make sales of any article if you have nothing to show the people and for this reason you should have at least one instrument on display in your store. Accordingly, as a special inducement to you to order one of these instruments and have it on display, we will give you a discount of 50 per cent., instead of the discount of 40 per cent. as provided in your con-

tract. In addition, we are entitled to, and feel confident that a nice business can be done there if you will only help get it started.

Masterphone Co.

In accordance with the request of Mr. Dahlhouser, the Tradesman wrote the Iowa City sharpers as follows:

Grand Rapids, Sept. 20.—I am now appealed to by C. H. Dahlhouser, of Litchfield, who was certainly hooked by your representatives in a very ingenious way. I therefore repeat the same request I made last week regarding another client, that you return this merchant's money at once.

Under no circumstances will he pay any additional money to you, because he considers your methods anything but business like. I agree with him in this conclusion.

E. A. Stowe.

Information received from Lawton indicates that the Red Arrow Service, which was inaugurated there with a great flourish of trumpets some months ago, has been abandoned by those who stood sponsor for the campaign. Readers of the Tradesman will recall that this scheme was condemned by the Tradesman before it was adopted by the good people of Lawton. We did

STANDARD
PLATE GLASS
CORPORATION

7%

Convertible
Sinking Fund
Debentures

Due 1933

Equity \$4,384 secures each \$1,000.

Earnings for past 5 years over 9.7 times interest charges on this issue.

Debentures convertible on attractive terms.

Price to Yield
7.35%

Howe, Snow &
Bertles, Inc.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit

Howe & French, Inc. Several of the checks are drawn to the order of "Harold Malquist" and "H. Halstrom."

In this connection, the Tradesman feels called upon to repeat the warning it has uttered with great frequency during the past forty years—never cash a check for, or have any dealings with, a stranger which involves liability on the part of the merchant unless he is properly vouched for by some one who is entirely responsible and who is willing to agree to make good any loss which may result from the transaction.

Sugar Market Strengthened by Keen Competitive Buying.

New York, Sept 25.—The sugar market has been strong, advancing to new high ground for the movement, says the Lamborn sugar report. Raws have sold up to 5½¢ cost and freight, or 1 11-16¢ per pound above the low quotation of about a month ago. Practically all refiners have advanced their list prices to the 8.90¢ basis, an advance of 1.40¢ per pound from the August low point. Futures, too, have been higher, old crop positions showing advances of 110 to 165 points from the low point of a month ago.

The market has derived its strength mainly from keen competitive buying of raws by refiners. It is evident that they had overstayed their market and met with considerable difficulty in securing sufficient raws, even at steadily advancing prices, to cover their sales of refined. At the same time, there was no mistaking the fact that the trade practically throughout the country had permitted their stocks to dwindle to almost nothing and did not commence buying until immediate consumptive requirements necessitated their doing so. They, too, were unable to purchase unless at steadily advancing prices and have experienced considerable difficulty in securing shipments and deliveries from refiners.

It is evident that the trade now realize that the statistical position of the market is sound and that there are indications of a rather tight situation prevailing towards the close of the year.

The market last week was also influenced by active buying of full duty sugars such as Perus, Brazils, and San Domingoes, by United Kingdom interests. United Kingdom purchases of various sugars that pay full duty into this country, during the past week, are estimated at from 45,000 to 50,000 tons. Further sales of Mauritius and Java sugars have also been reported to the United Kingdom. The purchases of full duty sugars by the United Kingdom have resulted in a strengthening of the views of the holders of such sugars and at the same time it is likely that United Kingdom interests realized that this country would need the balance of the available supplies of Cuban sugars and would possibly compete with them in purchasing other sugars.

The arrivals of raw sugars at the Atlantic ports have been light, totaling only 29,398 tons last week. Larger arrivals are anticipated as refiners' purchases for September shipment had been fairly heavy. The small arrivals during the past week are undoubtedly due to the difficulty that was experienced several weeks ago in securing prompt or nearby tonnage. The tonnage situation is improving slowly, but it is still very difficult to secure steamers for prompt loading or loading early October.

A careful analysis of the statistical position for the balance of 1923 indicates that the amount of sugar available from normal sources for United States consumption is hardly sufficient to meet consumptive requirements and, as a matter of fact, our statistics indicate a possible deficit of 15,000 tons. This is figured on the cleaning up of the entire

balance of the Cuban crop in addition to arrivals here of 25,000 tons of new crop sugar before the end of the year. Total available supplies from normal sources from September 15th until the end of the year are approximately 1,235,000 tons, whereas consumption from the middle of September until the end of the year, based on an annual consumption of 4,800,000 tons, would require 1,250,000 tons.

This prospective deficit of 15,000 tons is figured net and does not allow for necessary stocks in refiners' hands at the end of the year. As a result, this deficit will be increased by the necessary allowance for stocks, normally about 50,000 tons.

Dutch Taste for Soup Not Unlike American.

A study of Dutch taste in soups shows the possibility of creating a large demand for American canned soups in the Netherlands, says a report to the Department of Commerce from Vice Consul J. S. Edwards, Amsterdam. Extensive advertising, especially in Dutch home periodicals and newspapers, would be necessary.

Some of the soups that will best suit the Dutch palate are: Vegetable, oxtail, mock-turtle, real turtle, Londonderry, cream, vermicelli, chicken, pea, bean and all bouillons. Soups strictly to be avoided are: Oysters, clam, clam chowder and fish chowders. These soups should be avoided in considering exports to the Netherlands, because the Dutch are not familiar with clams and oysters are so little used by the people as a whole that there would probably be no call whatever for a soup of that name.

In place of the puree of tomato, so popular in the United States, there should be offered some kind of bouillon or vegetable soup flavored with tomato. A strong tomato flavor is not liked in the Netherlands. The tomato as a seasoning vegetable is only used as a relish as flavoring or as a sauce. If the tomato puree as now used in the United States were put up for Dutch consumption it might be well to label it "Tomato Sauce," with the legend under the name to the effect that "properly diluted it will make a delectable soup."

In all advertising, while the trade names and titles can be in English, all the directions should be in Dutch. Manufacturers need have no fear of employing too many or too bright colors in their labels and posters for the Netherlands market. Though a Northern race, the Dutch have a liking for brilliant tones, especially red, yellow, green and purple.

Brown Rot Reported in Prunes.

Wires were received from independent Northwestern prune packers recently saying that brown rot was developing to a considerable extent. One message said that the damage in Washington was about one-third of the expected tonnage. Oregon packers are withdrawing their offerings and quotations on Oregon Italians in some instances.

Any kind of a lie is bad for the business, whether it is told by the delivery clerk or the boss.

Clean Aprons Have Won

Not many months ago a retail grocer at a certain meeting made the statement that he wished the speaker would stop harping on clean aprons and orderly stores because he was getting tired of it.

However, a certain Company operating chain stores, has withdrawn one of their stores from a certain territory, and the Manager told one of our men that the town was too keen, kept their stores in such nice order and made competition so aggressive that his company had decided to withdraw.

"Nuff sed."

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Jackson—I. Immerman has closed out his stock of boots and shoes.

Owosso—H. O. Clark succeeds E. D. Horne in the grocery business.

Flint—The Welch Battery Co. has changed its name to the Flint Battery Co.

Melvin—C. A. Drake succeeds Harding & Hallman in the drug business.

Detroit—The Capital Shoe Co. has engaged in business at 3121 Hastings street.

Sidney—Lyndon C. Noak succeeds Arthur Noak in the grocery and meat business.

Detroit—Joseph Klasky succeeds Klasky & Siegel in the boot and shoe business.

Belding—Geldermeester & Presley succeeds D. D. Skellenger in the grocery business.

Royal Oak—The First State Bank has increased its capital stock from \$100,000 to \$200,000.

Temperance—Jess Lane, recently of Toledo, Ohio, will open a grocery store in the King block.

Sand Lake—The Sand Lake Co-Operative Association has increased its capital stock to \$25,000.

North Bradley—Fire destroyed the store building and general merchandise stock of John A. Delleng.

Trufant—The Trufant Farm Bureau Marketing Association has increased its capital stock to \$25,000.

Bangor—The Bangor Packing Corporation has changed its name to the Michigan Fruit Packing Corporation.

Detroit—The L. F. Mullin Co., 5850 Cass avenue, has changed its name to the Mullin Motor Truck Co.

Detroit—The Rieck Co., 6407 Gratiot avenue, dry goods, has increased its capital stock from \$25,000 to \$100,000.

Saginaw—Seitner Bros. are adding a toy department to their dry goods stock. It will be opened to the public Nov. 1.

Detroit—The John J. Gorman Co., hats, caps and men's furnishings, has increased its capital stock from \$20,000 to \$100,000.

Lansing—The Harry E. Saier Co., florist and dealer in nursery stock, has increased its capital stock from \$50,000 to \$100,000.

Holland—L. T. Schaddelee has engaged in the grocery business at 394 Pine avenue, the Worden Grocer Co. furnishing the stock.

Jackson—The Central Automobile & Supply Co., 318-22 West Main street, has changed its name to the Central Automobile Co.

Dundee—L. E. Perkins has sold his bakery and grocery stock to Mr. Brauchau, recently of Toledo, Ohio, who will continue the business.

Portland—Churchill & Woodbury, dealers in general merchandise and groceries, have sold their stock to William H. Earl, who has taken possession.

Mt. Clemens—The R. C. Ulrich Hardware Co., 15 North Gratiot avenue and 22 North Walnut street, has increased its capital stock from \$28,000 to \$50,000.

Albion—The Albion Elevator Co. has been incorporated with an authorized capital stock of \$35,000, of

which amount \$8,600 has been subscribed and paid in in cash.

Detroit—The Central Contracting & Engineering Co., 5791 Russell street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Buddy Bottle Corporation, 906 Hofman building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,000 paid in in cash.

Watervliet—Frank Harris and Alfred Alfing, of South Haven, have formed a copartnership and purchased the Conklin & Klett grocery stock and meat market, taking immediate possession.

Fowlerville—Application has been filed with the state banking department of Michigan for the organization of another state bank to be conducted under the style of the Commercial State Bank of Fowlerville.

Mt. Clemens—The Macomb Auto Sales Co., 140 North Gratiot street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,130 has been subscribed and \$1,282.50 paid in in cash.

Kalamo—O. R. Sanford has sold his store building and stock of groceries and general merchandise to a Mr. Pratt, of Olivet, who has taken possession and will remodel the building before opening it to the public.

Benton Harbor—The Berrien Silver Fox Ranch, 685 Pavone street, has been incorporated with an authorized capital stock of \$50,000, \$31,500 of which has been subscribed and paid in, \$6,500 in cash and \$25,000 in property.

Highland Park—Liberty Plumbing & Heating Co., 17 Cottage Grove, has been incorporated with an authorized capital stock of \$12,000, of which amount \$11,500 has been subscribed, \$2,000 paid in in cash and \$8,500 in property.

Detroit—Loney, Riley, Worden, Inc., 3224 Jefferson avenue, East, has been incorporated to deal in autos, accessories, parts and supplies, with an authorized capital stock of \$15,000, all of which has been subscribed and \$3,000 paid in in cash.

Ramsay—The Ramsay Mercantile Co., dry goods, groceries, clothing, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Saginaw—Nearly 500 merchants and buyers from all parts of Central and Northeastern Michigan are expected here for the buyers' show of the wholesalers' bureau, Saginaw Board of Commerce, to be held in the Saginaw auditorium, Oct. 8 and 9.

Muskegon—The Wornor Fruit Co. has been incorporated to deal in fruits, vegetables, produce, etc., at wholesale and retail on commission with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The C. H. Vickery Coal Co., 9339 Mack avenue, has merged its business into a stock company under the same style, with an author-

ized capital stock of \$12,000, all of which has been subscribed and paid in, \$6,000 in cash and \$6,000 in property.

Muskegon—The Muskegon Hide & Rendering Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, of which amount \$25,500 has been subscribed and paid in, \$8,500 in cash and \$17,000 in property.

Kalamazoo—The C. Marks Co., Inc., 137 South Burdick street, has been incorporated to conduct department stores, with an authorized capital stock of \$50,000 common and \$25,000 preferred, \$30,000 of which has been subscribed and \$10,000 paid in in cash.

Muskegon—J. O. Berglund, who conducts a general store at 492 and 494 Lake street, has added a third addition to his store building, which gives him the largest mercantile area of any establishment in his portion of the city. Mr. Berglund has been engaged in general trade twenty years at his present location.

Lyons—The onward march of progress has finally struck Lyons and a mile of concrete road is being constructed from the bridge on the West to the cemetery on the East. In the meantime a long detour over a narrow road, with high hills on one side and a steep bank on the other confronts the traveler by automobile.

Jackson—The Michigan Lime & Fertilizer Co., 410 Dwight building, has been incorporated with an authorized capital stock of \$200,000 preferred and 40,000 shares at \$2.50 per share, of which amount \$50,000 and 35,000 shares has been subscribed, and paid in, \$300 in cash and \$137,200 in property.

Jackson—Edwin F. Larrabee, 2110-12 Francis street, has merged its automobile supplies, accessories and garage business into a stock company under the style of the Larrabee Auto Sales Co., Inc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,781 in cash and \$23,219 in property.

Detroit—The sale of the Armstrong Tanning Co. plant, at the Northeast corner of Charlevoix and Hart avenues, to the C. B. Shepard Co., is reported at a price to approximate \$250,000. Business of the tanning concern had been liquidated and the opening of the commodities factory by the purchasers for the manufacture of automobile hardware, insures employment to 500 men at once, it was announced by Mr. Shepard, with a daily payroll amounting to \$3,000 upward. C. B. Shepard was former owner of the Shepard Art Metal Co. which was absorbed by General Motors, with Shepard as manager. He recently resigned to organize the new concern. The building fronts 315 feet on Hart avenue and 300 feet on Charlevoix and is modern in every respect, with adjacent transit service from the Detroit Terminal Railroad, running to the building.

Manufacturing Matters.

Ionia—The Ypsilanti Reed Furniture Co. has increased its capital stock from \$5,000 to \$2,500,000.

Jackson—The Michigan Seating Co. has increased its capital stock from \$5,000 to \$1,250,000.

Detroit—The Ever Hot Heater Co., 214 West Woodbridge street, has increased its capital stock from \$50,000 to \$200,000.

Jackson—The Jackson Motor Shaft Co., Tyson and M. C. Belt, has increased its capital stock from \$125,000 to \$400,000.

Grand Rapids—The European Upholstering Co., 90 Market avenue, N. W., has increased its capital stock from \$33,000 to \$78,000.

Kalamazoo—The Kalamazoo Creamery Co. is perfecting plans to build an addition to its plant which will greatly increase its efficiency and capacity.

Niles—The National Standard Co., tool manufacturer, has increased its common stock from \$7,500 to \$10,000 and decreased its preferred stock from \$2,500 to nothing.

Benton Harbor—The Saranac Machine Co. has increased its capital stock from \$100,000 common and \$200,000 preferred to \$200,000 common and \$250,000 preferred.

Battle Creek—H. E. Bristol, recently with the Buchanan Pattern Works, of Buchanan, will operate a pattern shop at this place which will cater to needs of the iron-molding trade.

St. Joseph—The National Stamping Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$14,500 has been subscribed and \$6,500 paid in in cash.

Detroit—The Air Compressor & Pump Co., Inc., 678 Selden avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Peoples Creamery Co., 9025-35 Cardoni street, has been incorporated with an authorized capital stock of \$74,300, all of which has been subscribed and paid in, \$21,800 in cash and \$52,500 in property.

Lansing—The Schust Baking Co., of Saginaw announces the addition of two new salesmen to the Lansing branch office. They are Steve Flynn, of Bay City, and Carol Betts, of Ithaca, both experienced men.

Mt. Clemens—Luis Myers, Detroit manufacturer, has bought the truck body plant located near the Grand Trunk depot and is removing machinery to this city. About fifty men will be employed in the manufacture of patented articles, principally broaching machines for automobiles.

Detroit—The DeLuxe Products Co., 941 Calumet street, has been incorporated to manufacture and sell specialties and deal in parts, accessories, implements, etc., with an authorized capital stock of \$20,000 preferred and 2,000 shares at \$1 per share, of which amount \$10,200 and 200 shares has been subscribed and paid in.

Mason—The Wilson Packing Co., of Jackson, has purchased three acres lying North of the condensary, and proposes to put up a \$25,000 factory for the manufacture of sauerkraut, and the putting up of pickles. The city council will provide water facilities, and sewerage for the factory when it is built, which will probably be next spring.

Essential Features of the Grocery Staples.

Sugar—The market continues to advance. Local jobbers hold granulated to-day at 9.9c.

Tea—From advices which have come in from Japan following the earthquake, it has been conclusively demonstrated that Japan teas are going to be higher. Since the earthquake there have been no shipments of Japan teas, but they will shortly be resumed. The home consumption is expected to be so heavy that prices will be as much as 3@4c per pound higher. This has been discounted in this country to some extent during the past week, but there has been no sharp advance here. All Japan teas ought to be very good property at the present prices. Ceylons, Indias and Javas continue firm and wanted. Most people, however, are buying in small quantities. Congous continue firm with an upward tendency; quiet demand. Other teas steady, moderate demand.

Coffee—The demand for Rio and Santos grades during the week has been active, without material change in price. Prices, however, are firm for the week. Santos 4s show a small fractional advance. Mild coffees are also strong and show a small fractional advance for the week, speaking of coffee green and in a large way. The jobbing market for roasted coffee is steady to firm, without material change for the week; demand fair.

Canned Fruits—A survey of the California and Northwestern fruit districts viewed from the angle of the canner does not tally with that of the buyer. The packer says that there is already a shortage in many items with specific mention of fancy loganberries, Bing cherries and numerous other items on which offerings and quotations are being withdrawn. On the lines in more abundant supply the price tendency at the source is toward higher levels. Nevertheless the strength is largely confined to the West, and buying on contract last week, as formerly, was lighter. The spot market is quiet, with constant liquidation, but without special or new features.

Canned Vegetables—Tomatoes are unexpectedly strong. During last week Southern goods advanced sharply in all popular sizes with withdrawals of offerings and more competition for goods at the factory than at any time during the current season. Eastern and Middle Western markets are both buying in the South. Gallons are leading in interest and are not so easily purchased at \$4 f. o. b. factory. No. 2s and No. 3s are also firmer and higher. Postings are to the effect that the fruit matured all at once, and after going over the fields there is comparatively little left for the late pack. Indiana is late, and even with a long season it is questioned if the State will pan out the pack expected on the basis of plantings. The corn situation is also acute. Maine packs are estimated at 50 per cent. of anticipations for the State as a whole. The 75 per cent. deliveries on contracts, it is said, will be offset by the cuts down to 25 per cent. which are predicted. What is more, it is claimed

that quality will not be as good as in normal seasons. More Minnesota and other Middle Western corn has been sold in Michigan than in previous years. A considerable volume has been taken by Michigan markets where heretofore Maine packs have been supreme. Standard corn rules firm also, but is not so excited. Peas added little new in the way of developments last week, but remained firm throughout, with nominal offerings of desirable grades and sieves.

Canned Fish—As to domestic sardines, the market is still firm at fully maintained prices, with an everyday demand for immediate wants. The catch is nearing its end and unless it is considerably better in the future than it has been up to the present, the pack will be small and prices higher. Other varieties of sardines show no change; fair demand at steady prices. Salmon is very slow, particularly red and pink Alaska; prices show no change. Fancy Columbia River salmon is scarce and firm. Shrimp about steady; fair demand. White meat tuna firm and on a rather high basis. No change in other canned fish.

Dried Fruits—Prunes have taken their rightful place as one of the leaders in dried fruits, their position being justified by the amount of business in old and new crop now being consummated. Opening prices on new crop of the Association were expected to follow on the heels of the sale of the old crop, with an announcement to-morrow of the 1923 list. No intimation has been made of what the range will be, but judging by what independents have done recently and the generally better aspect of the market, the indications point to a much better reception to opening prices than was anticipated a few weeks ago. Independent prunes have been quoted higher recently, with strength developing in the larger sizes. Reports from Oregon indicate brown rot damage, curtailing the tonnage and tending to make the sizes smaller. This situation, in conjunction with other aspects of the prune market, is making for higher quotations on the part of packers. Apricots are also firmer here and on the Coast. Now that the carryover is being exhausted there is more demand for new crop and the top grades are showing some advances. Peaches are also more favorably regarded and recent advances have been sustained. Pears are being withdrawn on the larger sizes and other grades are being advanced. Raisins are not so excited as other lines. New crop has been taken in moderate volume on contract, but there is a feeling that opening prices are too high and old crop is selling steadily. Currants are being cleaned up on the spot to make way for new goods.

Syrup and Molasses—Sugar syrups are wanted to a certain extent for the grocery trade, there being a regular if not very large business done every day. Prices are steady. Compound syrup in moderate request; unchanged prices. Molasses steady and firm and in very fair demand for good grades.

Beans and Peas—The feeling toward nearly all grades of dried white beans is firm, although the demand

is comparatively light. Pea beans are now strong in most hands, although here and there is still a little shading. Red kidneys are also strong and so are whites. California limas scarce and firm. Green and Scotch peas are a little stronger and seem to be wanted a little more.

Cheese—The market is steady, with quotations slightly higher than the previous quotations, due to stronger prices in the producing sections. The average quality, however, remains fancy, and with the present consumptive demand we do not look for any noticeable change in prices.

Provisions—The market on lard remains firm, with quotations ranging 1/2c per pound higher than they were a week ago. This is due to a good consumption and fairly light supply. Lard substitute has shown an advance in prices in sympathy with pure lard. There is a fairly good demand for lard substitute at this writing and we do not look for any change in the price in the immediate future. The market on smoked meats is firm, with a fairly good demand and a moderate supply. The market on dried beef, barreled pork and canned meats is steady, with unchanged quotations.

Rice—Primary markets are on the up grade as constant rains delay the harvest and prolong the period of scarcity. Most of the mills are closed and refuse to quote on shipments on definite dates. Foreign rice is not taken freely enough as a substitute for domestic to make the line active. Stocks, however, are well enough concentrated so there is no unloading at sacrifice prices.

Salt Fish—Mackerel continues dull, the fall season not having opened as yet. There is a heavy carry-over and stocks are ample. Prices still rather in buyer's favor.

Review of the Produce Market.

Apples—Wolf River and Alexander bring \$1 per bu.; Maiden Blush, \$1.25; Strawberry \$1.50.

Bananas—9c per lb.

Beets—\$1 per bu.

Butter—The market is steady to firm at the present writing. There is a good consumption of all grades of creamery butter at this time, but prices have shown a slight decline. The receipts are about normal for this time of year and the average quality is very fine. We do not look for any material change in the quotations unless there is a noticeable increase in the fresh receipts. Local jobbers hold extra fresh at 44c in 63 lb. tubs; fancy in 30 lb. tubs, 46c; prints 46c; June firsts in tubs, 40c. They pay 25c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—\$1 per bu.

Cauliflower—\$2.25 per doz. heads
Celery—50c per bunch for home grown; \$2 per box of 4 doz. bunches.

Cranberries—The first car from Cape Cod arrived last Thursday and all future orders were filled. Opening prices much cheaper this year; however, higher prices are anticipated. Present prices are \$10.50 per bbl. and \$5.25 per 1/2 bbl.

Cucumbers—Home grown, 65c per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is steady to firm on strictly fancy stock, there being an oversupply of poor and medium grade eggs. Up to the present time there has not been any surplus of fancy fresh eggs on the market. Local jobbers pay 32c for candled fresh, cases included.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sells as follows:

36 ----- \$6.00
46 ----- 6.50
54, 64 and 70 ----- 6.50

Grapes—California Tokay, \$3.75 per 4 basket crate; California Malaga, \$2.75 per crate; 4 lb. basket of blue varieties, \$3 per doz.; 7 lb. basket ditto, 30c per basket; wine grapes, \$1.75 per bu.

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

Green Onions—20c per doz. bunches for home grown.

Honey—26c for comb; 25c for strained.

Honey Dew Melons—\$3.50 per doz.

Lettuce—In good demand on the following basis:

Colorado Iceberg, per crate ---- \$6.00
Home grown head, per box ---- 1.00
Leaf, per bu. ----- 1.25

Lemons—The market is now on the following basis:

300 Sunkist ----- \$8.00
300 Red Ball ----- 7.50
360 Red Ball ----- 7.00

Musk Melons—Home grown Osage fetch \$1.50 per doz.

Onions—Spanish, \$2.50 per crate; Walla, Walla, \$4.50 per 100 lb. bag; home grown, \$4 per 100 lb. sack.

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

100 ----- \$6.00
126 ----- 6.75
150, 176, 200 ----- 6.75
216 ----- 6.25
252 ----- 5.50
288 ----- 5.00

Peaches—\$2@2.25 per bu. for Elbertas, Prolifics, Engles and Crawford.

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

Plums—German Prune, \$2.50 per bu.; Green Claud, \$1.50.

Potatoes—Home grown, \$1.20 per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, \$1.25 per bu.

Poultry—Local buyers now pay as follows for live:

Light fowls ----- 14c
Heavy fowls ----- 19c
Broilers, 3 lbs. and up ----- 21c
Ducks ----- 19c
Geese ----- 18c

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

Radishes—25c per doz. bunches.

Spinach—\$1 per bu.

Sweet Corn—40c per doz.

Sweet Potatoes—\$4.50 per bbl. for Virginia.

Tomatoes—\$1 per 1/2 bu. for ripe; 80c per bu. for green.

Turnips—\$1 per bu.

Watermelon—35@50c each for Michigan grown.

The highest price one can pay for a thing is to get it for nothing.

MEN OF MARK.

Frank Hamilton, Good Roads Apostle of Northern Michigan.

Frank Hamilton was born in Saco, Maine, Nov. 20, 1847, his antecedents on both sides being Maine people. He resided in Saco until he was 21 years of age, fitting himself for a business career in the meantime by employment in a clothing store. In 1868 the late Smith Barnes, then General Manager of the general store of Hannah, Lay & Co., Traverse City, enquired of a wholesale dry goods house in Boston where he could obtain two bright young men to take charge of his clothing and dry goods departments. The man addressed, who was a department manager for Wellington Bros. and who aimed to keep in touch with young men who were looking for larger opportunities, replied: "There are two young men working in stores at Saco, Maine, who have the making of splendid business men. They are earnest, energetic and broad minded. You cannot make a mistake in securing these men." Mr. Barnes accordingly solicited an interview with both young men, which took place in Boston, and, in June, 1868, they started for Traverse City, where they took prominent positions in the mercantile establishment which is now conducted under the style of the Hannah & Lay Mercantile Co. In August, 1873, Mr. Milliken and Mr. Hamilton started the clothing and dry goods business under the style of Hamilton, Milliken & Co., the other co-partners being Smith Barnes and Hannah, Lay & Co. This co-partnership continued five years, when Messrs. Hamilton and Milliken purchased the interests of their partners and continued business under the style of Hamilton & Milliken. This copartnership lasted nearly twenty years—during which time the firm built one of the finest business blocks in the city—when the partners separated, Mr. Milliken taking the dry goods and Mr. Hamilton the clothing stock. The deep friendship which existed so many years between these two men was only terminated by the death of Mr. Milliken a few years ago.

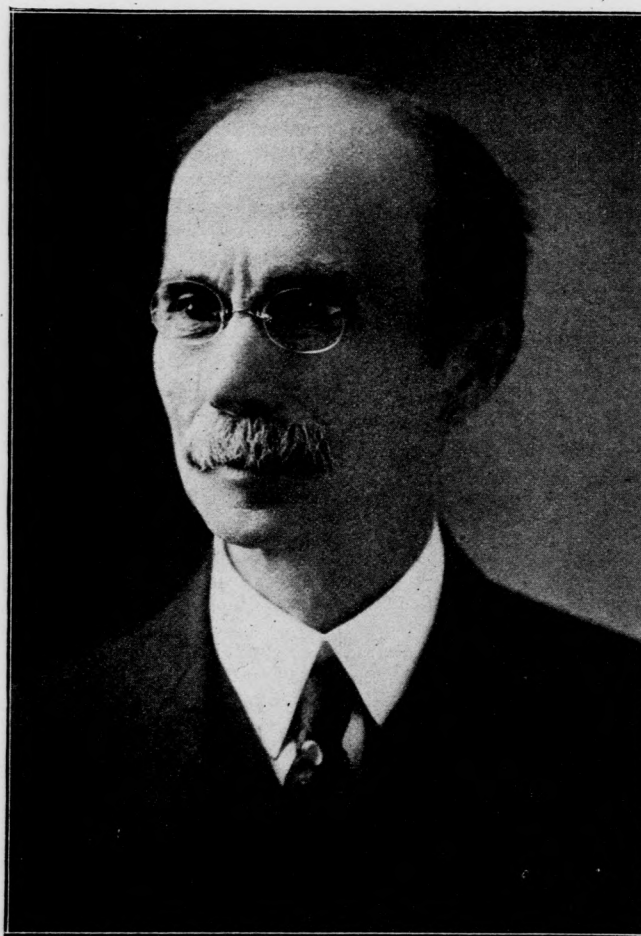
Mr. Hamilton continued the clothing business under the style of the Hamilton Clothing Co. until three years ago, when he sold a three-quarter interest to E. A. Shriver. A few weeks ago he sold his remaining interest to Mr. Shriver and associates, who announce their intention of continuing the business under the same style.

Mr. Hamilton was one of the earliest advocates of retail organization in Michigan. He organized one of the first associations of retail dealers at Traverse City and soon found himself advocating a State organization, to take up the work of improving business conditions where the local organization leaves off and carry it forward. In pursuance of this idea, he was first and foremost in the work of organizing the Michigan Business Men's Association and was elected its first President. He did much to system-

atize the work of the organization and rendered the merchants of Michigan yeoman service in many ways.

Many years ago Mr. Hamilton began agitating the subject of good roads, when road conditions in Northern Michigan were anything but good. He worked with the farmers in his usual way, to enlist their interest and co-operation. He never advocated the issuing of bonds, but urged the farmers to raise a little money by taxation each year and do much in addition thereto by personal service. As the result of this policy, steadily adhered to, Grand Traverse county has the most comprehensive assortment of good roads of any county in Northern Michigan and not a road

A great deal of Mr. Hamilton's success as a merchant is due to his keen judgment of human nature and the knowledge of what presentation will appeal to this and what to that person and how certain circumstances will influence a final decision. He is shrewd, persuasive and convincing in his conversation. His is an attractive personality and he makes friends among all classes easily. That he has good executive ability and the elements of leadership is amply evidenced by his accomplishments. There is much about him to admire and commend. He possesses in his personality those qualities which make men popular. Had he enjoyed the benefit of a larger education and a different environment, his native



Frank Hamilton.

bond has ever been authorized by the county or any township in the county. This accomplishment is so unique that it has been widely commented on all over the country. The name Hamilton has been synonymous with good roads and a 100 mile section of M42 and M11, running from Buckley on the South to Charelvoix on the North has been voluntarily designated by the people living on that thoroughfare as Hamilton Way. Mr. Hamilton's knowledge of road making is so thorough and comprehensive that he has been drafted into assisting good roads projects in several states. He has long served on the Michigan Road Commission with credit to himself and with satisfaction to his associates and constituents. His fame as a good roads advocate rests on the solid rock of accomplishment which few men have had the pleasure of experiencing during their careers.

ability would bring him even more prominence than he now enjoys. He is personally kind and charitable and if the number of courtesies which he extends and the favors he does for people could be catalogued, the list would be a long one. For these he is held in kindly remembrance by hundreds whom he serves.

Mr. Hamilton's services to his ward, city, county, State and country and to many good causes are active and valuable, but they are seldom conspicuous. Next to his courage his chief characteristic is modesty. He persistently shuns the limelight, and for that reason he wins no general recognition at all commensurable with the value of his work. His place in history will rank higher than in popular estimation during his lifetime. But neither popular recognition nor historical fame trouble him at all. After he has stood with all his strength for the things in

which he believes he is content to let the consequences take care of themselves.

Starting in life with no capital except manhood of the highest type, Mr. Hamilton was endowed with a purpose to press on and upward, believing that absolute integrity in thought, word and deed are essential to success. He magnifies personal favors, is mindful of his helpers, dealing justly and winning and holding their regard and hearty co-operation. Faithful to every obligation he steadily won favor and fortune. His distinguishing traits are honesty, industry, humility, kindness and goodness.

A true Christian gentleman, but not wearing his Christianity upon his sleeve, he demonstrates it subtly and deliberately to all with whom he comes in contact. There may be those who still believe that religion has no place in business, but Mr. Hamilton is one who gives practical refutation to this cynicism.

Washington dispatches reporting that the two-dollar bill may be discontinued by the Treasury Department mention its widespread unpopularity in a manner that seems to indicate there is no foundation for this dislike. Editorial comment on the subject mentions superstitions of ill luck attaching to the currency in question.

Such a superstition exists, but the widespread dislike for two-dollar bills probably rests upon the more substantial objection that they are easily mistaken for one-dollar bills in making change. Such errors frequently occur. In the matter of making change a bill for one dollar and a half or two dollars and a half would be more useful, but the same objection raised against the two-dollar bill would still exist. There is no sufficient reason for the existence of a two-dollar bill.

Because of that fact this note eventually will be as rare as the silver dollar, which is now seen only where there is a large element of the population unwilling to accept any except hard money. The silver dollar is too heavy and too large to be convenient. With a plentiful supply of one-dollar bills and the smaller coins for making change, the same objection raised against the silver dollar attaches to the fifty cent piece. Those who handle large amounts of money in small denominations notice that their customers register their passive resistance to fifty-cent pieces by offering them at the first opportunity, while they keep their smaller coins.

Every issue of coins or currency is an experiment the success of which is determined by the use made of them. Having announced publicly that discontinuance of the two-dollar bill is under consideration, the Treasury Department will soon know by the number of protests or lack of them whether they are needed.

It may be just a coincidence, but the retail dealer who goes out of business is usually one who showed no interest in his association or his trade paper.

RAVAGES OF FIRE DEMON.

Fifty-two years ago Oct. 8. Mrs. O'Leary's cow kicked over the lantern that started the fire that destroyed the city of Chicago and killed 200 of its citizens. The annual anniversary of the Chicago fire of 1871 is now observed throughout the United States and Canada as Fire Prevention Week, which is endorsed by authorities and recognized by presidential and royal proclamations. Throughout all Fire Prevention Week observances, sponsored by the National Fire Protection Association and its members, it is emphasized that Fire Prevention should be practiced not alone during Fire Prevention Week, which is merely the starting point of a continuous campaign, but for fifty-two weeks in the year.

Statistics show that there are an average of 15,000 people burned to death and 17,000 injured by fire in the United States and Canada every year. Fifteen thousand a year is on the average of about one every half hour.

In the U. S. in 1922, the total fire loss was \$521,000,000. This is too large a sum to comprehend, but when we say that this is \$1,000 per minute, the figures are more intelligible. \$521,000,000 is a loss which is making us poorer as a Nation and, what is of more immediate importance to the individual, is making each one of us individually poorer.

Whenever a statement such as this is made there is immediate objection. People say that the insurance companies pay fire losses. After a fire the average person asks, "Is it covered by insurance?" and if he finds that the loss is covered by insurance he dismisses the subject from his mind. He does not realize that the insurance companies are merely collectors and distributors of the fire tax; that they are able to pay fire losses only by reason of the premiums they collect. We all pay this fire tax, directly and indirectly. A fire tax is added to everything we buy, everything we use, for everything is insured.

Take, for example, a loaf of bread. From the time the wheat is first harvested it is insured; insured in storage, insured while being ground into flour, insured in transportation, insured by the wholesaler, insured by the baker and insured in the grocery store. When we buy a loaf of bread we pay a fire tax, a part of the price to cover this accumulated insurance. In other words, if there were no fire tax, the loaf of bread would be cheaper.

Along with this fallacy that the insurance companies pay fire losses, goes the equal fallacy that the prevention of fire is purely the concern of the insurance companies. Nothing could be more mistaken, for the fire loss is everybody's loss and fire prevention is everybody's responsibility.

The worst feature of the fire waste is that while statistics show that 80 to 90 per cent. of it is readily preventable by simple precautions and common carefulness, comparatively little has been done to stop the ravages of the fire demon. Most

fires start from surprisingly simple and easily preventable causes. Careless smoking and the use of matches is one of the principal fire causes and is responsible for an average loss of about \$30,000,000. All such fires could be so easily prevented. We do not mean by this that smoking should be prohibited and matches eliminated. All that is needed is the exercise of a little common sense. Defective chimneys and flues are listed as another major fire cause. Here, again, fires can be readily prevented by a few timely repairs of defective equipment. Electricity is responsible for fires principally because of the misuse of electric equipment; overloaded wiring, leaving electric irons with the current on, etc., may obviously be eliminated as fire causes if proper care is taken. Spontaneous combustion, which in recent years has been increasing in importance as a fire cause, is only possible where there are accumulations of oily rags or rubbish or where dangerous materials have been improperly stored. Similarly throughout the list of the many fire causes it may readily be shown that most fires could easily have been prevented.

When an automobile driver by his carelessness runs into and injures another machine he must pay for the damage done. The justice of this is unquestioned. But when the householder through carelessness allows a fire to start in his house, and the fire spreads and destroys his neighbor's home, all the satisfaction that the neighbor can get is sympathy. Why should not the same principle of responsibility apply here as does in the case of the automobile accident? As a matter of fact, it does apply legally, at least to a certain extent, but practically in most cases it does not.

This principle of personal responsibility for fire is in force in European law, and is perhaps the main reason why European per capita fire losses are about one-tenth of those for the United States and Canada. For example, in France, the property owner is not so much concerned about his own possible loss but must carry insurance to cover his liability in case a fire originating on his premises should spread to surrounding property. And furthermore the property owner or tenant is held to be responsible for the fire unless he can definitely prove otherwise.

In this country there is beginning to come a partial realization of the importance of this principle of personal liability, and it is now being applied, although to a limited extent, in some parts of the country.

Carelessness seems to be ingrained in the American people, and the number of fires starting because of carelessness can be reduced only by a long and slow process of education. But there are physical safeguards against fire which can be applied and are being applied to minimize the damage from fires starting through carelessness. Fire-resistive buildings, automatic sprinkler systems, good water supplies, and efficient, well-

equipped fire departments are all part of such physical protection.

Fire prevention pays big dividends, not only as a result of nation-wide effort, but locally, to any community which gives the subject adequate attention. It is not necessary to wait until the fire loss of the entire country is reduced before reaping the benefits of local fire prevention efforts. Examples of what has been done will point the way to what can be done universally.

The Fire Prevention Week campaign of 1923 is to carry on and extend all these efforts, to reach the public as it has never been reached before, and to put a stop to the increasing ravages of the fire demon. This campaign needs support and every individual is urged to lend interest and take active part in the campaign, for by so doing he will not only be helping to cut down the fire waste which is impoverishing the Nation but his efforts will contribute toward saving money for his own pocket.

FAVORABLE TRADE BALANCE.

A further decline in imports and a gain in exports give the United States the largest "favorable" trade balance in August that it has had during the current year. In January and February of this year there was a small excess of exports. In March, April and May there was a heavy excess of imports, the monthly average excess for this period being somewhat more than \$49,000,000. In June, however the excess of imports amounted to only \$202,000. In July the tide turned, and there was an excess of exports amounting to \$16,000,000, and in August this grew to \$38,000,000. This still leaves an excess of imports of \$89,000,000 for the eight months of the current year, but if the tendency noted during August continues it is evident that the year will end with the balance of trade for this country "favorable." Last June there was every reason to expect that it would have been otherwise as the excess of imports over exports for the first six months of the year amounted to \$138,000,000.

The most striking thing about the August trade figures is the sharp decline in imports. The total is not only the smallest for any month during the current year but is also below that for August, 1922. The peak of the import movement to this country occurred in March and reflected the industrial expansion under way at that time. Imports during August were 30 per cent. below those for March. For this there are several reasons. The decline is partly sea-

sonal, as the bulk of the sugar imports from Cuba, for example, reach this country during the spring. The slackening in industrial activity during the summer has tended to curtail imports of raw materials. Then the deckers' strike in Great Britain, which began this summer has seriously interfered with the shipment of goods from England, and normally imports from that country exceed those from any other. While imports have thus been declining, the volume of exports appears to have been fairly uniform month by month. The Japanese earthquakes is expected to prove a stimulus to exports of construction materials from this country and this may contribute during the rest of the year to reduce the net surplus of imports that still is shown for the current year.

You can't make a man a monkey by cutting off his tail; but it can be done, in some instances, by cutting off his allowance.

No Smoker
Can Be
Satisfied
Before
He Has
Smoked
A

Charles
the
Eighth
10c
Cigar

A Cigar
Of Real
Merit

All Live
Dealers
Sell Them

Mfd. By

Make
This
Cigar
The
Next One

Citz. Phone
22905
Bell, M 1821

Vanden Berge Cigar Co.
GRAND RAPIDS, MICH.



Walker
MUSKEGON
MICHIGAN

Makes
Good
Chocolates

PROPOSED COMPROMISE TAX.

A new tax on business is proposed by Senator Smoot, chairman of the Senate Finance Committee. The brief outline of the plan carried in the press dispatches indicates that it is a kind of compromise between a general sales tax and the luxury taxes of war times. It will apply to practically all sales, except sales of farm products in amounts not exceeding \$6,000 in value and sales of low-priced articles. The tax will be graduated, with the most expensive and luxurious articles paying the highest rates. From the point of view of administration such a tax presents a number of difficulties. The exemptions and the varying rates will make its computation and collection a more difficult problem than that presented by a general sales tax. There will also be more opportunities for evasion. Moreover, a tax of this character will add enormously to the bookkeeping operations of every large mercantile establishment. Part of its sales will be exempt from the tax, part will be subject to a tax at a low rate and part at a higher rate. It has not been so very long since merchants heaved a sigh of relief at the abolition of the so-called "nuisance taxes." The new plan of taxation means their restoration in an aggravated form.

One argument made in support of the proposed measure is that no general sales tax at a uniform rate can be enacted because of the opposition in Congress to a tax that falls on consumers without regard to their ability to pay. It is proposed, therefore, to increase the rates upon articles of luxury in order to meet this objection. In the second place it is proposed to exempt sales of farm products up to a certain amount in order to overcome the opposition of the farm bloc to taxes of this character. A good case can be made in favor of the exemption of farm products from such a tax. It is the intent of the framers of the law that the taxes should be shifted. A tax on farm products which are sold in a world market cannot be shifted. The great wheat grower, for example, cannot add the tax to the price of his wheat when he carries it to the country elevator any more than he can add the amount of the freight to the terminal market. All such charges must come out of his pocket. But if it is equitable to exempt sales of farm products from the proposed tax, the entire amount of such sales should be exempt, and not merely those below a certain arbitrary figure as proposed in this measure.

The question arises, why should business be subject to this new tax? It is already struggling under the existing burden of taxation. While it is claimed that the new taxes will not be a burden because they can be shifted, this shifting is by no means a certainty. Taxes can only be shifted by raising prices, and in a period when general price levels are declining the chances are that the tax will have to be absorbed. It has been found in Canada, for example, that concerns selling one sort of goods

are able to shift the tax while those selling a different sort are quite unable to do so. Even if the tax can be shifted it will mean higher prices and tend to discourage retail buying. In whatever way the burden falls, it appears that business will have nothing to gain and much to lose by the proposed new levy; for it is to be noted that these taxes are to be an addition to existing taxes and not a substitute for any that are now imposed. The reason for this is not hard to find. It is the bonus that lies behind the whole thing. Politicians in both parties want to find a way to raise money to appease their ex-soldier constituencies, for there is a big election coming in 1924.

Mocha coffee exporters are not enthusiastic over the 1923 crop and market situation. According to early reports the Mocha coffee crop was expected to be normal, if not above the average in size, but the shipments from Arabia during the first six months of the year did not bear out these reports. Up to the present time, the arrivals from the interior at Aden, the port of shipment, have been less than one-half of those for the corresponding period last year, Consul Raymond Davis informs the Department of Commerce and since the conditions in the interior are now reported comparatively peaceful, it is believed that the crop was much less than expected. Shipments to the United States during the first six months of 1923 were only 42 per cent. of the 1922 total, and this corresponds with shipments to other countries. This slump is due to the high price in Aden of Mocha coffee. At present on account of the large South American crops, that coffee is comparatively low, and Mocha, always somewhat higher in price, is approximately 15 per cent. too high to compete successfully, trade experts say. France is practically eliminated from the Mocha market, while the Egyptian market is favoring South American coffee.

At the State prison exhibit at the West Michigan fair there were about a dozen different persons present to press the sale of the various articles manufactured by criminals—one for binders' twine, one for overalls, one for aluminum ware, etc. All of them were evidently instructed to push the sale of canned peas, because they all used the same argument: "Buy a can of our canned peas for 15 cents. We guarantee it to be equal to any brand of peas you can obtain of your grocer for 35 cents. Why pay 35 cents when you can obtain just as good an article produced by the State for 15 cents?" So insistent were some of the pea salesmen that they frequently grabbed hold of people passing by the prison booth in the attempt to force prison canned peas on them. Several cases of torn clothing were reported as the result of over anxiety on the part of the prison salesmen, who went beyond the bounds of decency in their effort to exploit the products they undertook to sell with physical force as well as verbal argument.

ONLY ONE SURE FOUNDATION

In every walk of life the structure of real and permanent success can be built only on the deep and sure foundation of a good character. All other foundations are but as shifting sand. No matter how carefully and cautiously the superstructure may be constructed, no matter how cleverly designed or outwardly attractive it is, unless its foundations have been laid on the bedrock of truth, justice, honesty and loyalty, it will sooner or later begin to crumble and eventually collapse.

Success in the mercantile business is no exception to this rule; character is its only sure foundation. Honesty is the best policy in the mercantile business as everywhere else. A clerk who will stoop deliberately to deceive a prospective customer by misrepresenting the quality of the goods he is undertaking to sell will not hesitate to cheat his own employer when opportunity offers. He cannot be loyal to his employer and at the same time be disloyal to his customer or vice versa.

There is no room in the mercantile business for the dishonest, disloyal, shifty, tricky, unscrupulous, immoral or dissipated man. A good many old as well as new sayings are not true, although they may be striking and commonly current. For instance, it is not true that "every young man must sow his wild oats." Fortunately there is a growing number of men who by their lives disprove this saying and, what is very much to the point, it is from this class that the large percentage of successful men come. It is true that there are successful men who did sow some wild oats while young, but they are the exceptions which prove the rule. They saw the error of their ways and turned over a new leaf before it was too late. They are successful not because they sowed wild oats, but in spite of it. Unquestionably they would have achieved still greater success if they had never sowed any. The words spoken over nineteen centuries ago still hold true. "Be not deceived. God is not mocked. Whatsoever a man soweth, that shall he also reap."

The saying that "a successful liar must have a good memory" does contain a grain of truth, and it is that one lie always leads to a second lie, a second to a third, and so on in an endless chain. If you start lying there is no place where you can stop; one lie always calls for another and they grow blacker and blacker as they multiply. It is not true, however, that there ever has been or ever can be a "successful liar."

There is no such animal. No matter how clever a liar may think himself, sooner or later he never fails to get caught in his own tangled web of deceit.

How much more comfortable and easy, is it not, to go straight! You don't have to lie awake nights worrying about being caught in this or that lie, or wondering when this or that shady transaction will be discovered. Only fools go crooked. Wise men keep their records clean because they know that honesty, loyalty

and personal integrity always win and that some day they will reap rich rewards. In the meantime they will have enjoyed the exquisite pleasures which are the fruits of a good conscience and a character above reproach. It was Pope who said, "An honest man is the noblest work of God."

HOUSEHOLD LINENS.

The household linen market at last shows actual sales improvement, with orders approaching normal size for the period of the year. The rapid rise in Belgian exchange has stiffened the price ideas of various importers, who will not grant concessions on the character of goods derived from that country. Salesmen are now on the road finding jobbers and retailers in a receptive mood and arranging for deliveries to begin at once.

There is a noticeable turn in demand toward the smaller size table cloths. Heretofore retailers were active buyers of sizes that hung low from tables, while now they want the measurements to only slightly overlap. This makes the very large table damasks more or less slow moving and gives the primary market a new set of specifications to work on.

A number of importers believe the change in size popularity hinges on the question of price while others feel it is a distinct style change. The character of furniture now in use makes it seem desirable that part of the table top be shown. The increasing vogue of oblong tables is having an influence on new production. As table cloths can be produced faster than tables no sudden style change is expected on a large scale.

COTTON GOODS VALUES.

It is no longer questioned among large distributing merchants that cotton goods values are going to rule higher rather than lower. They have started to buy for another season and they have begun to pay more careful attention to lifting prices in their own stocks nearer a parity of the costs of replacement. The retail trade of a seasonal fall character is broadening steadily and while there is no expectation of a great rush for merchandise, it is felt that people have the power to buy and will exercise it as they need goods for immediate use.

Many finished goods prices are wholly out of range with the values fixed on unfinished goods and advances are certain. Mill men have become more insistent on this matter than usual as most of them are not supplied with raw material and will have to pay the high prices early. Percales, wash goods, bleached cottons and many of the varied finished lines are destined to go much higher whatever the verdict may be as to future sales. This policy will be followed before there is any question raised as to whether mills can sell their output or not, according to the great majority opinion in primary channels.

Creditors have better memories than debtors.



PACKAGE and PROFIT

HANDLING bulk sugar causes waste.

Handling
FRANKLIN SUGAR
IN PACKAGES

will bring profits.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"



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

Hart Brand Canned Foods

FRUITS

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

VEGETABLES

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

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

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

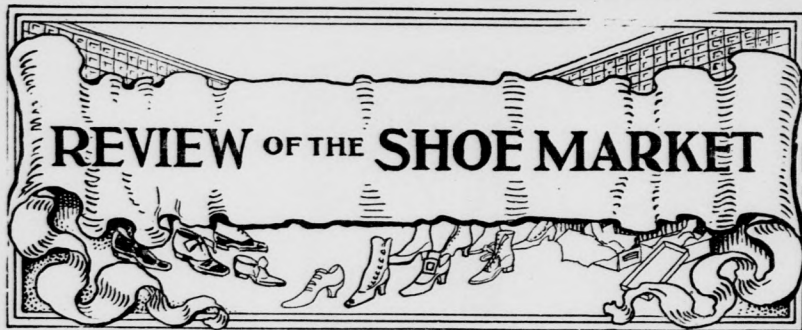
JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

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

Michigan Canned Foods for Michigan People

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



The Retail Shoe Dealer as a Style Arbiter.

There was never a time in the history of the shoe industry when the element of style was such a dominating influence as it is to-day. The style situation, particularly in the women's branch, is complicated and confusing. The many new patterns that have appeared and the bewildering rapidity with which styles have followed styles have introduced new elements of chance and speculation into a business that was already confronted by serious difficulties. It is little wonder many manufacturers and retailers alike have viewed the future with worry and apprehension.

Fortunately there are not lacking signs and elements which point toward a better condition of affairs. So many men of influence in the industry have become aroused to the dangers of the situation that a reaction is certain to follow and it is only a matter of how much time will elapse before it becomes effective. Some experts on style matters already see a change for the better. Addressing the New York State merchants at their convention in Utica recently, Percy E. Hart, of "Cammeyer," New York City, made this significant statement:

Happily and luckily for the shoe merchants of this country the styles to-day are not changing with the rapidity that occurred in seasons shortly gone by. This being the case, the shoes that you have bought either for the Spring or the Fall season should be salable throughout either season. You need have no hesitancy in assuring your customers that these models are of the latest style and pattern.

While there may be some merchants who are less sure as to the immediate future than Mr. Hart appears to be, he has none the less expressed a thought that cannot be too much emphasized; namely, the influence which the merchants are in a position to exert in the regulation and control of style.

In a very truthful sense it may be said that the shoe retailer, in his own community, is an arbiter of style. There are two reasons why this is so. The first has already been suggested by Mr. Hart in the remarks quoted above, namely, the fact that the retailer is the ultimate point of contact between the men who design and make shoes and the consumer who wears them. In a great many cases, particularly if he is a merchant whose influence in the community is recognized, his word and the word of his sales people as to what is style will be accepted unhesitatingly. If he has the courage of his convictions, he can sell his

trade the styles which he in good faith has bought.

The retailer is a style arbiter because of the influence he has, or should have with the manufacturer from whom he buys. The manufacturer designs and makes shoes to sell. If the retailer will determine before he places his business what styles ought to constitute his best sellers and then confine his buying to those styles, his influence will go a long way toward determining the styles to be brought out by the manufacturer when new samples are built.

One of the great difficulties in the past has arisen from the fact that too many retailers have not given enough serious study, thought and attention to this all-important subject of style. They have taken the "say-so" of the first salesman who called, bought according to his advice, and then lost faith in their judgment when another salesman came along and showed something different, with the result that shoes were returned for trifling cause or marked down before they should have been. In either case they were sold to the public at less than the cost of production plus a legitimate profit, thus entailing economic loss and an unfair form of competition.

The time has arrived when the merchant must study styles and not only shoe styles as such, but also in their relation to the other components of correct and proper dress.

In former times, the shoes worn by the average woman were more or less standardized as to style. She was lucky if she owned a pair of walking boots for ordinary day wear, a pair of dressier shoes for Sundays and afternoon functions, and a pair of evening slippers. Those constituted practically all the average shoe merchant, serving the average clientele, had to offer. Contrast the condition that existed then with the multiplicity of styles and patterns which even the small store selling women's shoes to-day presents to its buying public.

But as President John Slater, of the National Shoe Retailers' Association, pointed out in the course of the discussion at the New York State convention, the unfortunate thing about it is, that instead of using the additional styles to increase his business, as merchants do who sell other kinds of apparel, the shoe merchant has merely substituted some different style for the one that was sold before and allowed his customer to believe that this was the shoe she ought to wear on practically every occasion.

Herold-Bertsch Shoes

Michigan  Made



Genuine Comfort
for
Troubled Feet
Roomy-Soft-
No. 988

Wide, roomy, soft leather, bunion last. A favorite with thousands. Advertised in the Michigan farm papers. Order now for fall demand. This attractive newspaper cut free for your advertising.

HERE'S PROOF

Des Moines, Ia., Sept. 17, 1923.
Herold-Bertsch Shoe Co., Grand Rapids, Mich.
Enclosed find draft to pay for shoes sent me as per order some ten days or two weeks ago, for which I thank you very kindly. Your product is the best I have ever tried, and I'll tell the world I had trouble with my feet until I started wearing your plain toe comfort shoe that I fortunately happened onto three years back, in Denver, Colo. Wishing you a world of success, I am,
Your entirely satisfied customer,
John Swanke, 1913 Woodland, Des Moines, Ia.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS
Send for circular of line.

Shoe Merchants of Michigan

Put your latch-string out. Our boys will be at your door within the next few weeks with a complete new line of

Playmate Shoes Which include—

Soft Soles
First Steps
Children's Turns, low and high cuts.
Infants' Stitchdowns or the lasts.

LOW AND HIGH SHOES

Child's and Misses McKays, welts, and Goodyear stitch low and high shoes.
Barefoot Sandals and Play Oxfords that demand attention.

Ruth Shoes Which include—

Sewing Girls Shoes and Oxfords that are compelling.
Woman's Comfort Shoes and Oxfords that give comfort.

Hirth-Krause Co.

FROM HIDE TO YOU

SHOE MANUFACTURERS and TANNERS, Grand Rapids, Mich.

"Satin slippers," said Mr. Slater, have been sold for street wear, when they were originally and properly intended only for dress footwear, thus cheating the merchant out of the second pair of shoes he ought to have sold. Dress shoes intended for afternoon wear are being worn today in offices, shops and factories, even by waitresses in restaurants. Much of the trouble arising out of our multiplicity of styles arises from the fact that we have not taught our customers to buy shoes for the occasion. Every time a new style comes out, whether adapted for afternoon, evening or sport wear, the public adopts it as suitable for any or all of these occasions."

What merchant selling women's ready-to-wear would recommend a satin evening gown for street wear? It would be no more illogical than selling a pair of satin evening slippers as suitable for every occasion.

The time has arrived when every shoe merchant must study style as a factor in his business. He must study not merely shoe styles, but shoe styles as related to other styles in women's apparel that are in vogue for the season when the shoes are to be sold. When this is done there will be fewer mistakes in buying, fewer markdowns and fewer losses on the bargain counter. Furthermore, the consumption of footwear can be materially increased by selling shoes suited to the costume and the occasion.—Shoe Retailer.

Conserve Resources by Use of Oil Fuel.

No better opportunity than the present ever existed for the conversion from coal to oil, whether it be in connection with power plants, ships or residences, as we are now assured of an oil supply far greater than at any time in the history of our Nation. In addition to this, the price of coal has advanced to such a stage during the last few years that the problem of conversion from coal to oil has been very much simplified. Roughly speaking, it requires about three and a half barrels of oil to do the work of a ton of good bituminous coal, so that knowing the relative prices of coal and oil delivered on the premises, the average layman can form some idea in advance as to which is the better fuel to use. In the case of burning oil, less labor is required, boiler efficiency can be increased and we have no ash-handling proposition to solve.

Now that we have such an abundant supply of oil, why not take advantage of this situation, direct our attention to manufacturing equipment necessary for utilizing this ideal fuel wherever it can be proved advantageous to do so and not continue struggling with a fuel such as coal, with its attendant worries due to coal strikes and endless increase in prices such as have taken place during the last few years.

The conservation of our natural resources is one of the most important issues of the present time, and it is well known that in most cases coal is burned in the most extravagant manner imaginable. I think it can

safely be stated that inefficiency in burning coal in a large majority of cases is really appalling, and, worse than this, there seems no real remedy at hand for correcting this evil in the majority of cases.

It would, therefore, seem the sanest part of wisdom on the part of engineers to divert their attention to the burning of oil wherever it can be used economically, for so far as the supply of oil is concerned the opening up of the great Californian fields, the tremendous possibilities of the Venezuelan and other South and Central American fields, together with the present Mid-Continent and Texas fields, give us every assurance of a supply of oil far beyond that ever dreamed of.

We are now suffering from an overproduction of oil, while the reverse is happening with coal. Therefore the time is opportune for the owners of our large industrial plants, ships and residences to take an interest in the burning of oil and to see that oil is used whenever and

wherever it can be proved economical to do so. The shutdown of a coal mine is a very serious and expensive proposition, but in the case of coal lands coal will remain in the ground for future generations equally as well as oil; so why show a preference toward the use of any fuel? Let us select what is best to serve the country at large. This will add greatly to the conservation of our natural resources.

Centralization of power plants and heating plants for residences and the like has tended toward great economies; but if coal is to be burned economically, we should all look forward to the day when a large part of this valuable fuel can be utilized for producing electrical power at the mines and distributing this power over miles of wires, as is now done by hydroelectric plants throughout the country. Electric power is only in its infancy; it will continue to be used more and more as the cost of generating the current is reduced. To predict the use of electricity for

the heating of residences and the like might seem a little far-fetched at this time, but it is bound to come; but for the present our attention should be confined to what we now have, namely, a bountiful supply of oil fuel.

Frank Stowell.

In Business Again—Must Have the Tradesman.

Grand Rapids, Sept. 19.—Back in the merchandising game again; therefore must have on my desk the one most essential paper—The Michigan Tradesman. Please place my name again on the list. Enclosed find my check for one year's subscription.

I feel that I simply could not conduct my new store at 638 Griggs street without your good paper, as in the years past that I took it I always found it a money saver in many ways for me, because the editor is a real champion of the retail merchant.

A. C. Hanson.

Much To Learn.

"Does your fiancée know much about automobiles?"

"Heavens, no! She asked me if I cooled my car by stripping the gears."

Consolidation of Telephone Toll Service

Toll service from every telephone in the City of Grand Rapids now may be had to all telephones in the following list of towns in Western Michigan as the result of the consolidation of telephone plants at these points.

Ada	Coral	Leroy	Potterville
Albion	Dimondale	Lowell	Rockford
Alto	Evart	McBain	Sand Lake
Baldwin	Freeport	Maulon	Saranac
Belding	Fremont	Martin	Sparta
Bellevue	Grattan	Middleville	Trufant
Big Rapids	Greenville	Moline	Tustin
Byron Center	Hersey	Morley	Vermontville
Caledonia	Holland	Nashville	Wayland
Casnovia	Jamestown	Newaygo	White Cloud
Cedar Springs	Kalamazoo	Olivet	Zeeland
Clarksville	Kent City	Otsego	

Work of joining the plants of the former Citizens Telephone Company and the Michigan State Telephone Company in Grand Rapids, to provide unified local service is progressing well.

There is a great volume of rebuilding, reconstruction, extension of trunking systems and new additions to be done.

Every effort is being made to rush this work as rapidly as consistent with the furnishing of satisfactory service.

MICHIGAN STATE



TELEPHONE CO.



TOO MUCH PATERNALISM.

Government Espionage From the Cradle to the Grave.

Glen Lake, Sept. 17.—Encouraging information comes to us, backed by the statements of some who are personally close to President Coolidge, that he is much inclined to discourage the enactment of legislation by the next Congress tending to act as a panacea for many ills, public and private, over which humanity is more or less unduly excited.

Briefly, he believes that the great public should render due assistance and co-operation in handling the offices of the Government, without calling out its reserve resources for every trivial correction and regulation.

The President has amply demonstrated in the past that he has no notion of shirking a responsibility or failing to meet an emergency; but as in the case of the recent anthracite coal strike, he prefers to have those most intimately conversant and interested in the lesser difficulties of law administration make an earnest endeavor to solve such problems without calling upon higher and unfamiliar authorities to perform such functions, which in the past have complicated National administration.

We are all more or less dupes to the superstition that legislation is a cure-all for all ills which flesh is heir to and our statutes are encumbered with laws, which though to a great extent dead-letters, bob up frequently to embarrass the judicial mind.

Congress or a state legislature adjourns, and we read about such and such bills which were adopted during the session and hosts of others which failed to reach the goal, though it would be a hard matter to differentiate on the comparative merits of either. When we hear of a failure we are tempted to censure where the truth is we should convey our thanks for seeming delays in grinding out the useless and unnecessary grist.

If all of our lawmaking bodies, in the states as well as the Nation, adopted from year to year all proposed legislation, the result would be chaotic; in fact, would so muddle up the courts that even meritorious acts would be overlooked in the grand shuffle, to the detriment of law and order.

In a recent report submitted to the American Bar Association, it was shown that during the sessions of Congress, beginning with the sixty-second and ending with the sixty-

seventh, 96,269 bills were offered to that assembly, out of which 4,333 were enacted.

Now, how in the name of common sense could well intentioned citizens find the time to ascertain how to equip themselves for the necessary task of abiding by these laws, even if they were just? Our great weakness as a Nation is not that we lack suitable and uplifting laws, but that we fail to apply the good ones we already find on the statute books.

Congress is so frequently appealed to to remedy trivial ailments that it has created cause for interference, which the framers of the Constitution never considered as essential to the public well being.

Additional to all such legislation it has become customary to call upon Uncle Sam to act as arbiter in disputes, many of which are purely local and some private in character.

Recently it was announced that the efforts of a conciliator from the Federal Bureau of Labor had been drafted for the purpose of settling a dispute between Chicago grocery and butcher clerks and their employers, and they are even now engaged in an effort to dispose of a controversy between the garment workers and those for whom they are working.

In both cases local issues only were involved.

It is fair and proper that the National Government regards labor and its welfare as a national asset, which is also true of agriculture and its products, but it is also true that the general welfare of all its citizens is a paramount asset; and yet in the past the responsibility of regulation has been left with the individual or at the most with local authorities, with fairly satisfactory results, and it is difficult to say where the end will be, if the Federal government allows its executive branch to respond to the beck and call of contestants in minor controversies.

It looks as though the Federal Government has assumed the responsibility of officiating in most, if not all, of the private affairs of its citizenry.

It assumes paternal control of the child at its birth, conducts it through the school period, and when he or she arrives at maturity, looks over the payroll of the employee sits at his desk and audits his accounts. The General Government demands a complete account of business and domestic life.

It investigates to discover, if possible, if the stock of family canned fruits is in a state of fermentation, wants to look at the marriage cer-

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

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Merchants Life Insurance Company

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carefully choose
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FAIR INCOME

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

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

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tificate of man and wife when they travel between states, wants to know his age, height, color of hair and eyes, continually pesters him about whether he is subject to income and other taxes and finally interviews the undertaker to discover if its efforts toward interference and investigation have overlooked any minor detail of a complete existence.

That it has attempted to go beyond affairs, terrestrial, has not yet developed.

And in carrying out this varied and comprehensive program the citizen who has seldom solicited this assistance has paid the freight.

The perusal of a series of articles sponsored by the United Mine Workers of America, showing that this organization is the victim of an effort to turn its affairs over to more radical forces, would indicate that the former association overlooked a bet when they defended accused members who were indicted for participation in the Herrin massacre.

They now claim this "revolting and inexcusable crime was fermented, promoted and caused solely by communists and that it was carefully planned scheme with all its diabolical cruelty and disregard for law that characterizes the communist movement."

They seem to know all about the incipency of the enormous crime, and yet not one scintilla of evidence did they offer to assist in the prosecution of such as they absolutely knew were responsible for it; in fact, it was the general counsel of the United Mine Workers who defended those indicted for this crime and used every other effort to prevent the agencies of law from bringing the guilty participants to justice. They proceed at this late date to give details of this horrible affair which, if supplied at the time of trial, would have been of inestimable assistance to the prosecutors.

It is a matter of unquestioned public knowledge that President Lewis expressed himself at the time of the affair to the effect that "representatives of our order were justified in treating this crowd as an outlaw organization and in viewing its members in the same light as they would common strike breakers."

The prosecution called attention at the time of the trial to the fact that it was the duty of the mine workers' officials to make known the truth if they were aware of any sinister efforts to inflame the miners, but even President Farrington, head of the organization in Illinois, announced when the grand jury investigation was in progress that his association would stand back of those who might be indicted; and they certainly did, and the general counsel of the miners defended these men who were charged with responsibility for this most inexcusable and revolting crime.

If, as is now claimed, these accused were unjustly prosecuted, it would leave a much better taste in the mouths of the interested public if the Mine Workers' Union would take some action, even at this late date, to bring the guilty ones to the bar of justice and arrange with their eminent counsel to assist in their prosecution.

The efforts of the members of this union, as well as its official heads, have not, on any occasion that we know of, ever enlisted in any movement to prevent lawlessness and the public generally are very much inclined to distrust their sincerity at present, but evidence of a disposition to assist in clearing up the details of this foul crime would be interesting to hear of and help to dissipate the universal belief that the murder was the result of conspiracy on the union's part.

In fact, a very little assistance in clearing up this scandal would have much greater effect than the columns of publicity which are now being circulated.

Frank S. Verbeck.

When Figures Mislead.

A short time ago it was shown that estimates of what it costs to produce a bushel of wheat or any other unit of farm products, when compared with prices actually received by the producer, are apt to be misleading. An examination by the Department of Agriculture of costs compiled by 4,000 wheat growers showed an average cost of \$1.23 per bushel, whereas the average price received was \$1.11. As about two-thirds of the cost was attributed to rent and wages, and the average grower owned his own land and did part of his own work, he was not "out of pocket" on every bushel of wheat that he sold, though the figures would indicate this.

The same principle applies to estimates of the farmers' income based on prospective yields at current prices. For example, it has recently been trumpeted abroad that the farmers of the United States would receive a billion dollars more for their principal crop this year than they did last. Such a statement assumes that the farmers will sell every bushel or pound of produce that they raise. The largest single crop is corn, which is selling for about 20 cents more than it did a year ago. On the basis of a three-billion bushel crop this would indicate that the corn growers are going to get \$600,000,000 more for their product. But the trouble with this sort of figuring is that the farmers sell only a small part of their corn, and what they do sell during the coming year will probably be at much less than prices now prevailing for the old crop.

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Lush and Gush Not Healthy Condition.

Grandville, Sept. 18.—In pioneer days families practiced economy with a big E.

To-day very few there are who know the first things about an economical administration of their family affairs. Even the children are taught to admire expensive apparel, the use of cosmetics and all the frills and dildos of life as it is lived in this first quarter of the twentieth century.

Invariably there comes a reckoning.

Those who dance must pay the fiddler, and that we are dancing now to all the rapids tunes of the universe cannot be denied.

The fact that a Lincoln reached the Presidency from the rail-splitters station in life carries no weight at the present day. The factory that offered girls \$12 per week while learning the use of the sewing machine failed to make good because the pay was insufficient. It wouldn't buy the fol-de-rols of life, say nothing about the substantial.

The girl who turns up her petite nose at \$12 per week wage to-day would have been thankful to receive one-sixth of that amount in the days of her foremothers.

We cannot say that those foremothers were less capable, less intellectual, less competent to manage all the affairs of life, and the sons of such became the Nation's greatest men.

A girl who thinks more of bobbed hair, bare arms and neck and rolled down stockings to exhibit dimpled knees is handicapped in life and has much to overcome before she wins the prize of true womanhood and the place of honor in the happy home which is the buttress of our National life.

Way back in the fifties families in the woods had considerable difficulty in getting even the necessities, say nothing about the geegaws.

One pioneer family, consisting of the husband, mother and five children, lived one severe Michigan winter mostly on frozen potatoes and dry beans, and yet one of the boys in after years became a judge, while the girls all married well and became the mothers of happy families.

The basic principle in every well regulated life is the fund of good common sense. As one disgusted person put it when foolish, snobbish actions of a certain lady were being discussed as "smartness," "Faugh! it is never smart to be a fool!" which truism holds good wherever you go.

Man, not his environment, wins or loses in the game of life.

The oak openings with a soil so impoverished as to be wholly worthless, was known to be the abode of the poorest sort of white trash that lived mainly by thieving from more favored neighbors of the nearby settlements along the river.

As in ye olden time the question as to whether any good could come out of Nazareth was raised with regard to the inhabitants of the openings.

Nevertheless from some of these low families there sprung real men and women. One man became a lumberman of fine character, rugged honesty, and when you find a truly honest man you find one who is absolutely good. Honesty and goodness go together, since one who is thoroughly honest has no place in his makeup for any sort of villainy.

The experiences in the world war served to bring out character.

One very ordinary citizen, who was not considered brilliant entered the army, was a member of the Polar Bear division, spending many months in the north of Russia, coming home unscathed, and won the reputation of being a fine upstanding soldier. That man does not ask for a bonus,

considering the schooling he got as to a knowledge of the outside world during his service for Uncle Sam quite repays him for all the inconvenience and hardships of his trip to and through Europe.

In pioneer days the man who worked—and there were few who did not work—was the true gentleman of the time. Work, not play, was what won out then, even as it wins out to-day, despite the shallowness of much of social life as it is now lived.

The man who cracked a whip behind a logging team was never despised. Some of the leading business men of Muskegon's early lumbering days were at one time sawyers and choppers as well as teamsters in the big woods.

A German boy not understanding a word of English, came to Muskegon, got a job chopping slabs in a millyard at \$8 per month. He was honest as well as intelligent. When he passed to the Great Beyond a few years ago he was a member of a millionaire firm of lumbermen, honored and respected by all.

It was Garfield who said the best equipment a boy could have was honesty of purpose, an empty pocket and an ambition to succeed. He knew well about this since he himself had come up from the humbler walks of life, to become a Disciple minister, a general in the Union army, and, lastly President of the United States.

Honesty and ambition if combined with good health, need fear no obstacles in life.

The rush and gush of to-day are not healthy conditions. Pioneer days made men of poor boys. If we get through this sort of foolism which cares more for flimsy show, rotten movies and undressed women, we may pull out of the mire and in time cast off the incubus which threatens the very life of the Nation.

Old Timer.

Meeting of Mutual Fire Insurance Managers.

John DeHoog, Secretary of the Grand Rapids Merchants Mutual Fire Insurance Co., was in Detroit last week in attendance on the annual convention of the American Mutual Alliance, which is the National organization through which the mutual fire insurance companies of the United States function. He reports a most interesting and profitable meeting for all concerned.

Mr. DeHoog recently mailed two checks to Lemunyan & Co., of Durand—one for \$1,600 covering the loss on their building and one for \$6,650.10 covering the loss on their dry goods and shoe stock, which were recently destroyed by fire.

Shrewd Johnny.

Johnny stood beside his mother as she made her selection in the grocery, and the grocer told the boy to take a handful of nuts, but the youngster shook his head.

"Don't you like nuts?" asked the grocer.

"Yes," replied Johnny.

"Then go ahead and take some."

Johnny hesitated, whereupon the grocer put a generous handful in the boy's cap.

After they left the store the mother asked, "Why didn't you take the nuts when he told you to?"

Johnny winked as he said, "Cause his hand was bigger'n mine."

Few of the machines designed to attract insect pests are more efficient than picnic parties.

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A lawyer should draw your will, but we shall be glad to discuss with you its business phases and our services.

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The Federal Constitution Must Be Obeyed.

Grandville, Sept. 25.—Constitution day was celebrated recently in acknowledgment to that instrument which has stood as the bulwark of free institutions for nearly a century and a half.

At times this instrument, legalized by the fathers, and regarded by some of the wisest men as the greatest human document of all recorded time, has been invoked to protect wrong doing, to even justify treason and murder.

It was so in Civil War days when a large portion of the Northern people declared it unconstitutional to coerce a state. That the Constitution justified secession and upheld slavery was a constant iteration of those who sympathized with the South in her rebellion.

In fact, this contention became so persistent and notorious, one of our leading statesmen at that time declared: "When you hear a man prating of the Constitution, spot him as a traitor."

Misconstruing that great instrument has been a stumbling block to its proper observance.

The fact that the provisions of that immortal instrument are overridden in at least half a dozen states in this Union to-day may not be thought of sufficient moment to call for comment, yet such a fact has a demoralizing effect upon the enforcement of the law.

What are the constitutional rights of colored people in this country? Through amendment of the Constitution they stand on the same footing as the white people, and yet out in Pennsylvania, at Johnstown, the mayor has ordered all negroes who have lived there less than seven years to get out of town.

As if they were a pest these people, whose only crime is the color of their skin, are told they can no longer remain in their homes, but must depart at once—and for what?

Some policemen were killed in a fight with a drunken Negro, the latter being killed in the fracas. Because of this the whole Negro population is to be deported!

The same sense of justice would have long ago depopulated every foreign precinct in our cities and made America a hissing and a by-word throughout Christendom. A whole race to be punished for the crime of one man! Of course the Constitution cannot very well be invoked in this case, that is, not in favor of the orders of this wild ass of a mayor.

Governor Pinchot promptly demanded the reasons behind the mayor's orders, to which that worthy made reply reiterating his order that the Negroes "must pack and go."

Such an order might be upheld in a Southern city, but not here in the North. The mayor of Johnstown is outside his rights in the matter as he will be made to understand.

It seems that there is a hitch between the editorial fraternity of Oklahoma and the governor of that commonwealth with regard to certain State constitutional prerogatives of his wherein he has proclaimed martial law in order to suppress lawlessness.

It is thought the legislature will be called in extra session for the purpose of fixing the status of things in a manner more satisfactory than the Governor seems to be doing.

Whatever the real merits of the controversy raging, there is a demand for constitutional adherence as affecting the rights of the people in that State.

Gov. Walton is ready to keep Oklahoma under martial law a year if necessary to stamp out lawlessness, is the story printed in the Oklahoma City Times.

And for this he should be commended if he has the right of the situation, which, no doubt, he has.

The United States Constitution is a document worthy of the support of every American citizen. Many times in our history it has been flouted, from the days of attempted nullification in South Carolina in 1832 down through secession and Civil War to the present hour.

It is a lack of veneration for this sacred document that has, perhaps, marred its usefulness; yet when civil and religious liberty are threatened from whatever source that instrument is invariably a saving factor in the argument.

There is scarcely a doubt but this Johnstown mayor will be made to see the error of his contention and meekly pull in his horns. Governor Pinchot seems to know right from wrong and has the sand to enforce his ideas.

It is a standing menace to this country, the fact that the Constitution is nullified in several states of the Union, and that the silence on this subject seems to give consent to the greatest moral wrong of the century.

The Negro is a citizen of the United States.

Citizens, under the Constitution, are guaranteed the right to the ballot, and with that guarantee emblazoned in letters of fire on that great document ten million of our fellow citizens, many of them heavy taxpayers, are without participation in the Government; have not a word to say as to the disposition of funds raised by taxation; are, in fact, completely disfranchised in the land of their nativity.

The wrong of slavery was such that an overruling power doomed it to destruction at a terrible cost of blood and treasure. Are we then so blind as to not see our own iniquitous course in nullifying the Constitution in this latter day, which will, as surely as there is a God in heaven, bring down a just punishment on the heads of the instigators?

Old Timer.

Responsibility for Enormous Fire Losses.

Mr. Heaton, Fire Marshall at Toronto, Ontario, in speaking on fire waste and fire prevention at the meeting of mutual insurance officials at Detroit, Sept. 19, said:

"The initial mistake for 200 years has been the commercializing of fire insurance. It is primarily responsible for the enormous fire loss suffered by my own country and yours. The only concerns contributing to the prevention of fire losses are the mutual insurance companies. The New England factory mutuals returning 94 per cent. of the premium to the policy holder have done their greatest service through their fire prevention and inspection work. No country can stand long the enormous waste America is permitting to-day. The hour of retribution is sure to come. The most important problem for your country and mine to-day is the problem of fire prevention."

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MAN WITH A VISION.

What One Traverse City Ex-Merchant is Doing.

Alfred V. Friedrich, who recently retired from the retail shoe business at Traverse City after gaining a comfortable competence, is now devoting most of his time, thought and energy to making the Grand Traverse region more attractive to the tourist and more interesting to the permanent resident. Among the accomplishments to his credit is the erection of a 30-foot tower on the ridge road on the Peninsula. It is located at the high point where seven different bodies of water can be seen with the naked eye on a clear day. Rev. A. W. Wishart, pastor of the Fountain street Baptist church (Grand Rapids), who is a confirmed globe trotter, asserts that this view is the finest of its kind in the world.

Mr. Friedrich is now planning to reproduce the Old Mission building at Old Mission village, locating it on the same point on the beach where it stood originally. He has succeeded in discovering most of the original timbers which entered into the construction of the pioneer building nearly 100 years ago and proposes to secure the necessary funds to reproduce the structure by voluntary contributions, heading the list himself with a substantial sum.

Mr. Friedrich has other plans in view for the betterment of the Grand Traverse region and the beautification of Traverse City, which can be made one of the most attractive cities of the country by reason of its wonderful location on Grand Traverse Bay, flanked on all sides by high hills. This can be accomplished by the competent leadership of a man with a vision and the cordial co-operation of the people. There is not a city in the State where the people are so indifferent to their surroundings as Traverse City. Nature has done for them what no amount of money could accomplish, but they persist in ignoring their opportunities, apparently being utterly oblivious to the mine of wealth which lies at their door. It would be a good investment for the people of Traverse City to pass the hat and raise a fund of \$1,000 to place in the hands of Mr. Friedrich, with the request that he visit the city of Chester, England, and see for himself how civic beauty can be made a commercial investment worth having. People who visit England frequently go many miles out of their way to inspect Chester and marvel at the great change wrought there by the artistic spirit of her citizens. Chester has not one-tenth of the natural advantages Traverse City has, but she is to-day the most talked about small city on the Continent. While he is abroad Mr. Friedrich could also visit cities located on water fronts and see how wonderfully such advantages are handled on the other side of the ocean.

Every city and town in Michigan has men who have "made their pile" and frequently find their idle time falls heavily on their hands. To

such men I commend the example of Mr. Friedrich, who is as active now in undertaking to inspire his townsmen with interest in their city and surrounding country as he was in selling shoes over the counter all during his long mercantile career.

Now while the land can be obtained at reasonable figures, Traverse City should own a three mile water front on Grand Traverse Bay. Such an acquisition would be a priceless possession to the people of Traverse City a hundred years hence. In the meantime it would give the city a world-wide reputation and do more to increase the influx of summer resorters than any other attraction. The land need not all be improved at present. That can be left to the next generation or the generation after. The main thing is to get the land before it is covered with permanent buildings and gobbled up by grasping land grabbers who realize how necessary it is that the property should be acquired by the city for park purposes. I have whanged away on this string so long that my Traverse City friends probably think I am a monomaniac on the subject. I own up the allegation, but insist that the word prophet should be substituted therefor.

Traverse City has never dealt fairly with the summer visitors who have aimed to create beautiful resorts contiguous to the city. Her people have sat idly by and seen the township supervisors of Grand Traverse county assess the resorter with vindictive greediness, evidently acting on the theory that resorters have no rights which local residents are bound to respect. Considering the amount of patronage summer resorters can bestow on the merchants of Traverse City and surrounding towns, as well as the amount of produce and other products of the farm which they naturally purchase from the nearby farmers, it is suicidal for the supervisors to destroy this important adjunct by their grasping greediness. I happen to be so unfortunate as to own a summer home beautifully located on Traverse Point, but I am permitting it to rot down, rather than patronize people who treat me as an alien and a proper subject for the meat axe.

Another remarkable asset of which Traverse City is not availing herself as she should is the wonderful scenic beauty of the hills, valleys and lakes of Leelanau county. The 100 mile trip over M22 to Sutton's Bay, Omena, Northport, Leland, Glen Haven Glen Arbor and Empire, thence East to Traverse City through Burdickville Maple City and Cedar is one of the most marvelously beautiful routes in Michigan and ought to be made available to tourists who travel by rail by means of a line of auto busses leaving Traverse City every morning and afternoon. Nothing would give Traverse City a greater reputation among educated and nature loving people than the exploitation of this most remarkable route.

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Why Wheat Should Bring Fifty Per Cent. More.

Written for the Tradesman.

In ascertaining the average cost of producing a bushel of wheat in this country the United States Department of Agriculture has rendered a valuable service to every one. Coupled with the statement of the cost of production goes the fact that farmers get for this most important and most widely used food product only 90 per cent. of the cost of production. Here is an appeal to every fair minded person desirous that the toiler who raises or manufacturers necessities should be equitably paid. This sentiment should go far toward helping the farmer obtain a profit from wheat raising, instead of suffering a loss. Better that a raise in price come about in this way than that by a combination of farmers the output of wheat be reduced to insure a scarcity and so force higher prices.

We regard the advice to reduce wheat production so as to force the public to pay more in the same light as the propaganda to cease mining coal and cause widespread hardship and suffering. A surplus of one bushel for every inhabitant of this land ought to be regarded as a reserve, the same as a savings account at the bank. This surplus or reserve should be so guarded that it could not be made use of by speculators to force down prices.

An article in the Tradesman of Sept. 12 shows how it is possible for farmers to buy as much as ever from retail stores and mail order houses in spite of raising wheat at a loss of twelve cents per bushel. But it does not mention all the causes or reasons. Another report from the U. S. Department of Agriculture is illuminating in this connection. For the past five years farmers have expended in upkeep of farms and farm buildings an average of only 15 per cent. of the pre-war annual expenditure for this purpose. Of course, if painting, repairing and building new to replace old buildings are largely neglected the usual expenditure for the family can be maintained. If wheat growing were decidedly profitable there would have been millions of dollars more expended annually than there has been in the past five years.

A few of the reasons for letting farm buildings run down may be noted. The high price of building material and the hope that lower prices will prevail; the low price of farm products compared with machinery and other supplies which the farmer is compelled to buy; the boys and girls leaving the farm with no expectation of returning; hence father and mother have not the incentive to repair and renew and improve as they would have if a son or daughter were to continue in the old home. They will get along a few years as things are, and when they are gone it does not matter what becomes of the farm.

Again, farm taxes have increased 500 per cent. in twenty years. Every visible sign of improvement is an excuse to increase valuation and

thereby taxes. The penalty for enterprise is heavier taxes. The penalty for owning a farm is to work from 5 in the morning until 8 at night, just to feed those who will not help produce food for themselves or help secure it in harvest without demanding nearly all the farmer gets for it.

The one thing, above all others, that prevents farmers from building is the high price for mechanic's labor. It would take ten and one-half bushels of wheat at \$1.23 per bu. to pay a bricklayer for nine hours work. The farmer who gets only 25 to 30 cents per hour cannot see any equality in paying a carpenter \$1 to \$1.25 per hour. The farmer can and must do his own carpenter work or let it go.

It takes just as much knowledge and skill to raise farm crops as it does to build a house. Then why should the farmer be paid less?

In accepting the conclusions of the U. S. Department of Agriculture, based on 2,400 estimates, that it costs \$1.23 to produce a bushel of wheat we must remember that in the great wheat raising states of Kansas, Nebraska, Dakota, etc., it costs less per bu. than in New York, Michigan and Ohio. More likely in these states it costs nearer \$2 per bushel to raise wheat. And as fast as farmers become convinced that wheat raising can be continued only at a loss, they will seek to substitute other crops which will pay a profit. There was no call for leaders in farm organizations or for agricultural journals to advocate a general, united effort to definitely cut down production. It will come soon enough in a natural way. If there ever should come a wheat famine there should be a reserve under the control of the Government as there was in Egypt in the days of Joseph.

The farmer ought to receive 50 per cent. more for his wheat than during the past year, and no bread eater should pay any higher price for his bread. That is up to the city people and their bakers and millers to settle for themselves.

From the days of the civil war to the end of the century the price of a bushel of wheat was approximately the ordinary daily wage of a farm laborer. There were times, however, when the price per bushel equalled the higher wage paid in haying and harvest. With so many other food products now available and the cost of food decreasing in proportion to the total of living expenses, it can hardly be expected that a bushel of wheat shall continue as a standard for daily wages.

E. E. Whitney.

Another Egg Advertising Campaign.

Chicago, Sept. 25.—Prospects are bright for another advertising campaign this year to stimulate the consumption of eggs. An enthusiastic meeting, with several cities represented, was held recently in the club room of the Chicago Mercantile Exchange.

The general spirit of the meeting was decidedly in favor of action for the immediate future, along lines similar to the plan so successfully followed last year.

At the morning session a tentative plan for newspaper advertising, retail store tie-up and the co-operation of all concerned was presented. It was proposed that a strong selling drive be conducted for ten weeks starting the first week in October and continuing up to the first of December.

The advertising appeal suggested for the approval of the delegates was for an increased use of eggs, on the ground that they represent a highly desirable form of food—wholesome, nutritious, and good in every way. A number of pieces of copy, showing attractive variations of this general theme were presented.

In addition to the newspaper advertising, other forms of publicity

material will again be provided this year, in the form of recipe booklets for the housewife, window strips and store posters for the use of retail dealers, suggesting that their customers use more eggs, etc.

It was voted unanimously to be the sense of the meeting that such work should be undertaken as quickly as possible, and each representative present agreed to lay the general plan before his people at home with a view to raising such amounts of money as may be necessary in the different cities to do the job effectively.

Many cities that were unable to have representatives at the meeting have signified, by mail, their desire to participate in this kind of campaign. In communities where populations are too small for consumer advertising of a general nature, the smaller places in the center of producing territories, much interest is being taken in this movement because of its indirect benefits to all concerned, and the experience of last year, wherein numerous subscriptions were received from such places, probably will be repeated.

date or a back number according as it is equipped with modern or old-fashioned fixtures and furniture.

Most Competent Sales Manager.

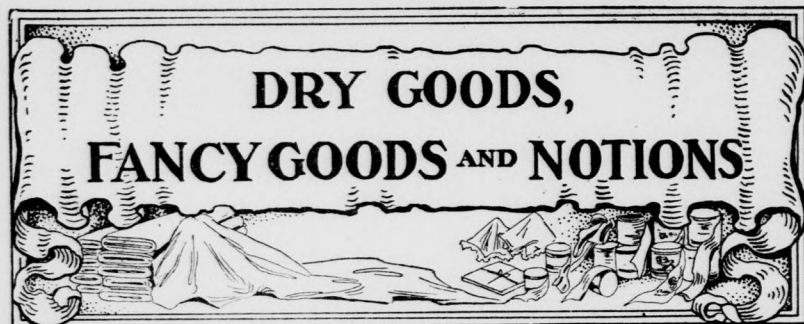
Royal Oak, Mich., Sept. 5.—Mr. E. B. Davis conducted a sale for me and it was satisfactory in every respect. I consider him one of the best in his line after having employed two of the best known agencies in the country in previous efforts. I do not hesitate to say that Mr. Davis and his methods have been the most satisfactory of all. This man is a hard worker and a genial gentleman. I would not hesitate to recommend his services to any concern needing a sales campaign of the cleanest, fairest and most productive character.

If interested Mr. Davis can be addressed at North Branch, Mich.
R. Bowden.

All the nutriment and flavor of the natural grain is possessed by **LILY WHITE FLOUR**, "The Flour the Best Cooks Use," which also has the additional advantage of being given the extra touches of delicacy made possible by forty years' successful milling experience.

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.

VALLEY CITY MILLING COMPANY - GRAND RAPIDS, MICHIGAN



May Help Apparel Sales.

It is not improbable that the disaster in Japan may result in increased sales of American-made apparel for both sexes in that country. In the vast amount of relief material that will go forward to the thousands of survivors, it was pointed out recently, will be large quantities of clothing. This will be given in large part to Japanese who have never before owned garments of Occidental style and manufacture, but who in this way will come to learn of its advantages in comparison with the standardized native garb. In view of the extent of the material losses in the island, it was said to be impossible for this "missionary work" to bear fruit right away, but it was contended that within the next few years a sizeable export business with Japan in the cheaper lines of American garments would be seen.

Knitting Yarns in Demand.

The outstanding feature of the yarn market is the demand for yarns going into the production of brushed knitted outerwear, which is extremely popular. Deliveries on present contracts, according to a leading yarn concern, are being rushed, and a large volume of new business has been placed. The buying of weaving yarns is as yet confined to the dress goods trade. The call for men's wear yarns is still very slow. From now on, it is said, the demand for them will follow goods sales, as the majority of men's wear mills were provided with sufficient yarns for their initial business. The general feeling in the market is that the strength shown at the London wool sales will encourage spinners to buy more confidently.

Beaded Pouch Bags Selling.

Quite a strong call has developed recently for beaded pouch handbags, and, according to wholesalers, the bunching of orders has tended to make immediate deliveries somewhat difficult. The bags are being produced in very attractive styles, filigree frames being used for most of them. Vanity or party boxes are also in good demand, and an improving call is noted for the flat leather merchandise. There are considerable quantities of both domestic and foreign beaded bags in regulation style on the market, which, it is said, may be purchased at attractive prices.

Bracelets Are Still Favored.

Bracelets continue in active demand and, according to representative wholesalers, will figure very prominently in the holiday merchandise sold.

Those of galalith or other material to sell at a popular price are the ones buyers are showing most interest in. Necklaces are being extensively bought, the 90-inch length being one of the leading sellers. There is also a good call for "chokers" and the novelty sheath pins. Sets in holiday packages are being featured by wholesalers, and a growing interest in them is reported.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Sept. 17.—In the matter of Merle F. Payne, doing business as the Elite garage, bankrupt, of Kalamazoo, no cause to the contrary being shown, an order was made closing the estate and recommending the bankrupt's discharge.

In the matter of George W. Merriman, doing business as Hartford Exchange Bank, bankrupt, of Hartford, the trustee filed his fourth report and account showing cash on hand, after the payment of the third dividend of 10 per cent., amounting to \$9,823.65, which sum is not sufficient to pay another 5 per cent. dividend. Dividends of 50 per cent. have thus far been paid and it is expected another dividend of 5 to 8 per cent. will be declared.

Sept. 19. In the matter of Walter H. Anyway, doing business as the Simplicity Manufacturing Co., bankrupt, of Kalamazoo, the trustee filed his supplemental final report and account, showing the disbursement of all funds, with request that the estate be closed and he be discharged as trustee. The matter was considered and an order made by the referee closing the estate and discharging the trustee. A certificate was also made by the referee recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

Sept. 20. John C. Hackenberg, of Three Rivers, and engaged in selling and repairing automobiles, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon, who was also appointed receiver. The following are listed as creditors:

First State Savings Bank, Three Rivers	\$4388.00
Harry B. Parker, Kalamazoo	90.00
Overland Company, Toledo	85.00
Florence Holland, Three Rivers	852.00
W. S. Heron, Centerville	665.00
E. A. Moore, Three Rivers	240.00
Matie Hilton, Kalamazoo	3900.00
Alice Hackenberg, Three Rivers	850.00
Frank H. Clay, Kalamazoo	44.42
Patterson Auto Supply Co., Kalamazoo	24.42
G. G. Spring Co., Kalamazoo	15.73
Fisk Rubber Co., Kalamazoo	422.88
Lurie Bros., Kalamazoo	2.89
Roberts, Toledo	102.00
Brooks Oil Co., Toledo	50.50
Independent Oil Co., Three Rivers	107.74
Three Rivers Telephone Co., Three Rivers	122.00
W. I. Ashley, Centerville	10.00
Standard Oil Co., Grand Rapids	44.92
United Electric Service Co., G. R.	36.40
Todd Protectivegraph Co., Rochester, N. Y.	13.00
Aetna Insurance Co., Hartford	12.00
Michigan Gas & Electric Co., Three Rivers	20.79
E. P. Hart, Three Rivers	15.70
Three Rivers Machine Co., Three Rivers	11.38
J. P. Gordon, Columbus	21.00
Odd Fellows Lodge, Three Rivers	120.00
Earl Cochran, Three Rivers	1.34
F. M. Malbone, Three Rivers	3.64
Three Rivers Pub. Co., Three Rivers	32.98
Riverside Machine Co., Three Rivers	28.50
O. K. Pursell, Three Rivers	3.50
Avery Plummer Auto Co., Three Rivers	19.64
Dukette, Wright & Hall, Three Rivers	23.32
W. M. Hazen, Three Rivers	8.25
W. M. Kanley, Kalamazoo	8.56
T. L. Arnold, Three Rivers	25.00
Cummings Brothers, Flint	20.00
Sherwood Hall & Co., G. R.	47.02
Janet Irwin, Three Rivers	100.00
First State Savings Bank, Three Rivers	2039.00

W. S. Herron, Centerville	185.00
Assets	\$14,634.34
Cash on hand	\$ 4.15
Bills and promissory notes	115.00
Stock in trade	1150.00
Household goods	50.00
Machinery and tools	365.00
Debts due on open accounts	604.81

Sept. 22. In the matter of Walter C. Jones, Ernest Stanard and the Farmers & Merchants Bank, of Jones, a co-partnership, bankrupt, the trustee has been directed to bring suit for the collection of the remaining unpaid notes and, if not paid, to reduce the same to judgment.

The whimsical gift of an American woman has restored a little town in France that had endured 2000 years before the German guns reduced it to broken stone and pulverized timbers. Hattonchatel, in the Department of the Meuse, last week celebrated its rehabilitation. Premier Poin-

care went to preside at the ceremonies. The little town was resplendent once more, with new town hall, a monument to the fallen and, best, of all, a modern water system to replace the old town pump. Hattonchatel isn't a big town. There are only forty houses in it. But Miss Belle Skinner of Holyoke, Mass., who loved it before the war because it "reminded her of New England," and has revered it since the war because some Massachusetts troops occupied it September 13, 1918, when they had driven the Germans out of the countryside, has done a big-hearted thing. There will be more than the modest bronze medallion in the town hall to keep her memory alive with Hattonchatel's peasant folk.

NOTION NOVELTIES

A splendid opportunity to purchase your holiday lines now.

We have on display on the sixth floor our entire assortment of toys. Be sure to select them early.

A large assortment of "Towel Sets," Handkerchiefs, Stamped Goods, Purses, Bags, Etc.

A good fall trade is looked for. Have your stocks properly filled, to take advantage of it.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

GETTING BUSINESS

Both of us must have a complete stock of staples to hold the business we have.

One of the best ways to get new additional business is to advertise the new and latest merchandise.

Many merchants make the mistake of constantly quoting prices and not telling consumers about the desirability, comfort and pleasure they will get from buying quality merchandise.

If your trade is tired of sales and prices, try stocking some of this new merchandise which will surely appeal to them:

IN PIECE GOODS, WE SUGGEST:

Wool Crepes, Fine French and Storm Serges, Poviet Twill, Tricotine and Coatings, Striped Charmeuse, Printed Silk and Cotton Crepes, Fancy and Turkish Towels, Fine Jacquard Gingham, Dress Gingham in New Ratine Linen and Heather Effects, Wash Cloths, Bath Mats and Bath Sets, Nashua and Esmond Comfortables and Crib Blankets, Printed Lingerie Flannels, Printed Eiderdown.

IN HOSIERY, WE SUGGEST:

Men's Silk and Wool Combinations; Boys' Skating Hose; Ladies Imported All Wool Fashioned Worsted Hose; Ladies Clocked Worsted and Cashmere Hose, in Plain Black and Beautiful Heather Mixtures; Children's Plain Heathers and Derby Ribbed.

IN OTHER LINES—

We offer a variety of combinations of Cotton, Silk and Wool in Underwear, Sweaters, Furnishings, and Ready-to-wear, Notions, Handkerchiefs, Gloves, Ribbons, etc.

Let us take care of you.

Our stocks are complete.

GRAND RAPIDS DRY GOODS CO.

We Do Not Retail.

Easy to Prove Anything With Figures.

Grandville, Sept. 25.—It is so easy to figure.

And figures won't lie, says the wise man. At the same time he forgets that liars will figure, and there you are.

To exaggerate seems to be the forte of most correspondents for the press. Not long ago a writer in the daily press undertook to plead the story of the poor farmer by giving "facts and figures" as to the cost of raising a bushel of wheat. The cost in this case exceeded by a considerable margin the price obtained in the market.

The average production per acre was placed at fourteen bushels. Now what does the real farmer think of that? When I was a boy we lived in the woods, cleared a little sandy land on which pine had grown and raised twenty bushels of wheat per acre. Back from the river, on the heavy land, the settlers had no trouble getting double that amount, and thirty bushels may be said to be a fair yield.

Of course, it is easy to prove anything you wish with figures. No man has business on a farm who is content with fourteen bushels of wheat to the acre. Any honest to goodness farmer will smile at that and consider the figures a good joke.

There are many things in this country which are taken for facts which, to the initiated, are considered jokes.

For instance, the Government land conservation yarns which seep through from the West. Vast tracts of land marked on the map as "Government Reserves," supposed to be timber, pine fir and hemlock, reserved by our Government for preservation, only to be used in Government work, are, in fact, barren lands, having been lumbered off years ago.

Moreover, Government agents, many of whom have not the least idea about timber values, are selling these reserve timber lands to lumbermen at merely nominal prices, while the people set back and make no protest. In fact, the people would be astounded did they know how the slaughter of Government timber goes on in the West.

In another decade the United States will have all its finest timber lands skinned to the bone with no value received for the same.

While we are bemoaning the lot of the farmer and laboring man, would it not be wisdom to look into the doings of our Western agents who seem to have no compunctions about robbing Uncle Sam of that which it will take a hundred years to replace, even by the most diligent economy in reforestation.

It is fast becoming evident that the two old parties intend to lock horns next year over the tariff and other age-old questions, while this newer, if not more vital question isn't even broached. A treeless nation is indeed a sight for grief and lamentation.

Where will the timber for Government use come from after all these fine forests set apart by Roosevelt are wiped off the map?

Here is a chance for figuring with a vengeance. Here is a chance for some new and honest senator or representative to get the facts before the people in such a manner as to arouse both the interest and alarm of the country.

It is high time something was done when it is known by those in the secret that Government timber lands are being rapidly denuded to make a holiday for big Western lumbermen at the expense of good old Uncle Sam.

I might give figures, but shy at doing so since so much of a dishonest nature has been juggled through by such means.

Sift out the pure bunk in the news of the day and the papers would miss half their reading matter.

Magazines of the muck-raking order are not much better. These latter prefer bunk and bombast to facts.

The press of to-day contains more fiction than did the romances of the old authors in the past. Even when there is a moiety of truth it seems to suit the purveyor of news to enlarge upon hearsay and make mountains out of molehills.

The anthracite coal strike was settled to the satisfaction of all concerned, and peace and plenty smile once more. If this were true how delighted we ought to feel. Go ask the consumer when he pays an extra half dollar or more for a ton of anthracite how he feels about it.

The United States to-day is the most prosperous country on the globe. Mills and factories are running everywhere; not an idle man unless he chooses to be so, and yet the calamity howler is abroad seeking to persuade the men of the farm and factory that they are under bonds to some gigantic monopoly which is destined to besmear the earth with their blood and bones.

It is all a part of the game.

The story of the little children slaving in Michigan beet fields was calculated to arouse the sympathy of the voters into conceding more power to the cane sugar trust. Such despicable methods smack of the lowest political warfare. Stooping to lies such as these will in the end rebound to the hurt of their authors. As Lincoln said, you can deceive all the people part of the time, a part of the people all the time, but you cannot deceive all the people all the time, and that is why we may hope to see a reaction to those liars who figure.

The once much-talked-of Symme's Hole, an opening through the earth from pole to pole, and said to be inhabited, was proven by figures. That was some time ago, however, and we have since learned that it was a case of liars who figured as so many of them are doing at the present day.

Old Timer.

A Million Cheese Sandwiches.

Monroe, Wis., Sept. 25.—Cheese will be given away in a million sandwiches when this fertile dairy country, "The Switzerland of America," celebrates its first cheese day since the outbreak of the war. One-third of all the Swiss cheese in the world is produced here in Green county. On Oct. 2 and 3, the cheese-makers are prepared to welcome 35,000 visitors from a half dozen states. Seventy-five years ago a little band of 155 sturdy Swiss trekked West in covered wagons to a spot in Wisconsin they had been told about before they left their Alpine home.

Must Give Up One.

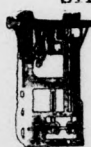
Gilbert L. Daane took a minister friend out to the Cascade Hills golf course with him. After the preacher had gone half way across the course he came over and says, "Gil, guess I'll have to give it up."

"What," says Gil, "give up golfing?"

"No," says the reverend gentleman, "give up the ministry."

If you think you have learned enough about your business and can run it from now on with the knowledge already gained, you are riding for a fall.

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 of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, O.

WONDERFUL VALUES IN

Flannel Shirts

In grades up to \$48.00

Blue, Khaki, Olive, Gray

Buffalo Plaids. Fancy French Flannel.

Heavy Brutes and light weights.

Daniel T. Patton & Company

Grand Rapids, Michigan—59-63 Market Ave. N.W.
The Men's Furnishing Goods House of Michigan

The Old Reliable

Over 25,000 Patients in West Michigan

New System Dentists

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

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

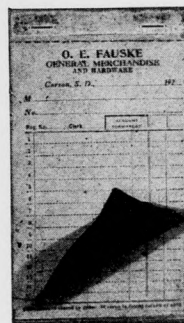
THE TOLEDO PLATE & WINDOW GLASS COMPANY

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



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.

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.

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.
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Nights, Citz. 32225 or 63081
ALEXANDER MacDONALD
STEPHEN G. EARDLEY

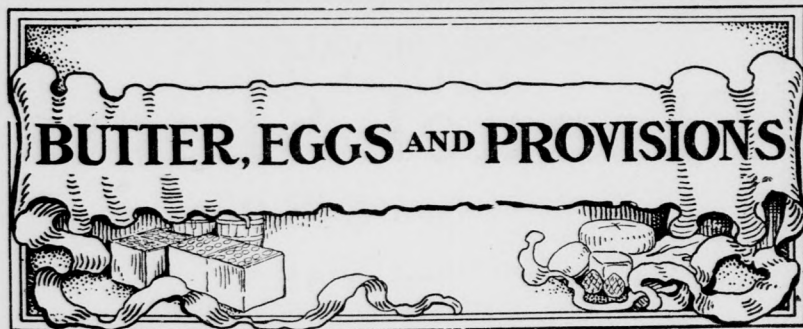


STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN



Canned Foods Feel Effect of Weather.

The canning season, drawing to a close, has been "spotted." The weather upon which crop yields depend, has been freakish and even this early, reports are heard of a slight snow fall in a part of Indiana.

Regular heat from the sun is essential to the growth and maturity of crops in both vegetables and fruit, and the season has been deficient. Warm days were followed by cold nights, and warm nights by cold days, throughout the country where canneries are located. There has been no continuous growing weather. Fortunately there has been an abundance of rain or moisture and that has helped to produce fairly good crops in many localities.

Canners, to a considerable extent, have restricted their output as they were unable to make sales in advance as usual, and under the circumstances, the financing of their pack was difficult, and frequently impossible in as large a volume as usual and the output was therefore essentially decreased.

If the statistical situation as to canned foods had not been so strong all the more important staple lines being sold out clean, and the dealers wholesale and retail having emptied their warehouses and storerooms, there would have been a much smaller 1923 output. Canners having realized that the situation assured the ready sale of canned foods of desirable quality, exerted themselves to establish bank credits, based upon the favorable market outlook, which had heretofore been obtained only upon evidence of advanced or future sales and contracts.

The quantity of canned foods produced will be insufficient to supply the demand until the 1924 output is available and there is no doubt that there will be a sellers market until then. The scarcity of canned foods will also have another effect, which is to restore the old or former custom of contracting for future delivery by the dealers, as many of them have been disappointed with short deliveries this season, and those who specialize in private labels, and who failed to place future orders, have been in some instances, compelled to discontinue one or more of their brands of labels for lack of suitable goods.

There are no changes in prices of canned foods of importance and the demand continues good for nearly all articles. The canning of oysters and shrimps has begun on the Gulf and Atlantic coasts, following which the canning of apples and sweet

potatoes virtually will close the season. John A. Lee.

New York Receives Fifth of Cheese Production.

New York, Sept. 25.—More than 50,000,000 pounds of cheese—50,109,128, to be exact—were received in New York last year, according to a study of the butter and cheese markets here. New York's cheese bill, it is estimated, was \$10,773,462.52.

Large as these figures are, the Swiss wouldn't think much of them. In their country each individual consumes, on an average, 26.4 pounds of cheese a year. This is almost twice as much as the second nation, Holland, where the average per capita consumption of the United States is 4.2 pounds a year.

More than 20 per cent. of all the creamery butter produced in the United States comes to New York metropolitan district, according to the study of the butter and cheese markets by Mr. Junod, made public recently.

Last year the total production of creamery butter in this country was 1,153,515,000 pounds, and receipts in this city were 241,604,065 pounds. By far the most important source of New York's butter is the Middle West, and Minnesota was the leading State, sending 80,588,659 pounds here during 1922. Butter is also imported from Canada and, to some extent from Denmark, Holland, Australia, New Zealand and the Argentine.

The lowest average yearly price for butter in New York since the Civil war was recorded in 1896 when the price for butter of the grade of extras averaged 18.4 cents per pound. Highest prices were in 1919 and 1920 in both of which years the figure averaged 61.0 cents a pound. In 1921 this had come down to 43.3 cents, and last year it was 40.7 cents.

In recent years sweet butter has grown enormously in popularity. Originally its use was confined to the Jewish population, but it is now served in many restaurants and hotels, following the vogue in Europe. At the present time it is estimated that 20 per cent. of the butter received in the New York market is sweet butter, but this proportion is much greater in the metropolis than in the rest of the country. Sweet butter is also employed by ice cream manufacturers, particularly when there is a shortage of fresh cream.

The total value of all the butter produced in this country was \$649,475,331.60, as against a cotton crop worth \$643,933,000 and a tobacco crop of \$223,755,000. The wheat crop that year had a value of \$737,068,000 and the corn crop of \$1,302,670,000.

Last year 50,109,128 pounds of cheese were received in the metropolitan district. Wisconsin and New York are the two principal States in which cheese is manufactured. In 1920 Wisconsin produced 74.6 per cent. of the Nation's total, New York 12.0 per cent. and other States 13.4 per cent. New York State, however, cheese to this city, but its cheese commands a slightly higher price.

Don't let a competitor get you goat by cutting a price. Meet him if you can at a profit, but don't try to undercut and start a price war.

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

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.

MORRIS' Supreme Quick-Selling Foods

There is no need of a great variety of brands in canned foods if you sell the complete line of Supreme Foods, for your trade will not constantly be wanting to try a new brand.

All goods packed under the Supreme label are so satisfactory to the customer that she looks upon the trade-mark as a guarantee that the foods will be exactly what she requires.

Morris Supreme Foods completely satisfy the customer and offer you a quick turn-over line that will net a real profit on investment.



It Pays to Sell Supreme Canned Foods

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

Much Needed Reform in the Egg Trade.

To one who comes in daily contact with the egg trade and who observes the losses due to deterioration of quality, and resulting from various causes, there comes a realization of a tremendous waste, the continuance of which indicates some radical fault in our distribution system or practice. At the present time, merchantable eggs not branded cold storage, coming into the New York market are of such a wide range of quality that their value may be as low as 24c a dozen or as high as 62c. And sales of more or less mixed qualities are at practically every conceivable price between these extremes. Even leaving aside the comparatively small part of the supply coming in the class of "henery" eggs, meaning those which come to market directly from the producers, and considering only the great bulk of the supply coming from general farmers through the usual agencies for collection and packing, the range of values is fully 25c a dozen on a candled basis.

It seems strange that with competitive forces freely operative throughout the industry such a range of difference in value, due to avoidable causes, can continue. No doubt the deterioration occurs most largely on the farms where facilities for protection from unfavorable climatic conditions are lacking. Nowadays most egg packers are equipped with more or less adequate refrigerating facilities and between them and the terminal markets a good degree of protection is afforded. Then general efficiency of this protection is shown by the fact that when properly equipped egg packers separate the irregular qualities received by them, and put up a uniform pack of full, strong bodied fresh eggs, such goods usually maintain their quality with very little deterioration up to the point of final consumption.

When such facilities are lacking there is, of course more deterioration in the course of distribution and in all cases part of it may result from holding. But it is safe to say that more of the quality defects found in egg receipts at terminal markets occur before the product comes into the hands of the packer than afterward.

We believe the failure to prevent the heavy losses due to deterioration is chiefly because the wide difference in value between perfect eggs and those of poor quality is not carried back to the producer as it should be, and it is not appreciated or made effective as an incentive to care and the provision of protective facilities, when dealing in mixed qualities at average value. It is only when deal-

ing with uniform qualities that real differences in value are appreciated. At the present time western eggs candled and packed to a strict uniformity of perfect quality can be sold to the very small extent of the supply of such at relatively extreme prices—50c per dozen and upward—while uniformly poor quality may be worth no more than 24c if free from better goods. We can see no reason why an equally wide range of paying prices should not prevail in dealings with egg producers as between the perfect eggs and the poorest although it may not be practical to classify the intermediate qualities so closely.

Failure to make this widest possible discrimination in prices for eggs in dealings with producers is the weakest point in the present marketing system. It is, we believe, one of the chief reasons for the growth of farmers' co-operative marketing associations, and one which will give them their chief advantage in competition with existing marketing agencies.—N. Y. Produce Review.

Dutch Eggs in New York.

New York, Sept. 24.—H. E. Stout, 317 Washington street, received last Wednesday a sample lot of five European style (120-doz.) cases of brown eggs from Holland. This is a class and grade of eggs that finds high favor on the leading British markets where most of the Dutch egg surplus is marketed. The shipment was in perfect condition, the eggs of fine fresh quality and of extra large size—larger than any grading ordinarily made in this country. They were graded to weigh 18 lbs. to the 10 doz., equivalent to 54 lbs. net to the 30 doz. case. The receiver had to pick out the smallest of them from a whole 120 doz. case to repack into a 30 doz. case, the greater part having to be sold in the original packages. The shipment was sold at various prices—chiefly 45c a dozen and averaging approximately 46c. Dutch eggs were quoted on the London market under date September 3, 17@19 shillings per ten dozen, which at the present rate of exchange is equivalent to 38.4c to 43c per dozen. The duty on shipments to this country is 8c a dozen and the freight about 2c so that the net value here is less than in London and there is no probability of further importations.

Finishing the Job.

"How's this?" asked the lawyer. "You've named six bankers in your will to be pallbearers. Of course it's all right, but wouldn't you rather choose some friends with whom you are on better terms?"

"No, judge that's all right. Those fellows have carried me along; they might as well finish the job."

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Jobbers of Farm Produce.

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Michigan Retail Hardware Association.
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 George W. McCabe, Petoskey; L. D. Puff,
 Fremont; Charles A. Sturmer, Port Hu-
 ron; Herman Digman, Owosso.

Capturing the Sportsman's Trade in the Fall.

Written for the Tradesman

At the present time, the sporting goods department should be made a prominent feature of the hardware store. With the many other autumn and winter lines it will be necessary to play up, window space is apt to be at a premium; but in sporting goods, nothing helps so much as good window display, unless it be that all-essential pre-requisite, personal contact and sympathy between the salesman and the customer.

One small town hardware dealer a year ago put on a display which will serve to illustrate the possibilities, even in a community of 3,000 population or less. This display was for days a center of attraction to young and old, created a lot of talk about the store, and brought in a large share of the hunting trade.

The chief reason for the success of the display was that the window trimmer worked out his plans with a view to appealing particularly to the class of customers whose trade he was after. Nothing interests a hunter more than a display of animals. To attract the notice of hunters, the window trimmer put in a display of animals, both live and stuffed.

The floor was covered thickly with leaves. In one corner was arranged a tent with the necessary articles for keeping warm at night, in addition to cards and books to pass away the spare time.

Outside the tent a packing case was spread with eating utensils and eatables. Nearby was shown the camp fire, made up of an electric lamp, covered with red paper and charcoal. Over the fire hung a stove pot, suspended from a tripod.

In one corner of the window was a cub bear, together with two black squirrels on a tree, all stuffed. In an opposite corner a gray squirrel was shown climbing a bough of a tree. A crane, raccoon, duck and loon were also shown among the boughs or on the ground floor of the window. On two logs, shot guns, ammunition, knives, revolvers, cleaners and compasses were shown. The background was made up of cedar branches and maple with a deer's head in the center. At one end of the background was placed

an eagle stuffed, and gun cases at the other. The presence of two live rabbits in a wheel added a distinctive feature to the display.

To make up the window trim, the trimmer had to rake the town pretty thoroughly for the stuffed birds and animals, which were borrowed for the occasion. Most people had seen one or two of them before, but nobody had previously seen such a collection assembled. It served the purpose of attracting notice to the actual goods on display.

The more human interest the hardware dealer can inject into his window displays and advertising and selling talks, the greater the chance of stimulating a worth while response on the part of the buying public.

The ordinary gun advertisement in the local newspapers is, as a rule, less than 50 per cent. efficient. It appeals only to the seasoned sportsman, the sort of hunters who have been trained to appreciate mechanical perfection. Of course, a thorough description of a gun, with special emphasis on exclusive selling points, is always necessary to effectiveness, no matter to whom the selling appeal is directed; but such selling argument loses much of its value unless it is coupled with some line of argument aimed to make hunting attractive and to interest the people who are not hunters in the joy of the great outdoors.

It must never be forgotten that in every community there are men who have seldom or never gone hunting, and young men who have not yet been interested in the sport. It is worth while to reach these people and convert them into regular customers. But this can't be done by merely describing the weapons to be used. You must first sell the prospect the sport itself before you can sell him guns and ammunition.

Instead of featuring the "Best Gun Manufactured," why not play up the idea, "The Gun That Makes Hunting Doubly Attractive." Most male readers will be caught by the latter slogan and will read further. In your advertisement you can go on to describe the pleasures of the hunt, the tramp through the woods and fields, the clear bracing autumn air, the joy of matching your wits against those of the animals and birds; and finally, you can urge the importance in such a pursuit, of using a weapon which meets the hunter's every need.

In this way you first interest the reader in the sport, which is a pre-requisite to interesting him in the weapon you want to sell.

In gun selling, considerable action on the salesman's part is desirable. To keep the gun out of the cus-

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You need an Adding Machine in your business. Before you buy take a look at the Victor, the great One Hundred Dollar machine. Free trial, monthly payments. Sold in Michigan by the

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 A SIZE AND STYLE **To Fit Your Business**
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**Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE**

Use Tradesman Coupons

tomer's reach and deliver to him a "canned" talk is decidedly ineffective. Pick up the gun, shift it around, hold it in shooting position, hand it to your customer and let him try it. Letting the customer handle the article is one of the surest methods of getting him interested.

It is eminently essential, in gun selling, for the salesman to know his goods thoroughly. He must know his goods in two ways; first, he must understand the mechanical construction of the weapon; and second, he must understand what features will particularly interest the user. He must be thoroughly acquainted with the sports of hunting and target shooting. He ought to know something about good hunting grounds, and should be able to intelligently discuss any sport that requires the use of a gun. He should know the men in his community who are interested in guns, and be sure to call their attention to anything new in that line when it is put on the market.

Besides guns, there are numerous articles of interest to the hunter and essential features of his equipment. Hunting clothing, recoil pads, decoys, lunch kits and many other items will, if properly featured, help to build up a substantial trade. In selling any of these goods, it is of course desirable to impress on the prospect's mind the importance of being properly and completely equipped. Even if a customer is not able to buy everything in the one year, get him in the frame of mind where he will crave completeness in his outfit.

Very little argument will be needed to convince the average hunter of the need of a good hunting coat, vest, cap, etc. The enthusiastic hunter, exposed to all kinds of weather, will appreciate waterproof and cold-proof clothing. Convenience is also an important selling point, for up to date hunting clothes are equipped with a series of pockets to meet the hunter's every need.

The recoil pad is also a popular feature of the hunter's equipment. The salesman should be posted so that he can thoroughly explain its protective features, and particularly how it enables him to concentrate on his shot without worry about the annoying kick that otherwise follows.

During the duck-hunting season, decoys should be good sellers. Lunch kits are also an important line to feature. The sportsman who spends a long day in the open is pretty sure to get hungry; and a compact lunch outfit, properly packed, is a very handy thing to have along.

In window display, the human interest aspects should always be played up wherever possible. The nearer you can get your window display to approximate a picture, the better. Suggestiveness is essential if you are to secure the maximum of efficiency in display. An attractive arrangement of guns and other equipment always has a certain pulling power, particularly with the seasoned sportsman; but the display which suggests the actual woods, lakes and fields, the real camp and the outdoor life, is far more effective in

reaching not merely the experienced hunters but the tenderfoot.

Log huts, tents, trees, leaves, birds and animals—all these or their similitudes contribute to the attractiveness of a display. The wax figure of a man in complete sportsman's garb with gun at shoulder, just in the act of shooting at a flock of ducks, arrests the attention of any passer-by, and at the same time suggests the pleasure of the sport. These human interest aspects of hunting, and the sporting goods department, should be played up by every means possible.

Victor Lauriston.

Jupiter Pluvius and Bankers Out in Full Force.

Boyer City, Sept. 25.—"Rain, rain, go away, come again some other day." Coincident with the stunt that the powers of the nether world pulled off in Japan, Jupiter Pluvius returned from his long vacation to this part of Michigan. Possibly, not the big noise himself but an underling, who for the past two years has been distinctly loafing on the job. Evidently the boss has been doing a good job of packing up. It rains, and then again and then some more until we are beginning to develop wet feet, like they have in Washington. Since September 1 the heavens have poured out their refreshing showers copiously. Dried up pastures look like velvet. The potatoes are filling up in fine shape. Most of the corn is being cut and there is promise of good fall crops. Frost has touched some of the fields, but nothing as yet is badly hurt.

Group 2 of the Michigan Bankers' Association were entertained last Friday evening with a dinner at the Wolverine Hotel. Messrs. Townsend and Hall, of the Peoples State and First National, were the responsible parties. One hundred and seventy-five representatives of the bloated capitalists of this part of Michigan, with their wives, overflowed the big dining room of the hotel, where they were entertained by our local musicians, backed by a very excellent orchestra. After the assembled company had filled themselves with the good things provided and an address of welcome by Mayor Conkle, cashier Frank Welton, of the Cadillac State bank, was entrusted with the office of amusing the audience and ragging the speakers. They say he did nobly. The starter was a fine talk by Charles A. Nyman, of the First National Company, who spent some time in telling what a fine bunch of men the bankers were or should be. He was followed by Harry Mohrman, of the State Banking Commission, and R. H. Buss and Harry Olmstead, of the Federal Reserve Bank of Chicago. You know how it is. It's awful hard to get these fellows to talk, but when their natural diffidence is overcome by good food and the bright lights, they always have something interesting and instructive to say. After the speakers had exhausted the audience, their drooping spirit was revived by the strains of the orchestra inviting to dance, and they kept it up, some of them anyway, to the early hours of the next day.

The bankers had a good time and the people who entertained had an equally good season. Everybody was satisfied and adjourned to meet again at Traverse City. We are willing to bet as much as a thin dime that they won't have so much fun at their next meeting.

Maxy.

Every day you have the opportunity to offer to rewrap for a customer the bundle she comes in carrying, with the string broken and the paper coming off. Help folks in this way.

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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.

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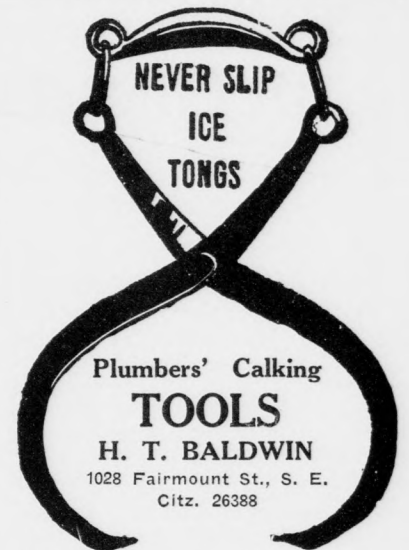
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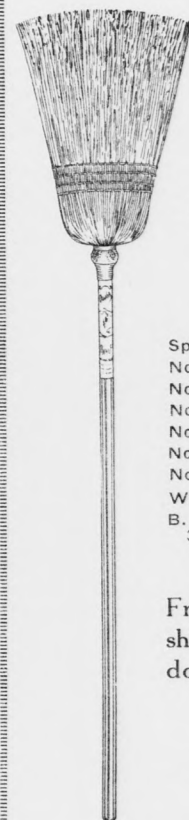
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CHICAGO, ILLINOIS



Effect of Conventions on Regular Guests at Hotels.

Glen Lake, Sept. 25.—With great frequency I hear traveling men remark that they are handed a raw deal wherever they "register in" at a hotel where there is a convention being held in that particular city.

Aside from the revenue derived, which I will speak of later, there are many reasons why conventions are advantageous to the communities in which they are held, and these communities are enabled to enjoy the advantages of a better class of hotels because of the additional patronage which conventions draw.

Mr. Statler, in speaking of the reason for encouraging conventions, at a recent gathering of traveling men, said that the easiest way to get good hotels was to bring in the conventions, and convince the local public that they were a necessity.

"Of course there's another—and a very big reason—why traveling men should be strong for conventions, which is that but for this occasional selling in quantities which the hotel gets from conventions, its rates would have to be higher to you at all times. The traveling man—and by that I mean the traveling salesman—the man who carries an order book and travels a territory on a fairly regular schedule is an important factor in almost any hotels market; but there are periods when we'd have nothing but red ink, week after week, if we depended upon you to fill our houses.

"Conventions, which make our quantity orders, fill in many of the dull periods, and make up for the space which you are not buying. They come to us, broadly speaking, when we need business most; and that is exactly what the traveling man does not do. If conventions didn't—well, you can figure for yourself how much more you would have to get for your product if you had to scrap 20 per cent. of it—or twice that—every year because you couldn't sell it."

Traveling men, as we all know, come individually, on short notice, or really on no notice whatever; but when a hotel entertains a convention, it is usually after weeks of preparation, with a somewhat definite knowledge of the number to be entertained. On such occasions, the enterprising hotel man will notify his commercial guests either individually or by public notice, that at a certain date such a convention will be held and suggesting that on account of the demand for accommodations at that time, he arrange his trip so as not to come during this congested period. If he does this, and the traveling man ignores the suggestion, he has no valid reason for complaint if he finds he is crowded out; and if he starts a rough house by saying the hotel man takes advantage of him on account of conventions he is unreasonable.

It would be an ideal situation if the hotel could be conducted on the plan of Pullman service, whereby extra accommodations could be coupled on on short notice.

As a reason for granting willingly the right of the hotel to fill up with an occasional convention for the replenishing of the money box, I have only to call attention to the hotel

situation in Grand Rapids. In normal times the hotels there are much larger and more pretentious than the business of that city warrants, but twice each year they have so-called furniture conventions, which fill to overflowing twice the number of hotels they already possess. They make money, a great deal of it, out of these gatherings, but they enable the hotels during the intervals between conventions, to give much better accommodations and service, at a notoriously lower price than they could if it were not for the semi-annual harvest derived from furniture buyers.

If they do not have these accommodations they cannot secure the conventions, and if they possess not the conventions they cannot afford to give the comforts which they provide between times.

Last Spring the executive committees of the State Hotel Association at a meeting held at Kalamazoo, took up and discussed thoroughly the question of rates for the use of sample rooms. The Association never has considered any united action on hotel rates, or, in fact, any details in the conduct of hotels in general, but discussions of all questions pertaining to hotel operation are encouraged and result in much benefit to the individual members; hence the question of rates for sample rooms brought out much desirable information.

For instance it has been quite customary to place the sample room charge on the same per diem basis as sleeping rooms, in which case it is usual to make a charge for occupancy one night with the privilege of day use preceding and succeeding this period. With the sample room it is quite different. These quarters, universally provided at a loss, are occupied during the day only and should be charged for by the hour or on a basis of 24 hours constituting a day, and a pro rata charge for use beyond this period.

I am happy to say that suggestions made at that time took root and quite a number of hotels have placed their sample rooms on this charge basis, which almost uniformly meets with the approval of sample men.

Irving C. McPherson, who was active manager of the Ottawa Beach Hotel, on Black Lake, this season, is a product of the Occidental Hotel, at Muskegon, under the tutelage of Edward R. Swett, its manager.

The season at Ottawa Beach having closed, Mr. McPherson—known by a host of traveling men as "Mac"—has returned to Florida to manage the San Juan Hotel at Orlando. He has established a reputation of being one of the best and most successful hotel operators in Florida and made a great hit at the Ottawa Beach institution, which he is expected to manage again next season.

W. F. Rick, formerly manager of the Brown Hotel at Des Moines, Iowa, has become proprietor of the Hotel Benton, at Benton Harbor, succeeding W. E. Boyer.

Mr. Rick comes to Michigan with the prestige of a wonderful record as a hotel manager, has been unusually popular with the traveling fraternity with whom he has come in contact, and if, as reported, he is going to thoroughly renovate the

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350 Rooms—350 Servitors—250 Baths
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath
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The Center of Social and Business Activities

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Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.



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RATES { \$1.50 up without bath
\$2.50 up with bath

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Hotel Whitcomb

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THE LEADING COMMERCIAL AND RESORT HOTEL OF SOUTHWEST MICHIGAN
Open the Year Around
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250 Outside Rooms, Rates \$1.50 up, with Bath \$2.50 up.
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The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

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Corner Sheldon and Oakes;
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150 Fireproof Rooms

Rooms, duplex bath, \$2
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Western Hotel

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.

A good place to stop.

American plan. Rates reasonable.

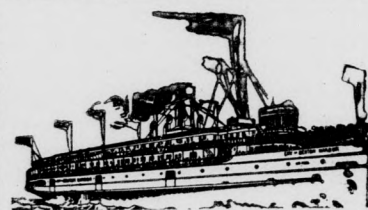
WILL F. JENKINS, Manager.

Stop and see George, HOTEL MUSKEGON

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Rates \$1.50 and up.

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



Benton, will undoubtedly find it a wonderful field of prosperity, as Benton Harbor is a thriving city, with too few hotels, and the property he acquires has ample good will behind it.

Mr. Royer's future plans are unknown, but he is popular, and will be heard of, no doubt, before long as leading some considerable hotel enterprise.

It is said that President Coolidge is not a heavy eater but has a particular liking for hot corn muffins three times a day.

Corn bread in some form should be on the menu of the country hotel once each day and the demand for it will be evidence of its appreciation by a discriminating public who will have a lingering desire for the good old-fashioned products of our grandmothers.

Corned beef hash—served at the Bancroft Hotel, Saginaw, every day on request for over fifty years—is another evidence of the hankering for old fashioned food.

Hannaford's Cafeteria, at Grand Rapids, fills a long felt want when it serves continuously roast sugar cured ham.

And the good time-honored New England boiled dinner. It will win out in nineteen cases out of twenty when actually placed in direct competition with fried chicken.

Joseph P. Oberlin, formerly owner of the Whiting Hotel, at Traverse City, wants to buy a good hotel preferably in one of the larger towns of Michigan. He sold out last spring, has been taking it easy this summer, but is ready to buckle on the armor once more.

John M. Sager has made for himself a wonderful reputation in his operation of the Buckeye House, at Burt Lake. I drove up there the other day from Petoskey, with Frank Orcutt, of the Northway Hotel, Beulah, and found Mr. Sager and his estimable wife busy preparing a banquet, of which they serve many during the season. Burt Lake, made famous as the vacation home of Gen. Lew Wallace, of Ben Hur fame, during his life, and still holding the public eye as the summer home of Judge Kennesaw M. Landis, is one of the most picturesque of its kind in the entire North Michigan resort region, and the Sagers have certainly done their share toward making it popular. Their hotel, converted from an old fashioned farm house into an artistic inn with all modern conveniences, neat rooms, broad porches and a delightfully commodious dining room, is justly popular as well as prosperous.

The Northern Resort Hotel Association, comprising in its membership about forty of the most up-to-date summer hotel operators in the Petoskey region, met at the Cushman Hotel, Petoskey, last week as the guests of W. L. McManus Jr.,

I never attended a more interesting meeting of its kind. No evidence of fuss and feathers, but many subjects, vital to resort operators, were talked over informally and beneficially.

A committee consisting of W. K. Sager, Forest Beach Inn, and L. G. Davis, Hotel Wequetonsing, Harbor Springs; W. L. McManus, Jr., Cushman Hotel, Petoskey and F. S. Verbeck, Cedar Springs Lodge, Glen Lake, were appointed to attend the annual meeting of the Michigan Resort Association, at Grand Rapids, Oct. 19 and 20. Frank S. Verbeck.

Q. B. Stout, dealer in general merchandise, at Alba, renews his subscription to the Tradesman and writes as follows: "I have been sending these checks since April, 1890, and consider your paper too valuable for any merchant to miss one issue."

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 25.—It is reported that Prince Edward of Wales, heir to the British throne, will pay the Soo a visit the first week in October. The prince is on his way to his ranch in Manitoba, traveling incognito. This is his first opportunity to see the locks.

They say that Luis Firpo, the boxer, is saving his money. He has to fight to get the stuff.

It was twenty years ago last Friday that Nelson Hall, one of our popular druggists, was dubbed the champion fisherman of the Soo, when he returned on the International with twenty-five big bass. "Those were the days," said Nels, "when you could get the right kind of bait." He is now practicing on quois and it looks as if he may yet get another championship medal before the summer is over. He played for several hours Sunday under the shade of the old apple tree near a large lake near Kinross, where he was in a class all by himself, playing with noted quoisers such as Herbert Fletcher, Isaac De Young, Fred Shaw, Dr. McCandless, Non Eaton, Joseph S. France and others.

The duck season has opened here and many farmers around the waterfront are obliged to do some ducking.

The fair at Plickford last week was a huge success. They stood in with the weather man and pulled off the best ever for our country cousins. The exhibits were excellent. The horse races were good and the concession men reaped a harvest.

Ralph Gooch, the well-known grocer at Manistique, had the misfortune to sprain his ankle while ascending the stairs to his rooms over the store last week. He expects to be laid up for the next six weeks.

Next week will be fair week at Manistique and if the weather is favorable it will be a big event, according to the fair directors who have been on the job for the past few weeks arranging a splendid programme for entertainment.

The Osser meat market, at Manistique, will open for business next week with Joe Arrowood as meat cutter.

The Les Cheneaux islands, near the Straits of Mackinac, is the vacation rendezvous of many Detroiters. They got into an argument recently as to the meaning of the name, one of them of French descent claiming it means "the snows." The other declared it to be French-Indian for "the pines." Neither was correct, reference to a French-English dictionary showing the translation of "les cheneaux" to be "the young oaks." "The snows" is an English vulgarity for "Les Cheneaux," which is pronounced "lay-shen-no."

George Kitchen, who for the past few years has been conducting the hotel and restaurant on Portage avenue, East, has sold his interest to Thomas Gagnon, who is having the place remodeled and decorated throughout. He will be in shape next summer to make a bid for his share of the tourist business. Being located near the Camp site, it looks like a good move.

People who succeed never complain about never having "had a chance." They specialize on making chances.

The Hotel Belvidere changed hands last week. Captain Bell, has sold the place to J. H. Holbrook, of Newberry. This is one of the Soo's old landmark and headquarters for the farmers, with stabling accommodations. Mr. Holbrook is remodeling the place and doing much redecorating. It will be conducted on the European plan. He will be equipped to take care of the surplus tourist trade next summer.

Dr. C. B. McCandless, who came from Chicago to locate here, has opened his dental parlors in the Gage block in the rooms formerly occupied by the late Dr. Springer. Dr. McCandless has installed all new

fixtures and has one of the finest parlors in Cloverland. He has been practicing for the past twenty years and expects to remain in the Soo permanently.

N. J. Lapine, the well-known traveling salesman for the Cornwell Co., residing at Gladstone, had the misfortune last week to sprain his ankle while alighting from the train. While it was somewhat painful, he managed to finish his trip.

Dr. LaMothe, of Manistique, the well-known cancer doctor, is erecting a new modern hospital at Garden. The new structure will be constructed of tile and will be 34x106 feet, two stories high. The doctor has fourteen patients at present who are being treated at the old hospital.

The world will not grow much better until the ancient custom is revived of cutting out the gossips.

Dr. L. M. Howard returned last week from an extended trip via auto from Davenport, where he attended a convention of chiropractics. He was accompanied by his wife. On the return trip they stopped off at Clare, for a few days' visit with Mrs. Howard's mother.

William G. Tapert.

Death of a Worthy Citizen.

Boyne City, Sept. 25.—Two weeks ago Boyne City lost a business man who has been favorably known here for more than a decade. Channing E. Chase, after a courageous struggle lasting over two years, finally succumbed to a cancer which fastened upon his throat. Mr. Chase for many years conducted a cigar store here and some five years ago took over the Eagle shoe store, which he conducted successfully and built up a good business in high grade shoes. Three years ago he was elected Treasurer of the city. Shortly afterward the symptoms of cancer developed and the fight to rid himself of the disease began. Mr. Chase was a conservative, progressive business man and a good officer. Boyne City will miss him.

We were flattered to note Verbeck's tribute to OUR hotel. Of course, we don't own it, nor do we have anything to do with the running of it. Anyone who tries to run our hostess has some job, but nevertheless she knows her job and her success is not entirely due to her mental attributes nor puerility, albeit even that is not to be sneezed at. Her success is due to hard work and her determination to have her own way. When she first took charge of the hotel no traveler made any special effort to avail himself of its hospitality, even if he could get no farther than Mr. Marsh's wonderful stopping place at Boyne Falls. Those days are past. Our out-of-town guests are continually inventing reasons for making Boyne City, and when they do get there, Hammond or Wiles is sure to stroll by with a string of fish which make their eyes stick out and their mouths water, and the conquest is complete.

Maxy.

Union of Two Most Worthy People.

Lee Wilson Hutchins (Hazeltime & Perkins Drug Co.) and Miss Helen Bloomer were united in marriage at the Westminster Presbyterian church Tuesday noon. Both parties to the union are most worthy young people who have won large circles of friends by their accomplishments and genuineness. On their return from a wedding trip they will take up their residence at the home of the groom's father, Lee M. Hutchins, 313 South College avenue.

Lansing—The W. & L. Baking Co., 219 East Shiawassee street, has sold its stock and equipment to Clyde C. Bennett, who has added other lines to the stock.

Three Methods of Detecting Adulterated Butter.

The revised regulations covering the sale of adulterated butter and process or renovated butter have been issued by the United States Internal Revenue Commissioner. As previously announced the 16 per cent, moisture ruling is continued in force with the statement that any method that "has the effect of leaving an abnormal quantity of water in the butter" (that is 16 per cent. or over), brings the product within the definition of adulterated butter, the intent being immaterial. Of course, his regulation is still subject to court review and the difference of opinion in the decisions of our various United States district courts stands as heretofore.

The same section contains a paragraph which leaves room for erroneous interpretation as to the status of preservatives in butter under prevailing Federal laws. This regulation states that "the use of harmless preservatives in butter for the purpose of preserving or postponing usual and natural changes in the product does not render it subject to tax as adulterated butter, notwithstanding the preservative used is a substance foreign to butter," the further stipulation being that "the quantity used must not be more than necessary for the purpose of preservation." The definition for butter in the law provides that it be "made exclusively from milk or cream, or both, with or without common salt, and with or without additional coloring matter." This ruling puts a much more liberal interpretation on this definition than did the neutralizer ruling which permits the use of lime water to reduce the acidity of sour cream before churning.

But this regulation does not change in any material way the status of preservatives in butter sold in this country. Butter in which preservatives other than common salt appear is still subject to the provisions of the federal food and drugs act. The referee board, whose conclusions have been accepted by the food and drugs act authorities, after extended tests, classed only benzoate of soda and a sulphur product used in fruit drying, as harmless preservatives. The use of benzoate of soda is permitted in foods generally only in amounts up to one-tenth of 1 per cent. and only when the products containing it are labeled to inform the buyer. We are uncertain in view of the new definition for butter which is now a part of the food and drugs act, whether the use of even benzoate would be permitted in butter in this country. The use of boron, commonly employed as a butter preservative in certain other countries where it is considered harmless, is still classed as harmful in this country and butter containing it will still be subject to seizure upon entry here by agents of the United States Department of Agriculture.

If people are asking in your store repeatedly for certain lines of goods you do not carry, don't hesitate to stock them, even though they do not just belong with the rest of your stock.



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

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

Experience of Country Druggist in City Drug Store.

The owner of a small town drug store went to New York on a visit to see a friend. His friend wanted a pint of Dobell's Solution N. F. In his rush to get away the druggist forgot to take it along, although the clerk had made a litre of it especially for that purpose. So the druggist thought he would stop in a drug store while in The Big City and secure a pint of Liquor Sodii Boratis Compositus to take to his friend.

It was late when his train entered the terminal at New York. He had no time to hunt up a small individually run drug store, and so went into the chain store at the station. But we will permit him to tell the story.

"I entered through one of the many doors leading into the station. I was bewildered. Long tables filled with books, the latest novels out, others piled high with small toys and rubber aerial objects, made the place look like a toy-book shop. Rows of slanting glass cases filled with perfume and toilet articles greeted the eye. Patent medicines stocked one section of the wall shelves, while rubber goods another. Electric vibrators held a prominent part of the store.

"There were several people at the various counters. I approached a table where a clerk was selling soap to a Broadway flapper, the first I had ever seen. This particular kind of soap was a French importation, a nude lady reclining with her right hand supporting her head.

"When the clerk—I should say salesman—was through I asked him to sell me a pint of Dobell's Solution. With a funny look upon his face and pointing far down the aisle he said, 'You get that over there where the sign says 'Prescriptions a Specialty.' At the counter I was met by a snappy dressed young man who asked me in a rough manner what I wanted. Upon telling him he went to a speaking tube and shouted the order up to the prescription department which was on the balcony or mezzanine, as

they call it in the city department stores. The prescription department appears to be a necessary evil in these city chain drug stores, and in some as I learned later, it ceases to function between certain hours, while the store proper remains open all night without a registered pharmacist. At any rate I was requested to wait fifteen minutes until it could be prepared. I asked why it was that they did not carry it in stock. This particular clerk informed me in an important manner that Dobell's Solution had to be made fresh every time."

"While I waited several things took my attention. A man approached this insignificant prescription counter with a prescription in his hand. The clerk snatched it quickly and, after sticking a number on it, gave the man a duplicate check and told him in a blunt voice to call back for it in an hour. The man protested, saying that he had to catch a train in half an hour's time, and requested his prescription put up in that time. The clerk merely shrugged his shoulders and insisted it would take an hour and sent the prescription up to the wall cave in a tray, muttering as he did so that the prescription was not the only one filled that day. After a brief period a woman came and handed her prescription to this young potentate and requested a price on it. With another important air he declared that it was the policy of the chain store not to price prescriptions before they were put up. With that he sent the prescription back to her across the counter, quite unperturbed. My blood was surging by this time, and I thought I would ask when my solution would be ready, as I simply could not stay and hear and see such goings-on.

"With the air of a lazy stenographer pulling out and replacing her chewing gum, he flirted with the speaking tube and when he had replaced the firing end informed me I would have it within another five minutes. It was eight by my watch when the galenical finally appeared in the basket. A dirty pint bottle with a dirty cork and an extra dirty solution met my eyes. There were dregs of a powder at the bottom, which aroused my suspicion that the solution was made with Dobell's tablets. I, of course, was not going to let any druggist palm off such stuff on me, so I told the young man I did not care to buy such a dirty solution, as it was not N. F. He immediately wanted to know what I knew about the N. F. and flared up right away. 'What's wrong with it?' 'You're one of those wise guys who know more

than the druggist does.' This was too much for me and I exploded like a French 77. Just then the manager came along and said the solution was all right, as he had made it himself. He wanted to know if I was a Board of Pharmacy inspector that I was so particular. The upshot was I left the chain store pretty hot under the collar and without the Dobell's Solution, which I got from my friend's druggist at his street corner, where I was greeted with the good sign 'Try The Drug Store First.'

"I rejoiced that there are some human stores left and that they are not all run like machines."

This same druggist had occasion while in the Big City to transact some business at the largest bank in Wall street. The bank was noted for its courteous dealings. The profit gained from the druggist amounted to only a few dollars. But we will again let him tell the story.

"At the main door I was met by a man in uniform, a perfect gentleman, to whom I confided my trouble. He at once brought me to the executive offices and, after excusing himself in the most respectful manner and at the same time requesting me politely to have a seat in a huge red-plush armchair, he went inside the office marked "President." In a short time the door opened and the President came forward followed by the officer.

"I was greeted by the President, whom I never saw before in my life, in the most cordial manner, and right now I can see him coming forward and extending his right hand for a hearty shake. Quite some different way in which the manager of that chain store greeted me. I was immediately invited inside and a comfortable chair was pushed toward me. My business was stated, that of transferring a note for fifteen hundred dollars from my local bank to this bank in the city, the balance on my new fountain.

"It only took a few minutes, and the President, knowing I was a total stranger to the city, asked whether or not I would like to see his bank. I replied in the affirmative. Whereupon he pressed a button at the side of his desk and almost immediately another uniformed man appeared. I could not help thinking of the slogan, 'At your service.' The Presi-

dent explained to the guide that I was to be shown through the building and with that again shook hands with me as we parted, saying, 'I want you to feel that we are always at your service no matter where you are.' I thanked him and followed the guide.

"The guide explained to me that a bank was conducted solely for the benefit of its depositors and gave me reasons why. I began to wonder how many drug stores were conducted solely for the benefit of its customers, where courtesy and service were paramount. First, he began, 'there is always created for immediate use of the customers a cash account gold, bank notes and specie. Second, there is a huge deposit of checks on other banks which are payable in one day. Third, there are the U. S. Government securities. Fourth, there are loans to individuals and corporations, which are payable when the bank asks for them, and secured by collateral of greater value than the loans. Just come inside our loan department and see how it works.' I was shown just the same amount of courtesy as when the President showed me into his private office. 'Fifth,' the guide continued, 'is bonds. We will visit our bond department. Sixth, is our loan department, where loans are made to customers, which loans are largely secured by collateral and payable in less than three months. Seventh is our foreign department, where the twenty-six branches are in constant communication with us. Eighth, is our compound interest department where accounts will be opened on deposits of \$1, bearing 3½ per cent. interest. All this is for the convenience of small depositors and business men.'

"Well, I never knew just how much a bank did for its customers until then, and believe me I wish the average drug store service was half as good. Knowledge of an art is one thing. Putting that knowledge to service is another. This is the idea of constructive business.

Wilber H. McEvoy.

How about the appearance of the packages that go out from your store. Are they neat, orderly, securely tied, or do they resemble those that come from the meat market?

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.

Are You Ready for Candy Day?

Retailers all over the United States are planning to celebrate Candy Day by having a fall opening in their store; knowing that by observing Candy Day they will not only increase candy sales from 100 to 500 per cent., but also that by having a fall opening they will help their business generally. They have rearranged stocks, give their store a thorough cleaning, painted up where necessary, bought new fixtures and made their stores look just as clean and attractive as possible. They have also ordered a fresh line of candies for Candy Day and plan to make a prominent display of these goods. As their customers come in to make their daily purchases they tell them of this fall opening which is going to be on Candy Day, Saturday, October 13, and advise them about having a number of items specially priced for fall opening. This will help to dispose of goods on which they are over-stocked or which it is desirable to clean out and will be a special inducement for customers to come in on that day.

We have learned that many retail merchants have sent letters out to their customers advising them of their fall opening day which they are planning for this day, Saturday, October 13. The special features which they are planning for this day are many, but we will only tell you a few here of which we have learned. Many merchants are planning to serve light refreshments to their customers in the form of a free soft drink; others are planning to give away inexpensive novelties to the children and grown-ups.

If you haven't prepared as above for your fall opening you are missing a big opportunity for drawing attention and more customers to your

store. Make your plans now and don't let your competitor get ahead of you. You can get free of charge from your manufacturer or jobber from whom you buy your candies a set of attractive three-colored window posters which will help decorate your store for your fall opening. If by any chance they cannot supply you, send us \$1.25, for which we will send you the Candy Day material and add your name to our list for the holiday window service, for which we will send you three weeks prior to each holiday an attractive four-colored lithographed poster for the following holidays:

Hallowe'en, Christmas, Easter,
Thanksgiving, St. Valentine's Day,
Mother's Day.

If when your order reaches us we are out of the Candy Day material we reserve the right of starting this service with the next holiday for which we have material available.

Get ready for fall business—prepare ahead of your competitor and don't lose this opportunity for increasing your business. Have a real honest to goodness fall opening on Candy Day. You will never regret it from the results you obtain from increased sales and increasing your sales generally and the finest part about it is that its costs you so little.

The material mentioned above for your fall opening may be had by writing to: Publicity Department, National Confectioners' Association, 208 No. Broadway, St. Louis, Mo.

The objection to these horrid new 'isms is that they promise a profit only to those who now are out of power.

It is your window display that makes your store look alive or dead from the outside.

Sensible Holiday Goods

FOR THE 1923 HOLIDAY SEASON

Now on Display in Our New Building

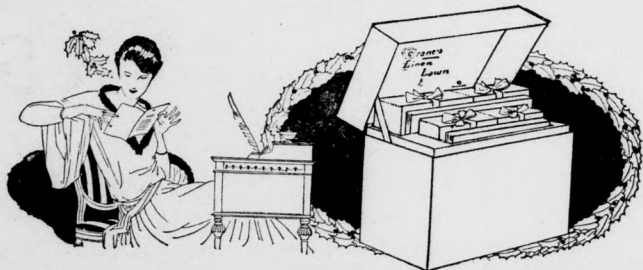
38 - 44 OAKES STREET

(73 Steps from the Union Depot)

Grand Rapids, Mich.

Better come at once, while the line is complete, for we are showing this year a line of Imported and Domestic Holiday Goods which every live druggist in the state should not fail to see, for it is the real Holiday Line of them all. Come early while the line is complete. Thousand of items to select from

FOR FIFTY YEARS AT YOUR SERVICE.

**HAZELTINE & PERKINS DRUG CO.**

Manistee

Michigan

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids			Almonds, Sweet,			Tinctures		
Boric (Powd.)	15	@ 25	Amber, crude	60	@ 1 00	Aconite	61	@ 1 80
Boric (Xtal)	15	@ 25	Amber, rectified	2 00	@ 2 25	Alone	61	@ 1 80
Carbolic	49	@ 54	Anise	1 00	@ 1 25	Arnica	61	@ 1 80
Citric	62	@ 70	Bergamont	4 50	@ 4 75	Asafoetida	62	@ 4 00
Muriatic	3 1/2	@ 3	Cajeput	1 50	@ 1 75	Belladonna	61	@ 1 25
Nitric	9	@ 15	Cassia	4 50	@ 4 75	Benzoine	62	@ 1 00
Oxalic	20 1/2	@ 30	Castor	1 55	@ 1 75	Benzoine Comp'd	62	@ 65
Sulphuric	3 1/2	@ 3	Cedar Leaf	1 75	@ 2 00	Buchu	62	@ 55
Tartaric	43	@ 55	Citronella	1 10	@ 1 40	Cantharides	62	@ 85
			Cloves	3 25	@ 3 50	Capsicum	62	@ 20
			Cocunut	25	@ 35	Catechu	61	@ 75
			Cod Liver	1 30	@ 1 40	Cinchona	62	@ 1 00
			Croton	2 00	@ 2 25	Colchicum	61	@ 1 80
			Cotton Seed	1 35	@ 1 45	Cubeb	62	@ 80
			Cubeb	8 50	@ 8 75	Digitalis	61	@ 1 80
			Elgiron	3 00	@ 3 25	Gentian	61	@ 1 80
			Eucalyptus	90	@ 1 20	Ginger, D. S.	61	@ 1 80
			Hemlock, pure	2 40	@ 2 25	Guaiac	62	@ 20
			Juniper Berries	2 00	@ 2 25	Guaiac, Ammon.	62	@ 20
			Juniper Wood	1 50	@ 1 75	Iodine	61	@ 95
			Lard, extra	1 35	@ 1 45	Iodine, Colorless	61	@ 50
			Lard, No. 1	1 25	@ 1 35	Kino	61	@ 40
			Lavender Flow	4 50	@ 4 75	Myrrh	62	@ 50
			Lavender Gar'n	35	@ 1 20	Nux Vomica	61	@ 65
			Lemon	1 60	@ 1 75	Opium	62	@ 50
			Linseed Boiled bbl.	9	@ 94	Opium, Camp.	62	@ 50
			Linseed bld. less 1	01	@ 1 14	Opium, Deodor'd	62	@ 50
			Linseed, raw, bbl.	9	@ 92	Rhubarb	61	@ 70
			Linseed, ra., less	99	@ 1 12			
			Mustard, artifil. oz	4	@ 45			
			Neatsfoot	1 35	@ 1 50			
			Olive, pure	2 75	@ 4 50			
			Olive, Malaga,					
			yellow	2 75	@ 3 00			
			Olive, Malaga,					
			green	2 75	@ 3 00			
			Orange, Sweet	5 50	@ 5 75			
			Origanum, pure	9	@ 50			
			Origanum, com'l	1 00	@ 1 20			
			Pennyroyal	3 00	@ 3 25			
			Peppermint	4 25	@ 4 60			
			Rose, pure	10 50	@ 10 90			
			Rosemary Flows	1 25	@ 1 50			
			Sandalwood, E.					
			I.	11 00	@ 11 25			
			Sassafras, true	2 00	@ 2 25			
			Sassafras, art'l	1 00	@ 1 25			
			Spearmint	4 00	@ 4 25			
			Sperm	1 80	@ 2 05			
			Tansy	9 00	@ 9 25			
			Tar, USP	50	@ 65			
			Turpentine, bbl.	91	@ 144			
			Turpentine, less 1	15	@ 1 28			
			Wintergreen,					
			leaf	6 00	@ 6 25			
			Wintergreen, sweet					
			birch	3 50	@ 3 75			
			Wintergreen, art.	80	@ 1 20			
			Wormseed	10 00	@ 10 25			
			Wormwood	9 00	@ 9 25			

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

Cocoanut Bulk
Citron
Currants
Herring Holland

DECLINED

Almonds—Shelled
Peanuts
Pails
Tubs

AMMONIA

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

AXLE GREASE



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

BAKING POWDERS

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

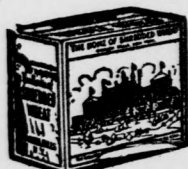
BLUING



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

BREAKFAST FOODS

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



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

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

BROOMS

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

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

BRUSHES

Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

STOVE

No. 1	1 10
No. 2	1 35

SHOE

No. 1	90
No. 2	1 25
No. 3	2 00

BUTTER COLOR

Dandelion	2 85
Nedrow, 3 oz., doz.	2 50

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT

Apricots, No. 2	-----	2 85
Apricots, No. 2½	3 00@3	90
Apricots, No. 10	-----	8 75
Blackberries, No. 10	-----	9 00
Blueb's, No. 2, 1-75@	2 50	
Blueberries, No. 10	-----	11 00
Cherries, No. 2	3 00@3	50
Cherries, No. 2½	4 00@4	95
Cherries, No. 10	-----	10 50
Loganberries, No. 2	-----	8 00
Peaches, No. 1	-----	1 85
Peaches, No. 1, Sliced	-----	1 40
Peaches, No. 2	-----	2 75
Peaches, No. 2½, Mich	3 25	
Peaches, 2½ Cal. 3 00@3	75	
Peaches, No. 10, Mich	7 75	
Pineapple, 1, sliced	-----	2 10
Pineapple, 2, sliced	-----	3 50
Pineapple, 2, Brk slic.	-----	3 00
Pineapple, 2½, sliced	-----	4 50
Pineapple, No. 2, crus.	-----	2 50
Pineap., 10, cru. 11 50@12	00	
Pears, No. 2	-----	3 25
Pears, No. 2½	-----	4 25
Plums, No. 2	-----	2 25
Plums, No. 2½	-----	3 00
Raspberries No. 2, blk.	-----	3 25
Raspb's, Red, No. 10	-----	9 75
Raspb's, Black No. 10	-----	11 00
Rhubarb, No. 10	-----	5 25

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3 3 00@3 40	
Clams, Steamed, No. 1	1 75
Clams, Minced, No. 1	2 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 85
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, No. 1, wet	1 90
Sard's. 1/4 Oil, key	5 50
Sardines, 1/4 Oil, k'less	4 75
Sardines, 1/4 Smoked	6 25
Salmon, Warrens, 1/2s	2 90
Salmon, Red Alaska	2 85
Salmon, Med. Alaska	1 85
Salmon, Pink Alaska	1 65
Sardines, Im. 1/4, ea.	10@23
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 75@2 10
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/2s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

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. 1/4 Rose Sil.	1 75
Beef, No. 1/2, Qua. Sil.	2 10

Beef, No. 1, Qua. sil.

Beef, No. 1, B'nut, sil.	5 10
Beefsteak & Onions, s	2 60
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/2 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	80
Potted Ham, Gen. 1/4	1 85
Vienna Saus., No. 1/2	1 35
Veal Loaf, Medium	2 80

Baked Beans

Beechnut, 16 oz.	1 40
Campbells	1 15
Climatic Gem, 18 oz.	90
Fremont, No. 2	1 25
Snider, No. 1	95
Snider, No. 2	1 35
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES

CANNED VEGETABLES.	
Asparagus.	
No. 1, Green tips	4 00
No. 2 1/2, Lge. Gr.	3 75@4 50
Wax Beans, 2s, 2	00@3 7
Wax Beans, No. 10	13 00
Green Beans, 2s, 2	00@3 7
Green Beans, No. 10	13 00
Lima Beans, No. 2 Gr.	3 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	2 20
Pumpkin, No. 3	1 45@1 75
Pumpkin, No. 10	4 00
Pimentos, 1/4, each	15@18
Pimentos, 1/2, each	37
Sw't Potatoes, No. 2 1/2	1 35
Sauerkraut, No. 3	1 35@1 50
Succotash, No. 2	1 60@2 35
Succotash, No. 2, glass	1 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 35
Tomatoes, No. 2 glass	2 85
Tomatoes, No. 10	7 50

CATSUP

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

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

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

CHEWING GUM

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

CHOCOLATE

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

COCOA

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

COCOA NUT

1/4s, 5 lb. case Dunham	50
1/4s, 5 lb. case	48
1/4s & 1/4s, 15 lb. case	49
Bulk, barrels Shredded	23
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. cart.	26
Amber Tea (bulk)	47

McLaughlin's Kept-Fresh

Vacuum packed. Always fresh. Complete line of high-grade bulk coffees.	
W. F. McLaughlin & Co., Chicago	

Coffee Extracts

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

CONDENSED MILK

Eagle, 4 doz.	9 00
Leader, 4 doz.	7 00

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Caroline, Tall, 4 doz.	4 00
Caroline, Baby	3 50

EVAPORATED MILK

Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall,

FRUIT JARS

Mason, ptt., per gross	7 95
Mason, qts., per gross	9 20
Mason, 1/2 gal., gross	12 20
Ideal Glass Top, ptt., 9 45	
Ideal Glass Top, qts. 11 20	
Ideal Glass Top, 1/2 gallon	15 70

GELATINE

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

HORSE RADISH

Per doz., 6 oz.	1 10
JELLY AND PRESERVES	
Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 85
Pure, 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

8 oz., per doz.	35
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MARGARINE



I. VAN WESTENBRUGGE	
Carload Distributor	
1 lb. cartons	2 1/2
2 and 5 lb.	24
Good Luck Margarine	
1 lb. cartons	2 1/2
2 lbs.	23

MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Red Stick, 720 bx	5 50
Red Diamond, 144 bx	6 00

SAFETY MATCHES.

Quaker, 5 gro. case	4 75
MINCE MEAT.	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby Kgs, Wet, lb.	24

MOLASSES.



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

Green Brer Rabbit

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

Aunt Dinah Brand.

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

New Orleans

Fancy Open Kettle	55
Choice	42
Fair	28

Half barrels 5c extra

Molasses in Cans.	
Red Hen, 24, 2 lb.	2 70
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	3 00
Ginger Cake, 24, 2 lb.	3 00
Ginger Cake, 24, 2 1/2 lb.	3 90
Ginger Cake, 12, 5 lb.	3 30
Ginger Cake, 6, 10 lb.	3 65

O. & L. 24-2 lb.

O. & L. 24-2 lb.	4 50
O. & L. 24-2 1/2 lb.	5 75
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75

Dove, 36, 2 lb. Wh. L.

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 36, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 3 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L	4 45
Palmetto, 24, 2 1/2 lb. 4 40	

NUTS.

Whole.	
Almonds, Terregona	19
Brazil, Large	20
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	0 1/2
Peanuts, Vir. roasted	12
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	15
Pecans, 3 star	22
Pecans, Jumbo	80
Walnuts, California	28

Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20
Shelled	
Almonds	50
Peanuts, Spanish,	13 1/2
125 lb. bags	
Filberts	50
Pecans	1 05
Walnuts	52

OLIVES.

Bulk, 2 gal. keg	4 25
Bulk, 3 gal. keg	6 00
Bulk, 5 gal. keg	9 50
Quart, Jars, dozen	6 50
Pint Jars, dozen	4 00
4 oz. Jar, plain, doz.	1 45
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 80
16 1/2 oz. Jar, Pl. doz.	4 50
4 oz. Jar stuffed	1 90
8 oz. Jar, Stu., doz.	3 40
9 oz. Jar, Stuffed, doz.	4 10
12 oz. Jar, Stuffed, dz.	5 00

PEANUT BUTTER.



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

PETROLEUM PRODUCTS

Perfection Kerosine	12.6
Red Crown Gasoline	
Tank Wagon	21.3
Gas Machine Gasoline	38.8
V. M. & P. Naphtha	25.2
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.7



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



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

PICKLES

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

Sweet Small

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

Dill Pickles.

600 Size, 15 gal.	9 00
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PIPES

Cob, 3 doz. in bx. 1 00@1 20	
PLAYING CARDS	
Broadway, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 25

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef.	
Top Steers & Heif. 19@20	
Good Steers & Heif. 17@18	
Med. Steers & Heif. 14@15	
Com. Steers & Heif. 11@13	

Cows.

Top	13
Good	12
Medium	09
Common	08

Veal.

Top	17
Good	15
Medium	13

Lamb.

Good	28
Medium	26
Poor	20

Mutton.

Good	15
Medium	13
Poor	06

Pork.

Heavy hogs	08
Medium hogs	11
Light hogs	11
Loins	22
Butts	15
Shoulders	12 1/2
Hams	18
Spareribs	09
Neck bones	05

PROVISIONS

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

Lard

80 lb. tubs	advance 1/4
Pure in tierces	15
California Hams	12 @13
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound Lard	15@15 1/2

Oleo

Good Luck, 1 lb.	23 1/2
Gilt Edge, 1 lb.	23 1/2
Delicia, Nut, 1 lb.	19
Certified	24
Nut, old style	19
Nut, new style	23
Special Country roll	24

Sausages

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

Smoked Meats

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

Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 80
Condensed Bakers brick	1 40
Moist in glass	8 00

Pig's Feet

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

Tripe

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

Casings

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

RICE

Fancy Head	08
Blue Rose	07
Broken	03 1/4

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 60
Mothers, 12s, Illum	3 25
Silver Flake, 18 Reg.	4 10
Sacks, 90 lb. Jute	2 75
Sacks, 90 lb. Cotton	3 00

SALERATUS

Arm and Hammer	3 75
SAL SODA	
Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 50

COD FISH

Middles	16
Tablets, 1 lb. Pure	20
Tablets, 1/2 lb. Pure,	
doz.	1 40
Wood boxes, Pure	27
Whole Cod	12

Holland Herring

Milkers, kegs	1 15
Y. M. Kegs	1 10
Y. M. Half bbls.	8 50
Y. M. bbls.	16 75

Herring

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

Lake Herring

1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	1 25
Tubs, 60 count	5 00

White Fish

Med. Fancy, 100 lb.	13 00
SHOE BLACKENING.	
E. Z. I. Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Flt-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

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

SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40

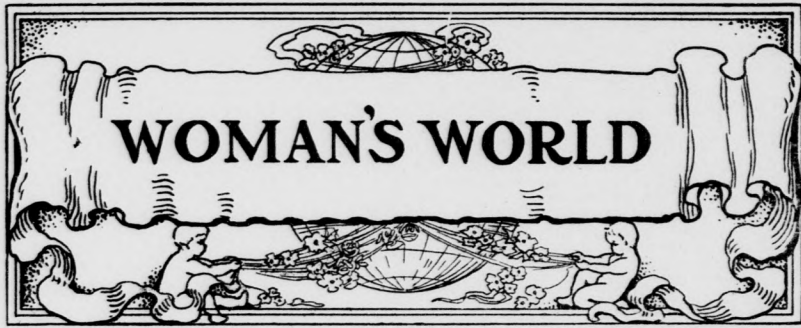


Per case, 24 2 lbs.	2 40
Five case lots	2 30

SOAP

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

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



Different Ways of Meeting Women's Troubles.

Written for the Tradesman.

All her geese are swans. Everything that happens to or about her is the "most awful," "the most wonderful," the superlative of happenings. Every little itch is an agony, every small irritation a calamity. And yet, never in her whole life has she suffered a real bereavement or deprivation; never has she had to face a real trouble of any kind—not even a serious illness, of herself or anyone near to her.

"I never was so unhappy in my whole life!" she declared to me the other day, when her daughter was married and went to live in a city within three hours' railroad journey, or almost as short a motor-ride. "It seems as if one brought up children, toiled and sacrificed for them, only to have them go away and forget you. The world is a terrible place. I wish I could die and be done with it all!"

"Well, I wonder what you will do some day when something real happens to you," I said. "It seems to me you ought to be about the happiest person in the world. Every member of your family, even including your father and mother, is living and well; your husband is devoted and well-to-do and is able to give you every comfort. Your children are splendid and loyal. And now your daughter has married the finest of fellows, and is going to live within telephone distance and a short and easy journey. You talk as if you had suffered the sorrows of Job."

It did no good. All she could see in what I said was that I had no sympathy, and could not understand, because I never had a daughter to display indifference and ingratitude.

"Even my littlest son is talking already of taking a trip round the world in a sailing ship!" she cried. "Hasn't a thought of the days and weeks and months of heart-breaking anxiety that it will cause me. And my oldest son, in business, goes away to Europe as if it were a trip on a ferryboat, and sometimes doesn't write to me for two weeks on end. My husband is as devoted as he knows how to be; but even now he is off on a hunting trip in the wilderness, where he can't either write to me or hear from me for ten days."

"I still wonder what you will do one of these days when some real calamity befalls you."

As I think it over I have to admit that very likely the real calamity will bring out in her the strength and courage that nothing has yet called out. For I never think of my friend without comparing her with another

whom sorrow and suffering have revolutionized.

I have known that other woman since we were girls at school together. She was extraordinarily pretty, and the recipient of so much attention that it fairly spoiled her. The man whom she married was extremely devoted, unselfish, attentive to her smallest wish. They were happy together as few couples are; traveled widely, and their home was a place of beauty and comfort, the like of which I have seldom seen.

Inevitably she grew selfish and self-centered; she enjoyed and appreciated her blessings, to be sure, but always there was something beyond, without which she could not be quite happy. In her face there was a subtle expression of discontent which deepened as she grew older.

Suddenly, without an hour's warning, her husband died. And with him went all but the slenderest margin of capital on which to go on. She had no relatives except a sister, who very soon after her husband's death broke down in health, and had to come and live with her and share her tiny income.

Almost instantly she rose out of her selfish self, met her trouble with a smile and took on her burden as if it were a privilege. Bereavement and self-denial have brought out in her something that no one ever saw during those prosperous and untroubled days.

I spoke to her about it not long ago, and asked her how she got the strength and courage to bear her burdens so sweetly.

"I don't know," she replied. "Something called my attention to the fact that I had had a lifetime's share of blessing. I knew, too, that there was no escaping what I had to bear, and that my load would only be the heavier if I spent my energy in moaning about it."

From the corner of her mirror she took a card, and I read these words, attributed to G. S. Merriam, under the heading "Trouble."

"Our veiled and terrible guest brings for us, if we will accept it, the boon of fortitude, patience, self-control, wisdom, sympathy, faith. If we reject that, then we find in our hands the other gift—cowardice, weakness, isolation, despair. If your trouble seems to have in it no other possibility of good at least set yourself to bear it like a man. Let none of its weight come on other shoulders. Try to carry it so that no one shall even see it. Though your heart be sad within, let cheer go out from you to others. Meet them with a kindly

presence, considerate words, helpful acts."

"Sometimes when things get pretty cloudy," she said. "I find that helpful. Besides, you've got to bear what you've got to bear. It really helps to take it as cheerfully as you can. Whimpering doesn't get you anywhere."

Prudence Bradish.

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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 17.—On this day was held the final meeting of creditors in the matter of Vine W. Hunter, Bankrupt No. 2279. The trustee was present in person. No others were present or represented. The trustee's final report and account were approved and allowed. Additional claims were proved and allowed. An order was made for the payment of administration expenses and for the declaration and payment of a supplemental first and final dividend to creditors. No objection was made to the discharge of the bankrupt. The final meeting was then adjourned without date. The case will be closed and returned to the district court.

Sept. 18. On this day was held the first meeting of creditors in the matter of William H. Redding, Bankrupt No. 2329. The bankrupt was present in person. Claims were allowed against the estate of the bankrupt. Harper Moore was elected trustee and the amount of his bond placed by the referee at \$200. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Alfred M. Clausen, Bankrupt No. 2347. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a laborer by occupation. The schedules filed list assets of \$250, all of which is claimed as exempt, with liabilities of \$771.50. The court has written for funds for the first meeting and upon receipt of these the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

G. R. Savings Bank, Grand Rapids	\$200.00
Comstock & Graves, Grand Rapids	15.00
James Oakes, Grand Rapids	70.00
Peter Van Zyl, Grand Rapids	25.00

Madigan & Grimes, Grand Rapids	253.00
M. R. Rubber Co., Grand Rapids	134.50
Grandville Ave. Garage, G. R.	26.00
Gingrich & Son, Grand Rapids	48.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of G. Charles Butterworth, Bankrupt No. 2348. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Muskegon and is a florist. The schedules filed by the bankrupt list assets in the sum of \$901.65, of which the sum of \$183.00 is claimed by the bankrupt as exempt, with liabilities in the sum of \$2,583.17. The first meeting of creditors has been called for Oct. 2. A list of the creditors of the bankrupt is as follows:

Watson's Flower Shop, Adrian	\$ 8.00
American Cabinet & Register Co., Chicago	25.00
Readlin Basket Co., Chicago	54.86
G. R. Floral Co., Grand Rapids	34.70
Heepe Co., Akron	4.00
New York Floral Co., Madison	4.00
Star Greenhouse, Big Rapids	2.00
Henry Smith Floral Co., G. R.	446.02
Clark, the Florist, New Brunswick, N. J.	2.50
Mrs. E. A. Tuttle, Cadillac	5.00
Henry Ebelink, Holland	5.75

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Empire Syndicate, Inc., N. Y.	15.00
John Cannon Co., Hamilton, Ont.	3.00
H. L. Waycott, Bernardino, Cal.	5.00
A. L. Randall Co., Chicago	7.48
Penn. The Florist, Boston	2.40
W. W. Barnard Co., Chicago	13.99
Standard Oil Co., Grand Rapids	7.35
Central Flower Shop, Kane, Pa.	5.00
Peter Reinberg, Chicago	292.45
A. H. Crabb, Grand Rapids	17.80
Ellis Floral Co., Bloomington, Ind.	5.00
Sheridan Greenhouse, Sheridan, Wyo.	4.00
Union Tel. Co., Muskegon	3.40
W. U. Telegraph Co., Muskegon	19.45
Neumeister & Schultz, Muskegon	4.50
Geo. T. Clark, Auburn, N. Y.	5.00
Weller Nurseries, Holland	6.40
Steindler Paper Co., Muskegon	4.29
Ironwood Greenhouse, Ironwood	2.50
A. Henderson & Co., Chicago	53.95
Boyd's Tire House, Muskegon	40.60
Poehlman Bros., Chicago	287.67
Grossman Bros., Muskegon	31.66
N. Y. Wire Lamp Frame Co., Chicago	24.52
Kaulbach Florist, Haverhill, Mass.	5.00
Boehringer Bros., Bay City	10.00
Walker Floral Co., G. R.	129.00
Fox, The Florist, Cleveland	4.00
John Hartsma Co., Muskegon	21.75
Wm. D. Hardy Co., Muskegon	26.84
G. Van Bochove Bros, Kalamazoo	2.50
Schiller, The Florist, Chicago	266.50
Eli Cross, Grand Rapids	156.27
Werkheim Bros., New York	75.42
S. M. Isbell Co., Jackson	3.00
Weaver House of Flower, Traverse City	15.00
William Gregory & Son, Ludington	6.00
Hanson Nursery & Floral Co., Niles	2.50
Jackson Flower Shop, Kalamazoo	11.00
Co-operative Press, Muskegon	5.00
12th St. Floral Shop, Holland	4.10
Snell, The Florist, Cadillac	2.10
E. D. Kaulbach & Son, Malden	13.20
Fleischman, Chicago	10.00
Max Schling, New York	84.00
Lakeside Greenhouse, Muskegon	200.00
Wasserman's, Muskegon	25.00
Muskegon Print Shop, Muskegon	2.40
J. B. Blessing, Jackson	6.00
Dunlop's Std., Toronto, Ont.	

Sept. 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William Allen, Bankrupt No. 2349. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Whitehall. The occupation of the bankrupt is not listed in his schedules. The list filed by him reports assets in the sum of \$225, all of which are claimed as exempt to the bankrupt, with liabilities of \$387.09. 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:

Myers & Son, Shelby	\$155.00
Charlie Tallant, Shelby	50.00
A. E. Clayles, Shelby	11.00
Dr. T. J. Hutton, Foster City	54.50
Geo. H. Nelson & Co., Whitehall	16.00
Dr. Bernard, Whitehall	15.00
John O. Reed, Whitehall	40.50
Emanuel Dittenhayfer, Whitehall	45.00

Sept. 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Francis V. Broady, Bankrupt No. 2251. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is connected with the Petersen Advertising Agency. The schedules list assets of \$675, of which \$507.50 is claimed as exempt to the bankrupt, with liabilities in the sum of \$1,253.40. The court has written for funds for the first meeting, and upon receipt of these the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Edgar A. Maher, Grand Rapids	\$50.00
V. C. Squier & Co., Battle Creek	163.50
Stekettee Radio Serv. Co., G. R.	186.50
Geo. R. Cullen, Grand Rapids	60.00
John Hootman, Grand Rapids	266.40
Boltwood & Boltwood, G. R.	13.25
Baker & Coster Photo Co., G. R.	13.25
Pope & Heyboer, Grand Rapids	34.50
t. Mary's Hospital, G. R.	66.00
Dr. A. Nyland, Grand Rapids	20.00
Theo. Walther, Grand Rapids	180.00
A. May & Sons, Grand Rapids	15.00
Friedrich Music House, G. R.	45.00
Wolverine Electric Co., G. R.	65.00
Dilley, Souter & Dilley, G. R.	13.50
New Era Spring Co., G. R.	96.50
Chas. H. Lillie, Grand Rapids	15.00

Sept. 19. On this day was had the declaration of the first dividend to creditors and payment of administration expenses in the matter of Hyland & Clark, Bankrupt No. 2271. No meeting of creditors was held.

Sept. 21. On this day was held the final meeting of creditors in the matter of Charles Buczynski, Bankrupt No. 2261. The trustee was present, Smedley, Linsey & Shivel and Dilley, Souter & Dilley present. The trustee's final report and account were approved and allowed. The bill of the attorney for the bankrupt was considered, reduced and approved. An order was made for the payment of administration expenses and the balance of the fund to be held to April, 1924, when the year for filing

claims will be closed. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Robert Verne Burland, Bankrupt No. 2339. The bankrupt was present in person and by attorney. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter and it appearing that there were no assets in the estate which were not claimed as exempt to the bankrupt, no trustee was appointed and the case closed and returned to the district court.

In the matter of Shaheen Slayman, Bankrupt No. 2335, the court has received an offer of \$85 for all of the stock in trade of this estate, which is inventoried at \$1,119.94. The stock consists of notions, stationery, certain lines of dry goods, etc., and is located at Grand Rapids. The trustee has an inventory. The date fixed for the sale is Sept. 27.

In the matter of Herman J. Pinney, Bankrupt No. 2337, the court is in receipt of an offer of \$400 for all of the assets of this estate, appraised at \$987.33. The stock is that of a new and second hand furniture and stove store, located at Grand Rapids. Frank V. Blakely, trustee, has an inventory. The date fixed for sale is Oct. 1.

In the matter of Leslie Sankey, Bankrupt No. 2135, the court has received the final report and account of the trustee and the final meeting of creditors will be held at the office of the referee Oct. 1. The trustee's report will be considered and administration expenses paid so far as the funds on hand will permit. There will be no dividend to creditors.

In the matter of John J. Mishler, Bankrupt No. 2300, the court is in receipt of an offer of \$3500 from Cool & Dooley, of Hastings, for the nine Nash trucks, one Oakland sedan and one Studebaker big six touring car in this estate. The date fixed for the sale of these assets has been fixed by the court at Sept. 28.

In the matter of Robert N. Hughes, Bankrupt No. 2345, funds have been advanced for the first meeting and such meeting will be held at the office of the referee on Oct. 2.

In the matter of James Hartselle, the date of first meeting was given in last week's Tradesman to be Oct. 1, but the date has been changed to Oct. 10.

Why, of Course.

An old negro woman in Atlanta, Ga., carried her mistress' clothes home. They were to be returned in a few days. Instead, they were kept three weeks and returned by the health department well fumigated.

When Liza showed up her mistress wanted to know where on earth she had been, and she replied that "her step-husband had done been had the smallpox."

Mistress—What on earth is a step-husband?

Liza—Law, child, when one husband step out, another step in.

Insulin, remedy for diabetics, lacked but one quality to make it a universal boon. That quality was plentifulness. There seemed grave danger that the supply could not keep pace with the demand. Now a London bio-chemist has given the scientific world a synthetic insulin, a substitute, it is true, but such a substitute as appears to answer all the purposes of the original. Insulin as prepared by Dr. Banting is made from the pancreas of sheep or other animals. It is a complicated and expensive process. The substitute embodies the chemical constituents of insulin, and London physicians who have used it say it gives the same results. With a large assured supply of the efficacious remedy, diabetics may look to a more hopeful future than was possible heretofore under the best methods of treating the disease.

Use the Phone More.

The average dealer takes orders over the phone. That's passive salesmanship. How many use the phone as a means for active salesmanship?

BUSINESS WANTS DEPARTMENT

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

For Sale Or Exchange For Farm—General store, stock, fixtures, residence, in small town. Doing nice business. Address No. 330, c-o Michigan Tradesman. 330

SOMETHING DIFFERENT—In Copper Country, for man who understands ice cream-confectionery business and has some money. Address N. J. Brodeur, Hancock, Michigan. 331

Wanted—Wide-awake, active salesman for paper, stationery, and notion lines, for territory in and around Battle Creek, Mich., by reputable house. None but experienced men having good references need apply. Address No. 332, c-o Michigan Tradesman. 332

PATENT FOR SALE—On best porch swing ever manufactured. Good margin of profit and easy sales. Would let on royalty basis to reliable concern. J. L. Hicks & Son, Doniphan, Mo. 333

I. & M. Sign Mfg., Leroy, Minn. References, write postmaster and First National Bank. 334

For Sale—Stock of dry goods and groceries in live trading center of 500 people on railroad. Good farms in all directions. Stock and fixtures will inventory about \$5,000. Address No. 335, c-o Michigan Tradesman. 335

FOR SALE—Billiard and soft drink parlor. Located on the main street in one of the best cities in the state. Five tables, cigar stand, candies, lunch and bar fixtures. Lease the best. Doing a fine business. Bargain if taken at once. Address Will Blom, 225 W. Western Ave., Muskegon, Mich. 336

FOR SALE—Two pairs of black foxes of the best breeding strain. They are A No. 1 in every way. The two pair can be bought for less than one pair usually sell for. Will sell one pair at the same rate. Address Lock Box 241, Alanson, Mich. 337

FOR RENT—Modern store building 22 x 80 in town of 1000. Excellent location for restaurant or confectionery store. Ready for occupation October 1. Address No. 338, c-o Michigan Tradesman. 338

For Sale—General stock and store building in small village. Doing thriving business. Also house, barn and garage. Water and lighting system. Glenn Willis, Tallman, Mich. 339

For Sale Or Trade—Fourteen room house in Petoskey, also 240 acre farm two miles from Williamsburg, Grand Traverse county. Will trade for hotel or mercantile business. What have you to offer? My property will bear investigation, so yours must be right. T. D. Hobbs, 521 Waukazoo Ave., Petoskey, Mich. 327

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

Wanted—Two McCaskey account registers of 400 accounts each. State condition of registers and best cash price. Scandia Co-operative Association, Escanaba, Michigan. 325

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. 328

MEAT MARKET—Well-equipped, nearly new fixtures, doing good cash business in one of the best small towns in Lower Michigan. Price right. C. N. Bless, Orion, Mich. 328

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

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GRAND RAPIDS SAFE CO.

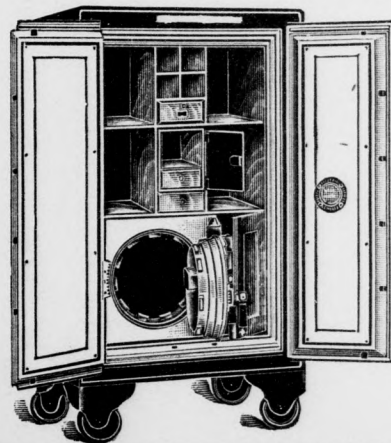
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Fire and Burglar Proof Safes

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Largest Stock in the State.

Grand Rapids Safe Co.
Grand Rapids, Mich.



STUDY YOUR BUSINESS.

Some Things Every Grocer Ought to Know.

It is really amazing how little inside knowledge some people have about their own business, so I say the first thing I would do if I were a retail grocer would be to "wise up" on my business—I would know as much about my business as the next fellow. You should know what degree of syrup is used on a California fancy, choice or standard peach, and the difference in the syrup on the same grade of apricots, pears or peaches; how many cherries there should be in a No. 2½ can of fancy choice, standard or water grade.

You should know the difference between chocolate and cocoa; between Ceylon and India teas; between imperial and gun-powder teas; between so-called white naphtha and genuine naphtha soaps; between a chum and a pink salmon; a pink and a red; a red and a medium red; what a sockeye and Chinook is; what the difference is in a Puget Sound sockeye and an Alaska sockeye. I could mention hundreds of other things that the average retail grocer should know that he does not know.

You should know the operating end of your business; what it costs to deliver goods; what your other costs are to do business. Then figure up what your gross profits are for a given period, then your net profits, if any. If you do not show any net profit, then set about to find out why.

If necessary employ an expert statistician. Let him figure out what end of the business is profitable and what is not, then eliminate the unprofitable end, cut out the leaks, cut out doing the things that show loss. In other words, systematize your business—know what you are doing.

After you learn the inside of your own business you should then teach your clerks, and say, what room there is for improvement in retail grocery clerks. As a rule they know a whole lot less than their boss, and I say that's going some.

Once during the recent war a lady friend of mine went into one of the very best grocery stores in our city. She asked one of the clerks if he had any animal crackers. The clerk looked "bumfuzzled" for a few seconds and said, "No, we don't have animal crackers, but we have some very nice dog biscuits." Your clerks are the eyes the public sees you through. Be careful that they know their business. I believe it would pay, and pay big, for every retail grocer of any size to get all of his clerks together at least once every thirty days, take them out in the back room. Have a little cutting bee. Take a can each of four or five of the principal lines of canned foods you handle, cut these and pour them out in a dish or pan. Let your clerks, as well as yourself, see what you have to sell. (I'll bet nine times out of ten you don't know yourself). Then when a customer comes in you can make an intelligent talk on what's in the can.

Keep this up. Very soon every

clerk in your establishment, as well as yourself, will have first-hand knowledge of what they are selling. Believe me, if you will do this you will be repaid a hundred times over for the time and trouble it will take. People naturally like to trade with clerks who know what they are doing. Teach your clerks to use their head and to try and sell the things that are most profitable to you, and not only sell the particular article the customer calls for, but sell them something else as well. You know nearly everything a customer asks for suggests something else. For instance, a lady comes in, asks for a pound of cheese. Right away crackers would come into your mind, and if you would merely suggest to the lady that probably she would like some crackers, nine times out of ten you would effect a sale of crackers. If she were to ask for a can of syrup, this would suggest pancake flour. If she were to ask for laundry soap, this would suggest a washboard or a scrubbing mop, etc.

There is hardly a thing in a grocery store that a customer asks for that does not suggest something else; and if the clerk will only keep this in mind and make these suggestions in the right kind of way, you will find that two, three or four items can be sold instead of the one the customer asks for. Try it and see how it works.

You cannot sell goods by hiding them under the counter. It has been proven by actual check that the proper display of goods will increase the sale, sometimes as much or more than 100 per cent. I know of a store in my town that bought some No. 2½ choice canned plums at what they thought to be a bargain, but regardless of the low price, the plums proved to be a sticker. The owner of this store, after having these plums staring him in the face for nearly a year, decided he would put a price on them that would move them if he would advertise them. So he did, but sold only a few cans. In fact, the price did not seem to make any difference. Some one suggested a big display in the center of the store with the fruit jar filled with plums on top, put a big sign on them naming the price so much per can, so much per dozen. And this price was higher than the price that he had formerly advertised. In fact, the price paid him a profit, and he sold the entire lot, twenty-five cases, within three or four days. Now mind you, these plums had been in this store for over a year and every effort had been made to sell them excepting display. Need I say more about display.

Charles P. Whiteman.

Lansing—L. L. Cotton, manager of the Harry W. Watson Co., local branch, cigars, tobacco, etc., has purchased the stock and will continue the business under the style of L. L. Cotton & Son.

Perry—Ira Hempsted, dealer in general merchandise at Nicholson, has leased a store building here and will open a dry goods and grocery store Oct. 1.

Washington Must Take People Into its Confidence.

Glen Lake, Sept. 25.—Several state and some special elections usually have demonstrated by their results, in harmony with the elections last year in Iowa, Wisconsin, North Dakota and certain other states, the general feeling of widespread dissatisfaction with government methods and leadership in Washington, that it seems as though public representatives might take therefrom a lesson which would be useful in their program of action during the next session of Congress.

While there are those who do not agree with the radical oratory of LaFollette and some others, there is a widespread, inarticulate feeling of unrest. It may be based upon misapprehension and desire for the impossible, but it is centered upon a somewhat substantial feeling of economical hardship and a resulting widespread sense of personal injury.

Dollar wheat may not of itself seem like a valid reason to arouse the resentment and antagonism so apparent in the politics of the country, but certainly farm produce selling at less than cost of production, and everything the agriculturist consumes commanding increased and seemingly unwarranted prices, constitute an economic distrust so great communities, hoping for possible and far reaching that the farming relief, are in desperation flocking to the standards of specialists and reformers with heavy oratorical power.

These remedies may savor of quackdom, but it will be well if the adherents of our national administration make clear the virtues of any counter remedies which they may have to offer.

The republican administration has given us a high tariff and a leave-alone policy in its conduct of international affairs. It is said by some that these policies are not of a nature to encourage commerce beyond our own borders, and in the meantime this same administration, through lack of publicity or understanding, is not getting credit for its activities in handling international problems looking toward perpetual peace and laboring for effective economy in the cost of running the National Government.

It naturally inherited financial problems and embarrassments as a result of the war and is undoubtedly doing much to settle and satisfactorily dispose of these difficulties, but it seems to be working without a great deal of inspiration or with any tangible programme for accomplishment.

The Government surely has many conscientious spokesmen, but economical programmes thus far offered are hazy and meaningless.

Radicalism consequently with its formidable outfit of vague policies which one might say are warranted to "kill or cure," seems in a fair way to leave its impress on the country at each succeeding election until such time as our representatives can demonstrate by actions alone that it is in sincere touch with some programme which the public can be made to understand and which can be more readily defined than the so-called requirements of the radically minded.

One of these alleged progressive statemen, in speaking of the result of a recent election in a Western state, claimed that "the people have again spoken their conviction that if representative government is to survive in the United States private monopoly must be driven out of control of the Government."

The question is: Is it true that private monopoly really does rule at Washington?

This startling charge should at least be disproved or silence will be mistaken as conceding its existence. If it is true, the question naturally presents itself: Is the Government

or its representatives doing anything to deprive monopoly of its hold on Governmental affairs, and what are the methods employed or contemplated in the eradication of the evil? If they are not true, what effort is being displayed to take the public into the confidence of those in administrative control at Washington?

Special privilege has no place in a government by, for and of the people; and a war on such methods, radical as it may seem, might prove of inestimable value to the whole country.

President Roosevelt made the claim on various occasions that "invisible government" was really "visible" at Washington and he certainly strenuously wielded the "big stick" with immeasurable results. The railroads seemed at that time to hold a most potent influence on legislation and the celebrated Hepburn act, which curtailed these baneful influences in a great measure, was the result; but the Interstate Commerce Commission, which was one of the results of such legislation, has now become a greater menace to the welfare of the country. A greater power than the Congress that created it and has proven a greater handicap to prosperity than the evil doings of the transportation companies could have accomplished. One of my congressional acquaintances admitted to me recently that this regulatory body had become a great menace to public prosperity, but that it would be useless to attempt to legislate it out of existence because of certain influences in effect in Washington. Why not attempt it anyhow, taking the public into legislative confidence, and possibly unearth existing evil influences?

There will always be the need of radical leadership, even if for no other purpose than to compel the more conservative ones to disclose their hands. If such campaigns are entered upon in the true crusader spirit, good is bound to result, but the movement must be representative and not in the hands of demagogues. Reform cannot be beneficial, lasting or practical if it is the work of radicals who represent incompetent notions. Devoted and capable leadership will always be properly recognized, and in the hands of such who honestly possess the courage of their convictions, even if they show evidence of crudeness, the public will be safeguarded; but the action must be relative and not be based on purely personal political ambitions.

There must be a constructive plan and a visible acceptance of such plan, and there seems to be no good reason why the farmer should produce wheat for less than cost, if someone does not derive a benefit. Cheap wheat should mean cheap bread, but does it? It is a condition that confronts us; and if these radical or progressive statesmen can evolve some plan whereby the low price of wheat may be offset by a reduction in prices of manufactured goods absorbed by the farmer, then there is a constructive plan—something tangible to work upon.

Naturally, blows arbitrarily made at industrial affairs, unless justified by conditions, working or otherwise, will not elicit sympathy or support; but if there is a real desire on the part of our Congressional representatives to "come clean" to their constituents, the coming session will give them an opportunity of so demonstrating.

If they do not display such a disposition, in all earnestness, then there will be justification for radical oratory and operations and public sympathy will show an inclination to adopt experimental policies.

The warning which has been sounded should not fail to reach the ears of those for whom it was intended; for the ray has gone by when perfunctory administration can be further continued without causing a political upheaval.

Frank S. Verbeck.