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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS.

EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JULY 30, 1924

Number 2132

BAB Y

Where did you come from, baby dear?
Out of the everywhere into here.

Where did you get those eyes so blue?
Out of the sky as I came through.

What makes the light in them sparkle and spin?
Some of the starry spikes left in.

Where did you get that little tear?
I found it waiting when I got here.

What makes your forehead so smooth and high?
A soft hand stroked it as I went by.

What makes your cheek like a warm, white rose?
I saw something better than anyone knows.

Whence that three-cornered smile of bliss?
Three angels gave me at once a kiss.

Where did you get this pearly ear?
God spoke and it came out to hear.

Where did you get those arms and hands?
Love made itself into bonds and bands.

Feet, whence did you come, you darling things?
From the same box as the cherub's wings.

How did they all just come to be you?
God thought about me, and so I grew.

But how did you come to us, you dear?
God thought about you, and so I am here.

George Macdonald.

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SUPPLY THE HOUSEWIVES WITH

Parowax

Throughout the summer, most housewives, with commendable thrift and foresight, can or preserve a part of the abundance of fresh fruits and vegetables for use on their tables during the long winter months. This is the time, therefore, to furnish them with glasses and jars, with sugar and spices and with PAROWAX.

She knows that to preserve her fruits and vegetables, she must seal them in their containers with a seal which is airtight. She knows that unless the air is excluded they will ferment and become unfit for use.

She knows too, that PAROWAX will seal them tight, keeping all their goodness and freshness in and keeping air out. The effectiveness with which PAROWAX seals each container, its cleanliness and purity and the ease with which it is used, makes it ideal for all canning and preserving where jars, glasses or bottles are used for containers.

Every dealer should have an adequate supply of PAROWAX on hand throughout the summer. It may be secured promptly from any agent or agency of the



One of these two color counter display cartons is packed in each case of Parowax.

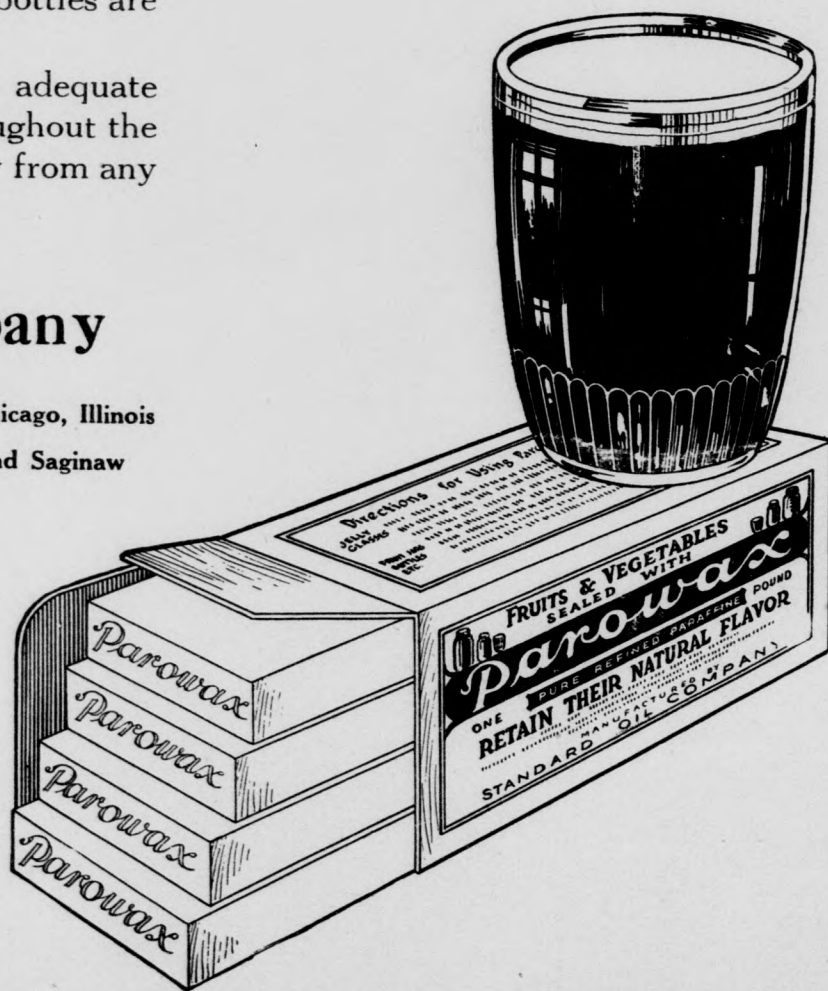
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Forty-first Year

GRAND RAPIDS, WEDNESDAY, JULY 30, 1924

Number 2132

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

D VOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
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E. A. STOWE, Editor.

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SAVING OUR FORESTS.

In the early days of America, before the voice of the lumberjack was heard in the land, and before civilized man had yet terminated his long argument with the savage over the ownership of the "continuous woods" by burning up the greater part of it, this country boasted a virgin forest amounting to half the total area, or some 822,000,000 acres. To-day, according to surveys of forestry officials, this stand has dwindled to less than 138,000,000 acres of so-called first growth timber.

How long even this acreage, all that a short-sighted prodigality has left of a rich heritage, will survive depends, of course, on two factors. One of them is reforestation, to offset the effects of continued lumbering operations. The other means of avoiding a timber famine in the United States consists in fire prevention and protection, strenuously prosecuted. Although both measures are vitally needed, as no intelligent citizen has to be informed, the present and immediate concern is with the suppression of forest fires. That is the side of the conservation problem which touches most closely the average person, and it is, furthermore, the one which was stressed again this year in President Coolidge's proclamation urging National observance of Forest Fire Prevention Week.

Fire is the worst enemy of the forests and responsible for most of the year to year depletion. While ruthless lumbering practices are slow in yielding to methods more sparing, and reforestation, through lack of funds and public interest, lags—four trees at present are being cut down for every sapling planted—in the threatened extinction of the forests the flame still is mightier than the ax. In fact, Government figures show that the ratio of burning to cutting is nearly two to one.

During 1923, on the 157,000,000 acres of timberland owned by the Federal Government there were 5,168 fires. In all the forests of the country, National, state and private, the total number of fires was 51,891, the burned area aggregating 11,500,000 acres, with a financial loss in excess of \$16,500,000. Some idea of the extent of this ravaged area may be gathered from the fact that it is eight times the acreage of the French forests destroyed or damaged throughout the World War—and this too, in one year!

Lightning, as everyone knows, does vast damage to the forests, but, as in the case of the improved property loss, most of the destruction is caused by man, and it is therefore preventable. Incendiarism, careless smoking and the camp fires of the thoughtless are always the chief sources of trouble for the fire wardens. It appears that the heedless and the uninformed, who together are responsible for at least 75 per cent. of the loss on improved property, also are to be found ranging the woods and dropping their lighted matches and unextinguished tobacco, leaving unattended for varying periods their camp fires—even deserting them entirely without quenching or smothering them—and indulging in similar practices.

It is not difficult for anyone to be careful with fire while in wooded areas. The United States Forest Service gives these few simple rules which, if observed, will go far towards reducing the appalling number of man-caused forest fires reported every year:

1. Be sure your match is out before throwing it away. Break it in two with your fingers.
2. Don't throw cigars, cigarettes, pipe ashes along the roadside. If you are riding, improvise an ash tray in your machine. A tin can will do. If you are walking, grind your stubs, matches and ashes in the earth.
3. Build small camp fires away from brush and saplings. Scrape away all leaf mold and other inflammable material around your fire.
4. Never leave your camp fire unwatched. A wind may spring up at any moment.
5. Pour water on your camp fire when you are finished with it, cover it with dirt or gravel—be sure it is dead. Don't make the mistake of burying it with leaf mold or other inflammable materials.
6. Report all fires you may see, however small, to the nearest forest ranger or fire warden. If you see a fire, stop and fight it while some other member of your party gets word to the ranger or fire warden.
7. Be as careful with fire while you are in wooded areas as you would be

in your own home. Be thoughtful and reasonable at all times.

According to the United States Forest Service, twenty-six states are making definite efforts to protect their forest lands, aggregating 16,000,000 acres, from fire. From July 1, 1922, to June 30, 1923, they expended for this purpose \$1,826,430, which is little more than a cent an acre and scarcely enough to weigh heavily on any taxpayer.

Senator Arthur Capper, farm bloc leader, is having considerable woe these July days out in Kansas. He is having opposition to his renomination by the Republicans for the Senate. A son of the late Senator Ingalls is running this professional friend of the farmer up and down the section lines. He may or may not defeat the Senator, but the Senator gives certain evidences of alarm. In one of his several farm publications, and over his own fac-simile signature, Senator Capper gives President Coolidge strong indorsement. Both he and his chief opponent are vying with each other as supporters of the President. In Nebraska, Senator Howell, who is about the same kind of a Republican that Senator Wheeler is, or was, a Democrat, has climbed on the Coolidge band wagon. He, too, is for Coolidge, despite his record in the Senate last winter and his affiliations with La Folletteism. Evidently there is a rising ground-swell of opposition to the communism and anarchy represented by the long-haired marplot of Wisconsin.

In refusing a place in Westminster Abbey for a memorial bust of Lord Byron the dean and chapter of that ancient church have already brought down upon themselves a storm of criticism. It is hardly to be expected that these ecclesiastics will take the view that distance of time softens the rougher outlines of Byron's record or mitigates the causes which at the time of Byron's death prevented the interment of his ashes in the Great British Valhalla. Those who have pressed for the installation of a Byron memorial in the Abbey transept, among the other tributes to the poets of England, have sought to make a distinction between the man and the products of his genius, and the dean of Westminster will find it hard to show that the rule to be enforced in this case has been invariably applied to all the men whose bones already lie in the hallowed dust of the Abbey.

Pipes of Peace such as Herriot and MacDonald have been smoking at the London conference are symptomatic of an informal atmosphere of friendliness likely to promote the success of

international deliberations. Men who smoke together do not necessarily think alike, but the procedure is tranquilizing and suggestive of a desire to have the minds of the speakers meet in amity and comity. From the lesser community of interest established by the social custom there may spring the concert of opinion in matters of grave public moment. Surround the councils of statesmen with an atmosphere of sacro-sanctity and oppressive dignity and they are less likely to speak out their minds than in a gathering of mental and physical relaxation, shadowed by a fragrant blue cloud suggesting leisurely contemplation.

"Eventually," says John W. Davis, "we will pick our candidates for two qualifications: First, does he film well? Second, does he radio well?" Of course, the remark is more facetious than accurate. Any one of the thirty-five men who were candidates in the convention that chose Mr. Davis could in a very little while be trained to both film and radio by an actor or elocutionist. If these experts were not available, the candidate's wife, with a woman's natural sense of decoration, could make him presentable enough for the films. Radioing would be more difficult, but here the mechanical defects could be overcome with mechanical devices. In still other ways the radio will play an important part in the campaign. It will supplant the old mass meetings, with their noise, confusion and hokum. It will force the candidates to say something and to say it clearly and shortly. And every candidate will have to watch his speeches.

It is scarcely conceivable that the British Medical Association should prove revolutionary in its idea of life. But at least one set of facts that have been brought out at a convention of that body will go far toward loosening the hold of an ancient belief. Dr. Hutchinson, a noted London psychiatrist, made the statement that two-thirds of the mentally defective children he had examined were the first-born of their parents. Dynasties and political systems for ages have been built upon quite the opposite belief. The law of primogeniture is to-day the foundation stone of the British aristocracy. Even in democracies the family life is to a very considerable extent reared upon the conception of the pre-eminence of the firstborn, especially if it be a son. Traditional beliefs have a rather difficult time resisting the assaults of science.

The letters of the word can are the initials of the positive statement, "Cast away negation." That is the first step for a young man to take if he wants to succeed in a big way.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Carson City, July 29—Your glorious work in the Realm of Rascality is the best continued story we ever read. We haven't missed an installment and hope we'll never read the last one. We'll wager these rascals would like to buy the Tradesman Company.

Wish you would tell your readers to steer clear of certain carnival companies which promise the Chamber of Commerce, the American Legion, etc., 25 per cent. of their receipts to set up on main street. The Capitol Amusement Co., of Lansing, under the management of a man named Ryan, is promising this, but leaving a trail of deficits. Our local post of the American Legion lost nearly \$100 to these skinkers last week. The next town of Middleton fared the same. These birds are uncollectable and we urge every business man to keep them out of town. They take everything and leave nothing but trouble. This man Ryan is smooth enough to be king of the Realm of Rascality.

Determined to wipe out adulterated and misbranded paints in that State, the Pennsylvania Department of Agriculture has prosecuted the Brooks Oil Co., of Cleveland, Ohio, for selling so-called Dutch Process white lead, which was found to be unlawful. As a result of the legal action, a fine has been paid to the Bureau of Foods and Chemistry. Department chemists analyzed the white lead, finding it adulterated with non-lead pigments. The offending product was sold in Harrisburg for 9 to 11 cents a pound. Pure white lead is worth about 14½ cents a pound. Some of the reduced or compounded leads are sold as "standard" white lead. This practice is unlawful, as the product must be labeled with the word "compound." Painters and all dealers are cautioned against selling the adulterated and misbranded products. All impure white lead, as well as impure zinc oxide, reduced by addition of cheap, inert pigments, are required by the State law to be plainly labeled as a "compound" in the brand or trade-mark. The Bureau of Foods and Chemistry is investigating all painting materials on the markets in Pennsylvania. Prosecution will be ordered against all persons selling misbranded or adulterated products.

The Federal Food Trade Commission has begun an action against the "Good-Grape Co.," of Chattanooga, Tenn., for selling a drink called "Good Grape" which contains no grape. Dealers in the brand should beware of it until the case is settled. The product is sold widely in interstate commerce, and there are bottling plants located at various points. The product is also generally advertised.

Rochester, July 28—Will you inform me about the Belfast Textile Company, manufacturers and wholesalers of stamped and embroidered linens, Huntington, Ind? I have received a letter from them in reply to my enquiry concerning home work, which letter I am enclosing for your inspection. I wish to know if they are reliable.

Mrs. L. C. W.

Just another of the work-at-home schemes! Belfast Textile Company asks the worker to send \$7.25 for a sample outfit. The houses that really desire to secure home workers do not

require an advance deposit. We have repeatedly said that these work-at-home frauds are the meanest fakes in the land, because they rob widows and other needy women of their small savings.

Coldwater, July 28—On June 6 I ordered a course from the Perfect Penman Institute, St. Louis, Mo. It arrived on the 12th and did not prove to be what they claimed, so I returned it on the 14th. Then I received a letter from them, stating that I kept the course over two weeks, and they could not refund my money in that case (which is \$5). I wrote them another, stating the facts, about the length of time and demanded the money refunded, and then I received another which I enclose. I have receipt proving I did not send money until June 6, and I would like your advice as to what is possible to do. I don't mind the \$5 so badly, but I do hate the idea of being swindled out of the money, and would like the institute shown up in its true colors. Please advise me of what I can do. M. E. M.

About all the subscriber can do in this case is to charge the \$5 up to experience, and avoid easy money correspondence schemes in the future. The guarantees of such concerns are made only to get the remittance from the prospect. It is only a "scrap of paper" afterward.

Dowagiac, July 26—On Oct. 20, 1923 we gave an order for hosiery to the Travelers' Hosiery Company, Reading, Pa., through their salesman, E. J. Jones, amounting to nearly \$200 and paid same to the salesman. We never received hosiery, and have written several times to the firm, but our letters remain unanswered. The house never left us our receipt. It was lying on the table when made out, but he evidently snatched it up in departing and was gone before we noticed it. It seems strange the house does not answer our letters, unless they are working with the salesman to defraud. If you can do anything for me shall be greatly obliged. C. H. S.

The Travelers' Hosiery Company of Reading, Pa., makes absolutely no response to our letters. They are getting our correspondence and disregarding it completely. For this reason we are giving the history of this complaint so that our other readers will not take advantage of the seemingly wonderful bargain offered by the salesman of the company. It was a shrewd move on the part of the salesman to take back the receipt so that the purchaser had nothing to show for his transaction.

In an order recently issued by the Federal Trade Commission against C. N. Dellinger, trading as C. N. Dellinger & Company, and Jno. M. Thomas trading as Tampa Ribbon Cigar Company, for misuse of the words "Havana" and "Tampa," the respondents are required to cease and desist from:

Using the word "Tampa," alone or in combination with any other word or words, in labels, brands, or legends on cigars or on the containers thereof, or in advertisements thereof in connection with the manufacture and sale or distribution of cigars, if such cigars are in fact not made in the city of Tampa, Florida, or the Tampa District in the State of Florida;

Using the word "Havana," alone or in combination with any other word or words, in labels, brands or legends on cigars or on the containers thereof, or in advertisements thereof, in connection with the manufacture and sale or distribution of cigars, if such cigars

are not composed of tobacco grown in and imported from the Island of Cuba.

This decision should have a far reaching effect and strengthen materially the League's hands in its campaign to eradicate certain trade abuses in the cigar industry.

Detroit, July 25—In March I enrolled in the West Angus show card business. The first payment was \$10 for the first four lessons, and the balance was \$2.50 per week each week. I was to send in a lesson for correction, also \$2.50, and get another lesson, until the balance of \$30 was paid. I sent the first payment and they sent the lessons. The outfit that they sent would not cost over \$3 anywhere. I looked the lessons over; also tried to do the first one. I cannot do them. I find it would take a skilled draftsman to do the work. The company claimed you did not have to have any experience in drawing or writing to do the work. I never sent any lesson in; now they write every week, demanding the balance of the money. I am enclosing some of their letters. I want to do what is right, but I certainly don't want to pay for something that is no good to me. My husband is a one-armed man, and I thought I could help by getting some work to do at home. My little boy is only three and I cannot go out to work. The books are in perfect condition, and I sent them back, and if the \$10 that I sent for the first payment will stop them from writing letters and sending me bills they certainly can keep it. I am enclosing the contract that I signed when I enrolled. Would you let me know what to do as soon as possible? Mrs. K. E. F.

This is just the class of women that these show card and other work at home easy-money schemes find easy victims. They are anxious to help out the family exchequer by earning a little money on the side, and fail to see the barb on the hook until their money is gone. There is no possibility of getting the return of any money sent to these work-at-home pirates. Neither is there any means of shutting off the annoyance of the threatening letters for more money, but we have yet to hear of any such schemes going into court to enforce their demands.

Breakfast Food For the Chinese.

That the purchasing power of the Chinese masses is higher than generally supposed, seems to have been effectively demonstrated in the successful introduction into China of a number of foodstuffs, as well as other articles of commerce, purely American, says Commercial Attache Arnold, Peking, in a report to the Department of Commerce.

Several decades ago the idea was conceived of educating the Chinese to the use of tobacco in the form of cigarettes. Through enterprising methods of advertising and salesmanship, the cigarette consumption in China has increased forty and fifty billion per year.

A California firm manufacturing a certain dried fruit has demonstrated the fact that it is possible to market its products to a very large degree in China. In fact, it is understood that a large percentage of the production of this manufacturing firm is now marketed in China, the aggregate sales being nearly \$1,000,000 gold a year. This dried fruit in penny packages is finding its way into the shops of the interior cities throughout the country

notwithstanding the fact that it is not a necessity.

An American firm manufacturing a cereal product is also, meeting with considerable success in marketing its product among the Chinese. It has prepared cook books in Chinese and also much other Chinese illustrated material helpful to the introduction of their product in such a way as to meet the peculiar demands and ideas of the Chinese people. Probably no people on the face of the earth have so varied a diet as have the Chinese, and probably no other people have such an extensive menu as has China. This success is the development of the work of thousands of years and the Chinese cook is more of an artist than artisan. The Chinese people are, therefore, distinctly receptive to new ideas in connection with food products. It must be borne in mind, however, that these products must be served in such a way as to be pleasing to the palate of the Chinese. For instance a breakfast food would make no headway in China if it had to be served with milk and sugar the way it is consumed in the United States. The success of its introduction in China depends upon adjusting it to meet the taste of the Chinese, and this is being successfully done.

Hence it is necessary if one is to make any headway in the introduction of American food products in China, to work with full knowledge of the peculiar conditions obtaining in that country. This means that the field must be investigated at first hand by competent persons and the distribution must be in the hands of those who are peculiarly fitted for work of this character and a modern advertising and salesmanship campaign adapted to Chinese conditions is necessary.

Electric Lights Speed Up Growth of Lettuce.

Two crops of lettuce have been made to grow in the time only one grew before by the use of electric lights as an artificial sun, according to the International Institute of Agriculture. Five electric bulbs of considerable power were turned on a bed of lettuce daily for six hours after dusk. The lettuce so treated had, after only twelve days, approximately two and a half times as many fresh leaves as other heads which had been planted at the same time, but which had not been exposed to the electric light.

Can Be Kept Fresh For Months.

As a result of a long series of scientific experiments, it has been found possible to preserve fruit of all kinds for several months without cooking it. The fruit is washed and packed into tin cans. A light sugar syrup is then added, and all air is excluded. The tins are then hermetically sealed, and stored in refrigerators ready for shipment to distant points. On arrival at its destination, the frozen fruit is thawed out. When it immediately becomes as fresh as it was before packing.

Misrepresentation is the cause of the largest part of the returned goods and complaints. Don't overrate in making sales.

LOSS OF GOODS.

Unreasonable Delay in Obtaining a Settlement From Carrier.

Every retail merchant is bound to have some dealings with railways, express companies or other carriers in the conduct of his business. And, in the course of this relationship, shipments may be damaged or lost which may necessitate the filing of a claim with the carrier by the merchant. And now we come to the subject of this article.

If when a claim is filed, with the railway, express company, or other carrier, it is paid within a reasonable time all may be well and good. However, if for any reason the carrier does not respond within a reasonable time, or give an adequate excuse for not performing, the merchant should not sleep on his rights nor let his claim grow cold.

This is true because most contracts of shipment stipulate that all claims for damage must be filed within a certain time, and further that no action at law shall be valid unless brought within a named time. If then the merchant delays his action beyond the time specified, or perhaps beyond a reasonable time, he may lose all right to afterwards bring an action against the carrier. A practical application of this rule may be illustrated by a brief review of a recent decision on the subject.

In this case a shipment of goods was lost and the merchant filed a claim with the carrier. The carrier requested time in which to investigate the circumstances surrounding the loss and the merchant agreed to this. Following this the carrier made no further reference to the matter, and the merchant does not appear to have pressed the claim, until 14 months after this, when he filed suit for damages against the carrier.

In reply to this suit the carrier set up, among other things, that by the contract of shipment it was stipulated that no suit should be valid unless commenced within one year after the alleged loss. In answer to this the merchant contended that suit had not been brought before because of the carrier's request for time to investigate the loss. The court refused to consider this a waiver of the provision in the contract, and in holding that the merchant had been guilty of unreasonable delay, and not therefore entitled to recover it was said:

"The defendant (the carrier) ceased all negotiations with the plaintiff (the merchant) a few days after the loss, and neither promised to pay the claim nor requested the plaintiff not to bring suit. Apparently it wanted time for the investigation to enable it to decide what course to pursue; but we think there is nothing in the record from which the plaintiff should reasonably have assumed that the defendant intended to settle the claim without suit. Action was voluntarily delayed for more than 14 months after the last negotiations took place, and under the circumstances such delay should be attributed to the plaintiff's laches rather than to the defendant's alleged waiver."

Of course each case of this kind

must be decided in the light of the particular facts and circumstances involved, and the subject cannot be covered by the statement of a hard and fast rule. However, a merchant will make no mistake if he is "on his toes," as the saying goes, in matters of this kind, and when a difficulty arises with a carrier has in mind the following points:

Examine the bill of lading or other receipt, for that will constitute the contract. See what time is stipulated for notice of loss of goods, and also what time, if any, that is stipulated in which suit must be brought.

Following knowledge on these points, give the required notice. But after doing so don't let the matter get out of mind until it is settled. A reasonable time for the carrier to investigate a case should always be given, for it will usually be to the advantage of the merchant to settle without a lawsuit. But, the carrier should not be given an unreasonable time, and by all means the time stipulated for suit in the contract should not be allowed to expire without some agreement, that will constitute a waiver of the clause, or a settlement of the claim. For, as illustrated in the case reviewed, any unreasonable delay in the light of the facts of a given case may result in a loss of the right to bring an action.

Leslie Childs.

Tarred With the Same Stick.

Manager Alvin E. Dodd, of the United States Chamber of Commerce, told the National Retail Dry Goods Association last week that a study he had made of cases where one party had broken a contract to buy and sell goods, showed that the seller violated it just as often as the buyer. He said that what the seller did often wasn't a flat repudiation, but was finessing that came to that.

My personal experience justifies the same conclusion. I have handled a great many cases of violated merchandise contracts, probably five times as many as falls to the average attorney, and while I have kept no account, I would wager now that they would be found to divide pretty evenly between repudiation by sellers (when the market advanced) and repudiation by buyers (when the market declined). My impression is that there wouldn't be any large difference. Sellers as a class aren't any better than buyers as a class—when the nerve of the pocketbook is touched, they both respond about equally. It requires a rare seller to deliver goods when every pound or package is netting him a loss, and it requires a rare buyer to take goods under those conditions. If the buyer who will do this is rarer than the seller who will, it is probably because the average seller is larger than the average buyer and can therefore stand a loss better.

It is a lamentable fact that a very considerable percentage of business men in all classes will automatically start to dig a way out of a contract which has become unprofitable.

It may seem to you that there is no justification for great haste on the part of a customer, but if that customer wants you to hurry, it will pay to do it.

THE FOOD MAN

Figures which have recently been issued call to our attention again the fallacy of the criticism against food dealers, and emphasize the fact that the people interested in the food industry, who used such unusual loyalty during the War and the period thereafter, have continued this loyalty to a very marked extent.

Below we give you the percentage of increase in the cost of living on principal items, comparing July 1914 to May, 1924:

Food	41 %
Shelter	85 %
Clothing	76 %
Fuel and Light	65 %
(Fuel)	(77 %)
(Light)	(42 %)
Sundries	74 %
Weighted aver. of all items	61.4%

Food shows a great deal smaller increase over the 1914 costs than any one of the other divisions, and the food dealers are certainly entitled to assume that other industries shall do their part toward reducing the cost of living to a reasonable level.

However, the greatest importance of these figures is that they show very clearly that while the food industry has been taking the readjustment faster than other lines of industry, we are now showing a better condition and that we shall enjoy a return to prosperity and better times more promptly than any of the others.

In fact, as we said a few weeks ago, we believe that the time is at hand when every food merchant who is aggressive and up to date—handles good merchandise—keeps his store painted and clean and makes it attractive to his customers, can show a good profit.

This is a period of intensive competition, but reward for intensive competition is prosperity, success and happiness.



WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movement of Merchants.

Detroit—Joseph Kroele will open a bakery at 8921 Harper avenue.

Detroit—Ben Kostich has opened a confectionery at 1727 Six Mile road.

Detroit—Mark Cooper opened a meat market at 3242 Joy Road recently.

Detroit—C. J. Friedel & Son have opened a hardware store at 9042 Harper avenue.

Detroit—Anthony Golembewski opened a drug store at 5101 Junction avenue July 15.

Detroit—Tony Peters has sold his grocery stock at 996 Fisher avenue to James G. Loper.

Detroit—Joseph Selick has sold his meat market at 8822 Cardoni avenue to Joseph Levin.

Detroit—Stanley Zawada recently opened a meat market at 4132 Davison avenue, East.

Detroit—The Economical Drug Co. recently opened another pharmacy at 2600 John R. street.

Detroit—F. H. Hill's confectionery, 8248 Oakland avenue, has been sold to D. Rathmeil.

Detroit—Samuel S. Stahl has sold his pharmacy at 7400 Mack avenue to I. A. Bommarito.

Detroit—A. F. Meeker has opened a pie bakery, wholesale and retail, at 3145 Cass avenue.

Detroit—C. A. Brody opened a fruit and dried meats business at 8739 Van Dyke avenue July 19.

Detroit—Max Wilson has moved his delicatessen from 705 Gratiot avenue to 8829 Linwood avenue.

Detroit—Steven Hermanson opened the Lincoln confectionery, 4305 Lincoln avenue, July 19.

Detroit—Robert Planck has sold his grocery and meat market at 693 Selden avenue to Sam Adwon.

Highland Park—A. M. Klein opened a grocery and meat market at 12836 Oakman boulevard recently.

Detroit—The Economical Drug Co. opened a new pharmacy at 3701 Cass avenue a short time ago.

Detroit—The L. R. grocery, 8426 Linwood avenue, opened July 15. W. Lenovitz is the proprietor.

Detroit—Clarence H. Allen, furniture dealer at 18234 John R. street, discontinued business July 12.

Detroit—A new dry goods store has been opened at 8546 Harper avenue. H. Wangrow is the proprietor.

Highland Park—Wright & Parker have opened a grocery and meat market at 16207 Woodward avenue.

Detroit—Solon Moore has opened Sam's Stand, confectionery and soft drinks, at 5209 Tireman avenue.

Houghton—The Torch Lake Hard-

ware Store has been opened in the Toupin building, by John Miller.

Detroit—Frank Eagen, Linwood avenue druggist, opened a second pharmacy at 9727 Linwood July 20.

Detroit—Peter Samis has sold his confectionery and fruit market at 4137 Mt. Elliott avenue to Sam Backos.

Detroit—The Golden Gate Pharmacy will open at 18640 John R. street July 31. George Davis is the owner.

Detroit—Brown's Drug Store, 8901 Twelfth street, has opened a branch pharmacy at 13800 Linwood avenue.

Detroit—Rand's, 103 State street, millinery, closes out August 1. The store at 1534 Woodward will continue.

Detroit—M. Netzorg, dry goods dealer, is closing out his business at 7771 Grand River avenue and will retire.

Detroit—Kazimierz Centala's grocery at 5918 Elmwood avenue is now in the hands of K. Wesolowski and wife.

Detroit—The Corona Drug Co., conducted by John H. Patis and S. F. Tilley, has opened at 1001 Six Mile road.

Detroit—Joseph Grosjean, meat dealer at 546 Seven Mile road, has bought out Julius Bruder, grocer at the same address.

Detroit—Charles A. Sagar has taken over the Sagar pharmacy, 15001 Grand River avenue, from his father, Peter C. Sagar.

Detroit—The Collingwood drug store, 10349 Linwood avenue, has opened for business. A. T. Coleman is manager.

Detroit—M. Joffe, grocer, formerly at 933 Six Mile road, has recently opened in his new location, 1005 Six Mile road.

Detroit—Pickering & MacMillan recently opened a grocery store at 10345 Linwood avenue. W. S. Pickering is the manager.

Detroit—The College Park Confectionery opened at 15239 Livernois avenue recently. William Woulas is the manager.

Detroit—M. Lopo and wife have sold their confectionery to Martin Larkiss. The store is at 7376 Fourteenth street.

Detroit—Joseph Kirchner, druggist, has moved from 2766 Sherman avenue to his new building at 194 Joseph Campau avenue.

Detroit—The Chope-Stevens Paper Co., Fort and Twelfth streets, has increased its capital stock from \$300,000 to \$750,000.

Detroit—Priester's confectionery at 2800 Gratiot avenue has been sold to Frank Pazzi and wife. The sale took place July 21.

Detroit—Stanilaw Przybysz and wife have taken over the grocery and meat market of Frank Szymanowski, 13634 Maine street.

Detroit—Arthur Exarchou has purchased the Mt. Elliott Grocery & Meat Market, 5907 Mt. Elliott avenue, from Joseph Kochelo.

Detroit—Thom Kundel and John Hantiuk have taken over the meat market at 4485 Brandon avenue from John and Ross Sohlich.

Saginaw—Thomas W. Martin has sold his jewelry shop at 104 South Jefferson avenue to R. Goodman and A. Whitman, of Detroit.

Detroit—The confectionery store at 4861 Pennsylvania avenue is now being run by Fred A. Dupuis, who bought it from Gustave Schmidt.

Detroit—The Cassboro grocery, 3419 Cass avenue, discontinued business recently. Solomon Zahey and Said Fattel were the proprietors.

Detroit—Steve Gaspar has bought the share of his partner, Frank Nagy, in the grocery and meat market at 417 West End avenue.

Detroit—Tony Stalla has opened a grocery store at 2309 Sherman and also the Roma Meat Market at 1906 Joseph Campau avenue.

Jackson—Wm. A. Dunahm, baker at 429 Main street, has filed a petition in bankruptcy, with liabilities of \$2,420 and assets of \$2,330.20.

Detroit—Another new pharmacy has opened on the West side, Le Sage's, at 8543 Linwood avenue. J. L. Le Sage is the owner.

Detroit—James C. Lehman, operating as the Wayne Drug Co., has taken over Berg's Drug Store, 2478 Cass avenue, from George A. Berg.

Detroit—Arthur Premont and wife are the new owners of the grocery formerly conducted by John Brucia and wife, 6220 Seminole avenue.

Detroit—O. H. Massnick & Sons, one of the oldest groceries on the East side, have closed their doors. The store was at 7334 Mack avenue.

Detroit—McCloud & Mitchell opened a confectionery at 8432 Linwood avenue July 12. I. O. McCloud and H. E. Mitchell are the owners.

Detroit—The Log Cabin Market, handling fruit and vegetables, opened at 17306 Woodward avenue on July 19. Louis Spector is the owner.

Detroit—Lillian Kamoski opened a grocery at 8611 Van Dyke avenue a short time ago. A meat market is conducted in connection with it.

Hamtramck—The A. & G. Dry Goods Store has opened at 9416 Joseph Campau avenue. Abraham Zubrin and Leo Goldberg are the owners.

Detroit—S. Rosema & Sons, grocers, will move to their new building at 10252 Van Dyke avenue, next door to their present location, August 1.

Ypsilanti—The McAllister Drug Co. has enlarged its ice cream soda department, installed an iceless refrigerating plant and modern fixtures.

Detroit—An involuntary petition in bankruptcy has been filed against Charles Lessen, dry goods, 12023 Joseph Campau avenue. Claims total \$746.11.

Detroit—Frank S. Riley is another meat dealer who has opened a market

recently. Riley's Market it is called, and it is located at 12016 Linwood avenue.

Detroit—An involuntary petition in bankruptcy has been filed against Harry Greif, jeweler and trunk and leather goods dealer, 3133 Woodward avenue.

Kalamazoo—Through the medium of a stock dividend of \$600,000, the Kalamazoo Stationery Co. has increased its capital stock from \$250,000 to \$850,000.

Detroit—Krausmann & Sepol, dry goods and furnishings dealers at 2676 Gratiot avenue, are selling out their stock preparatory to retiring from business.

Marine City—The Marine City Lumber Co. has recently had an involuntary petition in bankruptcy filed against it, with claims amounting to \$7,140.75.

Cassopolis—William Reames has purchased a half interest in the I. A. Fisk drug stock and the business will be continued under the style of Fisk & Reames.

Detroit—The grocery at 8529 Hamilton avenue changed hands a short time ago. Morris Linman, the new owner, bought the stock from Herbert Hornstein.

Detroit—Hamway Brothers, grocers, have taken over the store of David Kaleel, 9330 John R. street, and will conduct it as a grocery and meat market.

Detroit—Hyman Katz, dry goods dealer at 8136 Grand River avenue, is moving from his present location August 1. He has not yet found a new location.

Detroit—Leo J. Krolicki has named his meat market at 8617 Harper avenue, which he has been conducting under his own name, the Domestic Meat Market.

Detroit—Hugh J. Finnegan, formerly pharmacist clerk in the drug store of Joseph Kirchner, 1944 Joseph Campau avenue has opened a pharmacy of his own at 2766 Sherman street.

Detroit—An involuntary petition in bankruptcy has been filed against Abe Dworkin, dry goods merchants at 4254 West Warren avenue by three creditors whose bills total \$939.25.

Detroit—Abe Ackerman has taken over the Franklin Co., women's wear, 506 Gratiot avenue, from J. L. Margolis, trustee. Louis Ackerman and David Greenberg were the owners.

Detroit—The Sanitary Refrigerator Display Co., 2235 Brewster street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Detroit—Meyer Altin, shoe merchant at 8846 Russell street, is the object of an involuntary petition in bankruptcy, recently filed, in which three creditors present bills aggregating \$1,011.71.

Hamtramck—Alfred Rogoff, who has conducted a hardware store at 9416 Joseph Campau avenue for some time, discontinued business recently. The store will be occupied by a dry goods firm.

Essential Features of the Grocery Staples.

Sugar—The market has advanced 10 points. Granulated is now held at 7.45c.

Tea—The market for the week has shown little or no change. The news from Japan received during the week has aroused considerable interest in the prospect that old-style hand-made Japanese tea is shortly to give way to machine made tea. There have been no particular developments in the tea market during the week. Ceylons continue very firm, with rising prices in primary markets. Other teas steady to firm, with a very fair general demand.

Coffee—The revolution in Brazil has continued to influence the market for Rio and Santos coffee during the week. The market would ordinarily be dull, but news from Brazil is more or less unsettled and the result has been another advance of probably 1 cent per pound in all grades of spot Rio and Santos, green and in a large way. Higher prices are probable if the revolution continues. Milds have moved up a substantial fraction during the week in sympathy with Brazils. The demand for coffee is very fair. Jobbing prices on roasted grades are very firm in sympathy with green coffee.

Canned Fruits—The big feature, if not the only conspicuous aspect, of the canned food market is the sensational strength in new pack California fruits on the Coast, as evidenced by advances on various varieties and absolute withdrawals of some offerings. There is no disguising the bullishness of the market at the source, even though its strength is interpreted in various ways. To the packer it is bona fide and based upon actual conditions but to some buyers the boom is regarded as more or less manipulation to force an otherwise reluctant trade to stock up on contract fruits when the situation does not warrant such action. The jobbing trade is always slow to get aboard and is rather lagging behind now. There has been enough acceptance of changed conditions, however, to bring about more buying than when opening prices were first named from large as well as small buyers and for many items on the list. Pears are the strongest commodity, the most difficult to buy, the highest and the one to show the greatest gains since opening. It is a sellers' market in California and the Northwest. Peaches, produced in larger volume, are more conservatively regarded, many operators refusing to believe that the Coast pack will be as restricted as reported. Apricots follow peaches and have been subject to withdrawals. The berry shortage has made that line firm at the source. Hawaiian pineapple was steady all week, in fair demand, but not conspicuous. Little attention is being paid to apples.

Canned Fish—The Maine sardine situation continues quite uncertain. There is considerable shading being done at the present time. In salmon there has been some weakness in the Western prices of pink Alaska salmon during the past week. This has made

rather a dull market in the East. Red Alaska salmon is steady at unchanged prices. Other canned fish in fair demand, unchanged in price. White tuna is particularly scarce and firm, as is shrimp.

Canned Vegetables—Tomatoes are too unsettled to make a big buying movement possible. Cannery in the South are unwilling to sell freely, not knowing how the pack will turn out, while buyers are not so sure that the production will be as low as predicted. It is a standoff affair on both sides, with the minimum quotations at the moment 90c, \$1.30 and \$4.25 for 2s, 3s and 10s. Old packs are dull. The only interest is in 2s and there are enough spot consignments here to cause careful buying so late in the season. Threes drag, while 10s are quiet. Generally peas are firm, although it has been possible to pick up some Wisconsin 3s here and there to better advantage than formerly where a packer needed ready money. Southern lines have been maintained, as they are being used for current outlets. Spot corn is quiet but steady. Futures are influenced by weather conditions, which tend to make canners cautious as to accepting new business. Minor vegetables for spot use are in routine demand.

Dried Fruits—Raisins show greater strength. Independent old packs are working to a smaller differential under Sun-Maid and there are fewer offerings in evidence. Because of the ninety day price guarantee many jobbers are buying Sun-Maid for nearby use but indicate their desire to keep in the market all of the time since their distribution is unusually good in all channels. New crop is strengthening and independents are willing to do no better than $\frac{3}{4}$ c under Sun-Maid opening. Prunes are firm for new crop and quiet on old at the source. The California Association is off the market on large sizes, while independents offer only assortments running mostly to mediums and small. There has been more enquiry of late for spot large California packs and to some extent for Oregon prunes. Opening prices in Oregon prunes will be named about August 1. Peaches and currants are quiet.

Beans and Peas—The demand for dried white beans was very quiet during the week, prices remain about unchanged. This applies to all varieties of dried white beans; although the red and white kidneys are firmer than the others. Pea beans are also inclined to be firm. Dried peas are steady; quiet demand.

Syrup and Molasses—The demand for molasses has settled down to the seasonable basis; good grades of grocery molasses being wanted in comparatively small volume at steady prices. Sugar syrup is steady and is being kept that way on account of light stocks. The demand is poor. Compound syrup is unchanged on last week's basis, with fair demand.

Salt Fish—Mackerel continues about unchanged. Stocks appear to be increasing; while there is no pressure to sell as yet, there is plenty of mackerel about. Shore fish is still running good

quality and selling at a moderate price. Irish fish also shows up well, without change for the week. There are not going to be many spring Norway mackerel, as but few were cured.

Cheese—The market is quiet, but pretty well sustained on the medium grades of Wisconsin and New York State full creams.

Provisions—Hams, bacon, dried beef, etc., are about 1c per pound higher than last week and are in fair demand.

Review of the Produce Market.

Asparagus—\$2 per doz. bunches for home grown.

Butter—The butter market has taken on an upward movement within the last couple of days. This is owing to decreased receipts and larger demand for the best grades. The quality continues very good on account of the fine condition of weather in the producing sections. Some dealers think the market is bottom for the present and some others look for a further advance. Local jobbers hold extra fresh at 38c in 60 lb. tubs; prints, 40c. They pay 20c for packing stock.

Bananas— $6\frac{1}{2}$ @7c per lb.

Beets—New, 35c per doz. bunches.

Cabbage—Home grown 90c per bu.

Cantaloupes—Arizona are now selling as follows:

Jumbos	-----	\$4.00
Standards	-----	3.75
Ponys	-----	3.25
Flats	-----	1.50

Carrots—Home grown, 35c per doz. bunches.

Cauliflower—Home grown, \$3 per doz. heads.

Celery—Home grown is now in market, commanding 40@50c per bunch.

Cherries—Sour, \$1.75 per $\frac{1}{2}$ bu. basket; Sweet, \$2.50@3 ditto.

Cucumbers—Hot house command \$1.50 for fancy and \$1 for choice; Southern outdoor grown, \$2 per hamper.

Currants—\$2.25 per 16 qt. crate for either red or white.

Eggs—The receipts of fresh eggs have fallen off very much within the last few days and prices are tending upward, due to the hot weather and poor condition of the hens at this season. We look for continued high prices. Local dealers pay 27c for strictly fresh.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Gooseberries—\$1.75 per 16 qt. crate.

Grape Fruit—Fancy Florida now sell as follows:

36	-----	\$4.50
46	-----	4.50
54	-----	4.75
64 and 70	-----	4.75

Green Beans—\$2.50 per bu.

Green Peas—\$3 per bu.

Green Onions—Home grown are now in market, commanding 25c for Evergreens and 40c for Silverskins.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate	-----	\$8.00
Outdoor grown leaf, per bu.	-----	\$1.00

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$6.00
-------------	-------	--------

300 Red Ball	-----	5.00
360 Red Ball	-----	5.00

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

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

100	-----	\$7.00
126 and 150	-----	7.50
176	-----	7.00
200	-----	6.50
216	-----	5.50
252	-----	5.00
288	-----	4.50

Red Ball, 50c lower.

Parsley—50c per doz. bunches.

Parsnips—\$1.25 per bu.

Peaches—Elbertas from Georgia command \$3 per bu. Receipts this week are fine in quality.

Poultry—Wilson & Company now pay as follows for live:

Heavy fowls	-----	20c
Broilers	-----	18@25c
Light fowls	-----	15c
Stags	-----	10c
Ducks	-----	17c

Radishes—20c per doz. bunches for hot house.

Raspberries—Red, \$3.50 per crate; Black, \$3 per crate.

Rhubarb—\$1.50 per bu. for home grown.

Spinach—\$1 per bu. for home grown.

Tomatoes—Home grown hot house \$1.50 per 7 lb. basket; \$2.50 for 10 lb. basket.

Veal—Local dealers pay as follows:

Fancy White Meated	-----	14c
Good	-----	12c
60-70 fair	-----	10c
Poor	-----	08c

Market Slow For Spot Dried Fruits.

The dried fruit market as to spot is very quiet. Green fruit is abundant and is getting cheaper, and is taking preference over dried fruit.

It is reported, for illustration, that an enormous crop of peaches in Georgia and other Southern states is not bringing enough to growers to justify gathering the fruit and that thousands of carloads are being thrown into the streams or used for fertilizing, yet, in Chicago one must pay retail dealers not less than \$4 per bushel for peaches of an inferior quality.

The same complaint is being made by growers of oranges, who are not receiving enough of their fruit to justify the growing of it, and cold storage plants of the country are filling with apples while another big crop is maturing rapidly. Consumers must pay from 5 to 8 cents each for apples to retail fruit dealers.

If such goods were consistently priced by distributors, consumers would buy and eat them and they would be gotten out of the way, and growers would get at least some compensation for their products. The rule with the retail fruit dealers seems to be small sales and large profits, and it is quite probable that they are not altogether to blame, as the commission merchants and transportation companies have fixed charges and usually get their share. John A. Lee.

There are more good people than bad so don't be afraid to believe in your fellowmen.

COMPLAINT DEPARTMENT.

How One Merchant Handles This Problem.

What is a complaint? What should we do to rectify it, and how shall we get a perfectly satisfied customer with the least annoyance to the customer and the least loss of money to ourselves?

Kinds of complaints are as numerous as the people making them. Take the bill complaint, which is entirely separate from any other kind of complaint. This generally is an error in the charge or credits not being properly recorded, wrong merchandise charged, etc. While on the other hand, take the legitimate complaint on merchandise—goods not as expected, shortage on measurements or over-measurements—and I guess we all are tarred with the same brush on this at times—damaged goods, colors fading, goods not as represented and a hundred and one others which the critical customer can always find, even in the case of graded merchandise. And I think that most merchants will agree that this type of customer is on the increase instead of on the decrease.

But let me here emphasize that when a complaint is once made, there is only one thing to do and that is to get it settled immediately.

I realize that the old slogan, that the "customer is always right" has been proven in many ways. In fact, an analysis that I made recently showed that 99 per cent. of the customers making complaints were either legitimate complaints or they thought they had a legitimate complaint. It is the last that is most serious.

I have found it much more difficult to convince the customer who really has no legitimate complaint that she is wrong, and it is very hard to make a satisfactory adjustment with this type of customer, and if not properly handled you have lost what might have been a profitable customer.

We don't have to worry very much about the customer that has the legitimate complaint, because it is solely a question of settling it and getting it straightened out, although in this instance when properly handled, I have found that an allowance will very, very often keep you from having to put damaged merchandise on the shelf, which has very often been out too long and means a loss to the house, in that you are not able, because of the length of time it has been out, to return it to the manufacturer.

Now we will turn to the 1 per cent. who are actually out to beat you. While this is a very small percentage it is that one that, if it is not properly handled, is going to cost you a lot of annoyance and quite a good deal of money.

A customer brought back merchandise without the sales check for a refund. Upon being referred to the adjustment bureau where she was questioned as to date of purchase, not being able to remember the date, she was asked to leave the same and we were to investigate the matter, and she could either call or we would mail the refund to her within the next few

days. She said she would call, giving us her name and address. Upon investigation we found the merchandise had been stolen from one of our counters and that her name was evidently fictitious and she had given an open lot for her address. This customer is still going to call. We saved money there.

There are almost as many different methods of handling customers' complaints as there are stores, and while I realize that it would be almost impossible to draw a gilt edged form, because we all have customers whom we term our special pets, special privileges (I know we have in our store and no doubt every other merchant has them) but if something could be done to standardize what should be done and what should not be done, I think we would save ourselves a great deal of expense. I would not think of endeavoring to discover which was or which was not the best way of settling customers' complaints.

Take a complaint which is always a question of figures, and a complaint of this description naturally ought to be settled through the billing or auditing department. Merchandise complaints I think best to settle in the departments, by having a qualified aisle manager or division superintendent who is properly educated on the merits of the merchandise in his respective department, empowered to satisfy a customer, especially when in his judgment the merchandise is not as represented. It should be his duty to co-operate with buyer, but under no circumstances should he be influenced by the buyer, whose opinion is, as I find with most of our buyers, pretty biased when you take anything out of their own department and pretty hard to have them acknowledge that some of the merchandise they purchased is not up to standard. So if the division superintendent or aisle manager will only use the buyer's arguments to get a line on perhaps a few talking points or some phrase which he may put up to the customer, and under no circumstances allow that opinion to bias him, you won't have so many customers coming up to your own office.

But on complaints of a more serious nature and cases where he feels that his judgment should not be used, or where it is a question of store policy, and not of merchandise, this should be referred to the bureau of adjustments.

We got around some of those vexatious questions by setting up a good will account, and we sold the department managers on the idea, that if an adjustment could not be made on the basis of the merits of the case, in that case we would allow that merchandise to be charged to the good will account. Our experience has been that the good will account has averaged for the last five months about \$60 per month, in our whole volume. The balance of the adjustments were charged direct to the customers. This only goes to show that some of these things which we regard as mountains are only mole hills after all.

We have campaigns in our store,

and only last week, we had complaint prevention week. My personal opinion is that any Ten Commandments or any sort of rules and regulations of what to do and what not to do will never solve the problem of complaint prevention. We have great confidence in our training department. We believe that they train the people properly and get them started in the departments correctly. It isn't a question that they do not know what to do that causes the complaints, it is just that human element, and we believe that we can reduce our complaints more by following the idea about the store having a spirit, that it is more than just a building, it is a living thing. If we will all follow the lines of imbuing the employees with the spirit of the store that we will find in a very short time the complaints will have been greatly reduced.

I think that we have a very good method of handling complaints and adjusting them. Every complaint that is to be adjusted by duplication of the merchandise must be done by a purchase of the goods, and we give the department a form called a sub-slip, which is equivalent to cash, and with it another purchase is made, because we believe that when the merchandise comes out of the department, even though it may be an adjustment, that the department is entitled to its full credit for that sale, because there is another article going out of the stock. So they get credit for this sale, because it is just the same as a purchase for cash, and when these slips come up to the cashier's department it is the duty of the superintendent's office in our store to dispose of those by charging them to certain designated accounts. The names of these accounts are comprehensive and we tabulate those day by day, so that they will show just the same as a red light, as a danger signal—these sub-slips will show us whether there is trouble in the packing department, whether there is trouble in the delivery, whether the wrapping situation has become bad, whether the complaints are due to mathematical errors on sales checks, etc. We believe that we can control our complaints from these statistics better than with any other method.

George A. Hill.

Underarm Bags Lead For Fall.

In the Fall lines of handbags, which wholesalers are beginning to show, the underarm style stands most prominently. This type enjoyed pronounced favor during the Spring and the trade believes it will continue to lead the demand during the coming season. Because consumers prefer the "dressy" bag, emphasis is placed on fabric bags rather than on those of leather. Some bags have straps of self-material, but the majority are made without this attachment. Black, brown and navy are the colors expected to sell best. Interest in the pouch style is said to be small. Vanities and beaded bags, it is believed, will meet the usual demand.

If you wait for something to turn up to make business better, there is a good chance of your being turned out before the great thing turns up.

FIFTEEN YEARS ON THE ROAD

Some Things a Wholesale Grocery Salesman Learned.

The essential things that I have learned in fifteen years on the road are:

First. The easiest way to lose a sale is by showing too great eagerness to make it.

When I was first starting out on the road I was, of course, very anxious to make a good showing. I was all on fire to make sales and when I got up against a difficult selling proposition I fairly sweated blood in my effort to put it over. But every time that sales came hard and I got too wrought up about the proposition, I lost out. And in time I learned that whenever I showed too great an anxiety to make a sale I had the effect upon the prospect of turning him against me and making him lean away from me instead of toward me.

Now I make the majority of my sales by going after business calmly and easily and assuming an attitude of taking it for granted that, of course, the prospect will buy from me because he has been in the habit of buying or because my goods are superior.

Second. In opening up new accounts, the easiest and quickest way to make a friend of the prospect is by complimenting him on some point connected with his store and asking him if he would mind if I would pass along to other stores in other cities in my territory the splendid idea he is himself using.

This sort of thing always makes the prospect loosen up and always makes it comparatively easy to get into the real job of selling groceries to the prospect.

But I have also learned that just a little of this complimentary stuff goes a long way and that too much of it will kill sales just as quickly as a little of it will help to put sales over. Grocers always get suspicious, I've found, when I spread too much apple sauce.

Third. It never pays to be backward about entering a store and trying to sell goods. Every time that I have hesitated about calling on a grocer for fear of interrupting him in the job of waiting on customers or making up accounts or something like that, I have regretted it because that hesitancy has made me assume a servile attitude which gets me nowhere.

I've learned to realize that a wholesale grocer salesman is just as important to the average grocer as the customers the grocer has. The grocer can't make money unless he has the right goods to sell at the right prices and the salesman is the man who provides him with the goods.

Consequently whenever I call upon a grocer I never apologize for interrupting him—if I do interrupt him. I never let it appear as though I thought I was there simply because the grocer condescendingly let me be there. I always go in as though I've a perfect right to be there, as I have. And I always emphasize the fact with all of my customers and prospects that I am tremendously important to them in their business and that they will get more business and make more money

by giving me the most attention possible.

Every time I run across an apologetic wholesale grocer salesman I feel like wringing his neck. He is a fine credit to his profession—I don't think!

Fourth. I speak with authority about all the things I have to sell to the grocers and about all the suggestions I give them for selling the goods.

I've learned that the minute I let a grocer see that I don't know what I'm talking about, that very minute I lose a sale. I've found that it is almost wholly impossible for me to sell goods to grocers after I've hesitated about some feature connected with them or after I've let the grocer see that I'm dubious about some phase of the goods.

Speaking with authority is one of the very first and most essential requisites for successfully selling groceries out on the road, to my way of thinking. The hesitating salesman who qualifies his statement or who says he will write in to the house or who has to keep constantly referring to his price lists and to his letters from headquarters doesn't ever get as far as he should, so far as I've been able to discover.

Fifth. I doesn't pay to waste a lot of time telling funny jokes to the grocer.

That method of selling groceries passed out about the time that the law made it unnecessary to go into the back room and lap up a scuttle of suds in order to sell a bill of goods.

I've found that the average present-day grocer is a pretty wise bird and a pretty keen business man. He runs along with as little overhead as possible, he keeps his records in good shape, he buys right and he is busy himself all the time. In fact, he simply hasn't got the time to hang around while the grocery salesman gets off a lot of alleged funny cracks.

I've cut out jokes entirely. I don't tell any jokes to the grocers and they don't tell me any. It is strictly business from the time I get into a grocery until I leave.

Sixth. I never treat the selling of groceries as though it was a humorous proposition. I always treat it seriously and solemnly.

Of course, I realize that when a grocer buys some canned goods from me or something like that, it isn't a tremendously serious occasion. But neither is it a matter for levity. It is an important matter for the grocer. He is contracting to pay some of his hard-earned money for goods which, in his judgment, will make more money for him. Consequently, if he is wise, he will give his best thought and attention to the proposition. It isn't a matter for laughing or joking with him. It is a matter for careful consideration and attention.

It may be possible to run up big sales of some goods by injecting a lot of supposed fun and humor into the proposition, but I've found by long experience that I get the farthest in selling groceries and do so the most quickly by cutting out all the humor and being strictly serious and businesslike all the time.

Seventh. It never pays to hurry

through the job of selling a grocer. Buying goods is important to him. He knows that he is entitled to a sufficient amount of time in order to buy right, and he resents any attempt on the part of the salesman to hurry him. Consequently, every time the salesman does try to hurry the grocer, he hurts his business and may eventually lose the hurried grocer's patronage.

Eighth. It pays to keep up enthusiasm. Every time I've lost my enthusiasm for the job, I've lost patronage. The salesman who isn't enthusiastic about his work simply can't run up exceptional sales records.

Of course, no salesman's enthusiasm will always be at high pitch. There will come times when his enthusiasm slackens. And when this is the case it becomes a question of getting his enthusiasm back again as quickly as possible.

How can this be done?

In my own case I have found that just about the best way of getting enthusiasm back again is by comparing previous records and setting a new goal to be reached.

Am I selling fewer goods than during the previous period? If this is the case, why not hop to it and do better than ever in the face of adverse conditions and thus show myself how good I am?

Have I made 1,500 individual sales during the past year? When will I reach another 1,000 individual sales? What store will be the purchaser of the next one thousandth order of goods? How much more quickly can I reach the next thousand sales?

Looking over records, comparing things that I've previously done and setting a new goal to reach in a specified length of time have always been effective with me in reviving my lagging interest and giving me renewed enthusiasm for my work.

And here's hoping that this brief summary of some of the more important things I've learned in my fifteen years of experience in selling groceries on the road will give worthwhile ideas and suggestions to other grocers.

Frank H. Williams.

Beyond the Limit.

A bather got out beyond her depth and her screams soon brought to the rescue the boatman whose business it was to save anyone in difficulties. A few strong strokes carried him to the spot and he reached out a muscular arm to grip the poor girl, who was about to sink. At this moment her frantic struggles dislodged her bathing cap, which soon floated away, carrying with it, what was more precious, her wig.

"Oh, save my hair," she cried, "save my hair!"

"Madam," replied the gallant rescuer, hauling her into the boat, "I am only a life-saver, not a hair restorer."

Tit For Tat.

It was one of those rare occasions when the lawyer, lost a case, and he didn't feel so very happy over it.

"Your profession doesn't make angels out of men, does it?" said a medical friend, teasingly.

"No," retorted the lawyer, "that's one thing we leave to you doctors!"

A Hot Weather SALES BOOSTER



Grocers who have featured Zion Fig Bars through the hot summer weather do not worry about their cookie sales dropping off as the mercury goes up.

Zion Fig Bars are so deliciously made that they command sales at all seasons of the year.

If your wholesale grocer cannot supply you write us.

ZION INSTITUTIONS & INDUSTRIES
ZION, ILLINOIS

Our New Shredded Wheat Cracker

After a year of experimentation and the installation of expensive, specially designed electric ovens we have produced a new improved

TRISCUIT

pronounced by everyone who has eaten it as the tastiest, most wholesome, most nourishing whole wheat cracker ever produced. Being packed in a very attractive new carton, it gives you an opportunity to display it with good advantage. We will soon be able to supply the demand for this new Triscuit. Toasted in the oven and served with butter or soft cheese it makes a delicious "snack" for any meal.

We ask you to keep Triscuit in a clean, dry, sanitary place.

The Shredded Wheat Company
Niagara Falls, N. Y.



OUT-HANNAS MARK HANNA.

The very king of political bosses has arrived. Senator Robert Marion La Follette had made and is making political maneuvers that Mark Hanna at the peak of his power would not have dared make and plainly regards himself as the greatest political boss of all the long line of bosses, living or dead.

The Senator picked his own time for his own revolt. He drafted his own platform and steered the calling of his own nominating convention. He saw to it that no other candidate was mentioned.

When the Communists got control of what was intended in the beginning as a La Follette convention at St. Paul La Follette knocked that convention cold with a word. When it insisted on indorsing him he threw the offer back in its teeth. When Communists sought to appear in his own hand-picked meeting at Cleveland, the word came down from La Follette that they must be bounced on the granitoid outside the hall if they tried to enter.

A La Follette hand-hammered platform was offered to a hand-picked La Follette convention, summoned for the distinct purpose of nominating La Follette. Having taken the crown in his own hands and set it on his own head, the Senator proceeded to pick his own running mate.

The National Committee of La Folletteism was carved from La Follette picked timber. The joint committee of eleven that is to run his campaign has been chosen under the eye of the Senator. Some of the usual forms and procedures have been followed, but no one who knows anything about the La Follette methods doubts who had the first and the final words in these selections.

Nor does the La Follette dictation end with the joint committee. It shall have power, which means that La Follette shall have power, to remove any State chairman in the third ticket's organization. It goes much further. Looking over the list of candidates and would-be candidates for Congress, this joint committee will come to the name of So-and-So, who craves the La Follette endorsement or wishes to run on the third ticket. The La Follette thumb may go up or it may go down, but the La Follette thumb will decide. The La Follette mark of approval or disapproval will be placed on the Senatorial candidates in thirty-three states and the aspirants in every one of the 435 Congressional districts.

Senator La Follette has posed for twenty years as the foe of bossism and bosses. He has talked as much about steam rollers and boss-rule as any man living. One of his favorite texts has been the iniquity of the bulldozing of the people by the bosses. There have not been bitter words enough in a bitter vocabulary to express his angry contempt for, and resentment of, bossism.

This sworn enemy of boss rule must wear a sardonic smile as he out-Hannas Mark Hanna. He has a sense of humor and he needs it as he contemplates his own handiwork.

FAVOR TUNICS FOR FALL.

Waist buyers now in the New York market for early purchases are ex-

hibiting a great deal of interest in the tunic blouse, both for display and for purpose of giving it prominence early in the season to test its chances for popularity. The manufacturers find satisfactory this tentative buying for a season that promises to be later than usual, because it is still early and only by featuring the tunic blouse now can any just estimate be made of its chances for a big volume of business.

That its chances are exceptionally good this year is generally agreed, even by those who know that it made no great headway in past seasons, because it is now so widely accepted in Paris and figures so largely in the importations of models. The influence of the tunic on the Fall fashions is shown, it is pointed out by the United Waist League of America, by the fact that even dress designs this year show a development of the tunic idea. It is further pointed out that, with the idea of the long silhouette line being broken a few inches above the hem once firmly implanted, the practical value of having several tunics to one satin underslip will be a powerful sales argument.

Among the early showings of the forty-inch tunic are a number of beaded models which recommend themselves to the mature figure because, being weighted, they cling and fall in at the bottom edge. Some elaborate models of cut velvet and many of embroidered silk are also shown. Even the tailored mode is included in the tunic models, as is witnessed by one with a rather high neck and long, tight sleeves. The only decorations of this blouse are white organdie cuffs and collars. As the tunic, generally, is being developed in such a variety of fabrics, styles and manner of trimming, the manufacturers are convinced that it is bound to succeed when it has been properly shown and exploited by the retailers.

The campaign this year may get a late start, but it promises to move with a rush when it does begin. The administrative work of the three parties will be under way by August 1, and next month the several notification ceremonies will be completed. The first heavy and hard fighting is scheduled for September, when heavy artillery of both old parties will begin rumbling in the state of Maine. General Dawes will head the Republican shock troops which are to invade the Far Northeast. President Coolidge has agreed to speak at Fort Hamilton, Brooklyn, on labor day, probably his first address of importance after his speech of acceptance. Meanwhile Senator Wheeler will have invaded his native New England and his running mate will lead a flying squadron of La Follette spell-binders through New York. John W. Davis will circle the West, to meet his ticket mate, Governor Bryan of Nebraska, at some time in the early fall. The dry howl of the overworked radio will fill in such autumnal silences as may be left between speech and speech. We are now in the blessed lull that precedes the last phase of our quadrennial political storm.

Millions of men and women of all ages will mourn at the bier of Palmer

Cox, the creator of the "brownies." The statement that one million of his books have been sold has an impressive sound, but it does not mean nearly so much to these old children as do the memories of long ago, when as boys and girls they eagerly followed the antics of the brownies, who appeared in all sorts of costumes, scampering here and there, falling over themselves, and playing merrily in the woods and dells. The five-year-old children who saw the birth of the brownies have reached the half-century mark now, but the brownies each month meant more to them than the most lurid movie means to the sophisticated child of 1924. Three generations of children enjoyed the brownies, and the pleasure that the little elves imparted is beyond calculation.

President Coolidge sets a wholesome example in his decision to abstain from the car platform during the campaign. His candidacy would gain nothing from a swing around the circuit, and his occasional addresses in person or by radio will make the deeper impression because of the reticence which is the maintained policy at other times. The President's pithy mode of expressing himself appeals to an electorate surfeited with long drawn speeches of attenuated substance. Radio fans have had excellent training for the coming campaign, in listening to the conventions in Cleveland and New York City. They will be able to appraise the addresses with the minimum of personal discomfort; and the fact will predispose them to the favorable consideration of what speakers with a real "message" have to say.

Marconi has lost enthusiasm for efforts to communicate with Martians. Professor David Todd, the former Amherst astronomer, cannot tempt him to share in an expedition to Bermuda for the purpose of making the attempt. The Italian inventor is quoted as ruing the day when he said that certain mysterious vibrations in the atmosphere might have their origin on the red planet. However, those impatient for the spanning of interstellar space may comfort themselves with the reflection that one of these days another habitable globe, with intellects immeasurably in advance of our own, might surprise us with devices beyond the present scope of our most brilliant physicists and still comprehensible by us.

A Philadelphia doctor wants a new department instituted at Washington to curb quacks and promote honest and disinterested research. There are enough subsidized functionaries of the general Government to do the work without adding to the number of Federal departments. The efficient enforcement of laws upon the statute books by the present officers will go further to promote the end in view than an ill-timed padding of the payroll in an hour when the body politic is eagerly looking for measures of retrenchment. The problem of the quack doctor is one that is best met by the community that he infests, and a few damage suits vigorously prosecuted are a more potent deterrent than the bogey of Federal surveillance.

DANGERS IN RADIO AERIALS.

On all sides radio aerials are being put up with apparently no thought for appearance, quality of workmanship, quality of reception or danger to life and limb. Many buildings housing large families are literally covered with aerials. There are veritable networks of them running in every conceivable direction and at every imaginable angle and at various heights from that of the ankle up. Anything handy is used as a support, from a vent pipe to a dumbwaiter, penthouse or water tank. For example, one large apartment house has such a maze of wires on its roof that it would be extremely difficult to add another. Several of these are about knee high; another is on an angle, the lower end actually touching the edge of the roof. This one and several others are tied to vent pipes without insulators. With this type of aerial it can be easily seen that reception is poor, the thing is unsightly and there is the added danger of tripping any one crossing the roof, perhaps causing a serious fall as a result. Suppose, for instance, there is a fire or an accident to the water tank at night. The firemen or water service men would be in grave danger of injury as a result of tripping over one of these carelessly erected aerials. It can be readily seen that exposure to lightning is not the sole danger accompanying the presence of an aerial.

Too much stress cannot be placed upon antenna construction. Experience has shown that an antenna constructed so that it is mechanically strong, well insulated from the building and high enough throughout its horizontal portion to clear a tall man's head not only gives better radio reception but it presents a neat appearance rather than being an eyesore, and is entirely free from the attendant dangers previously mentioned.

In some cases, in order to protect their buildings, apartment owners and superintendents are imposing regulations and restrictions of their own. While this is a good move, it is scarcely sufficient. It would be well to have such work supervised and inspected by some competent authority. In this way antenna construction would be more nearly standardized than it is at present the appearance of buildings would be greatly improved, there would be the removal of the danger of injury to those going on the roof for any purpose from fighting fires to getting a breath of air, and the users of radio would be gratified by the improvement in the quality of reception.

There is no room for salesmen like the one in the story who reported to his sales manager a number of interviews with prospective customers. He said he didn't get any orders but that each one was a feather in his cap. The sales manager wired back, "You've gathered enough feathers; fly home!"

Ice dealers say the ice must be higher this summer on account of the advance in the price of coal. Also, dried herring are higher this year because of the failure of the pearl-button crop in Peru. If you don't believe it, figure it out for yourself.

CUT-OVER LAND PROBLEM.

Practical Discussion of a Most perplexing Subject.

East Lansing, July 25—Your letter of June 25, requesting comment on the "Help Solve the Problem" article, was forwarded to me while on a trip North, but the article itself was held here until my return. I have now read it, together with several replies since printed, and am willing to make a few comments "for the good of the cause," although I think the subject has already been fairly well covered.

The problem of reforestation in Michigan is a big one—so big and with so many angles of viewpoint that any proposed solution is bound to be tinged more or less with the personality of the "soluter." I have my own ideas, of course; possibly I have been too recently elected Secretary of the Michigan Forestry Association to speak authoritatively for the views of that organization.

We will all agree, I think, with the statement that taxation in Michigan is already too high—a constantly increasing burden. From this point our views diverge, some holding that relief can come only through drastic self-denial in voting expenditures for improvements; others that reform in the administration of public business is the remedy; still others hold that investment in improvements now is necessary for future operations. Personally, I am somewhat of an optimist in that I agree with the man who said that "It may cost more to live these days, but it is worth more." Nevertheless, when I go into the Treasurer's office this Fall to pay my property tax, I am going to wonder if I am getting my money's worth out of all of it.

Statistics tell us that here in Michigan, those of us who use lumber (and that includes most of us, whether we use it in furniture, in automobiles or in dwelling houses) are paying in freight on lumber shipped in, an amount equal to about one-third of our total State tax levy. We are all having to foot the bill caused by the depletion of our forests. The problem of reforestation is not confined merely to our merchant friend of the North woods; it is a whip of many lashes and he has merely felt the sting of one of them. Possibly it stung more because of the injustice; he wants to help solve the problem by growing the timber and the people of the State who need it most don't care enough to see that he gets a fair chance. The warning sent out by the Board of State Tax Commissioners and State Assessors in 1920 has largely gone unheeded: "The disappearance from the tax rolls of a large amount of taxable property and the withdrawal of millions of additional capital from profitable employment."

When hard times come, most business firms retrench—cut down on the non-essentials and concentrate their efforts on a few lines which will bring quick certain results. I think we may safely claim that Michigan, in common with other states, has fallen on hard times—how hard, only those who have traveled the God-forsaken cut-over lands and abandoned farms of some of our Northern counties can appreciate.

Last week, I had the pleasure of visiting the State plantings near Higgins Lake, in Roscommon county, in company with the State Forester, Mr. Schaaf, and a number of College of Forestry students. Here is something concrete in reforestation: hundreds of acres of pines of various sizes and ages of development—a mere "drop in the bucket" if you consider the potential timber yield in view of our future requirements but a most powerful indication of what can be done if the people of the State want to pay to have it done. It is the people's

business and yet I doubt if one-tenth of one per cent. of all our taxpayers rambling through the State on pleasure trips have ever taken the trouble to visit this nursery or any of the other State nurseries. Our farmers are a powerful factor in this State. They are becoming intelligently organized. I would like to see a caravan of farmers' cars go out this summer to study reforestation conditions the same as they take their trips for inspection of farm conditions. I think we would see a big improvement in the situation resulting from such a trip, and for one would be glad to head such a caravan.

In June, I was on cut-over hardwood tracts belonging to Mr. Lundin, in Montmorency county. Here are tracts of young timber that have never seen fire since the virgin timber was removed. One couldn't ask for better reproduction. We don't need to replant our hardwood stands; what is needed is fire protection and relief from the burden of taxation while the crop is being produced. Both the owner and the county have reason to be proud of these stands and yet I think it is safe to assume that, in spite of the owner's very evident interest in reforestation and his love of the woods, if the local tax assessor had not been more lenient than most assessors in his valuation of the young growth, these very tracts to-day would be blackened wastes of "State Tax Lands," desolate reminders of what had once been. Right now, and until we get some relief legislation, the reforestation of cut-over areas depends largely on the local assessor being willing to bank on future values.

All of which is mere general discussion and does not meet your merchant's particular, immediate problem. I think, with Mr. Day, that your man did not give the problem of protecting from hunters, campers, etc., a fair trial. I think I have seen this year a decided improvement in the attitude of visitors to our forest lands. The work which such an organization as the Izaak Walton League has been doing the past year in impressing both fire protection and sportmanship on its members, is certainly producing results. Also I would agree decidedly with friend Lovejoy, of the Academy of Science, that the proposed farm land should be examined and certified to by a disinterested third party. A gold mine prospector is proverbially blind to all but the golden nugget that lies just beyond his grasp; I have had owners of "prospective farm land" try, in good faith, to sell me cut-over land that anyone but a blind man could tell would never repay the labor expended on it. There is a tragedy in the worn-out farms of some of our cut-over lands that should lead us to better means of merchandising the acres really fit for agriculture.

Certainly, I would not advise the holder of second growth timber to quit until he has seen what the legislature does on timber land taxation, next winter. The bill passed at the last session, which was vetoed by the Governor on the ground of unconstitutionality, was at least a big step in the right direction and there is every reason to expect some worthwhile action at this coming session.

Another factor which our merchant friend should take into consideration is the rapidly increasing value of timber stumpage. I know of one "forty" of tag alder that found a market recently at a profit of several thousand dollars for the owner. Several tracts of farm woodlot timber that had been valued at \$6 to \$12 per thousand stumpage have sold for \$15 to \$20. Most of the virgin maple in the State has been tied up by large interests and the smaller operators are already feeling the pinch from lack of raw material. Stumpage values are going up rapidly and there is every reason to

expect the rise to continue. The market demand for small stocks for use in manufacturing and for pulpwood, excelsior and the like is growing steadily and the owner of second growth timber is not going to have to wait for the long-time rotation as with the virgin timber. To put it plainly, I think there has been too much "bellyaching" and too little studying out of actual conditions.

The immediate problems in reforestation generally fall under two main headings: Fire protection and taxation. We need reform in both. We need especially to get our reforestation work out of politics. But you can't legislate a reform into existence; it has to be born in the consciousness of the people. That is one of the big jobs that the Michigan Forestry Association sees before it; the dissemination of facts concerning the forestry situation, clearly, concisely and with out prejudice or favor. The Association published last year a "Primer of Forestry" by Mr. Watson, for use in teaching forestry in the public schools; that I wish could be in the hands of every man, woman and child in Michigan. We are working to educate the public to better use of their forest areas; and the fact that there are several other worthwhile organizations in the State working along the same lines is to me one of the most hopeful signs of the times.

Have I taken up too much space? One feels deeply on the subject.

John C. De Camp,
Sec'y Michigan Forestry Association.

Old Ideal Clothing Co. Pays 25 Per Cent.

Grand Rapids, July 22—As trustee of the Ideal Clothing Co. under the trust mortgage covering all of the principal assets of the company, I have disposed of all of the assets as advantageously as possible, and after careful inspection of all claims, have completed what appears to me to be fair and accurate computation of the indebtedness of the company.

The total gross receipts amounted to \$8,752.96. The total administration expenses amounted to \$956.95, and there were preferred labor claims amounting to \$456.18, leaving a balance of \$7,249.83 to be distributed among the general creditors. The total due general creditors, as shown by the complete schedule of claims of all of the creditors which have been carefully inspected and approved, amounts to \$28,999.33. Small rebates were obtained on bills for administration expenses in order that there might remain sufficient amount of assets to pay a dividend of 25 per cent. to all of the general creditors.

A complete statement of all receipts and disbursements, together with schedule of claims, may be seen at my office, and further information desired will be promptly furnished on request.

A. D. Crimmins.

Look For Real Activity Now.

From the merchandising standpoint, leading wholesalers in the cloak trade say that the labor disturbance, now ending through the return of the workers, has had very little, if any, effect on the market. Production was curtailed for several weeks, but this was counterbalanced by the inactive early buying of retailers. In fact, the stoppage has been considered more or less fortunate, as it tended to prevent too heavy early production. In the opinion of leading wholesalers the real Fall wholesale season may be figured as starting this week. They expect buying over the next few weeks to be considerably more active. The feeling is rather widely held, however, that the season will be long drawn out.



To Chicago

8:05 P. M. Daily
Grand Rapids Time

From Chicago

7:45 P. M. Daily. Chicago Time

FARE \$4.20

Boat Train Leaves Grand Haven
Electric Station 8:05 P. M.
1 Block East of Hotel Pantlind

Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

Grand Haven, Muskegon
Electric Ry.

OVER NIGHT SERVICE

City Ticket Office
Corner Pearl and Ottawa
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Offices

Citz. Phone 64509, Bell Phone M. 554
W. S. NIXON,
General Agent Freight and Passenger
Department

Electric Railway Station
One Block East of Campau Square
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L. A. GOODRICH,
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Your
Tourist
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Will ask for the Nationally known



BE PREPARED WITH
A GOOD STOCK OF THIS
WONDERFUL LINE.

NATIONAL CANDY CO., INC.

Putnam Factory

GRAND RAPIDS, MICH.

Distributors for Western Michigan.



The Shoe Industry Now Fast Recovering.

It is with feelings of intense satisfaction that shoemen everywhere—manufacturers, wholesalers, retailers—welcome with optimism the mental relief that the very apparent and general improvement in this industry has evidenced since the turn of the half-year calendar on July 1.

Not alone has there been a general acceleration of buying, but conditions in the stores speak for a further and continued improvement. Retail stores did a splendid business in June, following a slack period dating from Easter, with the coldest and rainiest May in years.

Improved weather conditions, the removal of uncertainty following the adjournment of Congress, and the clearing political horizon have all done their share to restore confidence and optimism. Other reasons are:

1. Stocks in most instances have been reduced to a point of safety. Stock reduction has been going on for several seasons, and as a result, during recent months there has been little buying except for actual necessities, and then mostly from "hand-to-mouth."

2. Merchants have made a successful drive for more cash business, as well as to get in money owing to them. This has been evidenced in the factories and wholesale houses, where collections for some weeks past have exceeded sales. With few exceptions, credit men report collections from shoe dealers as greatly improved.

3. The style situation has been clarified to an extent that simplifies fall buying.

4. With tailored effects popular in women's shoes, the welt situation has improved.

5. Quite as important from the standpoint of the long-desired evolution from financial "sickness" to a restoration of profit possibilities, there is an increasing demand for better made shoes. Granted that this is true, it is safe to believe that henceforth there will be more willingness by the public to pay prices that better shoes should command.

The shoe business has been in the dumps long enough. It was about the first to be "hit," and according to the law of averages should be among the first to recover. It is not pleasant to reflect on the fact that during this period many factories and a great many retail stores have been obliged to retire from business. However, with fewer factories competition will be less intensive and with the making of shoes concentrated in the survivors the uncertainty which has attended the

producers eventually should be removed.

Efforts must be made by manufacturers and retailers to avoid repetition of past, unpleasant and, in most cases, disastrous conditions, and the public must be educated to a proper appreciation of its footwear, something it has never recognized. Confidence, the rock upon which any industry must stand, happily is being restored in the trade, but it cannot be complete until the public gets it fully out of its mind that manufacturers and retailers are highwaymen and robbers.

Shoemen know how false this impression is, but except in isolated cases they have done nothing to put the facts before the public. The splendid results in even these few cases has proved the value of a worth-while effort. In the opinion of this journal it is high time the National associations combined their efforts to undertake this simple yet highly constructive and most surely beneficial undertaking.

"Over production and under consumption," which we have pointed out as the principal problem of the shoe trade, has been remedied only in part. Production has been reduced because of prolonged slack buying and by reason of many factories having retired. But consumption has not yet been fully restored to a normal level. At the same time, foreign countries are gradually getting a foothold in the United States market, both with footwear and leather. Canada, England, Germany and Switzerland are considerable exporters of shoes to the United States, and an increasing share of the leather used in our home factories is of foreign production. The attention of our legislators should be called particularly to the dangers attending this situation.

From authentic reports it is observed that buyers are more and more confining their purchases to "regular" lines, that they are buying fewer styles, that they have largely overcome their consternation because of rapid strides made by chain stores operating shops to retail shoes at \$3 to \$5, and that they are evidencing more confidence in their own ability to buy wisely and merchandise practically. It is our firm hope and belief, now that the worst really is over, that the shoe trade will remain "put."—Shoe Retailer.

What Lucy Did.

Little Lucy had just returned from the children's party and had been brought into the parlor to be exhibited before the dinner guests. "Tell the pretty ladies what mama's darling did at the party," urged the proud mother. "I frowed up," said Lucy.

Fundamental Facts and Factors.

A frequent recurrence to and reflection upon the fundamental facts and factors that influence business conditions are the most dependable ways to get an understanding of tendencies in commercial activities.

The purchasing power of the great mass of wage earners still remains high. The steel industry, the building trades, the automobile manufacturing, the railroad business—all are busy. The wage scale remains high in these enterprises and there is but little unemployment.

Caution in both buying and investments is evident. Business is not booming as a result. This is disappointing to those looking for long profits; but it may be, on the other hand, an indication of soundness in fundamental matters. Certainly this caution is evidence that inflation is not taking place, and without inflation, which is sure to be followed sooner or later by depression, there cannot be large losses.

Where business now is can best be understood by a little reflection upon the present conditions in comparison with conditions three years ago. Nineteen hundred and twenty-two began with five and a half million men out of work, with the steel industry inactive, with the building trades idle, and agriculture in a disadvantageous economic position. Nineteen twenty-four finds these conditions, with the exception of agriculture, a matter of history. Conditions are not all that men wish, but certainly are moving in the right direction.

The weakest spot in the whole business situation is with agriculture. Here, too, there has been improvement, and there is more improvement in sight, but the purchasing power of agriculture, relative to industry, lags behind. On this point there is a good deal of difference of opinion; but few informed authorities, however, contend that agriculture is back to balance in earning and purchasing power with other lines of business.

For the moment there is recession in business activity. This need surprise no one. Economic history shows that the journey out of depression back to prosperity has always been marked by "ups and downs." There is the movement forward, to be followed by hesitation. On the whole, advancement is made toward more stability. Time is required for complete readjustment.

What the kaiser's war did to world business must not be lost sight of. Loss of workers, destruction of markets, debts, taxes, disrupted exchange conditions as between nations—all concern American business. This is especially true with agriculture which must depend, in part at least, on foreign markets and foreign purchasing power and purchasing willingness, to find an outlet for surplus production. And as agriculture is directly influenced by loss and gain of markets, so all business, little and big, is influenced by these same marketing conditions.

C. D. Hardy.

Metal Lamps Are Favored.

The insistence in period designs in housefurnishings has made itself felt in lighting fixtures as in every other department of decoration. The nondescript designs that found favor even a very short time ago have been completely superseded by designs that are faithful reproductions of antique lamps. A leading manufacturer is showing a large assortment of wrought iron fixtures which are appropriate for virtually any room in a house except a bedroom. They are in Italian, French and Spanish designs, some of the more ornate being combined with floral decorations in Meissner chinaware. For the average suburban some single Colonial designs continue most in demand, and many new adaptations are shown of the old oil lamps with ground glass shades. In floor lamps the slender styles predominate, the newer and better grade shades being without fringe.

The Cherry Tree.

Written for the Tradesman.

On a branch all grim and gray
Burst there forth this very day
Wondrous bloom so pink and white
Every twig upon the tree
Was as full as full could be
'Twas a day-dream of delight;
Of the fairest, daintiest flowers
Taxing all my mental powers
To comprehend.

If my garden cherry trees
Thus can all transformed be
From a seeming lifeless thing
When returns the day of spring,
What shall come from faith and hope
What fruition shall they ope
When they shall have run their race
And behold as face to face
For evermore?

By the lesser may we know
How the greater too shall grow
By the temporal comprehend
Something of what has no end;
By the mortal we can see
Glints of immortality—
So my tree's munificence
Gives a richer confidence
In life to be.

Charles A. Heath.

Not even a whale could keep a good man down.

ATTENTION SHOE DEALERS

For the past two years our prices have steadily receded with the market.

But we maintained the QUALITY of our shoes.

Instead of sacrificing Good Workmanship and High Grade Materials, we are taking less profit.

Only quality shoes will build you a permanent business. Besides, inferior shoes cause you a peck of trouble.

You can rely on H-B shoes for Quality.

**HEROLD-BERTSCH
SHOE COMPANY**

Grand Rapids, Michigan

Farm Desertion and Bankruptcy a False Alarm.

Grandville, July 29—The McNary-Haugen bill failed to pass.

It was a bill so unjust to the general public as to be disqualified at the outset from passing an American congress. The Government can do much to establish economic conditions on a basis that does not counter to the interests of one class against another.

The farmers are in a bad way. At least, this is what is told by the adherents to the farm bloc method of legislation, and to get them once more on prosperity's road, direct legislation fixing prices on all farm products, even the appropriating of millions of dollars to raise the price of wheat to the consumer of bread, is considered just the thing, a theory which of course would never work out in practice.

One candidate for a state office wails out the pitiful story that there are upwards of 23,000 deserted farms in Michigan to-day, as if this was evidence of the hard conditions under which the agriculturist is laboring.

Was there ever a time when there were not deserted farms? Was there ever a time when myriads of mercantile houses did not go to the wall throughout the Nation? And yet nobody sprang to the rostrum to demand for our bankrupt merchants special acts of Congress to put them on their feet again.

Some of these wordy wise statesmen would do away with the law of supply and demand and go to Congress for everything; would make it a crime to even think that products rise and fall in price according to the amount on hand to be marketed.

Every day this law of supply and demand is seen to work out under the eyes of our people. Look to-day at where wheat and corn have been boosted, and no McNary-Haugen bill on the statute books to account for the rise in price. Had that law been in force, is it not supposable that its workings would have been hailed from one end of the land to the other as the cause of the upward movement of grain prices?

Many people are too liable to jump at conclusions. Jealous Democrats declare that the rise in wheat and corn is a Republican plot to win votes for their candidate next Fall. Maybe so, and what a scheme it is to thus win the sympathy of the grain producers for their candidates. Maybe again if this plot works so well it can be carried forward into next year and continue working for the farmer and his heirs to the confounding of other less skillful partisans.

The wicked politician is capable of just such a trick as that!

We may discard such puerile nonsense and take the good things as they come, granting to natural laws to work for good when given a chance.

To say that deserted farms are sure sign of agricultural bankruptcy is to lay claim to that which is as far from the truth as some of the free silver diatribes in past years. Time cured the fiat dollar nonsense, and time and the common sense of the people will show up this latest bugaboo to have no existence in fact.

There are an abundance of well-to-do farmers who are ready to deny this sob story tale of their ruined state. They know better. They know that there have been harder times in the history of the Nation than those of to-day. They also know that no National legislation lifted burdens and filled pocketbooks. They know that farm success depends even more upon the man than upon the soil, or upon special legislation of Congress.

Thousands of those deserted farms are mere barren sand wastes on which no man should have ever squatted in the hope of making a home, to say nothing about a competence. Besides this there are many of these acres capable of producing good crops were the right man tackling the job.

Farming is becoming more and more a business proposition as time passes. It is a business that, carried on as it should be, nets its workers a fair degree of profit, taking one year with another. You cannot depress farming and not injure every other business under the flag.

I know of men who came to Western Michigan well nigh penniless a score of years ago, who took up or bought cheap land and, depending upon their strong right arms, went in to win and did win. To-day these men are independent, worth from eight to twelve thousand dollars, clear of debt, their note at the bank as good as that of any millionaire.

Why this great outcry for money to be loaned to farmers? Why not loan money to every man in other walks of life? The farmer is as good, but no better than the honest laborer, mechanic or millright. Honest men with the collateral, be they farmer or merchant, find no trouble in borrowing money.

There are impecunious farmers, however, men who have failed at everything else, who have gone to the soil for a living, who cannot make ends meet and are untrustworthy. It is such as these that the Government is asked to aid with loans which must come from the pockets of the thrifty men and women of the land.

All these deserted farms are not by any means unsuitable for agricultural purposes. There are farmers and farmers. Some men succeed where others fail. Men who have not the faculty of finding out the true value of soils, who in the main are lazy and sluggish in thought and muscle cannot be expected to take up a piece of land and make a farm. They scratch the surface, put in crops in a hap-hazard manner, leaving to nature the task of making a crop. Intense farming pays; scratch farming does not, and despite the aid of Congress, never will, consequently nearly all the deserted farms of any soil value have been left to go back to nature by this class, who though unprolific as farmers, figure with the rest in the census reports.

Old Timer.

Preparedness Never Precipitated War.

Grandville, July 29—In time of peace prepare for war.

But we do not want any more war. As General Sherman said, "War is hell!" And this is the argument advanced by the pacifists and even the churches that war is such a terrible monster as needs be cast out of human society forever. Providing this could be done with no one suffering thereby, what a grand good thing it would be.

Those very pious souls who see an easy abandonment of war through preaching peace in the pulpit and in our schools to the children are in for a jar when grim visaged war again assails our country, as is sure to be the case some day, although we trust it may not be in this day and generation.

Of late there has sprung up an antipathy toward our military armament and our navy which is none too large to act as coast guard to the Nation.

What is there dangerous in being prepared for war? Our not being prepared did not ward off the German war. It seems to be the proper thing among the churches to talk against war; to in fact declare, as has been done in many instances, that no Christian will again take up arms in defense of our country.

Does not this sentiment smack of treason?

By what right have the church people to say that if war comes they will be found among the slackers, aiding by their indifference the boring from within by the Reds who are at this very time smilingly observing the trend of the church to besmear war with buckets of peace-at-any-old-price slush, thus aiding the Red movement

in America to get a foothold which could not otherwise be obtained.

Any aid rendered to the anarchist movement originating in the Muscovite empire, transferred to America through blind Americans who cannot see the light when it shines ever so brightly, is plain treason and should be promptly suppressed by the strong arm of the law.

Our new voters, the women of the country, should look well out that they be not deceived into countenancing the plots of these miserable treason-mongers who are working every possible plan to get beneath the social surface and poison the youthful minds of our country into accepting the doctrine that war, under any conditions, is evil and should be abolished, even though the Constitution of our land goes into the discard.

And that very thing is what these peace-praters are planning—the complete demolition of our form of Government, substituting therefor the soviet amalgamation of blood-thirsty Russia.

There is no false alarm in these statements. The peace and perpetuity of the United States depends upon our quick squelching of any movement meant to disarm and make the Nation an easy prey to a cordon of foreign enemies which might combine against it.

Such a combination would come quickly enough did we fall for the peace-at-any-price advocates and disarm in the face of combined world in arms on both sea and land.

It seems a simple thing to meet under the roofs of our churches and solemnly declare that war is hell and shall be forever banished from the world. The peace advocates oppose military schools, naval ships and an efficient army. They would abolish West Point cadetships and Annapolis naval work; in fact, would lay the whole country open to invasion from the two oceans, from the Lakes to the Gulf.

Preparedness never wrecked a nation; preparedness never forced this country into war and it never will. At least once in three decades the United States has been engaged in war. Not one of its wars except that with Mexico was an unjust attack on any nation.

The Revolution has no detractors, yet had the ideas of the peace-at-any-price parties been in force Americans would to-day be vassals of Great Britain. When the hard pressed Continentals ran out of wadding for their guns they tore up the precious church hymn books and one old preacher shouted, "Give em Watts, Boys, give 'em Watts!"

Haven't we felt proud of that old Continental's patriotism?

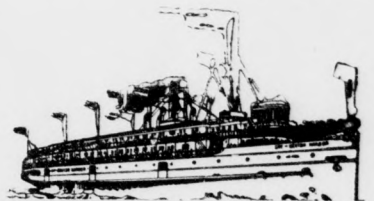
When the Southern secessionists fired on Fort Sumpter the Nation was almost totally unprepared. Had the peace-at-any-price advocates carried the day, the Union would have been divided and a great slave empire built upon its ruins. Although unprepared, the North sprang to arms as one man and suffered defeat after defeat, some of them most humiliating, because of this unpreparedness.

Unpreparedness never brought to a nation peace. However cruel war may be—and there are none to deny it—that dread decision had to be relied on to save us as a nation among the countries of the world.

It is simply astounding to hear and read of the Christians of this land so fiercely belaboring war, without which there would be no United States of America today. Without war we could not have won at the outset and without war we could not long exist as a Nation.

It is a mistaken notion that being prepared by having the soldiers, the guns, the ammunition, and an efficient navy will lead to war. On the contrary, it will serve to keep the peace much longer than a disarmament policy could possibly do. Some of our past wars would have terminated more quickly, and with less bloodshed, had we been fully prepared. Think of it.

Old Timer.



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Economic Relations of Labor and Capital.

To-day we have a conflict of capital and labor instead of a partnership, an economic conflict as well as a social conflict. Without attempting to analyze causes or to apportion responsibility, we must admit that labor to-day is just as grasping, just as domineering, just as arrogant as was capital in the heyday of its unchallenged power. And capital, where it still retains absolute power, shows the same characteristics of human frailty. Please understand me: I do not mean to say that labor is always grasping, always domineering, always arrogant, or that capital would always be so, and is always so when given the opportunity. But I do say—with abundant proof if it were required—that unchecked power has produced the same evidence of greed in the case of labor as in the case of capital and in the case of capital as in the case of labor.

Capital in years gone by, when its power was unchecked, did not adopt and practice the rule that labor should be paid in strict accordance with the worth of the task which it performed. Too frequently the practice was to pay as little as possible, regardless of the value of the work. Labor, in these modern times, when its power is equal to or greater than the power of capital, does not accept the rule that a day's pay requires a day's faithful service. Too frequently labor undertakes to follow the rule of obtaining "all that the traffic will bear," without regard to the intrinsic value of the accomplishment.

I am not, I repeat, undertaking to apportion the responsibility for this unhappy situation. I am not blaming labor and exonerating capital; neither do I propose to acquit labor and find capital guilty.

Each of the two principal units of production is seeking the maximum possible reward of its own effort. Labor—by reason of its great power and increasingly effective organization—is greatly increasing the cost of the labor factor in production, and is thereby increasing the cost of the commodities which are produced. This results in a higher cost of living for all our people.

Who pays this increased cost? I ask of you, "Who pays the freight?"

The answer is not, "Capital." It is true that the employer pays the wages of labor in the first instance. Too frequently, labor appears to believe that that ends the matter, that capital foots the bill. Nothing is farther from the truth, for capital necessarily includes the cost of labor in the price which is charged for the ulti-

mate products. But even if this were true—even if capital did absorb the cost of labor—the burden would not fall upon some one or two or even some few hundred or few thousand men. Capital is not confined to Wall street bankers; capital is the accumulated wealth acquired through the process of saving by all of our people—invested in land, railroads, homes, factories, mines, and all forms of property.

Let us analyze our economic and financial structure, in order that we may determine "who pays the freight."

People who attack capital and denounce capitalists quite generally look upon banks and bankers as typifying capital. Wall street, being the place where the largest banks are located, is accepted as a figurative synonym for capital.

Bankers, in fact, may or may not be capitalists. They are not capitalists by reason of their function as bankers. Banks are simply the agencies through which coin or credit, based on capital, is gathered into units sufficiently large to be effective in financing industry. The real capitalist may be a storekeeper, a clerk, or a mechanic. He is the man who owns a bond, a stock certificate, a bank account. The banker may be a laborer—a man who exchanges his services for a monthly stipend. Individuals may be both capitalists and laborers. By labor they earn a living for themselves and their families; by the investment of their savings they become and are capitalists. The men who comprise the Brotherhood of Locomotive Engineers are laborers, but not laborers only. The Brotherhood owns a coal mine, and in that capacity its members are capitalists. The Brotherhood also owns banks, and in that capacity the same individuals are bankers.

Furthermore, not all rich men are capitalists, nor are all capitalists rich men. A capitalist is one who advances money for the financing of industry—a man who pays the cost of raw material, the cost of manufacturing and distributing processes—a man who "carries the load" until the final product is sold to the ultimate consumer. Capital "bridges the gap" created by the time required to carry on the operations of industry.

The man who owns a single share of stock or a single bond is a capitalist, though he may not be wealthy. The miser who hides his money in an old stocking may be very rich, but he is not a capitalist.

If we admit that capital can absorb the high cost of labor, who would "pay the freight?" Not Wall street! Not a half-dozen bankers! Capital includes

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everybody who has saved and invested—which includes a good many millions of our people. The Pennsylvania railroad for instance, has 230,000 stockholders and bondholders, more capitalists than it has employees. If capital were required or were able to pay the wages of the Pennsylvania Railroad labor, it would be these 230,000 capitalists who would pay it—and of these, many are themselves employees.

But, in fact, capital does not, cannot pay the cost of labor. That cost, with other costs, enters into the total which makes up the ultimate selling price of the product. The labor employed by the Pennsylvania Railroad is not, in the last analysis, paid for by the stockholders and bondholders of that railroad, except to a partial and limited extent. The people who really pay for the Pennsylvania Railroad labor are the people who travel on Pennsylvania Railroad trains or those who use commodities which have been shipped on Pennsylvania Railroad trains. The wages of railroad labor are but a part of the operating expense of the railroad. When wages are increased, the total operating expense is increased, and this in turn becomes the basis for an advance in railroad rates by the various regulatory authorities. The user of railroad service therefor ultimately pays for the increased wage of railroad labor. In the case of the Pennsylvania Railroad—so vast is its system and so great is its traffic—there are very few residents of this country who do not in some degree contribute to the wages of its employees.

The fact is that the cost of labor, taken as a whole, is paid by every one who consumes commodities which have been produced by labor. Under our present state of society, this includes virtually everybody. We all pay a part of the cost of labor, just as most of us share in the payments received by labor.

I do not decry or condemn increased wages. I would not for a single moment be understood as advocating a return to the wage scale of thirty years ago, nor do I oppose future wage increases justified by conditions then prevailing. The question of whether or not certain wages are sufficient for the needs of the worker is not the issue in this discussion. The essential difficulty which we have before us to-day is that the apportionment of increased wages and the apportionment of the increased costs which result therefrom are not fair, are not equitable. When one group of workers, by reason of superior organization or peculiar conditions operating to their particular advantage, is able to advance their own wages to exorbitant figures, capital does not pay the bill. The rest of us, who also labor, pay the bill. The recipient of excessive wages gains an advantage over his less fortunate fellows—first, when he increased his own income; second, when he reduces the purchasing power of fellow-workers who do not receive corresponding increases.

By this process the highly organized group, whether of labor or capital,

benefits. By it, the less highly organized, whether they be units of capital or of labor or, as is more usually the case, groups of individuals who possess some of the functions of both capital and labor—these groups are placed at a disadvantage. The difficulty is not in the fact that increases have been made, but that the balance between various groups has not been maintained. The good fortune of one has been the exceeding ill fortune of others.

In recent years we have witnessed a great advance in the benefits accruing to organized labor. Wages of organized groups have been increased out of proportion to the general level of wages or of prices. The burden has been passed along to the unorganized groups. Of these latter there are two notable examples—the farmers and the clerical workers, the men who guide the plowshares and the men who wear the white collars of industry. These have been the ultimate sufferers; these ultimately have paid more than their proportionate share of the freight. Their income has not increased in proportion to that of organized labor, yet they have been forced to bear equally with others the burden of the increased cost of living which results from the higher wages paid to the organized groups.

Simultaneously, these groups have been dealt a body blow from another direction—the increase in taxation. This has been particularly damaging to the farmer. His wealth is represented by land, buildings, livestock, grain, and equipment; if he is a tenant, he pays rent upon land. Land, the bulk of his wealth, is tangible. It cannot be hidden from the tax assessor. Consequently, increased taxation has borne with particularly heavy force upon the farmer—has reached a point where it exercises a strangle hold upon this great industry.

In this instance, as in the case of extravagant wages, the unorganized suffer the penalty of their lack of organization. The great body of taxpayers do not exercise an effective force to prevent extravagance on the part of those individuals—some in official place and others benefiting by official favor—who encourage extravagant expenditures.

Extravagant governmental expenditures have reached a point that beggars description. The expenditures of the Federal Government have jumped from a little over a billion dollars in 1917 to three and one-half billion dollars in 1924—even though, except for interest charges, the Government has been re-established on a peace-time basis. The income of state governments increased by 161 per cent. in the eight years 1913 to 1921; that of cities increased 76 per cent. and that of counties 127 per cent. From one-fifth to one-seventh of all the wealth produced in the United States is spent for government. Half a million men and women are employed by the Federal Government. Approximately two million are employed by the Federal, state, city, county, and other governments. Out of every six days that we labor, one day's pay goes—directly or indirectly, on the average—to pay for

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the cost of government, to maintain this great army of unproductive labor.

This great burden of taxation falls upon every citizen, either in the form of taxes which he pays directly or in the form of increased cost of those commodities which are necessary to his existence and upon which taxes are laid. But, I repeat, the burden of taxation, like the burden of high wages, falls with especial force upon the unorganized groups, the farmer and the clerical worker.

The end of all of this, my friends, is coming—and perhaps coming soon. The unorganized groups are not going to continue to "pay the freight" indefinitely. The farmers, and the "white collar" workers, will, in due time and that not far distant, call a halt to special privileges, special privileges of labor no less than special privileges of capital. They will call a halt to extravagance in industry and to extravagance in government—both of which increase the cost of the commodities essential to their existence.

We must return, not merely to normalcy, but to sanity. We must re-establish ourselves, not upon the basis of what was in "the good old days," but upon the basis of what should be. Equity must have a place in every business transaction. There must be a fair day's work for a fair day's pay and conversely, a fair day's pay for a fair day's work—no more and no less—with equal emphasis upon the "more" and the "less." There must be equity in taxation as in private business—as much or greater consideration for the taxpayer's ability to pay as for the apparent requirements of Government to spend.

Insistence upon the re-establishment of this principle is the basis of the so-called discontent among our farmers to-day. The farmer is tired of "paying the freight." The farmer is tired of receiving pre-war prices for his products and paying post-war prices for the products of others. In some cases, his discontent has led him to seek relief by artificial methods of price-fixing. That will not solve his problem, for it will not work effectively over a given period of years. But the farmers and other distressed groups of our people who feel the brunt of present economic maladjustments are beginning to realize that they "pay the freight"—they do not intend that this condition shall continue indefinitely. Presently they will demand (and their numbers are sufficient to force attention to their desires) that labor shall have its just reward, no less and no more, whether that labor be employed on the farm or in the factory; that capital shall have its just reward, no less and no more, whether that capital be employed in raising wheat or in making shoes.

They will, I hope and trust, be guided by intelligence and fairness rather than by prejudice and passion. There has been too much prejudice, too much passion, in the relations of capital and labor—too little sincere effort to meet on common ground. As new factors and new groups enter into the solution of the problem, we

must all necessarily labor together to create a more wholesome and a more friendly atmosphere.

When we endeavor to create such an atmosphere, we must remember that the greatest natural reward of labor is not the pay-check or the foreman's commendation. It is the joy of creation. The modern system of industry very largely destroys the worker's opportunity to achieve this reward.

The old-time mechanic made a finished article. He took the raw materials; he applies his natural intelligence and his knowledge of his trade; he fashioned something new. He created; he made something. He was able to take pride in his creation, to compare it with the work of his fellows, to test his skill against theirs.

To-day there are very few laborers who work under such conditions; the farmer approaches them nearest of all. The great majority perform some one act and pass the material along to others who do likewise. The model factory of our modern mass-production age is one in which the raw material is picked up by a belt-conveyor and slowly carried down a line of workmen. Each performs a single operation and at the end of the line the task is finished. No single workman, perhaps, ever sees the finished product. No single workman contributes sufficiently of his labor to stamp his personality upon the product. Each performs some single act over and over again, with unending monotony.

The joy of creation—the pride of creation—is destroyed.

This is the price of modern industrial methods. It is a necessary price. We must produce in great volume if we are to satisfy the ever-growing wants and desires of a population which is increasing steadily. The use of machinery, the division and systematization of labor, has increased tremendously the production of each individual, but at the same time it has destroyed to a very great degree the real joy of labor.

For the joy of creation as a reward of labor, we must substitute the maintenance of self-respect and the certainty of compensation proportionate to the labor rendered—both for capital and for labor. If we cannot have a joy of individual creation, a pride of individual achievement, then we must certainly have a pride of participation in mutual achievement.

Walter W. Head,
Pres. American Bankers Association.

Helping Disabled Veterans.

Crippled soldiers and sailors are operating a woolen mill in Edinburgh, and, according to the report of the American Consul, are producing goods that sell in competition with the output of ordinary establishments. This instance of the manner in which Great Britain is helping the disabled veterans to useful livelihoods is not paralleled by any one factory in the United States. It is a striking proof which Americans may observe with interest of the effectiveness of vocational rehabilitation.

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Fire Insurance Facts Plainly Presented.

That a dog is a very valuable ally for the night watchman is the conclusion of J. J. Fitzgerald of the Grain Dealers' National Mutual. It is a well-known fact that burglars, for instance, are often more afraid of a watch dog than they are of a watchman or the owner of a property. Some burglary insurance companies give rate credits for presence of a dog on the insured premises. A trained dog would not only make a watchman less liable to attack for burglary, but undoubtedly would give the alarm many times if the watchman were to become sick or injured. It is not an altogether uncommon occurrence that dogs warn sleeping people of fires which occur in their homes. Many people have been saved from almost certain death by a dog's barking. Whether a dog, specially trained by a watchman, would develop the faculty of scenting or detecting fire and bringing it to the attention of the watchman before the watchman himself discovered it, may be questioned. Is it possible that a dog might make a watchman's services as a detector of fire and sender of fire alarms more valuable?

No fire department can compete with the conflagration temperature of 2,600, 3,000 and 3,500 degrees; it can't be done. Water will decompose into its elements of hydrogen and oxygen. As the chief said about the Burlington (Chicago) building fire, he had four of the engines pumping into a four-way Siamese and shooting water in the Austin building and it seemed as though they were shooting kerosene in there. The harder they shot water in, the harder the fire burned out. They had to give up the four-way Siamese. That is what water does in times of conflagration.

In case of sprinkler leakage, the Factory Insurance Association of Hartford advises that the water be shut off as quickly as possible; that piping and broken fittings of sprinkler heads be replaced as quickly as possible and the water turned on; that all sprinkler heads be opened and examined; that damaged property be cared for immediately, just as though there were no insurance and that an itemized list of all materials damaged or destroyed as well as an account of labor involved in caring for the damaged property be prepared at once in order to facilitate work of adjusters.

D. J. Price, engineer of the Bureau of Chemistry, United States Department of Agriculture, says that the bureau is constantly discovering explosive dusts not heretofore known to be subject to the explosion hazard. One of the latest is powdered milk. A milk dust explosion at Valdres, Wis. occurred recently and two men were badly burned.

The wooden cuspidors filled with sawdust we have recently seen in business places, convince us of the fact that people do not give proper thought to such things. A wooden cuspidor filled with sawdust, and a burning match, cigaret or cigar stub thrown into it is all that is necessary to start a good fire, especially so if the combination should occur just about time to close up the place for the night.

More than one place that has been destroyed by an "unknown cause" has resulted from this little bit of thoughtlessness. Nothing short of metal cuspidors containing non-combustible material should satisfy anyone. Safety first, even to the cuspidors, should always have right-of-way.

The first essential to fire prevention is the acceptance of individual responsibility. Good housekeeping, cleanliness, is a principal feature in fire prevention work. The time to fight a fire is before it starts. A fire cannot originate from a hazard that has been dispensed with. To prevent fires, employees should, therefore, accept responsibility, keep buildings and premises clean, recognize and dispense with obvious hazards, and see that all protection is fully maintained. The man on the job, day in and day out, is practically the only person that can directly prevent fires. It is necessary for employees to understand the fundamentals of fire prevention, in actual practice as well as in theory, and when this knowledge becomes a part of their daily line of thought, without particular effort, the results in actual figures will stand up as proof of the principle. These essentials are predicated in a large measure upon the ability and personality of the inspector in charge of the work, who should fight the fires before they start, by disseminating the principles of fire prevention and gaining the good will, respect and confidence of employees, and making reasonable and practical recommendations.

Hard-Headed.

A cart containing a number of Negro field hands was being drawn by a mule. The driver, a darky of twenty, was endeavoring to induce the mule to increase its speed, when suddenly the animal let fly with its heels and dealt him such a kick on the head that he was stretched on the ground in a twinkling. He lay rubbing his pate where the mule had kicked him.

"Is he hurt?" asked a stranger anxiously of an old Negro who had jumped from the conveyance and was standing over the prostrate driver.

"No, boss," was the old darky's reply, "dat mule will prob'ly walk kind o' tendah for a day or two, but he ain't hurt."

Chicken Dinner For Prospects.

Altofer Brothers Co., Peoria, Ill., manufacturers of A. B. C. washing machines, tell their dealers in their monthly house organ how one retailer secured a prospect list. This retailer sent out a card to each customer who had purchased a washing machine telling them that if they would furnish a prospect for something in their line they would provide a chicken for the Sunday dinner.

This dealer reports that thirty prospects were furnished and twelve of them were closed for washing machines and four additional ones bought other household appliances. This idea paid dividends.

Bulletin Boards on Telephone Poles.

A good location for the advertising boards of the store using weekly bulletins, is on telephone poles, in city and at rural cross roads. Often the re-

tailer can obtain a lease of space on poles from independent telephone companies, traction systems, etc., but if such a lease is not possible then other locations equally prominent can be found. When small bulletins are used a board can be made by covering the

backboard with a swinging door constructed from window pane glass enclosed in a frame. Bulletins can be taken out and inserted quickly in such a frame, while the glass protects against rain, sandstorms, dust, etc.

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OLD TIME IMPRESSIONS.

Incidents Which Accompanied a Great Adventure.

Written for the Tradesman.

Childhood's impressions are deep and durable. As we grow older, we sense less acutely what happens daily around us. This is why I remember distinctly, as plainly as though they had happened yesterday, things that occurred on my former journey to France, in the winter of 1871-72, nearly fifty-three years ago. Also, because I had heard of this truth, I checked myself sharply when, during my last return trip from Scotland, in 1884, I found myself reading on the train. I made myself realize that now—now—I must see, justly estimate and remember what was passing, for I might never go that way again.

Hardly ever, consciously, have I neglected to look and listen since then. Always have I tried to see everything by the way and to pass no opportunity to visit places. In 1904 I journeyed within twenty miles of the Mammoth Cave of Kentucky, passed it by, and have never been so near it since. In 1921 I was within a night's run of Montgomery—failed to go there—may never see it. But in both these instances my business took me no nearer; and it is another axiom, learned long ago from my father's example that business is the paramount thing always.

Inasmuch as I thus grasp every opportunity to see all places possible, I never can understand the woman who travels across the continent for the ostensible purpose of seeing the painted deserts of New Mexico—and then keeps her nose in a vapid magazine while the train runs through that land enchanted. She could read that magazine at home. Admitting it was worth reading—which it was not—why journey so far to do it? And I have seen a man spoil his chance to see the ancient cathedral—built in 1549 or so—in Jaurez, because he wanted to eat a cheese sandwich.

I have crossed the continent many times and I think by every road from the Canadian Pacific on the North to the Southern Pacific on the South, and I have run on the Santa Fe many times. I always go that way if possible because I never tire of the desert scenery, plus the charming people, the Indians, who live along the way. There is, of course, the added charm of the Fred Harvey hotels. These are not merely the best places to eat, all factors considered, that can be found anywhere, but they hold other elements of interest to all who care to look deeply into things. For the Harvey hotels are always built in conformity to the architecture that is either indigenous to the region or has become characteristic thereof.

In Lamy, for outstanding example, we have El Ortiz, a tiny house in the midst of what looks like hopeless desert. And that little hotel is a gem of adobe, Indian-pueblo architecture. Because the "vegas," or beams, and posts are weather beaten telegraph poles, the place looks very old, though it was erected only a few years since. In California, these hotels follow the

mission architecture which was engrafted on the region by the Spanish padres so that it "belongs" to-day as completely as any character of building anywhere.

One who has time should always go to Santa Fe. This is the capital city of New Mexico, founded in 1500 or so, therefore one of the two oldest, if not the very oldest settlements on this continent. And nobody can mingle with the Mexicans and Indians for even a little while without learning to like them. In this respect they are similar to other peoples. They need but sincerity to reveal their charming qualities. Hence, people of true culture, those whose habit it is to look below the surface of things, choose to live in these places, to lift up these people and incidentally learn, or rather absorb, a lot of peculiar benefit themselves. It should be remembered, too, that to lift up is altogether different from to "up-lift!"

So I went the familiar way again. Breakfast at Needles, 103 deg. in the shade if you could find any shade, but also not so hot as Norfolk at 85 deg. Hoof and mouth disease quarantine in Arizona kept us closely to the train. But next breakfast at Albuquerque, lunch at Las Vegas—The Meadows—and dinner in Trinidad—which means the Trinity—and other meals through Kansas to Kansas City were on usual schedule. No use trying to describe the charm of Colorado in such a two by twice tale as this, so let us get into Chicago and on our way! But before I leave the Santa Fe, let me urge all to go by that road at least once—and leave all "literature," cards, "refreshments" and other banalities at home so that your eyes may be free to take in a lifetime of education on the way, and your faculties in condition to absorb and mentally digest it.

Chicago took me to the stockyards, which I have seen at intervals for forty years or more, but which I like to check up occasionally. Tuesday and Wednesday, June 24 and 25, I spent in Dayton with the wonderful Cash Register folks, those enlightened people who realize and practice the truth that to serve yourself best you must serve others without thought of self. They "put me to work" as they called it, by making me speak to a bunch of restaurant keepers" in convention assembled, the Dayton Advertising club, and their own sales organization; but they got nothing on me! Not only did I enjoy every minute of it, but, as usual, I got much more than I gave.

Next morning I caught up with my wife, who had gone before me, at Buffalo, and together we went through Niagara Falls, which we had visited thirty-five years before on another errand. Thence on to Toronto for the Ontario Grocers convention. We were driven all over the town by B. T. Huston of the Canadian Grocer, stopping at his charming home near a wonderful park. The park, by the way, was the gift of a man who willed his farm to the city, some 350 acres of hill and dale woodland, most picturesquely overlooking Lake Ontario. That evening was the usual two hour talk to the grocers—another instructive time for me, because Ontario grocers

are such an up-and-coming crowd of well-posted merchants.

Friday afternoon, June 27, we took a Canada steamship boat out of Toronto to begin the trip to and through the famous Thousand Islands. Naturally, no experienced traveler expects luxury everywhere. He must look for variations. Indeed, he enjoys such things. But this ship was a disappointment because of things not at all necessary. Our room was on the top-most deck. It should have been delightfully airy, but the only window was about a foot deep by 18 or 20 inches wide, and there was no cross ventilation whatever. A man with an inch bit could have made things comfortable in fifteen minutes spent in each of those rooms by boring a dozen holes in the door panel. As it was, two people, accustomed to plenty of night air, nearly smothered in the middle of Lake Ontario where breezes are at a discount.

And it was not hot. In fact, the coolness revealed our next cause for complaint. The two bunks were made up with sheets only and there was but one blanket. Another was brought after two people had responded to the bell—and that, of course, meant a tip.

This tip evil is exaggerated on these boats. One cannot carry his own bags because at any station or changing place the way to the baggage deck is roped off a long time in advance of the landing. The boys, therefore, have to take your checks and carry for you—unless you are hard boiled and thick skinned enough to be "nahsty" about it—and so there are quarters here and half dollars there unexpectedly and needlessly for most people. The meals are table d'hote, so you have no choice between paying a really high price or going hungry.

Breakfast, \$1.25 plus tip, is too high for many people. Lunch at \$1.50 plus tip is a simple outrage. Either meal is worth all of sixty cents—perhaps 75 cents. Dinner at \$1.75—well, taking the tip into account, can you not think of many who want to eat for less, even on a pleasure jaunt? I can! Yet that was the only meal that was worth anywhere near the charge.

Lastly, there is a little too much of "Not Allowed" about those boats to set well with people as able to observe the fitness of things as Americans are.

The trip was very beautiful—no question about it. It was far too lovely for me to try to describe. You must go and see it for yourself. But because of these petty annoyances and the knowledge that the morrow would involve several transfers, portages, luggage hauling and further mulcting in tips, we cut out Lakes Champlain and George, ran through to Albany by sleeper and took the Hudson River bay boat next day.

'Tsal right, y'understand, to get while the getting is good. The season is short and tourists are legitimate prey—maybe! But I am here to say that the beautiful, roomy, luxuriously furnished river boat was a relief. It was a joy to have the choice of table d'hote or a la carte, cafeteria and other items, and to be charged five cents per parcel in the storage room. I hope those other boys will amend their ways!

Paul Findlay.

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

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The Old National

Outcome of the Cooperman Failure.

Dowagiac, July 29—Last week Asa K. Hayden, of Cassopolis, and trustee of Nathan Cooperman, bankrupt, received the sum of \$5,716.24 in satisfaction of the judgment and decree rendered by Judge Sessions at the suit brought by Mr. Hayden, as trustee in bankruptcy, against George H. Little, of this place.

Last August Nathan Cooperman, who had been a prosperous merchant at this place filed a voluntary petition in bankruptcy showing no property or assets and liabilities scheduled to the amount of \$328,390.02, except, however, a claim against Little based upon an agreement made early in the summer of 1922, whereby Cooperman gave to Little a chattel mortgage for \$7,500 upon a stock of goods which was estimated to be worth fully \$20,000. The interest was not paid on the chattel mortgage when due, but later the mortgage was reduced, Cooperman claimed, to the sum of \$7,000, when it was agreed between the two parties that to conserve the property, a sort of mortgage foreclosure proceeding should be had and Little was to receive what was due him, and after the mortgage sale the property returned to the bankrupt. A big sale was advertised, the goods sold, and Little received what was due him, and later, without the knowledge or consent of Cooperman, sold—the remainder of the stock to Detroit parties for \$9,000.

The matter was finally tried before Federal Judge Sessions, at Grand Rapids, two weeks ago, and resulted in the above judgment being rendered by the Judge. Prior to the trial of the case, Little surrendered to the trustee the sum of \$816.11, making a total of \$6,532.35 received by the trustee, and which amount was the profit received by Little over and above the amount due and owing to him and the costs incident to the foreclosure sale and the amount he received from the Detroit parties after he had retained the amount due him under the chattel mortgage.

The decree of Judge Sessions is in keeping with the intent and meaning of the bankruptcy statute to reach just such illegal and fraudulent transactions, and in this particular case, like many other cases, the court of bankruptcy was the only place where the transaction could be replaced.

Creditors who were beguiled and victimized into trusting Cooperman to the amount of nearly \$30,000, and who a year ago hardly expected to ever receive anything at all in payment of their claims, will now receive, after the payment of all expenses, dividends from 10 to 20 per cent.

Trustee Hayden, who is the present Prosecuting Attorney of Cass county and candidate for re-election, is receiving congratulations by local as well as foreign creditors for the active, energetic and prompt manner in which he brought suit and secured both from referee in bankruptcy Banyon and Federal Judge Sessions a restraining order against Little, preventing him from disposing of certain property owned by him in Dowagiac, and also by impounding certain funds were deposited to the credit of Little in the Dowagiac banks as trustee, and in his own name, until a decision was rendered by Judge Sessions, whereby the above decree was entered and the judgment obtained.

Winternitz Visits the City Where He Was Born.

Prague, July 10—I am now in this wonderful old historic city, the place of my birth in 1854. I was born here in a house known as the King's bath, near the celebrated stone bridge which leads to the old castle, now the home of the President of the new republic. On arrival here I found the Tradesman of June 25, which waited for me two days—some service.

The trip from the rich mountain

city, Reichenberg, is very interesting. The scenery is beautiful. Everything is green and everybody is busy in the fields. The old castles, of which Bohemia has a plenty, look as if they had new coats of calcimine and felt happy over the birth of the new republic. I paid 48 crowns for my fare here. It is only \$1.75 of our money. I am domiciled at the Hotel Paris, where I have a fine room with modern conveniences for 32 crowns or \$1 per day and night. I took an early walk to start with. The old power tower is the same as forty years ago, when I left this old burg. Well do I remember when as a child I saw the Prussians rave through it in 1866. What a difference from to-day! Everybody now seems peaceful and attending to his own business. The streets are full of people. Beautiful new modern buildings have taken the place of the old ghetto and a new city has opened up there, a credit to any community. You see mostly Bohemian and American signs and flags. The U. S. Shipping Board has a very prominent office here on the Grafen, a main thoroughfare. Just called up a cousin of mine who is a very prominent X ray doctor here and we will breakfast together. I called on my former employer's sons. They have large cotton mills now. I had a fine visit with the boys. Some of my old associates are still at the same old desk they occupied forty years ago, but the business has prospered. They have several new enterprises and earn a good living.

Everything you find on the streets now is Bohemian, English and French. The German language is not tolerated here. I took a street car ride and, to my great surprise, found an illustrated newspaper on the car furnished by the company for its patrons. The straps for strap hangers have a porcelain grip with advertisements on. I tried to locate some of my old chums, but most of them are dead and the living ones are near dead—in their actions anyway. A lady tried to pay her carfare with copper, but the conductor refused to accept it. One crown is equivalent to three cents of American money.

Yesterday I was in the country and enjoyed a visit with a country hotel landlord. He showed me some beer glasses which formerly had the pictures of Emperor Franz Joseph and Emperor Wilhelm embossed on them. He had to have the glassware recut and the pictures planed off, otherwise the authorities would confiscate his glasses. Nothing of the old empire can be used. That's housecleaning for fair. L. Winternitz.

Women Buyers Demand Intelligent Salesmanship.

"Not long ago I was in a store looking at a thimble. I asked the young woman behind the counter if it was a silver thimble and she informed me that she was there to sell thimbles, not to tell what they are made of. Service of that nature is not what the woman buyer expects and demands of the store which asks her patronage," said Mrs. E. C. Patterson, Minneapolis, in speaking on "The Merchant as Seen by the Customer," at the recent convention of the Minnesota Retail Dry Goods Association.

"Women want service as well as good goods at fair prices," Mrs. Patterson told her auditors. "If you and your salespeople will take a human interest in us you will find that it has a strong appeal. We like to feel that you folks in the stores are interested in us and in our plans, that you go further than merely wanting to exchange merchandise for the money which we possess.

"Intelligent service by an interested, pleasant saleswoman or salesman is probably the one best road to our good will and patronage. We assume that the person waiting upon us is well enough acquainted with his or her goods to be able to tell us why one quality or brand is better than another. Yet it is a lamentable fact that many clerks can't begin to tell us as much about the goods they try to sell us as the catalog can; and the catalog gets the business as the figures of the firms issuing them reveal.

"We expect also that the clerk will be familiar with common trade names and not be like the young woman who, with a perfectly straight face, told me not so long ago in showing me some hosiery that they were 'mesmerized.' Of course I knew what she meant but that did not make me think any more of the saleswoman, the merchandise or the firm which employed her."

In the course of her interesting talk Mrs. Patterson stated that her buying experience had been from three different angles, several years as a resident of a farm in Southern Minnesota; several as a resident of one of the state's smaller cities; and several as a resident of Minneapolis. That the same qualities of service and good merchandise at fair prices which appeal to the woman in the one environment appeal to the woman in the other was her suggestion to the dry goods merchants.

"The home town store, owned by a pleasant individual with a desire to really serve his people, and manned by an intelligent, interested, human lot of salespeople, appeals to the woman buyer more than does the store which is one of many owned by a firm, the local manager of which takes no pride or interest in the town, never comes to know his neighbors, never goes to church, and apparently has no use for anything save the dollars of the people of the community," she said.

That the effort made to make and keep the salesroom neat and tidy, with that cleanliness which the housewife maintains in her own home and with goods attractively displayed, exerts a

pronounced influence on feminine buying habits was her assertion.

"To-day merchants in the smaller towns and cities face a new competitor—gasoline," Mrs. Patterson remarked. "Don't under-estimate the strength of this competition for if you do you will find that the people whose trade you wish will motor to the nearby or the distant town to buy their goods. Intelligent salesmanship coupled with goods at fair prices, all housed and displayed in neat, attractive quarters will help keep much of this trade at home.

"Don't underestimate the good will of your local women's club or clubs. They can help you quite as much as can the elks, the camels, the lions or any other animals," was her parting admonition.

Extent of Usefulness of a Hen.

It is not many years since it was an open question whether there was a possibility of producing a hen that would lay 200 eggs in a year. Not only has that been achieved, but hens have laid 300 eggs in a year. Still further, there have been hens that laid 1,000 eggs in a life time of six years. Now it is known that every hen is born with the capacity for laying more than a thousand eggs containing in her person that many oocytes or undeveloped eggs. To crowd egg-laying capacity, therefore does not violate the provisions of nature. This, however, does go to show that the theory that a hen necessarily passes her period of usefulness in two years is a mistake. The aim of the egg producer, as a result of late scientific knowledge, should be to preserve the stamina of the hen and keep her for four or five years of laying. That can only be achieved by proper feeding and the provision of proper sanitary environment. There is great waste in raising chicks every year or two and being obliged to market the males at figures which lack profit in many cases.

The reason man doesn't make his toilet in public is because he thinks the existing make-up flawless.

Everybody's Dancing at Ramona Park Casino these days

Come out tonight and enjoy a Real Dance and Real Music

Dollavo's Ramona Syncopators

Masters of Modern Dance Music

"They Just Won't Let Your Feet Behave"

Dancing 8:30 until 11:30

"The Best Dancers All Dance at Ramona"



Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Fall Glove Prospects Bright.

The silk glove market was practically killed by the sudden change from cold to hot weather this Spring, but indications are that the Fall demand for gloves of kid and other leathers will be up to normal. Retailers' stocks are small, and there has been no anticipation of wants. There is a slight tendency to get away from the mocha slates into fawns and beavers, with a return to tans and lighter shades generally in the cape gloves. A grain deerskin in a cream shade, introduced last year, has continued in popularity, business having doubled in this item. In women's gloves very short novelty cuff effects in a variety of colors and designs are strong, both in glaze and suede. Stocks are low in these novelties, as importations have not been so lavish as in former years, and domestic manufacturers have not been making up these goods in large quantities.

Wider Bracelets Coming In.

Even wider flexible bracelets than those lately in vogue are now coming into popularity, according to reports from the jewelry trade. Some of them run up to an inch in width, but to date the best sellers have measured about half that. They are being bought in both precious and semi-precious stone effects, with two aquamarine-set bracelets selling in the latter variety to one containing any other type of stone. Other semi-precious stone bracelets, with the gems large enough to occupy the greater part of the setting, make use of black onyxes, garnets, topazes and amethysts. The finer goods, set with diamonds, emeralds and other precious stones, are moving quite well, but the bulk of the business in precious stone bracelets is being done on pieces in which quality is subordinated to show.

Men's Neckwear Fairly Active.

Fair business in the higher grades of men's neckwear is reported in quarters catering to the better class of trade. The outstanding lines for Fall and Spring are brilliant regimental, club and school stripes in reps, moires and poplins. Foulards are waning somewhat in popularity, even for mid-summer wear, although the better grades are always popular with some exclusive shops. Silk and wool mixtures, it is said, are also waning somewhat. In some quarters there is again a call for grenadines, although retail-

ers, through special sales of these goods, have somewhat lessened their popularity with the better grade shops. Striped rep silk reefers retailing at about \$7.50 are a leading item with one manufacturer. They are so woven as to have a border design, and measure 50 by 18 inches.

Sells \$300 a Year From Table.

George S. Merriam, Keokuk, Iowa, does not have to be told that the little shelf loafers will bring in some good business if they are only given a chance. This firm placed a small goods table near the front door. All the small seasonal suggestions were there and Mr. Merriam estimates that the table has sold him at least \$300 worth of merchandise in a year's time.

No attempt was made to keep track of the goods sold from this table and it might be safe to say that considerably more than \$300 worth of merchandise went out to say nothing of the sales created in other lines by having more folks come into the store. The 10 cent toys on this table sell the year around. Halter snaps go with nearly every purchase of nails.

Hosiery Buying Tapers Off.

A cessation of buying activity has occurred in the local hosiery market, but it is looked upon as only temporary. Leading factors in the primary end of the trade are positive that the turn in business for the better is not far off. Even when the quiet of the past week is taken into consideration a decidedly improved tone is apparent, as compared with a month ago. A fair amount of business is reported in infants' and children's goods at the new prices. There is also a slightly better tone to the staple cotton hosiery lines, as well as to silk and wool socks for Fall delivery. Opinion in the market is to the effect that prices of silk hose are now at rock bottom, due to the upturn in raw silk quotations.

Like Tailored Silk Lingerie.

A tendency toward tailored silk under garments is noted by manufacturers of this merchandise, according to a bulletin received yesterday from the United Underwear League of America. Fall lines are now ready, and among them, in addition to the lace-trimmed and embroidered garments that are always of some importance in the holiday trade, there are many of a fine quality silk with bound edges and with only hand run tucks and a drawn work for trimming. Nightgowns and envelope chemises in these patterns are of American workmanship, but are modeled after French undergarments. Orchid and peach promise to be the most popular colors for the new season.

To Combat Fraudulent Failures.

Plans are under way for the formation of a special group of men's furnishings wholesalers who will agree not to sell merchandise on any basis to a retailer who has been involved in a failure or composition settlement in which there was evidence of fraud. This is announced by Willard B. Stevens, Secretary of the National Wholesale Men's Furnishings Association, who added that six leading firms had already signified their intention of joining this group. It is planned to

feature on the stationery of the participating firms a statement that they do not sell to fraudulent debtors. This may take the form of a slogan, which, it is thought, would be an aid to the furtherance of the movement.

You cannot hate and reason at the same time. If you hate you cannot reason. If you are reasoning you cannot hate.

Remember, no commodity remains forever below cost of production.

OUR FALL OPENING

is now on and will continue
until August 15th

COME and see us when you visit the market—
as we would like to know you better and of course we would like to sell you millinery.

But if you are just looking for information, or service, or suggestions, come in just the same, you are always welcome to the best we have to offer.

Our primary purpose is to ship each customer's order with a view to future business.

CORL-KNOTT COMPANY
GRAND RAPIDS, MICHIGAN

The Cotton Situation!

The government cotton report of a few days ago came as a distinct surprise to the trade. The present figures show a condition of 68.5% which points to a yield of only 11,934,000 bales, which is much too small figuring consumption and exports over a period of six months. Not only the general crop advices but the condition reports, collected by all private concerns indicated a much larger yield than was estimated on July 2nd.

As inclination to operate on the long side of cotton developed last week and produced an active market at advancing prices. Raw cotton rose violently 2c per pound and was quoted above 35c per pound.



**"DO YOU KNOW
WHAT THIS MEANS?"**



Many shrewd merchants will lose no time and at least partially cover their merchandise needs for the next 60 or 90 days. Indications point to sharp advances on cotton goods. Let us help to remind you about your Fall merchandise: "Underwear, Sweaters, Wool & Cotton Sox, Sheep Coats, Mackinaws, Flannel Shirts, Blankets, Outings, etc.

"DO YOU ALSO REALIZE THE IMPORTANCE OF"

The Sensational rise in the grain markets. It appears as though the farmer is beginning to come into his own. Better prices to the farmer means increased business volume for you.

Wholesale dry goods business continues to reflect improved business conditions. Reports collected shows that merchants in the agricultural districts are greatly encouraged over crop prospects and are broadening commitments.

BE PREPARED WITH COMPLETE STOCKS.

Ask our Salesmen, who are carrying complete sample lines.

GRAND RAPIDS DRY GOODS CO.
EXCLUSIVELY WHOLESALE

The House of Friendly Service.

Spanish Modes Prominent in French Hats and Garments.

The Spanish influence in women's apparel and millinery has become more pronounced since the Grand Prix ball, according to cable information received from Paris by the Retail Millinery Association of America. Most of the leading houses, the cables say, feature a Spanish touch in dresses, hats, and trimmings. This has resulted in a lively demand for Chantilly lace, comb motifs, and pompon and frelot effects.

"Wide-brimmed, tall-crowned Spanish sailors are displayed, together with long-fringed scarfs and shawls," the bulletin of the association says. "They are shown in felt, velvet, plush, panne, leather and wide ribbon. New materials include a duvetine printed to stimulate leopard skin, as well as a thin tissue duvetine that is regarded as very smart.

"Reboux's latest idea in felt is shaded, in an ombre effect, and is used in plateaux and hoods, loosely draped or arranged in overlapping folds. A striking chapeau from Lewis is trimmed with bands of looped ostrich, gilt ostrich flowers and a long streamer of black lace, fringed with a deep border of ostrich.

"Anything resembling the aigrette is featured—a sure tip for Autumn buying. Parisiennes are extremely fond of paradise, crosse and heron at present, and substitutes for use in this country are plentiful. Reboux shows a black tiara hat slightly tricorné, trimmed with four long touffes of heron projecting far beyond the sides.

"Metal plaques, plain, embossed, filigree or carved, are popular trimmings for the tailored hat, as are small birds, bees (the Napoleonic emblem) and tiny reptiles of silver or gold. Another ultra-new trimming note is the Chinese or Japanese monogram, painted in gold, black and white on fabrics, and even quills and wings.

Fall Coat Stocks None Too Heavy.

Cloak manufacturers' stocks are low, and an acute shortage of models in the latest smooth-faced fabrics when cool weather comes is predicted by the manufacturers. The head of one of the largest coat houses says that the policy of hand-to-mouth buying will result this year, more than ever before, in a scramble for merchandise by September. Mills have carried over large quantities of the pile fabrics so popular last season, when there was great overproduction of them, and as a result have been unusually cautious in manufacturing piece goods for Fall. There is, therefore, a real shortage of the new fabrics. Of these the suede-face materials are most favored for coats, in Autumn shades that include browns, reds and some greens. The furs that are best adapted to these fabrics as trimmings are Jap mink, squirrel and beaver.

Find Credit Situation Sound.

Leading wholesalers of shirts, collars and neckwear find little change in the credit situation. They say business is quiet, with no large bills falling due because of the hand-to-mouth buying policies of retailers. The latter, on the other hand, find no marked trouble in meeting their payments for

the same reason, although the consumer demand is sluggish. Greater care is also being taken in extending credit, the wholesalers now imposing definite limits. A comparison of the aggregate orders for the first six months of this year, it was said yesterday, would show about the same volume as for the corresponding period in 1923. The feeling is that the latter half of 1924 will show better results than were seen last year.

Imported Rugs Selling Better.

Decorators who for some years past have used only plain carpets are turning once more to Oriental rugs as being more decorative than the solid-color chenilles, according to the head of one of the largest importing houses. At the May openings there was very little buying of imported rugs, and business was unusually quiet throughout the Spring and early Summer. In the last two weeks, however, there has been some activity and the indications are that Fall business will be up to normal. Prices are firm, and it is possible that there may be a 5 per cent. advance later in the season. Merchandise is coming in satisfactorily, and there is no shortage of the medium grade rugs. In the finer weaves, however, there is some scarcity in the most popular sizes.

Wide Belts Are Called For.

The new high-waisted, wide-legged trousers have created a demand for a wide belt that is one of the best-selling items on the list of a manufacturer of the more exclusive haberdashery. Tailors are making the belt-loops larger to permit the wearing of wide belts, as young men refuse to wear suspenders, especially in hot weather, and the narrow belts are not satisfactory worn with the English type of trousers. Many of the new belts are made of silk webbing in brilliant college and regimental colors. The latest model, however, is a two-inch belt of cowhide with a large plated brass buckle. This style also comes with the double-ring or "cinch" buckle that was popular twenty years ago.

Haberdashery Novelties Do Best.

Extreme depression in shirt sales is reported in all but the best and most exclusive lines. A number of novelties are being shown to buyers, one item being a stiff pleated shirt in color, with a stiff attached wing collar of the same material. The colored collar, separate or attached, has come to stay, according to a leading manufacturer, who is also having success with pajamas in the long coat effect with belt. The materials include both mercerized prints in brilliant Paisley designs and a wide variety of shirt materials. He reports that only striking novelties in the best grades are showing activity at the present time.

Women's Umbrellas Are Novel.

Women's umbrellas and parasols are being shown in a wider variety of styles and prices at present than ever before. The sixteen-rib models, with very thick and very short handles and rods and stub ferrules, are superseding the more conventional styles in most quarters. They come in many different colors and color combinations, black and white stripes and plaids be-

ing especially smart. Most of them have borders in two-tone or contrasting color effects. The handles of the newest models are of hand-carved bakelite or coral, with silver-tipped ribs and ferrules. The wholesale prices range from \$4 to \$18.

Contrast Liked in Handbags.

The newest handbags for women are shown in effective combinations of two different kinds of leather in contrasting colors. One leading house is having great success with bags of this type. They are flat, either square or oblong in shape, and are made of combinations of patent leather and morocco in stripes and checkerboard effects. They are fitted with mirror and comb, and have either top handles or back straps. The wholesale prices range from \$24 to \$30 a dozen. The same house finds a demand for flat beaded bags. The pouch shapes are no longer in favor except at an extremely low price.

Nine-Inch Veilings Liked Most.

The most popular veilings at the moment are the nine-inch widths, with borders of metal thread varying in width from half an inch to three inches. Europe and fashion centers are showing this style almost exclusively, said a leading importer recently. There are also many drapes selling, ranging from semi-circular styles to large squares. Tulle scarfs, measuring 18 by 72 inches and ranging up to 36 by 72 inches, are extremely popular in black, white and all the evening shades. Most of these scarfs are fringed on the ends and some all around. They are also having a tremendous vogue in Europe.

Sizing Up Lightweight Fabrics

Manufacturers of men's clothing are beginning to show some interest in light-weight fabrics. Their activity, however, is more in the nature of a desire to sound out the price situation and to get working information than to place actual business. One thing stands out, however, and that is the interest shown in flannels. Mills that have not made them for years and clothing manufacturers who have not shown suits of these fabrics recently are going in for them strongly. One well-known agent said the indications were that the trade would be "flannel mad" for the next season.

More Fall Dress Goods Orders.

Orders for Fall dress goods are be-

ginning to shape up better in this market. This applies particularly to woolen fabrics, which have lagged for some weeks as a result of the call for silks. The prevailing opinion is that the market in dress woollens during the next few weeks will be much more active, reflecting the visits of retail buyers to this city to cover a portion of their Fall ready-to-wear needs. This purchasing will force more buying by the cutters-up, whose stocks of piece goods are known to be light.

Flannels in Favor For Fall.

Despite their marked popularity during the Spring and Summer, no dropping off of the interest of buyers in flannels as Fall fabrics has been noted here. Printed and woven stripe effects again are well to the fore. The leading colors are the rust-mahogany shades, copper and gold browns and varied greens. For lining purposes, plaid flannels have been in strong demand. Present indications are also said to point to flannels as a notable feature of the forthcoming Spring lines of dress goods.

Somebody Forgot His Cue.

It was a sleepy sort of day, the class was about half the usual size and the "Prof" was calling the roll in a half absent manner. To each name someone answered "here" until the name of Smith was called. Silence reigned for a moment only to be broken by the instructor's voice.

"My word! Hasn't Mr. Smith any friends here?"

Lily of the Valley.

Written for the Tradesman.

Fashioned out of loveliness
With rising bells to re-express
The inner purpose of thy will
To bloom with higher beauty still

If that could be
This hour for me.
And yet thy tender stem and form
Survived a winter's sleet and storm
In frozen earth
To tell the worth
Of life's vicissitudes.

And when we see this life that is
Who shall deny 'twere better far
With all its dire adversities
That breasts were bared to take their scar
For all of those
Who ever rose
Above the dross of their day
Possessed through it that nobler sway
Which holds them fast
Until at last
It makes them worthy men.

Charles A. Heath.

When you are told to do something and don't get it done, try to dig up a better excuse than "I didn't have time."

Our Salesmen start August 4th with a *complete line* of goods for fall and winter use.

Flannel Shirts
Sweaters
Sheep Skin Coats
Mackinaws
Outing Flannel Night
Gowns

Two fine numbers of work shirts, made up of heavy cheviot, in blue and grey. Sizes 14 to 17. Special \$7.25 dozen.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan



The Necessity of Municipal Meat Inspection.

People in general are becoming more and more concerned with what they eat. This is especially noticeable in cities where an inspection of restaurants, candy kitchens, boarding houses and milk plants is maintained. In spite of the fact that meat forms about one-third of the diet (approximately 180 pounds per capita per annum) of our people it is usually one of the last articles of food brought under the supervision of our municipal food inspection service.

It has been estimated that about 65 per cent. of the animals prepared for food in the country are inspected in packing houses in which the inspection is under the supervision of the Federal Meat Inspection Service. Statistics gathered at these houses show that certain percentages of the different species of animals slaughtered are affected with some disease or condition that renders them, either in whole or in part, unfit for human consumption. The owners of these abattoirs of course, realize this and attempt to purchase only animals which they believe to be healthy. This means that the animals they do not buy are diverted to slaughter houses where no such inspection exists. The result is quite obvious.

In some respects we Americans are a peculiar people. Our meat inspection laws are an evidence of this. Up until 1890 we had no National meat inspection laws to protect the health of our people. During the decade beginning 1880 European nations realizing that we were not to a very marked degree particular about the condition of the meats we ate, decided to safeguard their own peoples by declaring an embargo against meats imported from our country. As a result our first Federal meat inspection laws were enacted. Therefore, the Europeans literally forced upon us a safeguard to health which we ourselves should have provided voluntarily. Even this first law was not aimed to protect our people because it provided only for the inspection of export meat. Later, however, this law was extended so that it included also meat that was to go into interstate trade, but even to this day we have few state laws that require inspection of meats dressed and distributed within a state. Some few municipalities make provision for the inspection of this meat by enacting and enforcing municipal meat inspection ordinances.

The purposes of the meat inspection as outlined by our Federal Meat Inspection Service, are four fold:

1. To eliminate diseased or other-

wise unwholesome meat from the general food supply.

2. To see that the preparation of the meats and products passed for human consumption is performed under sanitary conditions.

3. To guard against the use of harmful dyes, preservatives, chemicals or other deleterious ingredients.

4. To prevent the use of false or misleading names or statements on labels.

There is much confusion among people concerning the meaning of the word "disease" when applied to meat inspection. Perhaps it would be better to discard the word entirely and speak only of meat unfit for human consumption and of meat fit for human consumption. However, if we use the word "disease," we must bear in mind that there are different degrees and different types of disease and that possibly no animal is 100 per cent. normal in all respects. But that does not mean that every animal is not fit for food any more than it would mean that an apple with a bad spot in it, or a bunch of grapes containing a few spoiled grapes on it, would not be fit to be eaten. What most of us would do in these latter cases would be to remove the bad spot with a knife or pick off and discard the spoiled grapes and eat the remainder.

Just so is it with the carcasses of food producing animals. Many are the conditions which, when localized or walled off from the rest of the body, may be removed and leave the remainder of the flesh wholesome. On the other hand these conditions may be so extensive that none of the meat is considered healthful for consumption. Still other conditions, no matter how slight they may be, may render the meat totally unfit for food. Therefore the inspection of meat must only be placed in the hands of individuals trained in animal pathology, bacteriology, animal husbandry and allied sciences.

When meat inspection in the United States was in its infancy only dressed meats were examined. This is also the only inspection of meat that is required in some cities. While this is better than a total absence of inspection, it is far from being a perfect safeguard. A food producing animal may be suffering from a condition that may render the entire carcass unfit for food, yet the appearance of the dressed meat alone may not reveal the condition. Hence meat inspection should commence with an examination of the live animal. Then during the process of dressing, a careful examination should be made of the head, then of the viscera and finally of the dressed carcass as a whole. Of course sub-

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ELBERTAS ROLLING SOON

CARS ROLLING DAILY

WE SELL ONE PACKAGE OR A CAR LOAD
NO ORDERS TOO SMALL

KENT STORAGE COMPANY
GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
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sequent examinations should be made of the carcass and products prepared from it because improper handling may bring about decomposition changes or harmful preservatives may be added.

The importance of thorough inspection of meat is suggested when it is brought to mind that a number of infectious diseases of food producing animals are transmissible to man. Belonging to this group are tuberculosis, paratuberculosis, pseudotuberculosis, actinomycosis, botryomycosis, anthrax, rabies, glanders, foot and mouth disease, variola, tetanus, malignant edema, septicemia, and pyemia. There are a number of infectious diseases of food producing animals which are not transmissible to man, but for esthetic reasons and because of the fact that the keeping properties of meat from animals affected with them is very poor, they are not utilized for food in abattoirs where an efficient inspection service is maintained. Certain parasites of animals are transmissible to man. Pork and beef measles and trichinae belong to this category. The two former conditions are the precursors of two of the tapeworms which infest man.

An attempt has been made in this brief paper to state the purpose of meat inspection, to show the necessity for municipal inspection to cover the 35 per cent. of meat originating in abattoirs not under Federal inspection, and to urge that health officials and all others interested in a safe and wholesome meat supply to do all in their power to hasten the enactment of municipal meat inspection ordinances.

R. A. Runnells.

Presence of Vitamins in Margarine.

One of the most important tasks of science is to discover or devise new foods. Each year as the population of the world increases the drain upon natural food resources becomes heavier. Chemists and nutrition experts are constantly searching for new substances which may be utilized for human food and new ways of treating and combining foods already known so as to increase their nutrition value.

For the past two and one-half years chemists have conducted experiments to establish more accurately the food values of vegetable margarine. The research has been in charge of Dr. Philip B. Hawk, formerly Professor at the Jefferson Medical College, Philadelphia, and now Director of the Research Laboratory, Powder Point School, Duxbury, Mass. His latest report declares not only that the vitamin content of margarine is equal to that of the best creamery butter, but that the percentage of vitamins is constant and does not vary as in butter.

The fact that vegetable margarine contains vitamins is important to every retail distributor because this question of vitamin content is constantly arising. The chief handicap to margarine sales was the fear on the part of the housewife, who is becoming very wise in these matters, that margarine did not have as high a food value as butter. Dr. Hawk has settled this question in a manner satisfactory to all concerned.

The schools and colleges and the

household magazines devote so much attention to dietetics nowadays that the average woman is keenly interested. She expects the grocer from whom she buys her family's daily food to have at least a working knowledge of this subject. To quote from Dr. Hawk's report:

"In my laboratory, my associates and I have repeatedly carried out researches upon the various vitamin content, but the vitamin studies which seem to me to be fraught with the greatest practical importance are those involving Vitamin A. These are concerned principally with the investigation of margarine and butter.

"As a matter of fact, all butters are not of equal value from the standpoint of their content of Vitamin A. Not only do different butters vary greatly in the amount of this vitamin which they carry, but occasionally a butter is found which is very deficient in its vitamin content. The vitamin value of butter is apparently influenced by the food eaten by the cow as well as by the season of the year, the age of the animal, etc.

"Not so very long ago, I had occasion to compare the relative food value of butter and a representative vegetable margarine. In this investigation we took normal men and fed them these fats as they are eaten by the average individual. Then, by means of the most modern of scientific tests, we learned how these foods acted in the human body. In other words, we learned what the stomach and intestines had to say about vegetable margarine and butter. And when the tests were all completed, it was found that the vegetable margarine was just as digestible as butter, that it had as high an energy value and that it was just as completely absorbed from the intestine. In other words, it was equally as satisfactory a food from the above viewpoints as was butter. Such a margarine is also a very economical source of the energy-producing fat which we all need. The digestibility and energy values of this vegetable margarine being fully equivalent to these values possessed by butter, it would seem that the use of it by the public in place of butter is a perfectly sane dietetic policy."

\$20,000 a Year in Oil Stoves.

Sometimes it takes a little thing to start sales growing beyond the highest expectations. Four years ago the Merkle Hardware Co., Quincy, Ill., concentrated on one line of vapor oil stoves. A demonstration was held and considerable advertising was done. The sales for the first year amounted to \$1,500. The second year showed over 100 per cent. gain—\$3,500. The third year sales had jumped to \$10,000, and the fourth year the record went to \$20,000. As an example, this firm sold fifty-two stoves in fourteen days.



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Look for the Perfection label on
Pancake flour, Graham flour, Gran-
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THERE IS MONEY
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STOVES AND HARDWARE

Michigan Retail Hardware Association.
President—A. J. Rankin, Shelby.
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Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in August.

Written for the Tradesman.

During August, the hardware dealer must face the problem of disposing of broken lines and odd lots of seasonable goods. By the end of July, the seasonable demand will be pretty slack. People who have got thus far without buying refrigerators, ice cream freezers, screen doors, hammocks and similar hot weather conveniences will have pretty well decided to get along without them for the remainder of the summer; arguing that it is better business to postpone buying until next season and get the full season's wear out of the goods the first year. For people are naturally reluctant to tie up their money in such articles for the sake of only a few weeks' use at the fag-end of the season.

Even this late the pushful and energetic dealer may still find it possible, by aggressive methods, to sell these lines at regular prices. But by the middle of August the selling season for these lines is definitely past. To induce the average man who has not yet purchased to buy hot weather goods this late in the season, special price inducements must be offered.

Under such circumstances, the temptation is strong to carry over the goods for another year. It is, however, a good rule: "When in doubt whether to sell seasonable goods or carry them over, by all means sell."

Where goods are carried over, there is bound to be a certain amount of depreciation, with resultant loss. The dealer also loses the interest on his investment. He leaves a lot of money tied up—money he would find good use for in stocking up for the Fall and Christmas trade. In fact, right now, a quick turnover of these hot weather lines is eminently worth while.

In brief, it is good business to clear out these lines and get in the money. So that, toward the middle of August, if not earlier, a grand rousing mid-summer clearing sale will be in order.

Cut prices are never good business; but a bargain sale is a perfectly legitimate undertaking. It represents merely the rapid liquidation of a loss that is almost inevitable were the goods to be carried over. On the one hand you have the prospective selling value of the article ten or twelve months hence. Against this set depreciation, loss of interest on investment, storage charges, loss through lack of funds to handle your Fall trade as it should be handled. The result of this simple problem in subtraction should give you

the approximate figure at which it will pay you to offer your hot weather goods right now, with the close of the season a few weeks distant.

This cut in prices compensates the buyer for the limited use he will secure, this season, from the article into which he puts his money.

The hot weather, generally, has not yet reached its peak. Indeed, the season in most places has been comparatively cool. Now is the time to look over your stock and see how the various seasonable lines are moving. Do what you can in the next week or two to push the sales in these lines, at regular prices.

At the same time, study these lines, and size up the general situation. When you have gauged the probable amount of left-overs, you can tell whether or not it will pay you to put on a special mid-summer sale and turn these odds and ends of stock into ready cash.

Here is one thing to remember. If you decide to put on a sale, make it resonant and striking enough to advertise your store to the whole community. Don't be anyways half hearted about it. Play up your mid-summer clearing sale. Use it, not merely to clean out these odds and ends of stock, but to bring new customers into your store.

I remember one small city dealer who had been almost religiously opposed to special sales. One season owing to bad weather conditions he faced the necessity of carrying over a lot of stock—and he needed the money. He tried a sort of half-hearted special sale—five per cent. off here and two per cent. off there, and not a real bargain in the list. And nobody was interested; and still that dealer needed the money.

Right then he decided he might as well be hanged for a sheep as for a lamb. He knew he was ruining himself, but it looked like ruin anyway. He went over his hot weather stock and picked some articles to feature at less than wholesale. He marked the rest of the stock away down—actually less than cost. He told me, afterward, that if he'd been quite his sane self at the time he'd never have done it. Then, to complete the wreck, as he saw it, he ran a full page advertisement in the newspapers, scattered handbills all over the town and surrounding country, and sat back to await the crash.

After two weeks of intensive selling, he found he had unloaded practically all his hot weather stock. He had on hand an unusual amount of ready money. Not merely had he done a whale of a business at a loss, but he had done 50 per cent. more business

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in regular lines at a normal profit. More than that, he had acquired a fair number of new customers; and had a string of stove prospects for the fall such as he had never known before. He had got new people into his store, got in touch with new prospects, laid the foundations for a successful Fall and Christmas trade—and had forever done away with the idea that a timely price reduction on a few lines in order to get rid of them spelled moral and financial ruin.

The point is, there are a lot of indirect benefits to compensate the wide-awake dealer for the price sacrifice he makes on certain lines at the close of the season. He should go after these benefits and make the most of them.

The first thing in advertising is to quote prices that will hit the customer fairly in the eye. If you are going to sell these hot weather goods late in the season, you have to overcome the customer's reluctance to stir out of doors, and his further reluctance to put money into goods for which, this year, he will have only a limited use.

So price is the one feature you must especially stress. More than that, quote specific prices. A good many dealers talk eloquently in their special sale advertising of "Ten to twenty per cent. off the entire stock." The average man can't visualize that without an effort; and the average man in the hot weather is disinclined to effort. You've got to show him the old price, scored through with a red line and making place for the new figure. He will understand that at a glance.

Newspaper advertising, window display and show cards should be used liberally to boost the sale; helped out by circulars and dodgers if these are necessary. Don't waste money in useless forms of advertising; but don't hesitate to spend it where it stands a reasonable chance of getting results. And remember, always, the specific article, attractively described and with a specific price on it, is the sort of advertising that compels buyers to come in and get acquainted.

When the buyers do come in, don't be satisfied with selling your specials; but show them regular lines that interest them. Demonstrate where you get the chance. Take down the names and addresses of stove, paint, washing machine and other prospects. Get your salespeople enthused over helping along these lines and over boosting the sale of other articles besides the easy-selling specials. A special sale, properly boosted, will bring a lot of new customers to your store; and it is up to you to keep them coming.

Victor Lauriston.

The Verdict Against "Pittsburgh Plus."

The decision of the Federal Trade Commission abolishing "Pittsburgh Plus" is the first victory for eleven state legislatures, 6,000,000 farmers, and the people of twenty-eight Western and Southern states in their long fight against the steel industry. There is hardly a farmer in America who does not know and condemn "Pittsburgh Plus." Nor any steel user who has not felt the burden of what steel

defends as an "immemorial custom."

What is "Pittsburgh Plus"? South and West it is a battle cry raised against about 200 steel producers. It has been defined as:

That practice in the steel industry whereby all rolled steel, except rails—regardless of where it is made—is sold at a delivered price, which consists of the mill price at Pittsburgh, plus the amount of freight from Pittsburgh to destination.

This "plus" goes into the coffers of the steel mills. It works like this. There is at Pueblo, Col., a steel mill producing 1,250,000 tons yearly. Across the road from the mill Pueblo-made steel is going into a new building. That steel must "pay the freight" from Pittsburgh, adding \$24 to the cost of every ton of it.

Chicago is in the heart of the Western steel district. Until 1923, when terrific pressure forced the establishment of a Chicago "base price," steel made at Gary, Joliet, and South Chicago paid a phantom freight of \$6.80 per ton. Yet in 1918, at Duluth, Judge Gary of United States Steel admitted that the cost of Gary steel was 18.12 per cent. less than the cost of Pittsburgh steel.

Birmingham produces 1,500,000 tons of steel annually. Its "plus," once \$15.30 per ton, has been cut to \$5, but Birmingham must still pay that much tribute. Before the 10 per cent. rate cuts. Philadelphia, producing 4,500,000 tons annually, paid a \$7 "plus" per ton on her own steel and was charged \$7 instead of the actual \$2.90 paid on steel from Bethlehem. New York was charged \$7.60 instead of the actual \$3.20 paid for freighting Bethlehem steel.

"Pittsburgh Plus" grew out of the old "steel pools" and "Gary dinners." Established about 1904, it began functioning when these were outlawed or discontinued. Its defense by steel may be thus summarized:

It is a result of the law of supply and demand. Since Pittsburgh is the only surplus production district, this practice is essential to the stabilization of the industry. No new mills can be built if it is abolished. Its going will mean market chaos, would benefit few, and, finally, it has existed throughout the life of the American steel industry.

In the face of this defense the Federal Trade Commission has found for the plaintiffs and these findings may be condensed as follows:

"Pittsburgh Plus" is a price-fixing scheme that has succeeded the old "steel pools" and "Gary dinners." It is a monopoly contrary to the public interest and is in no way based on the law of supply and demand, but is made possible only by the dominant position of United States Steel in the industry. It is a price discrimination, destroying competition, in violation of the Clayton Act and of the Federal Trade Commission Act. Further, it adds unnecessary millions to the an-

nual steel bill of America and, specifically, it adds \$30,000,000 yearly to the cost of steel products used by Farmers of eleven Western States.

The farm angle of "Pittsburgh Plus" is a most significant one. Of every hundred users of rolled steel seventy-five are farmers. Farms absorb three-sevenths of all steel and iron made. Since most farm implements are made an average of 500 miles West of Pittsburgh, this phantom freight hits the farmer hard. Prior to the general 10 per cent. freight reduction there was \$1.93 "plus" in every corn-planter; \$3.61 in a disk harrow; \$6.88 in a grain binder, and \$19.80 in the farm tractor.

The farm clamor against it was taken up in 1920 by the American Farm Bureau. In the Mid-West it became a political question. Senator Brookhart, of Iowa, used it in his 1922 campaign. Senator La Follette and his followers have harped on it for years. It has been one of the favorite grievances of the farm agitator. The order for its abolition will echo and re-echo through the 1924 campaign.

The Trade Commission has made a decision of far-reaching importance. If the death verdict stands through the courts there will be radical changes in the steel industry. Its bases must shift and its methods of marketing and distribution will be junked. Steel must say good-bye to a vast tribute it has exacted for a generation.

With the passing of this phantom freight charge Pittsburgh may lose its long threatened domination in steel. It may be that eventually the lower end of Lake Michigan will be the steel area of North America. If so, the region where Illinois and Indiana come up to meet the lake will become the heart of a very powerful industrial empire. The end of "Pittsburgh Plus" is Pittsburgh's loss and Chicago's and the Mid-West's gain. What this may mean to business, manufacture, to trade, and the existing channels of trade only the future can reveal.

If we truly carry the torch of commerce we owe it to ourselves, to our firms and to our country to quit waiting for business to turn the corner.

INVESTIGATORS

Private Investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.

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For the first time since the war we have a good supply of used show cases. Look them over.

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Signs of the Times Are

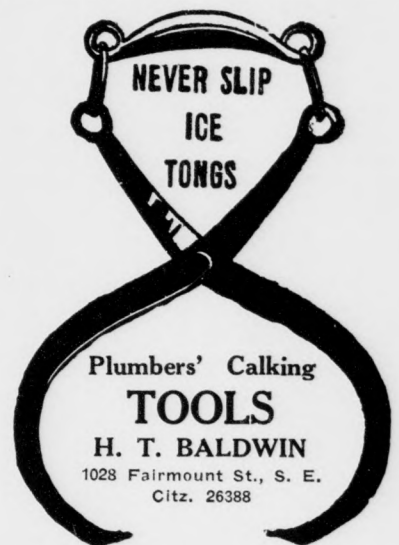
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Condemns Salesmen Who Get Orders by Phone.

The "men who sell are the eyes of business" and one of the greatest dangers facing business houses to-day is the tendency of the modern salesman to transact his business over the telephone.

The ideal salesman should possess these qualifications: He must be aggressive. He must be mentally alert. He must not be too thin-skinned, nor yet too tough. He must be honest minded. He must be well posted. He must be loyal and have plenty of courage.

The salesman who telephones his customers for orders may be actuated by the very best of motives. He may wish to save the customer time and annoyance. From his employer's point of view he may wish to cover more territory. But this practice, growing greater and greater every day, eventually winds up with the customer giving his business to a house whose salesmen are not too busy to call on him.

It is not difficult to follow the customer's line of reasoning in this instance. In most trades, customers depend largely upon the advice of salesmen for many of the items which they buy, and for a good deal of the information about what is going on in the trade. It is not possible to give this over the telephone—at least not to any great extent. So the customer, feeling that he is being cheated out of part of his service, often resents the slight and seeks a house whose salesmen are willing and anxious to perform this function.

Retail dealers are all human. They like to make friends, and it is only natural that they should want to know more intimately the men with whom they have something in common. There is a great deal that the merchant and the salesman have in common to make them wish to know each other a little better. It is utterly impossible to promote that feeling of good will when the only contact is over the telephone.

I do not wish to create the impression that I believe salesmen should always seek to cultivate the friendship of customers. That would be a mistake, for quite frequently familiarity breeds contempt. Moreover, the salesman who is on intimate terms of friendship with his customers invariably becomes timid when it is time to ask for an order. Talking business to a friend is often embarrassing. As a result, the company is likely to lose business when the salesman's friendship with customer exceeds reasonable bounds.

The customer to whom you give presents, or whom you entertain, can-

not help but feel that the products you are selling lack merit, or it would not be necessary for you to bribe him in order to get his business. Moreover, it cheapens the house you represent. If your company's products cannot be sold on their merits, you had better change your house or else quit the selling game. When petty bribery must be resorted to in order to get orders, it means one or two things—either you are a poor salesman or your goods are of such inferior quality that they cannot stand up in a competitive market.

I have little patience with companies that place so little confidence in their salesmen that they direct every move the salesmen make, and insist that men make detailed reports of their activities every day.

This practice makes the salesman feel that he is only a mechanical device. It gives him no responsibility and therefore curtails his ambition. The best results are obtained when the salesmen are made to feel that they are important parts of the organization and that their companies are willing to rely on their judgment on certain matters—even prices in some instances.

Salesmen Who Fail.

The salesman who is afraid of his customers because they always have some criticism to make which he does not feel capable of answering satisfactorily.

The salesman who lets his enthusiasm run away with him and misleads his customers, thus forfeiting his customers' confidence in him.

The salesman who believes that everything the customer says is correct—and lets it go at that.

The salesman who has too many friends among his competitors.

The salesman who is oversensitive, and as a result is constantly at loggerheads with his house and his customers over petty statements that should be overlooked.

The salesman who fails to make inquiries about a customer's credit, holding that it is his job to get orders, and a matter for the office to make collections.

The salesman who doesn't answer letters, either from customers or from his office, and thus loses many orders.

The know-it-all salesman who tells his customers and his company how their businesses should be conducted.

The temperamental salesman who flies off the handle at the slightest provocation and is constantly in wrong.

The salesman who is slow in making adjustments, delaying until the company has to do pretty much as the customer requests.

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

150 Fireproof
Rooms

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

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300 Rooms 300 Baths

Under the direction of the
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HARRY R. PRICE, Manager

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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 reason-
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WILL F. JENKINS, Manager.

Lansing's New Fire Proof HOTEL ROOSEVELT

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

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The best is none too good for a tired
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Try the CUSHMAN on your next trip
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THE LEADING COMMERCIAL
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SOUTHWEST MICHIGAN
Open the Year Around
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RATES } \$1.50 up without bath
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Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor



MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit. Dine or Dance in
this new and Beautiful Center of Hospitality.

400 Rooms—400 Baths

At Rates from \$2.50

Menus in English

W. C. KEELEY, Managing Director.

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuising
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

The salesman who is so fond of home and the fireside that he neglects some of his customers.

The salesman who pads his expense account and is so childish as to think that the company is not aware of it.

The salesman who anticipates what his customers are going to say and who is, therefore, virtually licked before he starts.

The salesman who makes rash promises to get an order—and does not live up to them.

The salesman who is afraid to assume responsibility and make decisive responsibility and make decisions. He is never prepared to stand on his own feet.

The salesman who wastes his own time as well as that of his customers because he has never learned how to say goodbye gracefully.

Murray Sargent.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 29—Joseph Staffoni, the well-known meat merchant at Sault Ste. Marie, Ontario, is closing out his business on account of the depression caused by the shutting down of the steel works.

DeTour is still on the map. For the past two years it has not progressed much, but a turn for the better is now noted. There are eight new houses in course of construction, a new meat market just opened, also a new grocery store started last month by M. Seaman. The merchants are optimistic and looking into the future with bright prospects.

Drummond Island is enjoying a prosperous summer business. Many Chicago people are occupying cottages and the Mon-Ah-No-Kong lodge is filled to its capacity. The overflow of tourists is being housed by private families who are opening up their homes during the rush. It is just becoming known what a beautiful spot Drummond Island really is and it would not be surprising to hear of some capitalist building a new summer hotel in the near future. They have two fair sized ferries plying between DeTour and Drummond, carrying automobiles and passengers, and have about seventy-five automobiles on the island. Miss L. Seaman, conducting the store, keeps a complete stock of merchandise such as is sought by the city folks. Fresh vegetables, fresh eggs and milk and cream which is a real treat to the people from the Windy City are much in evidence.

Thos. Forgrave, the well-known salesman for the Lipsitt garage, at Pickford, has tendered his resignation, after several seasons selling automobiles, and expects to devote the next few weeks campaigning throughout the country, being a candidate for Sheriff on the Republican ticket.

William Reid, of Leo, and William Nixon, of Almont, were the first tourists reporting as having made the trip from Soo Junction to the Soo by row-boat. They left Soo Junction in a flat bottom 16 foot boat July 16, paddled down the Hendrie river about five miles into the Taquamenon river, passing through little falls and into the Ste. Marie river. They say they never saw such beautiful sights before. They sighted eighty-one deer on the way down the Taquamenon and many porcupines and other game; also noted several beaver dams. They took many pictures of the deer as they passed along, which go to show the many opportunities we really have in this Northern country to attract tourists from all over the country. The fact that \$5,389, was taken in last week by the State Ferries, carrying autos from Mackinaw City to St. Ignace, shows that the Northland is attracting many

more tourists each year. It is still more interesting to know that the Soo is getting about 80 per cent. of the tourist travel.

Those wishing to see the Hiawatha play again will have an opportunity to do so after July 30 at Garden River, Ontario, by the Ojibway Indians. Two performances will be given daily at 2:30 and 7:30. George Kaboose who for thirty years has been identified with the Indian play, touring both England and the United States, where he took the part of Hiawatha, is supplying most of the initiative.

The first Jewish congregation here was organized last week. The officers of the congregation are Leon Winkelman, President; M. Barrish, Vice-President; R. Lavine, Secretary, and A. S. Hyman, Treasurer. The executive board consists of David Eliassof, Sam Marks and Mose Yalomstein.

Many of us can remember the good old days, not so long ago, when the merchants closed their stores every Thursday afternoon during July and August, giving their employees an opportunity to enjoy themselves in this beautiful country, but this habit seems to be a thing of the past, with but one exception. Edward Reidy, one of our prosperous grocers, wanted to continue closing the one afternoon and has done so every year and seems to be able to get his share of business support. He pays his bills promptly and has one-half day recreation, which goes to show that it can be done.

The man who refrains from eating onions merely because they give him indigestion is not entitled to honorable mention.

A. Paquin, the well-known baker of St. Ignace, has sold his business to W. Peterson, who will continue as heretofore. Mr. Peterson is an old resident of St. Ignace. This is his first venture in the baking business. Mr. Paquin expects to move to the Soo with his family. William G. Tapert.

All Honor To Earl Snyder.

H. Leonard & Sons are in receipt of the following letter:

Detroit, July 21—On November 26, 1916, I went into bankruptcy at 611 North Ionia avenue, owing you \$50.37. In settlement, you received \$4.23, leaving a balance of \$46.14. Enclosed you will find check for same. I am now in a position to pay this claim and am glad to do so. Earl Snyder.

The bankruptcy court is a melting pot to determine the personal integrity of a man. It is a temporary expedient devised to afford him temporary relief until he can get on his feet and reimburse his creditors for the losses they temporarily sustained through placing confidence in him as a man. If when he gets on his feet again, he makes up those losses to the point of complete reimbursement, he thus demonstrates that he was worthy of the confidence reposed in him by his friends and business associates. If he fails to do so, he not only loses his own self respect—which is the dearest possession a man can enjoy in this world—but he must go through time and eternity with the finger of scorn pointed at him by those he wronged in this life.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 29—William J. Remus, who has long resided in Grand Rapids and has a wide acquaintance among business men generally, has engaged to cover Montana, Idaho, Nevada, Washington and Oregon for the National Brass Co. and starts out on this initial trip this week. He will make his headquarters at Multnomah Hotel, Portland, and undertake to see his trade every 90 days. Mr. Remus possesses a pleasant personality and

ought to achieve a marked success in his new connection.

John H. Millar (National Candy Co.) left July 26 for a trip through Wisconsin, Minnesota and the Upper Peninsula. Accompanied by Mrs. Millar, John H. Jr., and Gertrude, he drove to Grand Haven, took the boat for Milwaukee, thence expected to proceed to Minneapolis, St. Paul, Duluth and Sawyer, returning via the Soo, St. Ignace and Mackinaw City. Mr. Millar is one of the race of hard workers who richly deserves a fortnight's rest and recreation.

1924 Canned Foods In Active Demand.

Brokers report a more active demand from wholesale grocers for the 1924 output of canned foods. They have been deferring the purchase of future canned foods, hoping that there would be a favorable and abundant season for canning crops. In this they and the canners have been disappointed, and there is not an article in canned foods of the 1924 crop which is offered at lower than opening prices, except Hawaiian canned pineapple and Maine packed sardines both of which opened at prices which the canners themselves deemed too high to assure prompt sales.

It is reported that because of weather conditions there will be more standard grades of Alaskas or early peas in Wisconsin, but these conditions prevail only in certain localities, and the offerings will soon be sold.

California canned fruits, contrary to the expectation of wholesale buyers, are slowly advancing over opening prices and seekers for cuts are being disappointed. The market has been depressed all the past year by consignments made to New York and other Eastern cities, which have been peddled out in small lots at the very lowest laid-down carload price.

This has had the effect of keeping the market demoralized throughout the country. The goods came through the Panama canal at low freights and in many instances have been sold at lower prices than those asked for the same grade of goods f. o. b. Pacific coast.

Offers for California canned fruit which have been sent to canners from this market on considerable blocks of the 1924 pack have been declined, although they were at once placed with other canners. This shows that there is no unanimity of opinion among the Coast canners as to the proper market prices, and that the situation with them is unsettled.

It is reported that owing to dubious crop outlook in Maryland and the Tri-State, canners of tomatoes are very reluctant about taking on further contracts for the 1924 pack and that California canners of tomatoes are also disposed to advance prices.

John A. Lee.

Spacing.

When he first came to see her,
He showed a timid heart,
And when the lights were low,
They sat this far apart.
But when this love grew warmer
And learned the joy of a kiss,
They knocked out all the spaces
And sat up close like this.

You cannot know too much but you may very easily say too much.

Too Late To Classify.

Manchester — Fire destroyed the plant of the Hoffer Milling Co., July 27, entailing a loss of over \$25,000, all of which is covered by insurance.

Saginaw—The Saginaw Paper Box Co., Franklin and Tuscola streets, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in cash.

Detroit—The Newcomb-David Co., 5779-81 Russell street, has been incorporated to manufacture and deal in sheet metal blow pipe, metal goods, etc., with an authorized capital stock of \$150,000, \$120,000 of which has been subscribed and paid in in property.

Detroit—Identified with the retail drug field in Detroit for the last fifteen years, L. W. Gitre has disposed of his drug store leases and has opened a real estate office in the American State Bank building, where he will specialize in building, developing, land contracts and downtown rentals and leases. Mr. Gitre has owned and operated more than a dozen large Detroit drug stores. He is a life long resident of Detroit and the land on which he is building a number of moderate priced homes on Gratiot avenue, six miles from the city hall, has been owned in his family for more than seventy years.

Muskegon—What is regarded locally as an important step toward further development of Muskegon's trade relations with Northern Michigan will be taken Aug. 20, when greater Muskegon grocers and meat dealers will go in a body to Ludington at the invitation of the Grocers' Association of that city and join in a Northern Michigan grocers' picnic. There will be addresses, a sports program and other features. The invitation was extended, it is said, because of the desire of Northern Michigan cities and towns, particularly Ludington, to enter into a closer business relation with Muskegon which now does an annual wholesale business of \$6,000,000 a year, exclusive of petroleum products. Plans for the picnic will be made at a meeting in Ludington Aug. 6, to be attended by officials of the local grocers association and by a representative of greater Muskegon Chamber of Commerce.

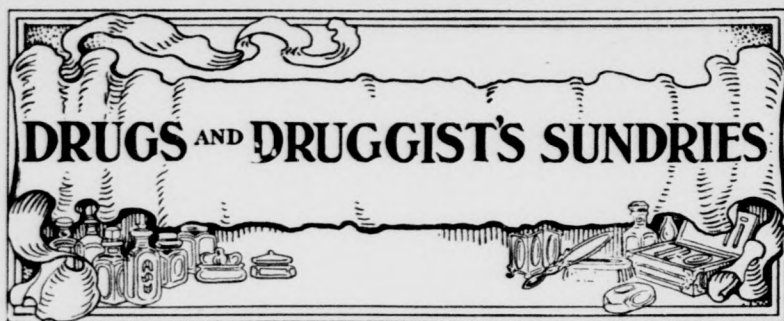
Detroit—The New York Russian Music Store, 2421 Hastings street, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Snover—The Snover Farm Bureau Local has changed its name to the Snover Co-Operative Elevator Co. and increased its capital stock to \$50,000, of which amount \$18,220 has been subscribed and \$16,655 paid in in cash.

Detroit—The Peerless Heating & Plumbing Co., 59 Sproat street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$1,500 has been subscribed and paid in, \$500 in cash and \$1,000 in property.

TYPEWRITERS

Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy.
Thompson Typewriter Exchange
35 N. Ionia Ave., Grand Rapids, Mich.



Holding Pharmacy Customers.

Holding infers making comfortable, making beholden to you, as it were. Holding infers making the return trail to your pharmacy easy traveling—surfacing the road, we might say. Why, the customer who is held just right, seated on the never-wear-out cushions of courtesy and tact, may wish he had a baker's dozen needs instead of one—that is, outside of needs caused by illness.

Only customers whom you are glad to see are easily held. Here is the first step in the holding process, a real welcome. A plethora of words and a paucity of genuine warmth will not answer; the pharmacist who is unreadable by the keen customer has yet to be born!

There are no such things as trifles in business; trifling courtesies, trifling discourtesies, etc. No, not even trifling gains or losses for the year: for does not the inventory show a healthful bulge in profits, or a deplorable shrinkage—a heavy loss? In fact, the inventory that says "Just played even!" usually proves a business Ananias.

Is it not far more easy to keep an old customer coming than it is to head up the new customer in our business corral? The old customer has lost his suspicions; he rates your statements at 100 per cent.; he is your friend. Years ago I heard a man say that friendship in business was nearly extinct. Pessimistic nonsense! Business grouch! A quitter's wail! Anyone who has summered and wintered in a pharmacy and hobnobbed with all sorts and conditions of people knows better! Friendship in business fades only when we fail to use permanent dye on our end!

The pharmacist who is unsocial and grouchy may compound prescriptions to perfection, but will not the customer growl: "Confound that iceberg!" As for the conceited pharmacist, who is positive that all the knowledge worth having is condensed under his number seven hat, he is seldom overworked. Why, such a man may even get time to play golf and get some of the conceit knocked out of him in a perfectly lawful way! As for the human radiator he holds his customers and he makes the cash register hole with every round on the store links with a contented customer.

True, a few customers may be unresponsive to courtesy, unresponsive to fair treatment, unresponsive to everything you do for them, but these are exceptional. A study of a customer's likes, dislikes, tastes and prejudices is first aid in holding a customer. Has he not a right to his

opinion even if it fails to coincide with ours? Does he not pay his money and take his choice? Is it not his money until he hands it over to us? When we please the customer success sends her three-word message: "On the way." George W. Tuttle.

Edible Fountain Displays.

There is a decorative material in abundance in the materials employed at the fountain, which if properly displayed will be a beauty as well as an advertising display. A little thought will help to select the most "mouth-watering" viands which the fountain has to offer and will catch many a customer who had not thought of stopping at the fountain. Psychologists tell us that much of the appetite is created by the attractiveness of food. On a hot, sultry day there is nothing so tantalizing to the thirsty as the sight of a large block of ice with a few lemons near it. This idea can be spread to fit all seasons.

Just now, when winter, summer and spring are quarreling with each other, the green, fresh foods seem most attractive to the average person, and if a luncheonette is operated—or if only sandwiches and coffee are served—an appropriate display and as beautiful as any bouquet of flowers, can be made with lettuce, tomatoes, cucumbers, sweet peppers, water cress, etc.

Bowls of fresh fruit, of the finest select quality (which must always be bought for fountain use) are always attractive and make very appropriate decoration besides their advertising value.

Edible materials used as decorations, must always be protected from dust and other contamination.

Candy should be displayed at the fountain at all times and the candy counter should immediately join the fountain if possible. Samples of candy passed to the customers will mean greater sales. The soda tables equipped with the show-case top is an excellent way to display candy, either on plates or in the open boxes, and the table case can be attractively trimmed to make a complete display.

Note on Rat Poisoning.

A recent enquiry concerning methods of exterminating rats prompt us to give a summary of a Government report on the subject. It is asserted in this report, "Famer's Bulletin" No. 1302, that barium carbonate in powder form is the substance best adapted for poisoning rats, because it is both odorless and tasteless and baits containing it are readily taken by these pests. Barium carbonate may be mixed with Hamburg steak, sausage, fish, liver,

bacon or cheese. One part of barium carbonate should be worked up intimately with four parts of the selected food, water being added if necessary to make the baits moist.

Poison bait should be put up in sizes of a teaspoonful or its equivalent and dropped into small paper sacks. The sacks should be closed by twisting the top. Bait distributed in this manner serves to allay the suspicion of rats and will be taken by them more readily than if exposed in the open. It is best not to place the sacks near or at Ratholes, but rather to scatter them promiscuously about. The sacks are usually carried into burrows or behind objects, where the contents are eaten in comfort and are more nearly consumed than in the open.

It is sometimes necessary to prebait in order to dispose of old and cunning rats. This consists in exposing unpoisoned or fresh foods every night until rats take them freely, and then substituting the poisoned baits.

Odd Truths Told For Fountain Men.

Knowing that most people like variety in their every day meals, it is not hard to grasp the fact that these same desires are brought to the soda fountain. Knowing what comes it is not hard to plan for it.

The dispenser who makes a business of ascertaining the names of his patrons so that he can address them by their names will be doing the finest kind of work in the development of a steady business. Follow this by learning the preferences of the customer in both food and drink. We are appreciative of the attempt of people to satisfy us; at least we are when that attempt is a real one. That is why it succeeds.

Nothing short of the best will please those who know. Is it worth while operating your fountain business on the assumption that your fellow townsmen are ignorant?

It is impossible to treat all patrons of the fountain alike. One cannot be as pleasant with some as he can with others, but no one likes a frowning face. It pays to be pleasant and within certain confines we can be with all.

Chemistry Contrives to Cure Leprosy.

The specific remedy used with much success in the treatment of leprosy, chaulmoogra oil, is an irritating, nauseating natural product, used for perhaps sixty years in India in the treatment of leprosy. Even in those days of uncertain quality and uncertain method of administration, the oil proved its usefulness; but a positive and most signal advance in the successful treatment of the disease was made only through the isolation by chemistry from the nauseating natural product of clean pure acids which were combined with ethyl alcohol and thus formed a new drug which could be used hypodermically. In a recent publication, seventy-eight cases of apparent cure by this improved drug have been reported. While even greater improvement in the medicament is looked for by further painstaking research, we have already an effective remedy for one of the most hopeless of diseases—a result of the

active co-operation of medicine and chemistry.

The Child at the Candy Counter.

"How often have we observed the child at the candy counter, with a penny clutched in its tiny fist. From one delicacy to another the eager eyes wander, from marshmallows to chocolates, and taking in all the dainty list, wishing them all, but only having a penny to spend? After awhile the tiny finger points its choice. We need to study little things to allow us to approach our great economic problems in the right spirit to understand them, and find a remedy. The child with a penny to spend offers a study in line with our needs. Our country is the greatest in the world. Our climate is so varied and our industries so numerous that we have a great productive capacity capable of furnishing us a civilization beyond the dreams of our most radical thinkers, but like the child at the candy counter, our desires can only be gratified by the money we have to spend."

Always Ready Sign Board.

Put your window shades to extra usage. They will make a very serviceable background on which to attach notices of sales, new stock or any other event. Attach the sign to the shade by means of pasters, bright colored ones preferred. Your sign will be close to the glass and very easily seen. When the shade is pulled down to the proper height the articles displayed in the fore part of the window will be brought into added prominence. If your curtains are rich dark green, which most of them are, a piece of white paper with black lettering makes a most pleasing combination.

The Record Harvest.

If your store serves a grain farming community, intensify the attraction value of your windows by posting in them on each day a bulletin announcing the yield per acre of any wheat, oats or grain threshed on the different farms. Farmers, like all producers, are interested in what the other fellow is doing. Use your newspaper advertising space for an invitation to farmers to phone you their yield per acre—or you can make arrangements with the owners of the threshing outfits to give you this information.

The Daffodil.

Written for the Tradesman.
The snow of March had scarcely gone
Nor April's showers revived the lawn
When from the bed
Thus nourished
A happy golden daffodil
Forgetful of the lingering chill
Of winter said, through spits of snow
"The Spring is here! Hello! Hello!"

It blooms while gray are yet the skies,
It blooms we fear, for sacrifice;
Through frosty earth
It bursts with mirth
Like a messenger of cheer right then
Where naught but seeming death has been
We hear it say through spits of snow
"The Spring is here! Hello! Hello!"

However long is winter's chill
A lesson has the daffodil
For all who fear
There's welcome cheer,
That surely there will come a day
When somber skies will pass away—
Then say with it, through spits of snow,
"The Spring is here! Hello! Hello!"
Charles A. Heath.

If a salesman didn't butt in once in a while, he would never get in.

LAC-A-FLY LIQUID Is the Guaranteed Insecticide



PRICES

6 oz., 25c bot. \$2.00 per Doz.
12 oz., 50c bot. 3.60 per Doz.
1 qt., \$1.00 bot. 8.00 per Doz.
1 gal., \$3.50 bot. 9.34 case of 4
Mouth Sprayers free with
25c and 50c sizes.
50c Sprayers \$4.00 per doz.
\$1.00 Sprayers 8.00 per doz.

Lac-A-Fly Liquid is absolutely free from grease, evaporates immediately and leaves a pleasant odor in the room.

Kills flies, moths, mosquitoes and many other bugs. Order from your jobber.

JAMES T. REYNOLDS & SONS, INC.

PONTIAC, MICH.

Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

Brooks Valeur

BITTER SWEETS

"THE POPULAR" Charging Outfit

THE REAL CHARGING OUTFIT OF THEM ALL, FOR CHARGING YOUR "GINGER ALE," "ROOT BEER," AND SODA TANKS. OUTFIT COMPLETE AS SHOWN IN PICTURE (Without Tank and Gas Drum) FOR

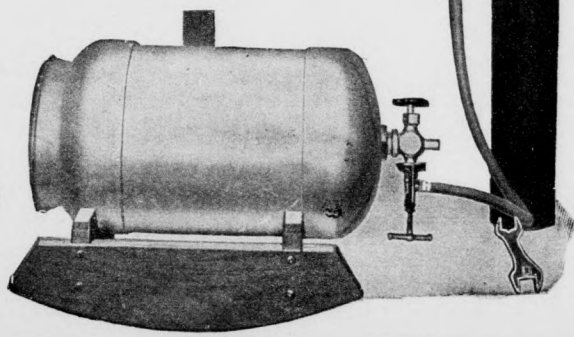
\$15.60

BETTER ORDER ONE TODAY AND DO YOUR OWN CHARGING. IT WILL SAVE YOU MONEY.

HAZELTINE & PERKINS DRUG CO.
Grand Rapids Michigan Manistee

We Sell
Everything
for the
SODA
FOUNTAIN

Write for
Catalogue



WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	6 50@6 75	Colchicum	@2 1c
Boric (Xtal)	15 @ 25	Lemon	85@1 20	Cubeb	@1 80
Carbolic	44 @ 51	Linseed, bld. bbl.	@1 09	Digitalis	@3 00
Citric	59 @ 70	Linseed, bld. less 1	16@1 29	Gentian	@1 80
Muriatic	3 1/4 @ 8	Linseed, raw, bbl.	@1 07	Ginger, D. S.	@1 35
Nitric	9 @ 15	Linseed, ra. less 1	14@1 27	Guaiaac	@1 80
Oxalic	20 1/2 @ 30	Mustard, artifl. oz.	@ 60	Guaiaac, Ammon.	@2 20
Sulphuric	3 1/4 @ 8	Neatsfoot	1 35@1 50	Iodine	@2 00
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	@ 95
Ammonia		Olive, Malaga, yellow	2 75@3 00	Iron, Clo.	@1 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75@3 00	Kino	@1 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet	4 50@4 75	Myrrh	@2 50
Water, 14 deg.	6 1/2 @ 12	Origanum, pure	@2 50	Nux Vomica	@1 55
Carbonate	20 @ 25	Origanum, com'l	1 00@1 20	Opium	@3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00@3 25	Opium, Camp.	@ 35
Balsams		Peppermint	6 00@6 25	Opium, Deodorz'd	@3 50
Copaiba	60@1 00	Rose, pure	10 50@10 90	Rhubarb	@1 70
Fir (Canada)	2 55@2 80	Rosemary Flows	1 25@1 50	Paints.	
Fir (Oregon)	65@1 00	Sandalwood, E.	10 00@10 25	Lead, red dry	14 1/2 @15
Peru	3 00@3 25	Sassafras, true	2 50@2 75	Lead, white dry	14 1/2 @15
Tolu	3 00@3 25	Sassafras, art'l	80@1 20	Lead, white oil	14 1/2 @15
Barks		Spearmint	4 00@4 25	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Tansy	6 00@6 25	Ochre, yellow less 2 1/2	@ 6
Cassia (Saigon)	50 @ 60	Tar, USP	50 @ 65	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Turpentine, bbl.	@ 93	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	30c 18 @ 25	Turpentine, less 1 00	@ 113	Putty	5 @ 8
Berries		Wintergreen, leaf	6 00@6 25	Whiting, bbl.	@ 4 1/2
Cubeb	@1 25	Wintergreen, sweet	3 00@3 25	Whiting	5 1/2 @ 10
Fish	25 @ 30	Wintergreen, art.	80@1 20	L. H. P. Prep.	2 80@3 00
Juniper	7 @ 15	Wormseed	7 50@7 75	Rogers Prep.	2 80@3 00
Prickly Ash	@ 30	Wormwood	9 00@9 25	Miscellaneous	
Extracts		Potassium		Acetanalid	42 1/2 @ 50
Licorice	60 @ 65	Bicarbonate	35 @ 40	Alum	08 @ 12
Licorice powd.	@1 00	Bichromate	15 @ 25	Alum, powd. and	09 @ 15
Flowers		Bromide	56 @ 82	Bismuth, Subn-	3 92@4 12
Arnica	25 @ 30	Bromide	54 @ 71	trate	07 @ 13
Chamomile (Ger.)	25 @ 30	Chlorate, gran'd	23 @ 30	Borax	07 @ 13
Chamomile Rom.	1 75	Chlorate, powd.	16 @ 25	powdered	07 @ 13
Gums		or Xtal	16 @ 25	Cantharades, po.	2 00@2 25
Acacia, 1st	50 @ 55	Cyanide	30 @ 50	Calomel	1 74@1 94
Acacia, 2nd	45 @ 50	Iodide	4 46@4 62	Capsicum, pow'd	43 @ 55
Acacia, Sorts	22 @ 30	Permanganate	20 @ 30	Carmine	6 00@6 60
Acacia, Powdered	35 @ 40	Prussiate, yellow	65 @ 75	Cassia Buds	25 @ 30
Aloe (Barb Pow)	25 @ 35	Prussiate, red	@1 00	Cloves	50 @ 55
Aloe (Cape Pow)	25 @ 35	Sulphate	35 @ 40	Chalk Prepared	14 @ 16
Aloe (Soc. Pow.)	65 @ 70	Roots		Choloroform	57 @ 67
Asafoetida	65 @ 75	Alkanet	25 @ 30	Chloral Hydrate	1 35@1 85
Pow.	1 00@1 25	Blood, powdered	35 @ 40	Cocaine	10 60@11 25
Camphor	1 20@1 30	Calamus	35 @ 60	Cocoa Butter	55 @ 75
Guaiaac	@ 60	Elecampane, pwd	25 @ 30	Corks, list, less	40 @ 50
Guaiaac, pow'd	@ 75	Gentian, powd.	20 @ 30	Copperas	2 1/2 @ 10
Kino	@ 85	Ginger, African,	30 @ 35	Copperas, Powd.	4 @ 10
Kino, powdered	@ 90	powdered	55 @ 60	Corrosive Sublim	1 43@1 64
Myrrh	@ 60	Ginger, Jamaica	60 @ 65	Cream Tartar	30 @ 35
Myrrh, powdered	@ 65	Ginger, Jamaica,	55 @ 60	Cuttle bone	40 @ 50
Opium, powd.	15 15@15 42	powdered	55 @ 60	Dextrine	5 @ 15
Opium, gran.	15 15@15 42	Goldenseal, pow.	5 50@6 00	Dover's Powder	3 50@4 00
Shellac	90 @ 1 00	Ipecac, powd.	@ 3 50	Emery, All Nos.	10 @ 15
Shellac Bleached	1 00@1 10	Licorice	35 @ 40	Emery, Powdered	8 @ 10
Tragacanth, pow.	@ 1 75	Licorice, powd.	20 @ 30	Epsom Salts, bbls.	@ 3
Tragacanth	1 75@2 25	Orris, powdered	30 @ 40	Epsom Salts, less 3 1/2	@ 10
Turpentine	@ 25	Poke, powdered	35 @ 40	Ergot, powdered	@ 75
Insecticides		Rhubarb, powd.	1 00@1 10	Flake, White	15 @ 20
Arsenic	20 @ 30	Rosinwood, powd.	@ 40	Formadehyde, lb.	14 1/2 @ 30
Blue Vitriol, bbl.	@ 07	Sarsaparilla, Hond.	@1 00	Gelatin	1 25@1 50
Blue Vitriol, less 8 1/2	@ 15	ground	@ 60	Glassware, less 55%	
Bordeaux Mix Dry	14 @ 29	Sarsaparilla Mexican,	@ 60	Glassware, full case 60%	
Hellebore, White	20 @ 30	ground	@ 60	Glauber Salts, bbl.	@03 1/2
powdered	20 @ 30	Squills	35 @ 40	Glauber Salts less 04	@ 10
Insect Powder	75 @ 85	Squills, powdered	60 @ 70	Glue, Brown	21 @ 30
Lead Arsenate Po.	26 @ 35	Tumeric, powd.	17 @ 25	Glue, Brown Grd	15 @ 20
Lime and Sulphur	8 1/2 @ 24	Valerian, powd.	40 @ 50	Glue, white	27 1/2 @ 35
Dry	32 @ 48	Seeds		Glue, white grd.	25 @ 35
Paris Green	32 @ 48	Anise	@ 35	Glycerine	23 1/2 @ 45
Leaves		Anise, powdered	35 @ 40	Hops	65 @ 75
Buchu	1 35@1 50	Bird, ls	13 @ 17	Iodine	6 15@6 55
Buchu, powdered	@1 50	Canary	10 @ 15	Iodoform	3 00@3 30
Sage, Bulk	25 @ 30	Caraway, Po.	50 @ 55	Lead Acetate	18 @ 25
Sage, 1/4 loose	@ 40	Cardamon	@2 75	Lycopodium	50 @ 60
Sage, powdered	@ 35	Celery, powd.	55 @ 60	Mace	@1 00
Senna, Alex.	75 @ 80	Coriander pow.	35 @ 40	Mace, powdered	@1 10
Senna, Tinn.	30 @ 35	Dill	12 1/2 @ 20	Menthol	15 50@15 80
Senna, Tinn. pow.	25 @ 35	Fennell	25 @ 40	Morphine	10 58@11 33
Uva Ursi	20 @ 25	Flax	07 1/2 @ 12	Nux Vomica	@ 30
Oils		Flax, ground	07 1/2 @ 12	Nux Vomica, pow.	17 @ 25
Almonds, Bitter,	7 50@7 75	Foenugreek pow.	15 @ 25	Pepper black pow.	32 @ 35
Almonds, Bitter,	4 00@4 25	Hemp	8 @ 15	Pepper, White	40 @ 45
artificial	4 00@4 25	Lobelia, powd.	@1 25	Pitch, Burgundry	10 @ 15
Almonds, Sweet,	80 @ 1 20	Mustard, yellow	15 @ 25	Quassia	12 @ 15
true	80 @ 1 20	Mustard, black	15 @ 20	Quinine	72 @ 1 33
Almonds, Sweet,	60 @ 1 00	Poppy	22 @ 25	Rochelle Salts	28 @ 35
imitation	60 @ 1 00	Quince	1 75@2 00	Saccharine	@ 30
Amber, crude	1 50@1 75	Rape	15 @ 20	Salt Peter	11 @ 22
Amber, rectified	1 75@2 00	Sabadilla	23 @ 30	Selditz Mixture	30 @ 40
Anise	1 00@1 25	Sunflower	11 1/2 @ 15	Soap, green	15 @ 30
Bergamont	5 75@6 00	Worm, American	30 @ 40	Soap mott cast.	22 1/2 @ 25
Cajeput	1 50@1 75	Worm, Levant	6 50	Soap, white castile	@10 80
Cassia	3 50@3 75	Tinctures		case	@10 80
Castor	1 85@2 10	Aconite	@1 80	less, per bar	@1 30
Cedar Leaf	1 75@2 00	Aloe	@1 45	Soda Ash	3 1/2 @ 10
Citronella	1 50@1 75	Arnica	@1 40	Soda Bicarbonate	3 1/2 @ 10
Cloves	3 00@3 25	Asafoetida	@2 10	Soda, Sal	03 @ 08
Cocconut	25 @ 35	Belladonna	@2 40	Spirits Camphor	@1 35
Cod Liver	1 55@1 75	Benzoin	@2 10	Sulphur, roll	3 1/2 @ 10
Croton	2 00@2 25	Benzoin Comp'd	@2 55	Sulphur, Subl.	04 @ 10
Cotton Seed	1 40@1 60	Buchu	@2 65	Tamarinds	20 @ 25
Cubeb	8 50@8 75	Cantharades	@2 85	Tartar Emetic	70 @ 75
Eucalyptus	1 25@1 50	Capsicum	@2 20	Turpentine, Ven.	50 @ 75
Hemlock, pure	2 00@2 25	Catechu	@1 75	Vanilla Ex. pure	1 75@2 25
Juniper Berries	2 25@2 50			Vanilla Ex. pure	1 75@2 25
Juniper Wood	1 50@1 75			Witch Hazel	1 46@2 05
Lard, extra	1 25@1 35			Zinc Sulphate	06 @ 15
Lard, No. 1	1 15@1 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

Canned Peas	Lard
Canned Plums	Smoked Meats
Hominy	Corn Syrup
Mich. Cheese	
Nucoa	
Pork	

DECLINED

Petroleum Products
Lamb

AMMONIA

Arctic, 16 oz.	2 00
Arctic, 32 oz.	3 25
Quaker, 36, 12 oz. case	3 85



AXLE GREASE

48, 1 lb.	4 60
24, 3 lb.	6 25
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
Queen Flake, 25 lb. keg	12
Royal, 10c. doz.	95
Royal, 6 oz. doz.	2 70
Royal, 12 oz. doz.	5 20
Royal, 5 lb. doz.	31 20
Rockett, 16 oz. doz.	1 25

BEECH-NUT BRANDS.

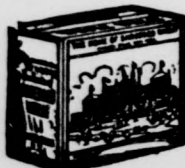


Mints, all flavors	60
Gum	70
Fruit Drops	70
Caramels	70
Sliced bacon, large	3 60
Sliced bacon, medium	3 25
Sliced beef, large	5 10
Sliced beef, medium	2 80
Grape Jelly, large	4 50
Grape Jelly, medium	2 70
Peanut butter, 16 oz.	4 70
Peanut butter, 10 1/2 oz.	3 25
Peanut butter, 6 1/2 oz.	2 00
Peanut butter, 3 1/2 oz.	1 25
Prepared Spaghetti	1 40
Baked beans, 16 oz.	1 40

BLUING

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

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



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

Parlor Pride, doz.	6 00
Standard Parlor, 23 lb.	7 00
Fancy Parlor, 23 lb.	8 00
Ex. Fancy Parlor 25 lb.	9 25
Ex. Fey. Parlor 26 lb.	10 00
Toy	2 25
Whisk, No. 3	2 75

BRUSHES

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

Shoe

No. 4-0	2 25
No. 20	3 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.

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 00@4 50
Apple Sauce, No. 10	7 75
Apricots, No. 1	1 35@1 90
Apricots, No. 2	2 85
Apricots, No. 2 1/2	2 60@3 75
Apricots, No. 10	8 00
Blackberries, No. 10	9 25
Blueberry's, No. 2	1 75@2 50
Blueberries, No. 10	11 00
Cherries, No. 2	3 80
Cherries, No. 2 1/2	4 25
Cherries, No. 10	10 75
Loganberries, No. 2	3 00
Peaches, No. 1	1 10@1 80
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	Mich 2 25
Peaches, 2 1/2 Cal.	3 00@3 75
Peaches, 10 Mich	5 50@6 50
Pineapple, 1, sl.	1 80@2 00
Pineapple, 2, sl.	2 80@3 00
Pineapple, 2 br. sl.	2 75@2 85
Pineapple, 2, cru.	3 80@4 25
Pineapple, 2, cru.	14 00
Pineapple, 10 cru.	2 90
Pears, No. 2	3 75@4 00
Pears, No. 2 1/2	1 50@1 75
Plums, No. 2	2 75
Plums, No. 2 1/2	2 75
Raspberries, No. 2, blk	3 25
Raspb's, Red, No. 10	13 00
Raspb's, Black,	
No. 10	11 50@12 50
Rhubarb, No. 10	4 75

CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00@3 40
Clams, Steamed, No. 1	1 80
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 70
Shrimp, 1, wet	2 10@2 25
Sard's, 1/4 Oil, ky	6 25@7 00
Sardines, 1/4 Oil, k'less	6 00
Sardines, 1/4 Smoked	7 50
Salmon, Warrens, 1/2s	3 00
Salmon, Red Alaska	2 95
Salmon, Med. Alaska	1 85
Salmon, Pink Alaska	1 65
Sardines, Im., 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal.	1 65@1 80
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	1 80
Bacon, Lge. Beechnut	3 15
Beef, No. 1, Corned	2 75
Beef, No. 1, Roast	2 75
Beef, No. 2 1/2, Eagle sli	1 25
Beef, No. 1/2, Qua. sli	1 75
Beef, 5 oz., Qua., sli	2 50
Beef, No. 1, B'nut, sli	6 10

Beefsteak & Onions, s	2 75
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	85
Potted Ham, Gen.	1 85
Vienna Saus., No. 1/2	1 35
Veal Loaf, Medium	2 30

Baked Beans

Campbells	1 15
Climatic Gem, 18 oz.	95
Fremont, No. 2	1 20
Snider, No. 1	95
Snider, No. 2	1 25
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES.

Asparagus.	
No. 1, Green tips	4 50@4 75
No. 2 1/2, Lge. Green	4 50
W. Bean, cut	2 25
W. Beans, 10	8 50@12 00
Green Beans, 2s	2 00@3 75
Gr. Beans, 10s	7 50@13 00
L. Beans, 2 gr.	1 35@2 65
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 20@1 35
Beets, No. 2, wh.	1 75@2 40
Beets, No. 2, cut	1 60
Beets, No. 3, cut	1 80
Corn, No. 2, Ex stan	1 45
Corn, No. 2, Fan.	1 60@2 25
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 50@16 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 60
Dehydrated Veg. Soup	90
Dehydrated Potatoes, 1b	45
Mushrooms, Hotels	45
Mushrooms, Choice	55
Mushrooms, Sur Extra	70
Peas, No. 2, E. J.	1 65@1 80
Peas, No. 2, Sift.	
June	1 90@2 10
Peas, No. 2, Ex. Sift.	
E. J.	2 60
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 50
Pumpkin, No. 10	4 50@5 60
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 60
Sauerkraut, No. 2	1 40@1 50
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 10
Spinach, No. 2	1 35@1 75
Spinach, No. 3	2 00@2 40
Spinach, No. 10	6 00@7 00
Tomatoes, No. 2	1 40@1 60
Tomatoes, No. 3	1 90@2 25
Tomatoes, No. 2 glass	2 60
Tomatoes, No. 10	6 50@7 00

CATSUP.

B-nut, Small	2 25
Lilly Valley, 14 oz.	2 50
Libby, 14 oz.	2 35
Libby, 8 oz.	1 75
Lilly Valley, 1/2 pint	1 75
Paramount, 24, 8s	1 45
Paramount, 24, 16s	2 40
Paramount, 6, 10s	10 00
Sniders, 8 oz.	1 85
Sniders, 16 oz.	2 85
Nedrow, 10 1/2	1 40

CHILI SAUCE

Snider, 16 oz.	3 35
Sniders, 8 oz.	2 35
Lilly Valley, 8 oz.	2 10
Lilly Valley, 14 oz.	3 00

OYSTER COCKTAIL.

Sniders, 16 oz.	3 25
Sniders, 8 oz.	2 35

CHEESE

Roquefort	59
Kraft Small tins	1 40
Kraft American	1 40
Chili, small tins	1 40
Pimento, small tins	1 40
Roquefort, small tins	2 25
Camembert, small tins	2 25
Wisconsin Old	28
Wisconsin new	22
Longhorn	23
Michigan Full Cream	22
New York Full Cream	26
Sap Sago	30

CHEWING GUM.

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	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, 1/2s	37
Baker, Caracas, 1/4s	35
Hersheys, Premium, 1/2s	35
Hersheys, Premium, 1/4s	36
Runkle, Premium, 1/2s	29
Runkle, Premium, 1/4s	32
Vienna Sweet, 24s	2 10

COCOA.

Bunte, 1/2s	43
Bunte, 1/4 lb.	35
Bunte, 1b.	32
Droste's Dutch, 1 lb.	9 00
Droste's Dutch, 1/2 lb.	4 75
Droste's Dutch, 1/4 lb.	2 00
Hersheys, 1/2s	33
Hersheys, 1/4s	28
Huyler	36
Lowney, 1/2s	40
Lowney, 1/4s	38
Lowney, 5 lb. cans	31
Runkles, 1/2s	32
Runkles, 1/4s	36
Van Houten, 1/2s	75
Van Houten, 1/4s	75

COCOANUT.

1/2s, 5 lb. case Dunham	42
1/2s, 5 lb. case	40
1/2s & 1/4s 15 lb. case	41
Bulk, barrels shredded	21
48 2 oz. pkgs., per case	4 15
48 4 oz. pkgs., per case	7 00

CLOTHES LINE.

Hemp, 50 ft.	2 25
Twisted Cotton, 50 ft.	1 75
Braided, 50 ft.	2 75
Sash Cord	4 25



COFFEE ROASTED

Bulk	
Rio	25
Santos	31@33
Maracaibo	37
Gautemala	39
Java and Mocha	41
Bogota	41
Peaberry	33 1/2

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

Coffee Extracts

M. Y., per 100	12
Frank's 50 pkgs.	4 25
Hummel's 50 1 lb.	10 1/2

CONDENSED MILK

Leader, 4 doz.	6 75
Eagle, 4 doz.	9 00

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Caroline, Tall, 4 doz.	3 80
Caroline, Baby	3 50

EVAPORATED MILK



Quaker, Tall, 4 doz.	4 20
Quaker, Baby, 8 doz.	4 10
Quaker, Gallon, 1/2 doz.	4 05
Blue Grass, Tall, 48	4 20
Blue Grass, Baby, 96	4 10
Blue Grass, No. 10	4 15
Carnation, Tall, 4 doz.	4 45
Carnation, Baby, 8 doz.	4 35
Every Day, Tall	4 45
Every Day, Baby	4 35
Pet, Tall	4 45
Pet, Baby, 8 oz.	4 35

Borden's, Tall	4 45
Borden's Baby	4 35
Van Camp, Tall	4 90
Van Camp, Baby	3 75

CIGARS

Lewellyn & Co. Brands	
Dixeco	
100s, 5c	35 00
Wolverine, 50s	130 00
Supreme, 50s	110 00
Bostonians, 50s	95 00
Perfectos, 50s	95 00
Blunts, 50s	75

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acid'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH

Per doz., 5 oz.	1 15
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JELLY AND PRESERVES

Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	1 90
Pure 6 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 20

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21 1/2
Swift Brands.	
Gem Nut	24
Special Country roll	27
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25

MATCHES

Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 lb. bxs	5 50
Red Diamond, 144 bx	6 00

Safety Matches

Quaker, 5 gro. case	4 75
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MINCE MEAT

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.

Gold Brer Rabbit	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to cs.	6 05
No. 1 1/2, 36 cans to cs.	5 00
Green Brer Rabbit	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to cs.	4 70
No. 1 1/2, 36 cans to cs.	4 00
Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to cs.	3 50
No. 1 1/2, 36 cans to cs.	3 00
New Orleans	
Fancy Open Kettle	63
Choice	52
Fair	32
Half barrels 5c extra	
Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black L.	5 20
Dove, 24, 2 1/2 lb. Black L.	5 20
Dove, 36, 2 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb. L.	4 65

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	15
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rst'd	15
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23
Shelled.	
Almonds	48
Peanuts, Spanish,	16
125 lb. bags	32
Filberts	32
Pecans	90
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 00
Bulk, 3 gal. keg	4 30
Bulk, 5 gal. keg	6 30
Quart Jars, dozen	4 75

Pint, Jars, dozen	2 75
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
3 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, dz.	3 50
12 oz. Jar, Stuffed,	4 50@4 75
29 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	24 1 lb. pails
24 1 lb. pails	25 1/2
5 lb. pails 6 in crate	25
14 lb. pails	22
25 lb. pails	21 1/2
50 lb. tins	24

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline,	16.7
Tank Wagon	36.2
Gas Machine Gasoline	20.6
V. M. & P. Naphtha	20.6
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100 lb.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1



Semdac, 12 pt. cans	2 80
Semdac, 12 qt. cans	4 15

PICKLES

Medium Sour	
Barrel, 1200 count	19 25
Half bbls., 600 count	10 50
10 gallon kegs	9 50
Sweet Small	
30 gallon, 3000	43 00
5 gallon, 500	8 40
Dill Pickles.	
600 Size, 15 gal.	11 00

PIPER

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

Battle Axe, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 50

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef.	
Top Steers & Heif.	16@16 1/2
Good Steers & H'f.	14@15 1/2
Med. Steers & H'f.	12 1/2@14
Com. Steers & H'f.	10@12 1/2
Cows.	
Top	12 1/2
Good	12
Medium	10
Common	09
Veal.	
Top	14 1/2
Good	13
Medium	11
Lamb.	
Good	26
Medium	23
Poor	18
Mutton.	
Good	14
Medium	12 1/2
Poor	08
Pork.	
Heavy hogs	10
Medium hogs	11 1/2
Light hogs	12
Loins	22
Butts	18
Shoulders	14
Hams	20
Spareribs	10
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	18 00@20 00
Lard	
Pure in tierces	15 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound	15 1/2
Sausages	
Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14
Smoked Meats	
Hams, 14-16, lb.	24@
Hams, 16-18, lb.	28
Ham, dried beef	
sets	38 @ 39
California Hams	13@ 14
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	35 @ 37
Minced Hams	14 @ 15
Bacon	18 @ 30

Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	3 1
Moist in glass	8 00
Pig's Feet	
1/2 bbls.	2 50
1/4 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15
Tripe.	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Hogs, per lb.	@ 42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a skein	1 75@2 00

RICE

Fancy Blue Rose	7 1/4@7 3/4
Fancy Head	7 1/2@9
Broken	3 1/2
ROLLED OATS	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 35
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'um	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	3 50
Sacks, 90 lb. Cotton	3 60

RUSKS.

Holland Rusk Co.	
Brand	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40
SALERATUS	
Arm and Hammer	3 75
SAL SODA	
Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb.	2 25
COD FISH	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure,	
doz.	1 40
Wood boxes, Pure	28
Whole Cod	11
Holland Herring	
Mixed, Kegs	1 15
Queen, half bbls.	8 25
Queen, bbls.	16 00
Milkers, kegs	1 25
Y. M. Kegs	1 15
Y. M. half bbls.	9 00
Y. M. Bbls.	17 50
Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	5 75
White Fish	
Med. Fancy, 100 lb.	13 00
SHOE BLACKENING.	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90
STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 15
Fels Naptha, 700 box	5 00
Grdma White Na. 100s	4 00
Rub No More White	
Naptha, 100 box	4 00
Swift Classic, 100 box	4 40
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
Octagon	5 95
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 lge.	3 45
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS.

Proctor & Gamble.	
5 box lots, assorted	
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

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun, 4 dz.	3 60
Luster Box, 54	3 75

Baker Salt, 280 lb. bbl.

100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40

Miracle C., 12 oz., 1 dz

Old Dutch Clean, 4 dz	3 40
Queen Ann, 60 oz.	2 40
Rinso, 100 oz.	5 75
Rub No More, 100, 10	
oz.	3 85
Rub No More, 18 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES.

Cut Lunch	95
Boned, 10 lb. boxes	27
Lake Herring	
1/4 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	5 75

A CHALLENGE

I AM proud of the business of being a merchant. To my mind it is a challenge for all there is of ability, of mind and heart in a man. I have a son down at Lordsville who is just now preparing to enter college and I haven't any higher ambition for that boy (and he is an only son) than that he come into the store and take up the responsibilities of being a merchant. I am proud of the craft. I am proud of the industry in which I am engaged. I feel that everything I have—of imagination, of ability, of all the qualities of mind and heart—finds full opportunity for usefulness and expansion in the occupation which has enabled me to achieve a success and a competence.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, July 19.—In the matter of Nicholas Jours, bankrupt, of Kalamazoo, the trustee filed his final report and account, showing total receipts of \$965.78 and disbursements of \$155.24, with a balance on hand of \$810.54, with the request that a final meeting of creditors be called for the purpose of declaring a final dividend and the payment of administration expenses. The referee entered an order calling the final meeting of creditors at his office on August 1, at which time the matter will be disposed of and the estate closed.

July 21. In the matter of Isaac Goldman, bankrupt of Kalamazoo, the trustee filed a report showing sale of the assets of the bankrupt estate for \$2,385 or \$3 in excess of the appraised value, with the request that the order for confirmation of the sale be made immediately. The matter was considered by the referee and an order made as requested. The trustee filed his first report, showing the sum of \$2,385 on hand, with request that a first dividend of 20 per cent. be declared and ordered paid, which matter was adjourned to August 8.

In the matter of Sylvester P. Ball, bankrupt, of Dowagiac, the trustee's report of sale of certain assets was confirmed and the trustee directed to deliver the property to the purchaser upon payment of the sale price.

July 22. Elmer E. Davidson, a laborer of Kalamazoo, formerly of Battle Creek, filed a voluntary petition and was adjudicated a bankrupt, and the matter referred to Referee Banyon. The schedules of the bankrupt disclose no assets over and above his statutory exemptions and the following are listed as creditors:

Kalamazoo Loan Co., Kalamazoo	\$ 75.00
Ira Chatterdon, Battle Creek	300.00
Sanders Bros., Battle Creek	78.00
Armour Grain Co., Battle Creek	9.00
A. K. Zinn & Co., Battle Creek	25.00
Rathburn Kraft, Battle Creek	11.00
Reale & Stapton, Union City	210.00
State Bank, Burlington	165.00
G. A. Aldrich, Tekonsha	265.00
Dr. A. E. MacGregor, Battle Creek	150.00
Howard Cavanaugh, Battle Creek	300.00
Jones Garage, Galesburg	39.00
Lo Lovejoy, Kalamazoo	39.00
Natl Credit Co., Kalamazoo	25.00
Rihards & Co., Kalamazoo	11.00

July 23. In the matter of Pauline Hande, doing business as the Green Tea Pot, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place and the creditors present and represented not desiring that a trustee be appointed, as there are no assets over and above the bankrupt's statutory exemptions, an order was entered by the referee that no trustee be appointed; also that the bankrupt be allowed her exemptions as claimed. The bankrupt was sworn and examined by the referee and attorneys present, without a reporter, after which the meeting was adjourned without day. Unless cause to the contrary is shown, the estate will be closed at the end of the thirty day period.

July 24. In the matter of Max Benisen, doing business as the Great Lakes Fur Co., bankrupt, of Kalamazoo, the adjourned first meeting of creditors was held. The trustee's first report and accounts, showing a cash balance of \$1,000 and accounts receivable of little if any value considered and action on same deferred until a later date. The trustee was directed to buy certain expenses of administration amounting to \$365.85. The trustee was directed to file his report of exempted property, and for which the bankrupt claims the sum of \$178.85 cash in lieu of his specific property exemptions. Preferred labor claims to the amount \$240 were presented and no action taken on the same pending the further examination of the bankrupt. The present indications are that unless further property and assets are discovered, there will be little if any dividends to creditors and in any event not to exceed 1 or 2 per cent., as the amount of claims exceed \$20,000.

July 25. In the matter of Nathan Cooperman, bankrupt, of Dowagiac, the trustee filed his third report and account, showing cash on hand of \$6,203.44, with request that a meeting of creditors be called for the purpose of declaring and ordering paid a first dividend, and the payment of administration expenses.

In the matter of Isaac Goldman, bankrupt, of Kalamazoo, the trustee was directed to file his report of exempted property, also a list of claims which have been proved to date for the purpose of the first dividend of 20 per cent.

July 26. In the matter of Mrs. Guty E. Hazen, doing business as the Molley Pitcher Tea Room, bankrupt, of Kalamazoo, the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account were considered and allowed, and the meeting adjourned for three weeks.

In the matter of Charles F. Crandall, bankrupt, of Kalamazoo, formerly doing business as the Lawton Service Garage,

no cause to the contrary being shown, an order was made closing the estate and recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

In the matter of Sylvester P. Ball, bankrupt, of Dowagiac, the adjourned first meeting of creditors and the examination of the bankrupt were held at the referee's office, and after the allowance of claims, the meeting adjourned to August 21, at Dowagiac.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 24.—On this day was held the first meeting of creditors in the matter of Vernon J. Buxton, Bankrupt No. 2521. The bankrupt was present in person and by attorneys, Watt & Colwell. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Henry B. Darnell, of Ionia, was appointed trustee, and the amount of his bond fixed by the referee at \$500. Appraisers were appointed. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred J. Roell, Bankrupt No. 2529. The bankrupt was present in person and by attorneys. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

In the matter of W. W. Butterfield, doing business as Suburban Oil Company, Bankrupt No. 2513, the trustee in this district has been ordered to pay the expenses of administration here and refund the balance of the money in his hands to the trustee of primary case in the district of California. The case was an ancillary matter to the main case for the purpose of the liquidation of certain securities in the city of Muskegon. There being no creditors in this district the case will be closed and returned to the district court.

In the matter of William F. Rea, Bankrupt No. 2530, the funds for the first meeting have been received and such meeting will be held at the referee's office on August 7.

In the matter of Raymond M. Ripberger, Bankrupt No. 2531, the funds for the first meeting have been received, and such meeting will be held at the referee's office on August 7.

In the matter of Orville E. Hoag, Bankrupt No. 2532, funds having been received, the first meeting will be held at the referee's office on August 7.

July 28. On this day was held the final meeting of creditors in the matter of Grand Rapids Silver Black Fox Co., Bankrupt No. 2519. The trustee was not present. Claims were proved and allowed. The officers of the bankrupt were present. Creditors were present. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend of 100 per cent. and interest at 7 per cent. on claims proved and allowed. There was no objection to the discharge of the bankrupt. The trustee's report and account was approved. The meeting then adjourned without date. The case will be closed and returned to the district court.

July 23. On this day was held the final meeting of creditors in the matter of Edward F. Sparke, Bankrupt No. 2523. The bankrupt was present in person and by attorney. Creditors were present. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. The case being one without assets was closed and returned to the district court.

Frequently a Case of Sour Grapes.

Fredonia, N. Y., July 28.—Simply because our Eastern grapes do not conform to the standards attained by the varieties grown in California, which by the way, are derived from a far different species and require more heat to ripen than suffices for native American sorts, is no indication that Eastern grapes do not attain proper ripeness. A variety may attain a very high percentage of sugar, yet if the acid also be high it is not palatable to the average taste. On the other hand, a variety may be very low in sugar and likewise low in acid and still be very tasty. Mr. Rice should know that all varieties grown in California do not attain 25 per cent. of sugar even under the most favorable climatic conditions. Some do under favorable weather. Even though some reach the 25 mark they are utterly unfit for dessert purposes by reason of high acidity, hence they are used for other purposes.

It may be of interest to learn that in only two years out of ten has the sugar content of Concord fallen to 15 per cent. while in some seasons of the same period it has reached 19 per cent. and in several others it has been 18 per cent. Clinton has reached 26 per cent., but this does not qualify it for dessert purposes because the acid content is high. Brighton, Catawba, Iona, Delaware and Salem have tested in the same period more than 20 per cent. and these are good dessert varieties. Many other good dessert varieties have shown from 18 to 19 per cent. of sugar.

Since we take sugar readings of some 200 varieties of American grapes each season, I am quite positive that "some dwellers East of the Rocky Mountains have tasted a really ripe grape." The samples included were taken from Ohio East through New York, hence they represent a sufficient tonnage that would insure New York City a fair supply of ripe grapes.

Of course there is an occasional season here in the East, as in California, that is unfavorable for the complete maturity of the grape; then it is a case of sour grapes all around, as California has no monopoly on the weather.

Some of the Old World varieties that are grown in California are ripened perfectly in an occasional season in New York.

F. E. Gladwin.

Do you know how to turn down a man and still retain him as a friend? Do you know when to say "No?" It is said that you can call a man a liar and say it in such a way that you are paying him a compliment and still be sincere. It's all in the way it is said—use a little tact, salesmanship, diplomacy.

I would like to have many merchants after reading this article look over their book accounts and pick out half a dozen accounts that are past due, get in touch with these customers and sit down and talk the matter over with them in the manner I have suggested. I am sure it will be the means of having less loss registered on their income tax statements next year.

T. K. Kelly.

True Friends Are Few.

Written for the Tradesman.

Can it be—
That friends will go like mist
Like they were never friends
Who once had made a tryst
But now make no amends
For sacrifice in their behalf?
They mostly prize a golden calf.
Can it be?

Can it be—
That some will watch a heart
Beneath a load alone
And never bear a part
Of sorrow, nor condone
It suffering there
But go their way
Nor even stay
For their own share;
Can it be?

Can it be—
Some friends are not just true
Real friends and only lend
An ear so far as you
Still something have to spend
When this is done
They leave you where
Are cupboards bare
Of one dry bone;
Can it be?

Charles A. Heath.

Home Treatment.

Mrs. Jiggins, who was reading a newspaper, observed to her husband that the paper contained an article entitled "Women Work for the Feeble Minded."

Now Mr. Jiggins was in a reactionary mood. So he grunted and said: "I should like to know what women have ever done for the feeble-minded." "They usually marry them, my dear," replied Mrs. Jiggins sweetly.

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.

Eighty acre farm, in Montcalm county, or modern home in Lansing. Will trade one or both for stock of meats or groceries. 521 Lathrop St., Lansing. 668

Dickry Dick at Muskegon wishes to sell his Dick's Soft Drink Co., exclusive agency for Budweiser, Strohs, Cliquot Club ginger ale, whistle, gas drums, soda tanks, malt syrup, etc. Or his store and office fixtures store. Very good proposition to offer to a live wire. 669

For Sale—Good going business. Fine location on Division Ave., Grand Rapids. About \$2,000 stock, \$500 fixtures. Shown by appointment Sundays. D. H. Hunter, Box 71, Rockford, Mich. 670

FOR SALE—On account of failing health I offer the Tuttle House hotel in Alba for sale. This property is well worth the price asked. Terms to responsible parties. Mrs. C. B. Tuttle, Alba, Mich. 671

FOR SALE—A clean stock of ladies', children's and men's furnishings, dry goods and toys. For cash only. No traders need apply. Address J. D. Wolpert, 3306 North Ave., Milwaukee, Wisconsin. 672

FOR SALE—Grocery stock and fixtures on best corner in town of between 700 and 800. Doing a good business. Reason for selling, other business interests. Lock Box 70, Litchfield, Mich. 673

Wanted—Stock of general merchandise, clothing or shoes. R. J. Sweeney, Lancaster, Wisconsin. 674

For Sale—First class cafe and restaurant in Western Michigan town 15,000 population. Doing fine business. Good reason for selling. Address No. 675, c/o Michigan Tradesman. 675

Dickry Dick sells bottle caps 18c per gross, Budweiser, Strohs, Blatz, Puritan Malt Syrup, and kegs and supplies. Muskegon, Mich. 676

FOR SALE—CIRCULAR SAW MILL, Capacity 25 M. ft. lumber, 40 M. shingles, six thousand acres timber lands. KELLY LUMBER CO., Sault Ste. Marie, Mich. 677

Stationary engineer and machinery installations. Have machinery for cutting keyseats in line shafting without removing from shaft hangers. Machinery repairs and job work specialty. Wm. Geale, North Park, Grand Rapids, Mich. 678

FOR SALE—Glass front, marble top counters, strictly up-to-date; also twelve and one-half ton ice machine. Address Geo. W. House, 905 Donovan Building, Detroit, Mich. 663

FOR SALE—A grocery and meat market in town near good lake resort. Doing good business year round. Inventory \$4,400; Price \$3,500, if taken at once. Address No. 665, c/o Michigan Tradesman. 665

For Sale—General stock, including fixtures, about \$2,500, in Western Michigan town 10,000 population. On main thoroughfare. Must be sold in ten days. To go at great sacrifice. Reason for selling, other interests take time. Opportunity you cannot afford to overlook. Address No. 666, c/o Michigan Tradesman. 666

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

CASH For Your Merchandise!

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

For Sale—Bowser pump and 350 gallon tank. A-1 condition. Will sell cheap. Apply Boulton & Bell, Fostoria, Mich. 652

General Stock and Buildings—Best farming country. Cash business. No competition. On railroad. Could increase business by trucking to city. A bargain if taken at once. John Kranenberg, Elmdale, Mich. 642

FOR SALE—A grocery and market business in the village of Clinton, Mich., a town of about 1,100 population. Buildings, merchandise and fixtures about \$3,500, cash, if taken at once. J. E. Earl, Clinton, Mich. 643

WHEAT SOMEWHAT HIGHER.

Present Prices Will Ultimately Be Advanced.

No material changes have developed in wheat conditions or in the price thereof during the past week. The markets, generally speaking, have held firmly; in fact, are somewhat higher than a week or ten days ago.

Flour trade throughout the country has apparently taken the position that wheat has scored too rapid an advance, and because of that fact, it is bound to react somewhat. Flour buyers are also banking on a somewhat lower range of prices, which they believe will be created when there is a general movement of new wheat from all sections sometime within the next thirty or forty days. In fact, the larger buyers have not taken hold very freely, being prone to purchase to cover not over a month's requirements, rather than for sixty or ninety days or even six months. Mills, also, have been unwilling to sell, as a general proposition, too far in advance, as there has been more or less difficulty experienced in protecting future sales with the purchase of grain to cover such sales where possible to make them, so at the present time both millers and flour buyers are playing a waiting game.

An increase in the yield of wheat throughout North America over that estimated by Government and private reports; improvement in the condition of corn, with prospects for a larger out-turn; conservative buying on the part of the flour purchaser, with a moderate demand from abroad for our wheat, coupled with free marketing by farmers, would undoubtedly result in somewhat lower prices. On the other hand, if Government and private reports are found to be about right, or if there is any further deterioration in crop prospects, both of wheat and corn; if the farmer is not a free seller, but, on the other hand, holds for higher prices; if the flour buyer purchases in good volume, and the present export demand continues, not only will present prices be maintained, but they will actually be advanced. In fact, the present situation provides a problem for the inquisitive or speculative minded to work upon.

The present statistical position of wheat is about as follows:

The Canadian crop of wheat last year amounted to approximately 475,000,000 bushels; this year it is estimated at 250,000,000 bushels.

The United States crop last year totaled in round numbers 800,000,000 bushels; this year it is estimated at 740,000,000 bushels.

In other words, the total North American crop of wheat last year was approximately 1,275,000,000 bushels. Government and private reports place this year's crop at 990,000,000 bushels, showing a net loss in round figures for this year compared to last of 285,000,000 bushels, which is a very material shrinkage.

The wheat crop in Germany, Italy, Great Britain, France, Russia, Rumania, in fact, the entire Northern

Hemisphere outside of North America, will average about 10 per cent. short of last year. The world's crop is now estimated at 350,000,000 bushels under that of a year ago.

The consumption of wheat and wheat products is increasing rather than decreasing. Europe, as a whole, is in a considerably better financial condition than a year ago and is buying more wheat. The Japanese government is supplying wheat flour as an army ration this year for the first time and even China is importing fairly good sized quantities of wheat and wheat flour. There is a lively export demand for North American wheat; in fact, the export bids are on a profitable basis for shipment even from interior points, and as long as this condition continues, of course, lower domestic prices for wheat are out of the question, for wheat is a world-wide commodity, and as long as Europe, China or Japan are willing to pay a good stiff price for American grain, wheat will be sold for shipment to those countries, rather than for domestic consumption at a lower price.

In conversation and correspondence with various flour buyers throughout the country, we have found, as stated before, they are not in sympathy with present prices, believing in a somewhat lower price level, and state they are going to clean up present stocks before taking on additional supplies; yet, in the face of this attitude on the part of the flour buyer, wheat has continued to advance.

Were the domestic flour trade making heavy purchases for prompt and distant delivery, we would be much more inclined to believe in a material reaction in the price of wheat than under present conditions, for as the situation now stands, the domestic flour trade is not covering its requirements, but must cover at least in a hand to mouth fashion from time to time. The very fact there is not much flour being sold for future delivery is in favor of a strong wheat market and well maintained prices later, for, in the last analysis, demand or lack of it makes or breaks the price of any commodity. The lack of demand at this time is bound to result in an increased demand a little later on to provide for domestic requirements.

It is not our desire or purpose to prophecy price trends, but we feel very certain the strength of wheat from the price standpoint has been greatly underestimated by the average flour buyer, and unless the yield of the North American crop is considerably larger than present estimates, present prices will not only be maintained but ultimately advanced, in our opinion, and the trade will profit materially by buying on the weak spots, but right at that point is the uncertainty. Any material increase in the yield over estimates will have a decided tendency to weaken the market.

Lloyd E. Smith.

If you cannot be on time at the store, if you cannot put in the full time for which you are paid, you are due for a drop in pay or the loss of a job.

Too Late to Classify.

Detroit—The Star Service Hanger Co., 3956 Grand River avenue, has increased its capital stock from \$50,000 to \$200,000.

Owosso—The Albert Todd Co., Inc., wholesale and retail dealer in hay, feed, etc., has increased its capital stock from \$35,000 to \$50,000.

Detroit—The Detroit Auto Specialty Corporation, 6209 Greenwood avenue, has decreased its capital stock from \$250,000 and 500 shares no par value, to 20 shares no par value.

Pullman—Hunziker, Taylor & Seymon, dealer in general merchandise, has increased its capital stock from \$12,000 to \$30,000.

Battle Creek—Butcher, Roberts & Millard, dealer in men's furnishings, has changed its name to the Butcher-Roberts Co.

Detroit—The Central Cigar Store, 1151 Griswold street, will close temporarily August 1. After the building, which is to be occupied by the American State Bank, is remodeled, the cigar store will re-open in the lobby.

Detroit—The Liberty Grocery and Meat Market, 3104 Hamilton avenue, opened for business July 21. Joseph Stayko and Tony Stamatis, who run the restaurant next door to it, are the proprietors.

Highland Park—An involuntary petition in bankruptcy has been filed against James J. Watson, clothing dealer at 74 Manchester avenue. The bills represented by three creditors total \$607.71.

Detroit—John McKenna has purchased the stock and fixtures of the grocery and meat market at 4101 Sixth street from Charles J. Custy. W. L. Kenny formerly conducted a confectionery at this address.

Detroit—The Dix Market Bazaar, 4624 Dix avenue, has been incorporated to conduct a wholesale and retail business, with an authorized capital stock of \$10,000, of which amount \$3,250 has been subscribed and paid in in cash.

Lansing—The Capital City Fruit Corporation, 621 East Michigan avenue, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$25,000, \$1,200 of which has been subscribed and paid in in cash.

Lansing—The Piatt Co., manufacturer of gas and oil water heaters, has merged its business into a stock company under the style of the Piatt Water Heater Co., 502 North Grand street, with an authorized capital stock of \$150,000, of which amount \$60,000 has been subscribed and paid in, \$1,600 in cash and \$58,400 in property.

Lansing—Under a joint account arrangement the Christian Breisch Co., of this city, will assume the management of the Square Deal Co-Operative Co. elevator at Charlotte. The name will be changed to the Farmers Elevator Co.

Grand Rapids—The Allen & Folger Co., 38-42 Ottawa avenue, has been incorporated to deal in autos, auto accessories, and conduct a wood-working business with an authorized capital stock of \$10,000, \$5,400 of which has been subscribed and paid in in cash.

Grand Rapids—The Burton Bronze Co., 1452 Buchanan street, S. W., has been incorporated to conduct a general manufacturing business in non ferrous metals, castings, etc., with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed, \$4,000 paid in in cash and \$2,000 in property.

Detroit—The Detroit Dishwasher Co., 1562 12th street, has been incorporated to manufacture and deal in dishwashing machines and other articles, with an authorized capital stock of \$30,000, of which amount \$18,000 has been subscribed and \$12,000 paid in in cash.

Mt. Pleasant—The Mt. Pleasant Ice Cream & Confectionery Co., 114 East Michigan street, has been incorporated to manufacture and conduct a wholesale and retail business with an authorized capital stock of \$10,000, of which amount \$7,500 has been subscribed and paid in, \$3,300 in cash and \$4,200 in property.

Detroit—The Ideal Demon Wheel Corporation, 1442 Ma building, has merged its business with a stock company under the style of Better Products, Inc., with an authorized capital stock of \$75,000, of which amount \$52,050 has been subscribed, \$1,640 paid in in cash and \$50,000 in property.

Boyer City—The A. Heller Sawdust Co. has been incorporated to manufacture and deal in wood products, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Kaufman Upholstering Co., 5727 Hastings street, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, \$7,500 of which has been subscribed and paid in in cash.

East Tawas—Joseph Sempliner & Co., dealer in general merchandise, has merged its business into a stock company under the style of the Sempliner Mercantile Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Detroit—The Anderson-Kenneth Co., 133 Atwater street, East, jobber of iron pipe fittings, steam supplies, etc., has merged its business into a stock company under the style of the Kenneth Anderson Co. with an authorized capital stock of \$100,000, of which amount \$10,000 has been subscribed and \$1,000 paid in in cash.

River Rouge—Samuel Rivkin has merged his dry goods, clothing, men's furnishings and shoe business into a stock company under the style of the River Rouge Department Store, 10523 West Jefferson avenue, with an authorized capital stock of \$22,000, all of which has been subscribed and paid in, \$10,000 in cash and \$12,000 in property.

Detroit—The Michigan Thread Corporation, 439 Congress street, West, has been incorporated with an authorized capital stock of \$1,000 and 1,000 shares at \$1 per share, of which amount \$500 and 1,000 shares has been subscribed and \$500 paid in in property.

M.R.