

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 20, 1924

Number 2135

Never a Friend Like That

He's a little dog, with a stubby tail, and a moth-eaten coat of tan,

And his legs are short, of the wabbly sort;

I doubt if they ever ran;

And he howls at night, while in broad daylight he sleeps like a bloomin' log,

And he likes the food of the gutter breed; he's a most irregular dog.

I call him Bum, and in total sum he's all that his name implies,

For he's just a tramp with a highway stamp that culture cannot disguise;

And his friends, I've found, in the streets abound, be they urchins or dogs or men;

Yet he sticks to me with a fiendish glee.

It is truly beyond my ken.

I talk to him when I'm lonesome-like, and I'm sure that he understands

When he looks at me so attentively and gently licks my hands;

Then he rubs his nose on my tailored clothes, but I never say nought thereat,

For the good Lord knows I can buy more clothes, but never a friend like that!

So my good old pal, my irregular dog, my flea-bitten, stub-tailed friend,

Has become a part of my very heart, to be cherished till lifetime's end;

And on Judgment Day, if I take the way that leads where the righteous meet,

If my dog is barred by the heavenly guard—we'll both of us brave the heat!

W. D. Wegefarth.

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.

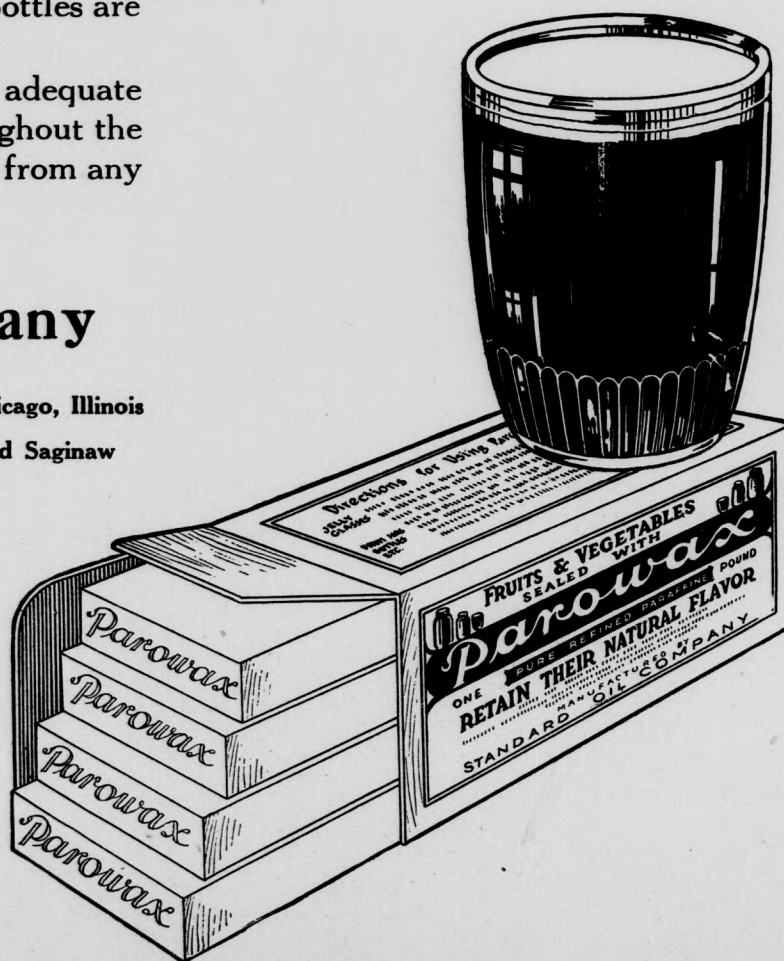
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 20, 1924

Number 2135

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
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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CONSUMERS NEED GOODS.

In this and other large markets it is now apparent that the buying for fall is well under way. It has been postponed as long as it was possible for various reasons; but circumstances have put an end to further delays, especially as regards initial purchases. Not only have broken stocks to be replenished, but new and seasonable ones have to be put in. Business cannot be done when shelves are empty. So the increasing number of representatives from out-of-town stores are actually doing a great deal of buying instead of merely looking over the market or shopping. But the note of caution is still apparent. Individual purchases are not on a large scale, although the sum total looms up in volume. Of potential requirements the orders placed make up anywhere from 25 to 40 per cent., depending on the character of the goods. This is about as much as was expected under the existing conditions. No matter how much optimism is expressed in certain quarters, nobody in mercantile lines of business believes that any boom is in sight or even that it is desirable. Values are still too unstable to be compatible with large forward commitments, and the buying capacity or inclination of the public is yet not well determined. From all that appears, however, it would seem that there will be a fair market for goods that are not regarded as too dear. Price remains a very potent factor, and resistance to advances is still marked.

It is generally believed that stocks in the possession of consumers are on as low a scale as are those held by merchants. This is based on the fact that buying on the part of the general public has been restricted for the past year or so. People have not been purchasing with the frequency or in the volume they used to do. Not only are wardrobes pretty well depleted, as

a general rule, but the same is true in many instances of housefurnishings and other articles the buying of which may be postponed if need be. Style changes have helped in the disposal of much more of feminine garb than in that of men's wear, and will continue to have that effect this fall and winter. But men's clothing and accessories are about due to show greater activity than has been the case for some time back. To the belief in this is due some of the optimism shown by manufacturers and dealers in those lines. The trend is being carefully watched, and preparations have been made to meet the expected demand. After labor day the situation will be better defined. Meanwhile, general sales at retail are fully up to the average at this time of year, and have been quite notable in the case of some clearances. There has been also a pretty good response to offerings of furs which have been featured at low prices. So far as indications go at present, the disposition to buy is fairly general, especially when anything like bargains are presented.

The recent heavy sales of German government bonds and German pre-war currency in Germany are reflected in this country by a number of offers to sell such paper, but there are not many wanting to buy. Dealers in foreign securities look upon the movement as a gamble pure and simple. This is a likely explanation, and undoubtedly speculators are looking for long chances. But there is probably something else, the human urge to make one's money talk, to back one's hope or judgment in legal tender. Few persons can let pass the challenge to put up or shut up. With the renewal of confidence in the future of Germany many persons unquestionably looked around for a way to express this confidence with hard cash. It is somewhat difficult in this country to invest directly in German commercial or business enterprises. The uninformed wanted something German to invest in, however, and German bonds and currency are easy to buy. Many doubtless did it. There is only a remote possibility that the recovery of Germany will make more valuable either German government issues or pre-war currency. These investors are much more likely to lose their money through the awkward expression of their confidence.

Even at the present stage of civilization men are not allowed to forget or ignore the influence of the planets on human affairs. The handful of Britishers that are trying to guide the destinies of empire in darkest Sudan have been forced to realize this fact. For, in the very midst of the political

confusion that has there come to a head with bloody encounters between the British and Sudanese on one side and the Egyptians on the other, they have had to wage war against a total eclipse of the moon. The effect on the superstitious natives of this phenomenon, which, according to the almanacs, occurred on August 14-15, "visible in the Indian and Atlantic Oceans, in Australia, Europe, Africa and South America," can be imagined, especially as the more intelligent Egyptians are stirring up the ignorant against the British with quotations from the Koran about the overthrow of the unbelievers. With the very moon on the side of the Egyptians, it is not quite a fair fight, but the British have long been accustomed to dealing with strange human manifestations in various dark spots of the earth.

It is quite probable that not many women voters knew who J. R. McCarl was a week ago and that few of those who did know knew just what were his duties as Controller General of the United States. But Controller McCarl has announced that married women in employ of the Government must sign their husbands' names to the payroll, because these names are their legal names, and the Lucy Stone League is proceeding to make his name a household word. The object of the Lucy Stone League being to persuade women to retain and use their own names after marriage, the members are peeved at the decision, and they sharply declare McCarl doesn't know what he is talking about; that there are abundant decisions, dating back as far as 1781, enabling married women to choose their own legal names. It is probable that Controller McCarl took competent legal advice before making his decision, but it is more than probable that he has started something that will end in their establishing the right.

Eskimo canoes had a startled meeting with the reconnoitering plane sent to the ice-beset coast of Greenland. The Eskimo mind is acquisitive and inquisitive. The little brown people of the North are eager to possess and apply the new inventions. They have not yet solved the mystery of flying like the eider or the gull, but they will learn. The pioneer of America's determined venture is the precursor of an air fleet that may yet link Greenland with civilization. Scientific uses will be found even for the mighty potency of the wind that raves over the central ice sheet, and Humboldt Glacier itself, which now sends bergs to the ruin of gallant ships, may some day assist processes of refrigeration in warmer climes. Long ago Kipling suggested that airships might carry

sufferers from pulmonary ailments to the clear, pure Arctic ozone, and in the unpredictable future it is certain that the circumpolar space will not be the frozen desolation that it is to-day.

Days of high tides, shuddering forebodings and earthquake shocks rumbling over the populous region lying in the 200-mile radius surrounding Tokio are matters of the day's news with us, but to the people of Japan they must have almost the dread sound and significance of trumps of doom. The island kingdom is hardly across the threshold of the vast recuperative enterprise made necessary by the frightful disaster of a year ago and already the new structures in course of building are rocking with fresh seismic disturbances. Fifteen heavy shocks in Tokio in one day, repeated and damaging throes in Fukushima, 200 miles away, houses destroyed at Chiba, telephone service interrupted at Choshi, seventy-five miles northeast of Tokio, and broken windows reported in many towns and cities—such is the news which will evoke a fresh pang of sympathy for Japan among all the nations.

A deserted boat, marked "Dauntless—Honolulu," has been found stranded on Gatasan Island, off the coast of Zamboango. Last year a man climbed out of a packing box on a transpacific liner at Honolulu. He was Ira Sparks of Peru, Ind. He sailed Westward from Hawaii in a dory, announcing he was on his way to the Holy Land. On March 22 he arrived at Tandag, in the Philippines. Again he vanished over the waters, drawn by the lure of the Holy Land that had taken him across the lonely reaches of the world's loneliest sea, the Pacific. He was going to "seek the true word of God" in his good ship Dauntless. A strange quest of a stranger man in a strange world. In all the tales of pilgrimage, palmer and devotee is there anything to match this from the twentieth century?

To mark the 150th anniversary of the discovery of oxygen by Joseph Priestly, the American Chemical Society, which owns his home, plans to erect a memorial at his grave in Northumberland. The hero of one of Moliere's plays is delighted to find that he has been speaking prose all his life without knowing it; and the race breathed the life-giving element long before it had a name or was isolated by the savant. But the uses of oxygen apart from respiration are numerous and important, and all who are engaged in the welding and cutting of metals with the oxyacetylene flame—to cite only one example—are indebted to the pre-Revolutionary discovery of the great scientist.

BANNED BY UNCLE SAM.**Fraudulent Practices Forbidden By Federal Trade Commission.**

The Procter & Gamble Co., of Cincinnati, Ohio, in an order issued by the Federal Trade Commission, is required to discontinue the use of the word "naphtha" in connection with the advertisement and sale of soap products that do not contain at least 1 per cent. of naphtha. The Procter & Gamble Distributing Co., a subsidiary, is also named in the Commission's ceases and desist order. In its investigation of the case the Commission found that the respondents manufactured and sold soap products under the following names: "P. & G., The White Naphtha Soap," "Star Naphtha Washing Powder," and "P. & G., The White Naphtha Soap Chips." None of these products, the findings state, contained an ingredient that could be identified as naphtha. In some instances kerosene in small and varying quantities was found.

The use of the word naphtha in connection with the above named products, the Commission found, is an unfair method of competition and a misrepresentation to and a deception upon the purchasing public.

The full text of the order is as follows:

That the respondents cease and desist is the course of commerce as defined in the Federal Trade Commission Act from:

1. Using the word "naphtha," or its equivalent, in the brand name of any soap or soap product offered for sale, if and when such soap or soap product contains the petroleum distillate known and sold as kerosene and the word "naphtha" is so used to designate the addition of said kerosene to or its presence in such soap or soap product.

2. Using the word "naphtha," or its equivalent, in the brand name of any soap or soap product offered for sale or sold by respondents, or otherwise incidental to its advertisement and sale, if and when such soap or soap product normally contains at the time of and upon its sale to the consuming public, no naphtha or naphtha in an amount of 1 per cent., or less by weight thereof.

In a further effort to prevent retail merchants from designating themselves as manufacturers or representatives of manufacturers, the Commission has issued an order directing H. F. Fliegelman, of Philadelphia, Pa., to discontinue making use of the slogan "direct from factory to you," or any slogan of like import, in advertising his merchandise or offering same for sale. He is also ordered to cease from representing by any means that he is a manufacturer, when in truth and fact he is not a manufacturer. The Commission found in its investigation of the case that the respondent, in advertising and selling furniture purchased by him from the manufacturers thereof, created the impression by the use of statements or slogans that the respondent owns, controls or operates a furniture factory, and that persons buying from him are buying direct from the manufacturer thus sav-

ing the profits of middlemen. The Commission concluded that the respondent's practice of designating himself as a manufacturer is an unfair method of competition and deceives the purchasing public.

The Chemo Co., of New York City, a manufacturer of disinfectants, insecticides and soaps, is named by the Federal Trade Commission in a complaint charging unfair methods of competition. According to the complaint the company sells its products to state, county and municipal government authorities and to charitable organizations, mutual associations and eleemosynary institutions. Respondent's products are purchased for such establishments by administrative officers or authorized purchasing agents. The complaint alleges that the respondent for the purpose of inducing authorized persons to purchase its products gives to such persons without knowledge, consent or approval of their principals, certain prizes or premiums as gratuities. The citation states that respondent's gratuities used as set forth influences the purchase of its products without regard to comparative quality value as compared with respondent's competitors. The cost of such prizes and premiums the complaint further states, is included in the cost of the products sold by the Chemo Co., and is, therefore, a burden on stockholders of institutions and the consuming public, purchasing respondent's products. Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it must issue its complaint. The question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried out.

Acquiring the whole of the stock or share capital of a competing company with the effect of substantially lessening competition and creating a monopoly in the automobile wheel industry is charged by the Federal Trade Commission in a citation directed to the Motor Wheel Corporation, of Lansing. The firm manufactures and sells wood wheels and steel disc wheels for automobiles and sundry parts and materials for automobiles and automobile wheels. The complaint alleges that the respondent corporation acquired the whole of the stock or share capital of Forsythe Bros. Co., a manufacturer of steel disc automobile wheels with its place of business in Harvey, Ill. Such acquisition the complaint states is contrary to the law and a violation of the Clayton Act in that it has a tendency to restrain commerce in the sale of steel disc wheels for automobiles in the sections of the United States in which the motor wheel corporation and Forsythe Bros. Co. sold their products. Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it must issue its complaint. However the question whether or not such method has been used is not

passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried out.

The Federal Trade Commission has issued a cease and desist order requiring Edwin E. Ellis Co., Inc., of Buffalo, N. Y., to discontinue unfair methods of competition in the conduct of its business. The firm is engaged in printing and selling stationery for social and business purposes, and in the printing thereof, advertises a process of printing which it designates as "Process Engraved" or "Process Engraving." The Commission found that the company's method of printing, so advertised, in no way includes the use of engraved plates which is the generally understood method used in "Engraving." It was found that the respondent's product was the result of the use of a chemical in powdered form applied to type printing while the ink is still wet. The chemical adheres to the wet ink and in passing through a baking process the heat causes it to fuse and presents a raised letter effect resembling in appearance the impression made from engraved plates. The use by the concern of the terms "Process Engraved" or "Process Engraving," the findings state in the manner set forth misleads and deceives the purchasing public into the erroneous belief that respondent's products were genuine engraving. The order prohibits the Ellis Co. from using the words "Process Engraved" or "Process Engraving" in the business signs or advertisements and advertising matter, offer for sale or sale of stationery and as descriptive of such stationery, the words, letters, figures and designs upon which have not been produced from metal plate into which such words, letters and designs have been cut.

The Federal Trade Commission has issued a cease and desist order directing Samuel Seligsohn, a retail clothing merchant of 1532 Market Street, Philadelphia, Pa., to discontinue certain unfair methods of competition in the advertisement and sale of men's clothing. The order requires the respondent to discontinue advertising or representing in any manner that he is a manufacturer of the articles offered by him for sale unless and until he does actually manufacture such articles. The Commission found that the respondent caused advertisements offering his clothing for sale to be inserted in newspapers of general circulation in which were displayed various deceptive and misleading statements. Among such statements were the following: "Buy from the maker direct and save a big difference in price," and "Mr. Seligsohn manufactures his own clothes—sells them direct to you at a small overhead expense." According to the findings the respondent is not a manufacturer but buys his stock from those who do manufacture and sells them to the public at prices substantially the same as those prevalent in the retail trade for clothing of like kind and quality. The findings further state that respondent's misleading statements deceive the purchasing public into the erroneous be-

lief that the respondent owns or controls a factory and that persons buying from him are saving the profits of middlemen.

The Edwin Cigar Company, Inc. and James E. Hall, Jr., Inc., both of New York City, in separate orders issued by the Federal Trade Commission, are required to discontinue unfair methods of competition in the marketing of cigars. The firms are manufacturers of cigars which are sold throughout the United States. In the case against the Hall Co. the Commission found that the respondent manufactured cigars partly from tobacco imported from Cuba and partly from tobacco grown elsewhere, which were branded as follows: "Hall's Fancy Tales Havana Cigars," "Hall's Resagos Havana Cigars," "Hall's Panetelas Havana Cigars," "Hall's Havana Coronas," and other brands containing the word "Havana." The labels found to have been used by the Edwin Cigar Co. on cigars partly from Cuban tobacco and partly from tobacco grown elsewhere were: "Edwin's Royales Havana Filler Cigars," "Imperials Havana Cigar," "Lord Edwin Havana Cigar," "Havana Smokers," and other brands containing the word "Havana." In both cases the Commission found that the respondents advertised and represented that cigars sold by them were manufactured from tobacco grown on the island of Cuba and on plantations owned by them, and that by reason of such ownership they were enabled to sell cigars at a substantially less price than ordinarily charged for cigars of a like character. The Commission found that the respondents did not own plantations on the islands of Cuba, and therefore their representations were false and misleading to the general public, and unfair to competitors who did not resort to misrepresentation in the marketing of cigars.

Maintaining and enforcing a merchandising system of fixing specified uniform prices for its product in co-operation with wholesale and retail dealers, is charged by the Federal Trade Commission as unfair methods of competition in a complaint issued against Landers, Frary & Clark, of New Britain, Conn. The firm is a manufacturer of electrical heating and cooking appliances, and, according to the citation, listed and secured the support and co-operation of wholesale and retail dealers in carrying out its price fixing system. The complaint describes in detail various methods alleged to have been used by respondent in enforcing its price plan, among which are the following: (1) That respondent will withdraw from dealers not selling at its prices certain price advantages and certain advertisements and selling assistance which respondent in many instances supplies to dealers who do maintain its prices. (2) Employs its salesmen and other agents to secure information as to offending dealers and to report accordingly to respondent. (3) Other equivalent co-operative means for the enforcement of its resale prices. Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the pub-

lic interest it must issue its complaint. However the question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried out.

In an unfair competition complaint issued by the Federal Trade Commission the Banner Foundry & Furnace Company, P. T. McGuckian, William A. Garber, and C. Ed. Smith, Jr., of Akron, Ohio, are charged with unfairly obtaining the business of a competitor. The firm is a manufacturer of furnace heaters, and the three persons named are president, vice-president and secretary, of the company. According to the citation respondents McGuckian and Garber were officers and active in the conduct of the business affairs of the XXth Century Heating and Ventilating Co., one of the competitors of the respondent company. The complaint also alleges that these respondent individuals by reason of their official positions with the competing company secured patterns and castings of the XXth Century Heater, and used them in the manufacture of a heater sold by respondents which they named the "Banner Furnace." Further allegation is to the effect that the respondents obtained a list of customers of the XXth Century Company which they used in exploiting their own product. It is also charged in the complaint that respondents enticed and induced its competitor's employees to leave their employment and to enter the service of respondent company. The result of respondent's alleged acts, the complaint states, is to unfairly hamper and hinder its competitor and to cause losses in business and loss of customers to such competing company.

Under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it must issue its complaint. However the question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days in which to answer and the issue has been tried out.

Drastic Solution of the Race Problem.

Detroit, Aug. 19—I have read your editorials on the negro situation from time to time with great interest and satisfaction. I am at present preparing a paper on "The Relation of Immigration to the Growth of Negro Population in the United States," and I feel that an examination of the subject will indicate that with the reduction of immigration we will see a great increase in our negro population.

In the first place, the crude figures that tend to indicate that the whites are showing a much greater proportionate increase than the blacks have never taken into consideration the increase of white population through immigration and through the greater fertility of immigration women for the first and sometimes second generation. Such a consideration would show that the native whites were not increasing to an extent greater than the negro.

Secondly, there is much ground to believe that much of the work that was done by the Southern European would have been done by the negro, with its corollary that the further economic opportunity given to the negro would have meant a proportionate increase,

perhaps greater than the native white race. Limits of space and the knowledge of the old saw that there are three kinds of liars—plain liars, damn liars and people who offer statistics—make me refrain from quoting figures from a recent commerce report that would tend to indicate that in many fields the decrease of foreigners or children of foreigners in various industries has been made up by the increased activity of negroes in those industries.

Thirdly, that the negro and the foreigner have been unrecognized potential economic competitors may be indicated from the fact that in a very great number of instances there has been an inverse ratio between the negro and foreign populations of localities. That there is some relationship between the number of foreigners and negroes is possibly further indicated by a report on the "Predicted Growth of the Population of New York," by Drs. Pearl and Reed of Johns Hopkins University, which indicates that from 1860 to 2000 the percentage of foreign-born whites (without the present immigration restriction) will decrease from 45 to 26.93, while the negro population will increase in that period from 1,434 to 5,083.

We seem to be facing a period of exclusion of Southern Europeans, and a greatly decreased immigration. It seems that the negro will be called on, for economic reasons, to do many tasks formerly performed by those immigrants. I think that it is a universally accepted fact that the population will grow as opportunity for its sustenance grows. The relationship of blacks and whites in any population will be governed by the economic use by the industries of members of each race. The blacks, I think, will be called on in ever-increasing numbers if the cheaper labor of the lower standard Europeans is removed from the market. Such a tendency is already evident.

Two other factors, usually regarded as factors of safety against a more rapid negro increase, should be considered. First, the greater mortality of the negroes, and second, that with increased opportunity will come increased standards of living, and a resultant decrease in the negro birth rate. Many may have overlooked the fact that a tremendous part of the negro mortality occurs during the first year of the baby's life. With the increase of pre and post-natal care it is inevitable that the negro mortality rate must be greatly decreased. These factors, combined with greater economic opportunity, may cause a negro population that will demand a settlement of the racial problem long before we are ready for such a settlement.

An examination of the expected decreased negro birth rate, caused by increased standards of living that must result from increased opportunity, reveals the fact that to maintain the present relationship by a lower negro birth rate would mean that the negro would have to approach the native American standard of living. Since the negro's is at present lower than the white man's, and as we have every reason to believe that the native white American's standard of living will continue to advance, to catch up with the new standard that will be set the negro's standard of living will have to advance at a rate more rapid than the white man's. That I do not imagine is probable in the next century.

The removal of the great economic check by the recent immigration legislation will, I imagine, cause a growth of negro population that may call for a solution of the race problem not less drastic than that suggested at Toronto. Jesse Bienefeld.

Honesty in salesmanship is just as important as harmony in music, and its absence is just as fatal.

How to Sell Your Goods

IN THREE CHAPTERS -- CHAPTER TWO



By all means, teach your clerks to cultivate resourcefulness, that is, the ability to meet an unheard of situation in an entirely successful manner. In the clerks' leisure time let him think up imaginary situations and exemplary sales problems and work out from time to time solutions of the ordinary difficult situations in which the practical salesman finds himself so frequently. In this way, the spirit of resourcefulness can be cultivated.

The next important quality of the salesman is his ability to co-operate with the other clerks in the store. No matter how striking his talent may be, his success will depend very largely on his ability to merge his personality into the organization of which he is a part.

Third, the salesman must learn that determination, patience and the never-give-up spirit are necessary to him. He must never recognize the customer's "no" as final, but merely as a postponement of the "yes." He must never dismiss a customer in anger, but always leave the door open for another interview in case the present one should turn out unfavorably.

You will recall that when the allied soldiers returned to Paris, they found there an arch of triumph. Now the salesman has also an arch of triumph, the foundation of which is hard work. No man must expect to achieve success which is worthy of the name, without intense application. While there may be some who believe that genius is inspiration, most of us who have been through life's varied experiences believe it to be perspiration, at least in a large measure.

The pedestal of this arch, on the left, we shall call "Character," which is the only sure and safe foundation for business success. The advertising world has adopted Truth as its slogan, which is another name for character. Character in a building makes it able to stand through many storms and many extremes of temperature, so character in a man or a salesman gives him the quality of permanence—makes him one with the order of the universe so that from year to year he stands secure. This is the only basis on which a salesman can permanently build.



WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movements of Merchants.

Detroit—The Quality Food Shop opened at 3104 Woodward avenue recently.

Detroit—Adelia B. Clark succeeds A. C. Riggs, confectioner at 4918 Hurlbut avenue.

Detroit—Louis Palley has bought the grocery and delicatessen at 2755 Whitney avenue.

Detroit—William Wall succeeds Edward Skipper in the confectionery at 2312 Cass avenue.

Detroit—Mrs. Cecelia Siegel's meat market at 8516 Twelfth street has been sold to M. Goldstick.

Detroit—Rieder's Sweet Shop recently opened at the corner of Mack and Van Dyke avenues.

Detroit—The Rosedale Tea & Coffee Co., National and Temple avenues, has discontinued business.

Detroit—Marie C. Peters has sold her grocery at 1424 Parkview avenue to John Janssen and wife.

Detroit—Lillian Moyer has sold her confectionery stock at 8952 Oakland avenue to Anna Brenner.

Detroit—Charles Aderholdt succeeds Frank R. Elkins, grocer, in the store at 6267 Townsend avenue.

Detroit—The Jean Pharmacy, 3457 Baker street, is one of the drug stores recently opened in Detroit.

Detroit—L. I. Schmidt plans to open a men's furnishings store at 9304 Mack avenue about Sept. 1.

Detroit—Abraham Katz succeeds Bert T. Hunt, meat market proprietor at 11314 Woodward avenue.

Detroit—Alberts' underselling store, men's clothing and furnishings, opened at 4441 Dix avenue recently.

Detroit—Theodore and Barney Kruse have sold their grocery and meat market at 201 Henry street.

Detroit—F. Charboneau's confectionery, 7748 Epworth boulevard, has been sold to Thomas A. Aikins.

Detroit—Joseph Brothers, grocers, have opened another store at 87 Sproat street. Paul Joseph is in charge.

Detroit—Arthur B. Whale has taken over the Pacific pharmacy, 5100 Pacific avenue, from Warren W. Hale.

Detroit—The Detroit Starter Co., Inc., 612 East Jefferson avenue, has changed its name to Greenleaf, Inc.

Detroit—The Charlevoix-LeMay grocery and meat market opened at 2677 LeMay avenue a short while ago.

Detroit—The Marblestone-Davidson Co., Inc., tailors, opened a retail branch at 1253 Griswold street on the 15th.

Detroit—The Chinese Blueing Co., 1024 Lakeview avenue, has increased its capital stock from \$10,000 to \$25,000.

Detroit—August Lottner has sold

his confectionery and grocery stock at 4610 Van Dyke avenue to Alonzo E. Bender.

Detroit—Fred Deary is the proprietor of the new La Rose meat market, which opened at 7844 Forest avenue, East, recently.

Detroit—Reid's Dry Goods, formerly located at Lillibridge street, removed to 11118 Kercheval avenue a short time ago.

Detroit—The Detroit Radio Corporation opened a radio store at 6510 Woodward avenue on the 20th. S. Gandy is the owner.

Detroit—The J. A. MacIvor Lumber Co., 10515 Grand River avenue, has increased its capital stock from \$180,000 to \$380,000.

Pontiac—Fire in the Frank E. Worden bakery, South Saginaw and Osun streets, resulted in a damage of \$15,000 to the property.

Detroit—The grocery at 3040 McClellan avenue has recently passed from the ownership of Albert Markey to that of Leo A. Demers.

Detroit—Harry Suffrin, clothier, has purchased Johns Clothes shop, 28 Michigan avenue, and will conduct it under the style Kennedy's.

Muskegon—The Muskegon Storage Battery Corporation, 271 West Western avenue, has increased its capital stock from \$6,000 to \$25,000.

Detroit—The Schieber & Jensen Manufacturing Co., 5449 Twelfth street, has changed its name to the Schieber Manufacturing Co.

Detroit—Chester D. Harlein has purchased the interest of one of the three partners in the Arcadia confectionery, 3523 Woodward avenue.

Detroit—Charles E. Fairweather, furniture, 11,101 East Jefferson avenue, has filed a petition in bankruptcy, with liabilities of \$5,721 and assets of \$1,454.

Detroit—A spectacular fire did considerable damage to the stock of the National Wallpaper Co., wholesalers at East Jefferson and Randolph streets, Aug. 14.

Bad Axe—The Bad Axe Cash Store has been incorporated with an authorized capital stock of \$20,000, \$2,200 of which has been subscribed and paid in in cash.

Highland Park—William S. Hart, furniture dealer at 13828 Woodward avenue, has filed a petition in bankruptcy, listing liabilities of \$3,940.70, with no assets.

Flint—William Seig, pharmacist, dropped dead Aug. 14 at the entrance to a drug store in which he was employed. Mr. Seig formerly conducted a drug store in Detroit.

Detroit—Ira O. McCloud has bought out his partner, Harry E. Mitchell, and will conduct the confec-

tionery of McCloud & Mitchell, 8432 Linwood avenue, himself.

Detroit—The Chinaware Company of America, wholesalers of dishes, 540 West Jefferson avenue, filed a petition in bankruptcy recently, listing liabilities of \$6,483, with no assets.

Detroit—The Forest-Van Dyke confectionery opened at 7852 Forest avenue, East a short time ago, under the same management as the confectionery at 2647 Gratiot avenue.

Detroit—The three Sfire Brothers have taken over the grocery stock at 5963 Woodward avenue from Philip Shapiro. They formerly ran this business, and sold it to Shapiro several months ago.

Detroit—Henry The Tailor, 432 Woodward avenue, has been incorporated to manufacture and sell wearing apparel, with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—Mrs. H. McHugh, who conducts the Children's fashion shop, 3449 Woodward avenue, expects to discontinue business soon to head the children's wear department of the Newcomb, Endicott & Co. department store.

Detroit—The Dennis Concrete Products Co. has been incorporated with an authorized capital stock of \$60,000 and 600 shares no par value, of which amount \$7,700 and 168 shares has been subscribed, \$5,868 paid in in cash and \$2,000 in property.

Grand Rapids—The Couple Gear Electric Truck Co., 1450 Buchanan street, has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit-Amalgam Fuel Co., 407 Murphy building, has been incorporated to deal in fuel and fuel products at wholesale and retail with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and \$3,000 paid in in cash.

Merrill—The Merrill Mills, Inc., has been incorporated to conduct a general milling and elevator business and to deal in poultry feed, dairy products, etc., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Hudson—The General Foods, Inc., of Detroit, has begun operating its new pickle salting station in Hudson, just South of the Cincinnati Northern station. The company is operating for the first time this year plants in Addison, Onsted and Ridgeway.

Detroit—Joseph Abraham, grocer at 4401 Dix avenue, has changed the firm name to J. Abraham & Co. Mr. Abraham has recently acquired the store next door to his present place of business and is now remodeling it to give him increased floor space.

Detroit—The Detroit Druggists Service Co., 6101 Michigan avenue, has been incorporated to deal in druggists specialties, sundries, etc., with an authorized capital stock of \$10,000, of which amount \$6,350 has been subscribed and \$4,000 paid in in cash.

Detroit—Jerry's, Inc., 1452 Broadway, has been incorporated to deal in auto accessories, radio supplies, equipment, etc., at wholesale and retail, with

an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$2,000 in cash and \$23,000 in property.

Grand Rapids—Joe's Place, 115 Ottawa avenue, N. W., has been incorporated to deal in automotive, electrical, radio, equipment, supplies, auto tires, etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$2,512.77 in cash and \$2,487.23 in property.

Flint—The Rontsen Supply Co., with business offices in the Doyle building, has been incorporated to deal in forest products, concrete products, building materials, etc., at wholesale and retail, with an authorized capital stock of \$50,000, all of which has been subscribed, \$4,377.75 paid in in cash and \$30,000 in property.

Muskegon—Henry B. Smith, who was engaged in the grocery business at Muskegon for fifty years, has sold his stock at 146 Ottawa street to James Jespersen and retired from business. Mr. Smith suffered a stroke two weeks ago and is awaiting the end at a local hospital, as no hope is entertained of his recovery. He is 75 years old. He has been a worthy citizen and an exemplary merchant. He has taken the Tradesman continuously for more than forty years.

Manufacturing Matters.

Muskegon Heights—The Alaska Refrigerator Co. has increased its capital stock from \$400,000 to \$600,000.

Blissfield—The W. G. White Co., Inc., manufacturer of tire and seat covers, has increased its capital stock from \$15,000 to \$50,000.

Detroit—The Rocktile Manufacturing Co., 1619 Dime Bank building, has been incorporated to manufacture and sell tile, stone, concrete and cement products, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Schoolcraft—Atkins, Incorporated, has been organized to manufacture and sell automotive parts with an authorized capital stock of \$50,000 and 2,000 shares at \$1 per share, of which amount \$5,000 and 2,000 shares has been subscribed and \$2,400 paid in in cash.

Kalamazoo—The Lettercraft Paper Co., 500-506 Harrison street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$4,000 has been subscribed and \$1,000 paid in in cash. The company will deal in paper, envelopes, tablets and general stationery supplies.

Holland—The Holland Ladder Co. will launch a branch plant under the name of the Peninsular Ladder Co. at Mayfield, Calif. The local plant which was organized about nine years ago has had a most successful business. The branch plant will be placed in charge of Gerrit J. Geerds.

Detroit—The J. T. Boone Manufacturing Co., radio equipment, devices, etc., has merged its corporation into a stock company under the style of the J. T. Boone Radio Corporation, 3469 Jefferson avenue, East, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$3,500 in cash and \$46,500 in property.

Essential Features of the Grocery Staples.

Sugar—The market has advanced 10 points. Granulated is now held at 7.55c.

Tea—The market has shown some activity during the past week. This has been particularly so with regard to Indias and Ceylons, which are now leading all other varieties in point of activity. The undertone on these lines is strong. Other varieties of tea remain about unchanged, with a satisfactory demand. The consumptive demand for tea is good.

Coffee—The market for coffee has had rather a quiet week, with the situation still somewhat unsettled on account of conditions in Brazil. The tendency of the market appears to be slightly downward. No market decline has occurred in Rio and Santos green coffee, sold in a large way, during the week, but the tendency is undoubtedly to ease off. Milds have also marked a slight decline for the week. The jobbing market for roasted coffee remains about unchanged. The demand for coffee is rather quiet in view of the present condition of the market.

Canned Fruits—The California fruit situation is without change. Most canners are out of the market on assortments and on the main varieties under the favored grades. They are too busy attending to their canning operations to think of adding new business. Fruit prices have remained so high that there seems little chance of any change in the quotations on the finished product. Pineapple is not showing much excitement but rules steady. There is only a nominal call for gallon apples.

Canned Fish—While there is a better feeling in Alaska salmon, the demand is not extensive. There is a steady demand for jobbing parcels of reds and pinks and, taken individually, the sales are not impressive but the aggregate is normal. Canners are not selling new packs to any extent as they prefer to book s. a. p. pending a determination of the size of the pack and the establishment of prices. As it looks now reds are likely to be universally priced above \$2.35 f. o. b. Chinooks are being used in a routine way. Maine sardines are quiet and featureless on the basis of \$3.75 f. o. b. for quarter oil keyless. Shrimp is scarce on the spot and little is available at the factory. What new pack is quoted is offered "subject to when and if packed." Tuna fish pack in California has been light all week and distributors who have not covered are, momentarily at least, on the wrong side of the market.

Canned Vegetables—Wisconsin fancy peas are reported to be a smaller proportion of the pack than usual, the run going mostly to extra standards and standards. To make sure of quality some buyers are insisting upon passing samples before accepting deliveries of goods designed for their private labels. While tomato reports from the tri-states vary, the bulk of them are that the crop is late and poor, indicating a light pack even though canning is carried on late in the season. Canners see no low prices and rather than try for business at

concessions, they refuse to confirm. While some new packs are available their volume is much behind that of other years by the middle of August. Corn is firm on standards on the spot as there are light holdings in second hands, which is true of extra standards. Fancy are almost out. Future corn, like beans and other new packs, is wanted but is not freely quoted.

Dried Fruits—Prunes are again the most spectacular item among dried fruits. While they hold their firm position no radical change occurred, as the development is more toward a hardening in spots and futures rather than in free trading in either field. The cheap old crop in the East has been absorbed, and in California and Oregon prunes, both spot and Coast stocks, are held too high to make much of a speculative demand. In fact, jobbers here are not inclined to buy ahead freely in old or in new packs. The strength at the source is due to a number of factors, the chief of which is the reported short crop in California and the Northwest, running to medium sizes. Foreign markets have been reported buying in California and in Oregon, where 50s have been taken. Old carryover is largely owned by the Association and there is little competition to sell. The Association has withdrawn new packs of all sizes, and some Oregon interests are off the market, while others are quoting higher prices. In a word, the market is strong at the source, so much so that the local trade hesitates to respond. The spot movement is fair for the season. Raisins are another firm item. Sun-Maid controls the carryover, and as time goes on independents drop out of the market, as they have nothing to offer. The market is stable and there is a constant turnover of bulk and package lines. New packs are offered by several independents, while others are not intending to quote until the Sun-Maid does so, probably early next month. Apricots are virtually withdrawn by all interests, or where offered are priced too high to command much attention. Many jobbers are waiting until they are in greater need of stock before covering. Peaches are stiff at the source and there is no pressure to sell. Old pack is quiet.

Beans and Peas—The business done in dried beans during the week has been very light, but prices have been maintained on a fairly steady basis. This applies to all varieties of beans. Green and Scotch peas unchanged; small demand.

Syrup and Molasses—Molasses is fairly active, speaking of good grocery grades, and prices are steady. Sugar syrup is quiet, with a small production. Prices are therefore steady in spite of the dullness. Compound syrup is showing a better demand and the situation is fairly strong on account of comparatively small stocks. The market is at present a seller's market.

Salt Fish—The mackerel situation is quiet. The demand is from hand to mouth only and will be for some few weeks to come. Prices are unchanged for the week.

Cheese—Cheese is firm, with prices somewhat advanced. The trade is quiet at present for these goods.

Provisions—Lard, ham, bacon, dried beef, etc., are all very firm at the present market prices.

School Supplies—Most grocers do a thriving business in tablets, pencils, pens and penholders, pencil boxes and other articles which the children need at the opening of school. With that event just around the corner neat and attractive window and counter displays of these goods now will result in many a purchase when the opening day comes.

Review of the Produce Market.

Apples—Home grown Duchess, \$1.50 per bu; Red Astrachans from Benton Harbor command \$1.25.

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

Bananas—6@6½c per lb.

Beets—New, \$1.50 per bu.

Blackberries—\$3 per crate.

Butter—The receipts of butter are about as usual for this season, considerable of the goods showing the effects of muggy weather. The markets are about steady at the present prices. Local jobbers hold extra fresh at 36c in 60 lb. tubs; prints 38c. They pay 20c for packing stock.

Cabbage—Home grown 75c per bu.

California Fruits—Bartlett Pears, \$5 per box for either 135 or 150; Malaga Grapes, \$2.50 for 4 basket crate; Seedless grapes, \$1.75 per crate; Giant Plums, \$2.75 for 4 basket crate; Honey Dew Melons, \$2.75 per crate of either 6 or 8.

Cantaloupes—Indiana are now selling as follows:

Jumbos ----- \$4.00

Standards ----- 3.75

Ponys ----- 3.00

Flats ----- 1.50

Carrots—Home grown, \$1.50 per bu.

Cauliflower—Home grown, \$2.75 per doz. heads.

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

Cucumbers—Hot house command \$1.50 for fancy and \$1.25 for choice; Southern outdoor grown, \$2 per hamper.

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

Eggs—The receipts have fallen off considerably and the price is tending upward. The consumption is about normal for August. Local dealers pay 30c for strictly fresh.

Egg Plant—\$2.25 per doz.

Garlic—35c per string for Italian.

Green Corn—35@40c per doz.

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 ---- \$8.50

Outdoor grown leaf, per bu. ---- \$1.50

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.50

300 Red Ball ----- 6.00

360 Red Ball ----- 6.00

Onions—Spanish, \$2.25 for 72s and

\$2.50 for 50s. Walla Walla, \$4 per 100 lb. sack.

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

100 and 126 ----- \$8.00

150 ----- 7.50

176 ----- 7.50

200 ----- 7.50

216 ----- 6.75

252 ----- 5.75

288 ----- 5.00

Red Ball, 50c lower.

Parsley—50c per doz. bunches.

Peaches—Elbertas from Missouri

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

Heavy fowls ----- 20c

Broilers ----- 18@25c

Light fowls ----- 15c

Stags ----- 10c

Ducks ----- 17c

and Illinois command \$3.25 per bu.

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 for 10 lb. basket.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 15c

Good ----- 13c

60-70 fair ----- 10c

Poor ----- 08c

Water Melons—50@75c apiece. Shipments are coming in from Indiana and Missouri.

Whortleberries—\$3.25 per crate.

Watch the Flour Market Carefully

Written for the Tradesman.

The markets during the past week have shown a decided tendency to ease off. This is due, in a large measure, to very free marketing of wheat by farmers; and if the producer continues to sell as freely during the next sixty days as he has during the past thirty, we may see additional moderate declines.

Then, too, Europe is harvesting her wheat, so there will not be so insistent a foreign demand for our grain during the next sixty days as there has been during the past two months.

All in all, however, the situation has not changed. The world crop is short of a year ago; consumption on the world's basis is considerably larger and stocks of both wheat and flour are comparatively small; the trade has been buying in a hand to mouth fashion; in fact, our largest domestic buyers have only purchased in a hand to mouth fashion to cover their immediate requirements.

It will pay flour buyers to watch the market very closely, as any material decline from the present basis will afford an excellent opportunity to make a profitable investment in flour.

Lloyd E. Smith.

Detroit—The General Screw Products Co., 1619 Dime Bank building, has been incorporated with an authorized capital stock of \$1,000 common and 1,000 shares no par value, of which amount \$1,000 has been subscribed and paid in in cash.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

A man who gives his name as Winslow(claiming to reside in Chicago, has been making Grand Rapids his headquarters for some weeks while working the retail trade for the T-A-D. Co. He solicits advance payments of \$5, \$10, \$15 or \$20, according to the credulity of the merchant, "until he gets his expense check." Mr. Winslow and his employer (or confederate) are good people to steer clear of.

Investigation as to the standing of the United States Commercial Co., of Chicago, discloses the fact that it has no rating whatever in the reference books of the mercantile agencies; yet it is sending out traveling representatives demanding partial advance payment in cash on orders for enameled ware seconds. The remainder is embodied in a draft, which goes forward with bill of lading attached. This arrangement forces the merchant to pay for his goods before he can determine what has been shipped to him.

C. B. Bush, who recently rented office space at 250 Pearl street, Grand Rapids, has not yet returned to claim the large amount of mail which has accumulated during his prolonged absence. He has all the appearances of a fraud of the first water and merchants and clerks who seek an affiliation with him evidently do so at their peril.

Lansing, Aug. 18—On May 31 my wife sent \$65 for a home knitting machine from the Steber Machine Co., of Utica, N. Y. Upon delivery of the machine it was unable to be used and I sent it back to them. They sent check for \$32.50 and said they would put it in storage for us because they were unable to sell it at present. I wrote and asked them to refund as much money as they can, and they only sent half of it back. Must we really lose half of the money, as my wife is sick and needs all the money she can get? Can you please do all you can in your power in this case?

C. W. S.
The Steber Machine Co. flatly refuses to refund the balance of the money paid for the machine, explaining that it is contrary to the policy of the company to take back machines after they have been sold and refund the purchase price. The work at home knitting machine propositions are all in the same class — easy-money schemes. They sell the machines to needy women and take their money on the representations that the purchasers will be able to earn money with the machines. When the deserving women discover the delusion their money is gone. Reputable newspapers and magazines now refuse all this knitting machine advertising. The publications which accept it, after all the publicity these schemes have received, virtually admit that the advertisers money is of more concern to their publishers than the interests of their readers.

The Rochester, N. Y., Democrat and Chronicle contains the following reference to the status of the swindling Home Profits Hosiery Co., Inc.:

Only a handful of the nearly 7,000

creditors of the Home Profits Hosiery Co., Inc., Rochester, N. Y., were present at the first meeting of creditors yesterday morning in Bankruptcy Court before Referee Nelson P. Sanford. H Irving Gordon was appointed trustee under a \$10,000 bond. Liabilities totalling \$611,507.63 were listed in the schedules filed with the referee, and the assets total \$177,338.54. The buyers of machines, referred to in the schedules as "workers," paid \$3 a week for 10 weeks for machines, when they were delivered with the understanding that the balance of the purchase price would be paid at the rate of \$5 a month. Machines were sold to cripples, in many instances to widows who expected to make a living by knitting socks, and letters from creditors tell of instances where widows sold their dining room furniture to get the first payment money for a machine, and similar stories. Liabilities listed include the following items: Wages to workers for knitting, \$10,500.54; the amount of replacement yarn due workers for socks made, at \$2.50 per pound, \$21,069.05; amounts due workers of adjustments, as express, shortage of yarn, etc., \$829.61; refunds due on machine sale deposits through inability to learn to operate machines, \$5,334.29; amount due workers on machine parts, \$164.27; amount due to those who have paid less than \$30 for machines and demand a refund, \$449; machine orders on hand unfilled with \$30 cash on hand for each, \$29,498.35; deposits of \$3 or more on a machine, \$7,131.01, etc.

We are not interested in the general creditors, newspapers, etc., which helped to defraud the public on this "work at home scheme," but the report of the widows, cripples, etc., who have been robbed of their meager savings is pitiable in the extreme. The home knitting machine scheme has had its day. The Tradesman denounced it from the start, and more recently other publications are on record of having refused to accept the advertising and help promote the delusion. Frantic efforts will no doubt be made by the two or three concerns selling knitting machines on the same work-at-home plan as employed by the Home Profits Hosiery Co., but the public has had sufficient warning to steer clear of the alluring bait.

Decatur, Aug. 15—I had a very unfortunate deal last winter and spring with a mail order seed house. It was the Chicago Wholesale Seed Co. They wanted me to represent them in my territory and take orders for grass seed. In the deal I gave them my order for clover seed amounting to \$45 and about \$35 worth of this seed wasn't fit to sow. I had it retested and one lot was condemned for sale in this State. I wrote them about it and they have not made me any reply about the seed. They owe me \$9 commission and say they haven't the money to pay up all their debts and want to give a note for two years at 7 per cent. interest. They sent a note to be filled out and I wrote them but have received no answer. I received a letter from the post office inspector at Chicago asking if I had had any dealing with this company and if I had to send the papers to him. This I did and have not heard from him.

J. K. B.

The officers of the Chicago Wholesale Seed Co. were indicted on May 29 for using the mails to defraud farmers and agents. The principal officer is Edwin L. Rosenberg, who formerly operated the World Seed Co., of Milwaukee, the St. Louis Seed Co., of St. Louis, Mo., the Lawrence Seed Co., of Kansas City, Mo., and other seed companies at Milwaukee, Wis.

Keep your Automobile Insured

TRAFFIC ACCIDENTS ON THE INCREASE

IF YOU are the driver or owner of a motor car or truck, can you really feel SAFE and SECURE without automobile insurance?

Suppose tomorrow you should be held liable in damages to the extent of \$5,000.00, would you be able to make an immediate payment without embarrassment? If not why not let our company carry your risks? With our State wide organization of Adjusters, Agents, Attorneys and Officials we are able to assume your risks and give you efficient service.

Our company is now finishing the tenth season and we have built up large assets with one yearly payment.

Total assets December 31, 1921	-----	\$137,392.51
Total assets December 31, 1922	-----	225,449.45
Total assets December 31, 1923	-----	407,683.55
Total assets August 1, 1924	-----	561,543.25
Claims paid since organization	-----	\$1,930,195.25
Claims paid the first six months of 1924	-----	222,021.73

The above assets have been accumulated with one annual payment per year. The rate charged has been sufficient to pay the claims for each year and to add something to the surplus. The company has never made a special assessment and has, therefore been non-assessable by experience. The yearly charge being sufficient to meet the claims each year and to increase the assets, placing the company on a firm financial basis.

With a selected membership of over 54,000 policy holders the company is prepared to meet every claim promptly.

"Insure today tomorrow may be too late."

CALL ON THE LOCAL AGENT OR WRITE THE

CITIZENS' MUTUAL AUTOMOBILE INSURANCE CO.
HOWELL, MICH.

FOR RENT

NEW STORE ROOM DE LUXE

IN \$100,000 MASONIC TEMPLE
AT ANGOLA, IND.

Wonderful Store in prosperous town, 42 miles from Ft. Wayne, Department Store on same site, most prominent in town, for over 25 years. 5565 square feet, modern in every respect, extensive show windows, wonderful island case, Terrazo entrance. 65 x 80 basement, mezzanine floor 12 x 65.

Angola has a population of about 3000. Excellent schools, modern improvements, Seat of Tri-State College, with hundreds of students from all over the world, Center of the "Playground of the Middle West," Steuben County, with its more than ninety lakes. On transcontinental highway east and west, Custer trail north and south. Banks have deposits of \$1,615,000. Rich farming country. No extensive industries. Never had a boom, can not have a set back, but constantly a busier place and will continue to prosper as millions will ultimately be invested in permanent improvements at our unsurpassed lake resorts, just now coming into their own.

Call, Wire or Write.
Waldo Sheffer, L. N. Klink, A. C. Wood, Trustees.
Angola, Indiana.

He has been in this business for a number of years, and the banks at Milwaukee suffered a tremendous loss several years ago because of his manipulations. For years he has been defrauding farmers and agents through his seed companies, the post office officials declare.

The Illinois Adjusting and Finance Corporation of Chicago has been referred to several times in these columns in connection with a fraud that was being perpetrated by Albert G. Illich of New York. This man Illich advertised that for \$2 he would place applicants in touch with a strong, reliable firm that wanted representatives. When he got the \$2 he would send the name of the applicant to the Illinois Adjusting and Finance Corporation and give the name of that corporation to the applicant. The Illinois concern was, at the same time, advertising extensively for representatives. So the scheme simply was that Illich collected \$2 for sending a person the name of an advertiser that he could have found in any number of publications. In other words, men were paying \$2 for the privilege of answering an advertisement. It is believed that Wiggins was receiving a portion of the \$2 that Illich was collecting. Following are the latest developments in the case:

About July 23, 1924, the Illinois Adjusting and Finance Corporation went into the hands of a receiver and it was found that, although the company had a large and profitable business, there were practically no assets at the close, Wiggins having dissipated all the funds. Wiggins is a fugitive from justice.

It also develops that Wiggins bears a long criminal record. He was confined for two terms in the John Worthy School for Boys, once in the penitentiary at Pontiac, Illinois, and once in the penitentiary at Joliet, Illinois. At both Pontiac and Joliet he was paroled and violated his parole. The crimes for which he was sentenced were embezzlement and attempted confidence games.

Criticism of the Post Office.

Detroit, Aug. 19—It is a matter of devout thankfulness that at last so prominent and influential a man as Dr. Eliot has lifted up his voice against the primitive and decadent methods of the United States Post Office Department. Once, under John Wanamaker, we had a prompt and efficient service. But under Mr. Burleson's pennywise—rather penurious—administration the service was badly wrecked and has been "rapidly growing no better" ever since.

In most business matters of late years the Government has shown a sinful extravagance; why should it display stinginess in a department which is of more vital interest to the business prosperity of the country than any other?

It is perfectly safe to say that the United States Postal Service is the worst of any civilized nation. Let us hope that influential newspapers will continue the movement which Dr. Eliot has so powerfully inaugurated, until we have a modern and really efficient mail service.

There is room for reform in the local, or at least rural post offices, as well as in the general service; why must a citizen who has carrier service be unable, when a holiday or succession of holidays occurs, to get his

mail by going to the post office for it? If a National or State holiday falls on a Saturday or Monday, such a one is unable to get his mail for three successive days. And this in modern, progressive America!

In this connection there is one point upon which he does not touch, but to which I think attention should be directed. I refer to the custom always followed until a few years ago of stamping an impression on the face of first-class mail by the office originating the movement, giving the date and hour of dispatch, and a similar stamped impression on the back giving date and hour of receipt at the post office making delivery to addressee. This was valuable in more ways than one, furnishing, as it did, irrefutable evidence, good in law, of the time of dispatch and receipt and so fixing the responsibility in the event of a claim for loss on account of delayed delivery by the delivering office because the evidence was so clear if delay did occur.

The reason for the change in procedure was never clear to me. The time saved by the omission of the final impression could scarcely have justified the change. The only other apparent reason is the uncharitable one that the Post Office Department deliberately planned to escape responsibility for delays by omitting the furnishing of such plain evidence. This inference seems inescapable, but be that as it may, it is difficult to see any valid reason against a reversion to the old custom.

I do not think I exaggerate when I say that most business men would welcome such a change.

Herbert W. Gwyn.

Traveling Men to Have Big Outing.

Lansing, Aug. 19—Commercial travelers of Michigan are planning to do a bit of traveling this month purely for pleasure, and on this particular day the business men of the State will remain uninterrupted by calls from the persistent but very necessary fellows of the road.

The date in question will be Saturday, Aug. 23, when the first annual consolidated picnic will be held by the United Commercial Travelers at Island lake, near Brighton. The four councils which will join in this jollification are Auto City Council, No. 305, of Lansing; Cadillac Council, No. 143, of Detroit; Flint Council, No. 29; and Jackson Council, No. 57.

Upon arrival at the lake the delegations are to register and receive the official badge. A price will be given to the council having the largest percentage in attendance. A big picnic dinner will be served at 1:30 p. m., with the ladies' auxiliaries in charge. Among the pieces-de-resistance will be free watermelon, lemonade, ice cream, pop, "etc.," which may represent a lot of things. The Lansing council will superintend this leading feature of the day.

There will be amusements and novelties for the children. Sports will be indulged in during the afternoon under the direction of C. C. Starkweather, of Detroit, who is regarded as one of the best amusement directors in the State. There will be a baseball game between Jackson U. C. T. and a picked team from the other councils.

Jackson council will bring along the Boy Scout band of that city and will also furnish music for the dancing in the evening. Lansing is going after the attendance prize.

Find out what it was drove away that patron who used to come regularly, but never comes now. Unless you investigate, the same thing may drive away more customers.

Even if the world were not growing better, it always pays to think it is, for optimism is the most profitable of all investments.



Not just another cereal but a special health food

REGARDING Grape-Nuts, there is one important fact to keep in mind:

*Grape-Nuts is not just a breakfast cereal,
but an individual and special food.*

The new advertising is telling your customers about the great health-building qualities of Grape-Nuts. It explains the striking difference between food and nourishment. It will sell more Grape-Nuts because it is every day building new customers.

POSTUM CEREAL COMPANY, Inc.
BATTLE CREEK, MICH.

HOLLAND RUSK



Made of whole milk, wheat flour and fresh eggs. Baked and toasted to golden crispness.

The moisture-proof wrapper keeps them always fresh and delicious.

Holland Rusk Company, Inc.

HOLLAND MICHIGAN

HEKMAN'S

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

Delicious cookie-cakes and crisp appetizing crackers—There is a Hekman food-confection for every meal and for every taste.



Hekman Biscuit Co.
Grand Rapids, Mich.

GRADING WOOL AND COTTON.

Efforts are being made to establish international standard wool grades in order to facilitate dealings in the article and to give more definiteness to contracts made for it. The Agricultural Department has prepared a number of grades and has submitted them for approval to the British Wool Federation at Bradford, England. After such approval the grades will be forwarded to other European countries for similar action. Once a general understanding is come to, it is going to be easier for buyers to know exactly what they are getting. Establishing standards of the kind is not so easy as it might at first appear, as there are many varieties even of such a material as wool. At the British Empire Exhibition now in progress at Wembley, for example, nearly 1,000 of such varieties are shown. When it comes to the adoption of international standards, some difficulties are, at times, encountered. This has been shown in the case of the cotton standards adopted here and sent abroad for approval. A short time ago the Liverpool Cotton Association, which with others had concurred in the standards, gave notice that it would abandon them at the end of the present cotton year. For this it gave some reasons, one being that a change had been made in them after their adoption. This seems to have been a misapprehension. But another objection appeared to be that the final say in any change would be by the United States Department of Agriculture. Back of the whole matter was a disinclination by the Liverpool body to surrender its former supremacy in such gradings. The Manchester Exchange, on the other hand, favors the American standards, which are likely to prevail. It is hardly possible that the Liverpool Association will be able to go counter to every other exchange, especially on a question of uniformity. In the end everybody benefits by having a single yardstick.

COTTON PROSPECTS.

When a few scattering showers in Texas prove sufficient to send up the price of cotton \$6 a bale, as happened during the past week, a very good indication is afforded of the "jumpy" condition of the speculative contingent. From all accounts, the boll weevil is a somewhat negligible factor this year, and the size of the crop will be wholly determined by weather conditions. What the approximate yield will be can hardly be more than guessed at for six weeks to come. Estimates are now from 12,450,000 to 13,314,000 bales, and they may go even higher on later reports of more favorable conditions. Then, too, they may go lower. This makes the matter a good gamble for operators on the exchanges, but it is not conducive to any large forward buying on the part of spinners. The latter are not in the market except when they must get raw material for immediate needs, which are not large and are not likely to be until the yield of cotton is apparent. Consumption by the domestic mills continues light. In July the mills used only 346,671 bales of lint, which was 4,400 bales fewer than in June, 106,000 bales fewer than in the preceding July

and the lowest of any month since December, 1920. The active spindles in July were 5,500,000 fewer than in July, 1923. Business in gray goods is quite slow, although prices are still firm. Finished cottons are moving in small quantities. At the beginning of last week a cut of from 2 to 2½ cents was made in denims. More activity is shown in knit goods for Fall. Two of the Middle Western underwear mills opened Spring lines on the basis of last Spring's prices. Other mills are not expected to have their openings until next month. Some bathing suit lines were opened on Friday at from 5 to 10 per cent. below ruling prices.

CANNED FOODS MARKET.

There is too much indifference on the part of both buyer and seller to make an excited canned food market. Packers can see no reason for booking business when they expect a higher market later on and little or no surplus after filling what firm contracts they have already accepted. They expect to dominate the market and to have enough competition for their unsold offerings to allow them to liquidate without any aggressive selling campaign in which the element of competition among canners is pronounced. This is not the opinion of a few packers regarding isolated staples, but the idea of the rank and file and on nearly all commodities. Seldom have canners been so united in their views and they are tying the hands of their brokers so that the best the latter can do is to put up firm bids which are frequently turned down. Jobbers are not deaf to future offerings, but they want them on a better basis than that now quoted and when they do not accept the canners' terms they go back with counter propositions. There is considerable negotiation going on but not so much business. In spot stocks the market is quiet as dealers are covering urgent wants and confine themselves largely to small blocks.

THE WOOL MARKET.

A firmer tone seems to prevail in the wool markets here and abroad. This is chiefly manifested with regard to merinos. Much more stress is laid on the reduction of available stocks and the demand for wool in the Far East. But not so much emphasis is put on the lessened need resulting from the lighter weight of fabrics. The stocks of wool in this country and afloat to it on June 30 totaled 410,381,206 pounds, grease equivalent. This does not include stocks held by twenty-three dealers and twenty-five manufacturers nor a lot which the growers still hold. The chances are that a full year's supply is available. It is said that Americans will be large purchasers at the coming auction sales of colonial wools in London. Some further slacking up is reported on the part of certain domestic mills, although the leader in the women's wear lines is running at capacity.

At the psychiatrist convention, recently in session at Chicago, Dr. Bernard Glueck presented an interesting point of view. The killing of murderers by electrocution he regarded as fatuous and wasteful. He argues that it would be better to keep all murder-

ers "alive, study them and learn more about human nature." To subject even murderers to endless examinations might be valuable and profitable to psychiatrists, psychologists, psychoanalysts and alienists, but the suggestion raises the question whether it would not in the course of a year or two come under the constitutional prohibition of cruel and inhuman punishment, both for the murderers and the general run of readers, who would have to read the reports if they wished to keep up with the day's news. Men who murder for the fun of the thing are, no doubt, highly interesting to scientists, but society has no other protection from them but a short, sharp punishment of some sort. To make sensational murderers a constant source of public interest is quite likely to result in encouraging sensational crimes.

The British are engaged in an energetic campaign to goad the dominions into contributing something substantial to their own defense. They are not particular upon what grounds the dominions open their pocketbooks, just so they open them and relieve the mother country somewhat of the burden of imperial defense. They appeal to pride and to self-interest. They even go so far as to evoke resentment against the London government. Australians have been told they must build a war vessel or two, "because England does not care enough about Australia to protect it." The other day the commander of the Halifax fortress, after listening to the Rotary Club singing patriotic songs suitable to a defense meeting, remarked: "Canadians sing 'O Canada, we stand on guard for thee' with great gusto. But we stand on guard at the lowest cost per capita of any country except Bolivia." This is the sort of thing calculated to make the worthy Canucks see red. The British will not mind if it serves to loosen their purse strings.

Dancing masters in convention at New York City last week, reaffirmed their intention of making dances more deliberate and dignified, thereby seeking to restore the grace and beauty known to ballroom maneuvers ere the "zoological invasion." Cycles of taste in these matters revolve to bring back rhythms that have been discarded, and all that the teachers of the dance can do is to encourage reform set in motion by the dancers themselves. Assuredly the theorists are right in their contention that the high speed of many terpsichorean efforts nowadays brings these gyrations closer to athletics than to aesthetics.

"Psychological" tests will be applied in the fall to candidates for admission to 100 American colleges. One of them will be directed to ascertaining the would-be freshman's "ingenuity in using the English language." That will come in handy when he writes a letter home begging father to pay his garage and taxi charges and his flower bills. It will also be useful in persuading the dean to allow him to remain for another term. To-day's freshman needs to be much more ingenious than his collegiate ancestors, for they wore out all the old excuses and he cannot use them any more.

WASTING OUR OIL SUPPLIES.

Much noise has been heard about the bribes accepted by some functionaries from the petroleum well owners, but it is to be regretted that no one has mentioned the tragedy which awaits the great American Nation in the future when the reserves of oil are exhausted. The colossal working of oil for speculative purposes leads to the attitude that in some fifty years the whole country will be left without oil, which cannot be replaced by any product in technics.

Oil as a fuel may be replaced by coal, coal-gas and by using the powers of rivers, warmth of the sun and so forth, but it cannot be replaced at all as a lubricating material. The high temperature of ignition, which will in a little time be artificially increased to a higher degree, is the most valuable quality of lubricating materials. No organic greases can replace the oil.

By depriving the country of the most indispensable materials the manufacturers commit the greatest crime against the Nation. They dig underneath the roots on which are lying the power and well-being of our Nation. Getting the oil must be strictly limited. Exportation of the oil and its products must be prohibited by law. The question of keeping the oil deposits must be placed on a level with other fundamental laws of the country, America, from exporting, must go to importing oil.

OUR LACK OF DISCIPLINE.

In the Old World, both East and West, discipline pervades the entire society of a nation. It starts with the ruler's court, which sets a standard in manners, dress, etc., for the nation to live up to. It may mean sometimes personal discomfort. A uniform is not always pleasant to wear, but it gives the wearer a pride in himself and his appearance. To a lawyer in hot weather a wig is not always comfortable, but it tends toward discipline and respect for his office. Down to the lowest grade of society there is a feeling of respect for law and order.

When the foreigner comes to America he is very apt to mistake so-called liberty for license. There is no actual difference in the liberty of the individual in America to-day to that in other countries; in some ways there is even less personal liberty in this country—and less discipline.

The immigrant is not affected by this difference, but his children undoubtedly are. They are taught that they are free and untrammelled by old traditions, they behave as they like, with no one to correct them; it is no one's business and no one has the time; and so, encouraged by defects in our system of criminal justice, they quickly drift to crime, often as a means to "getting rich quickly." But the fundamental trouble is lack of respect for authority and, in matters both large and small, a lack of discipline.

A great part of all mischief in the world arises from the fact that men do not sufficiently understand their own aims. They undertake to build a tower and spend no more labor on the foundation than would be necessary to build a hut.

THE NEED FOR CHEAP POWER.

Great Strides Made Since the Kaiser's War.

As an engineer recently arrived in this country from England, it has fallen to me to examine many power projects during the past four years in different parts of the world, including the North American continent. The use of electric power in modern industry has arrived at a stage where its cheap and bountiful supply is a paramount necessity to all countries which live by industrial production, and "the most important national problem in England" is almost equally a problem for all such countries, including the United States.

The keen examination and development of its own power resources, whether of coal or water power, which the war forced upon neutral and belligerent alike, has either already brought about, or is on the way to bring, some considerable changes in old trade channels and markets.

It should be understood that between the first consideration of a project and its ultimate development several years may easily elapse, although this formative period has been in many cases considerably, although not always economically, shortened by war's insistent demands. Moreover, post-war conditions have forced the subject upon the attention of many countries hitherto content to import their coal or even their power.

High primary cost of coal, of water and land transport, awakened national feelings, rearrangement of frontiers have all played their part, both within and without the countries concerned, in urging on local power development.

Of European countries, Germany has lost some of her mining areas, but through development work is already back to her pre-war production

of black coal and to double her pre-war record in lignite, or brown coal. Despite war damages France and Belgium are both ahead of their daily pre-war output, and France has in addition developed her water-power to about five times what it was in 1913.

Poland is rapidly developing her coal resources—the third best in Europe; Czechoslovakia is nearly up to the pre-war record of the whole Austrian Empire; Austria, Italy and Switzerland have either completed, or have under construction or consideration, sufficient water-power schemes to render themselves practically independent of coal imports for steam-power purposes in the near future; Norway and Sweden have even overreached their requirements for the time being with the large schemes undertaken during the war. Even little Holland has successfully developed her coal fields and actually shipped two cargoes to England this year at competitive prices.

In India, Ceylon, Japan, the Dutch East Indies, Australia and New Zealand I have seen quite recently some of the active examinations and development of power resources which are being pushed along both by government and private enterprise.

No country which during the period 1914-1920 had brought home to it what dependence upon imported coal entailed, when no longer available or else only to be had in uncertain quantities and dubious qualities, and all at excessive prices, is willing to leave itself open to a similar experience if it can be avoided. Furthermore, the expansion in local industries which all countries engaged in manufacturing munitions underwent during the war has left most of them with increased plant and a potential production which must look to external markets for absorption.

Generally speaking, the time was

ripe for such a world conference on power as has just been held at the Wembley Exhibition. The conference was attended by a large number of America's most eminent engineers.

The advantages to be gained by concentrating the production of electric power into a few and as large plants as is financially and technically advisable have long been known to engineers, and so have some of the disadvantages. As far back as 1917, at the height of the war, the subject had so far progressed and had become of such national importance that the governments of England and the United States had both appointed commissions to investigate and report, and this lead has been followed by many of the countries referred to above.

The term "super-stations" has taken hold of the public mind, and it is to be feared that some of the possibilities popularly attributed to them should be labeled "super-stition."

The press is not innocent of blame for some public misconceptions, as, for instance, that water-power is necessarily cheap power, or that "super-stations" should be placed at the mine's mouth if they are going to burn coal.

There is spectacular and self-evident power going to waste in unharnessed waterfalls or the coastal tides, but the crux of the matter is what it will cost in capital works to make that power available regularly for man's use. Upon that cost depends very largely the ultimate cost of a unit of electricity to the consumer. Costly production cannot spell cheap consumption.

Cases are constantly coming before engineers where coal can produce cheaper power than water, although the steam station is literally within sight or sound of the waterfall, or at all events within the range of economical transmission.

On the other hand, a large steam-power station cannot be placed at the mine's mouth, or anywhere else, unless there is also available a proportionately large supply of water for condensing purposes. What this means in popular language is that for every pound of water turned into steam in the boilers several gallons of water are required for cooling purposes from some external source such as a river or bay.

Now, Providence has not seen to it that large sources of coal and cooling water are to be found together in many instances, and for the purposes of a "super-station," or indeed most steam-power stations, one must be brought to the other. It would astonish the average man to learn the quantities of water required in a large modern steam plant. Suffice to say that the equivalent of the flow of a quite respectable river pours through a 100,000-kilowatt plant, and that the presence of a sufficient water supply is the determining factor in the placing of the station.

The public interest in the question of power, from whatever source, and the wide and increasing distribution of electric utility stocks makes it important that the subject should be cleared of some of the more important misconceptions which are prevalent, and in this none can help more than the press.

T. A. Ross,

Lieutenant Colonel, A. M. I. E. E.

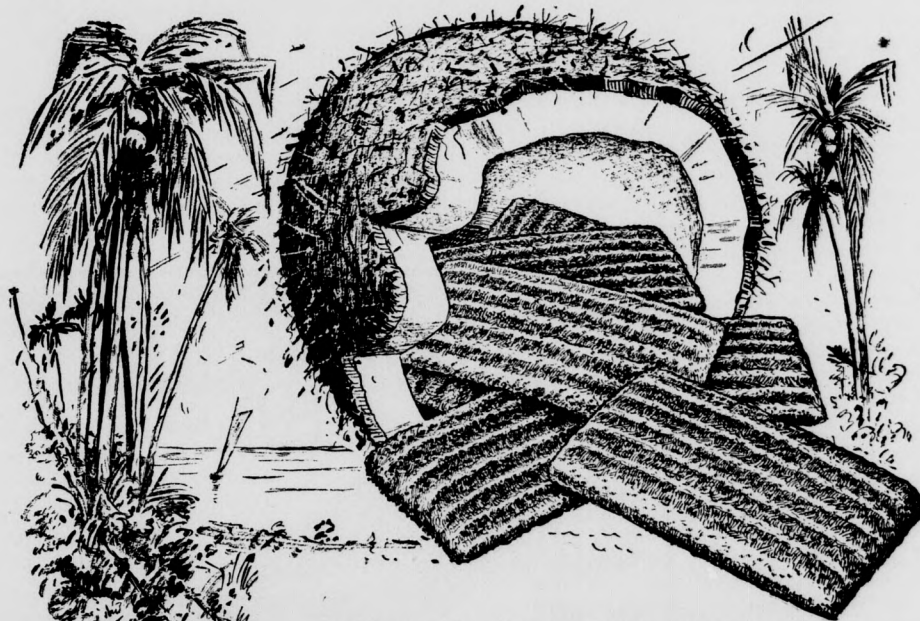
Organization.

The chief owner of one of the country's biggest and most successful business organizations, was once asked what he would do if their president died, and his reply was a classic.

"Hire a new office boy and go ahead."

This, we think, is what is known as organization.

GOING OVER BIG!



HUNDREDS of live firms have already availed themselves of this wonderful Coconut Taffy Special.

Quick, easy sales and a fine margin of profit can be realized by featuring Zion Coconut Taffy Bars.

All we ask is a chance to prove it.

If your wholesale grocer cannot supply you write us.

Zion Institutions & Industries

ZION, ILLINOIS

Delicious Zion Coconut Taffy Bars
About 36 to the lb. Boxes average 26 lbs.
Made at the Home of W. C. B. O.



Make the Present Force a Better One.

The following facts may generally apply to many stores. Recently a store employing twenty salespeople made an analysis of selling costs in total and by individuals. This analysis showed the following differences in the individuals:

Of the twenty salespeople, the lowest sales were \$1,100 for the month, while the highest was \$2,400. Drawing accounts ranged from \$85 to \$125 per month, and a bonus of 5 per cent. was paid to all after their quota was reached. This quota was based on 7 per cent. to sale, which must be recognized as a fair average. But the lowest per cent. was 5.5 per cent. and the highest was 13 per cent., and the average 7.5 per cent.

The above, therefore, will be seen to be below the general average of the stores reporting to the Harvard bureau. But in the net figures given above, there were other elements entering into the profit and loss to both the store and the salespeople as individuals. The 7.5 per cent. quoted was direct to the salesforce for actual selling. In addition there were manager, an assistant buyer, a clerical, a head of stock, a repair and button fastening girl, a stock boy, a wrapper and a colored maid for all round cleaning and labelling, etc., or a total of eight people unproductive of sales with a salesforce of twenty people. So the total as charged legitimately to selling, after a deduction charged to buying and management was over 11 per cent., a figure nearly if not quite equal to the Harvard figures.

An analysis of individual efficiency in selling showed that the lowest credits or returns for an individual was \$65 for the month and the highest was \$237. Quite a difference there. But it happened that some of the highest returns were against those having lower than average sales, which were \$1,600 for the month.

And here we reach the nub of the problem of high selling cost. There are too many round pegs in square holes selling shoes. They are either not properly trained, or they are not natural salespeople, or they lack personality, do not know the stock, or they lose too much time in lost motion and lack aggressiveness.

An excess of returns per individual is a sure indication of inefficiency. If a salesperson with a minimum drawing account runs to a high per cent. of cost then it is a sure indication of unfitness for the work. And it is a kindness rather than otherwise to ease such a man into another vocation.

Lowering of drawing accounts, therefore, is not the final answer to

securing lower selling costs. Rather it means increasing the standard of the results per individual. First, raising the average pair per day sold by one pair, then two pairs, or faster work, more aggressive selling and closing of sales, and brain work in selling the right shoe and thus cutting down the returns. In the store quoted above the returns run over 10 per cent. to sales, so the work of two salesmen out of twenty went for nothing every day.

The things that a merchant or manager can do to increase selling efficiency and lower costs without hiring "cheaper" help, which would probably not be a saving in the end, are many.

First, a quota should be assigned each individual based on the per cent. the merchant is willing to pay as a maximum, as against drawing account. Thus, if the merchant decides he will pay 7 per cent. for selling and regulate drawing account, and pays a salesman \$100 a month, the salesman's quota would be \$1,423 in sales for the month. Divide this by the business days in the month to reach the daily quota. And the \$125 drawing account salesmen would be given a quota of \$1,785 for the month.

Then as an inducement to reach and surpass the quota, it is common practice to pay a bonus or commission of 5 per cent. on all sales in excess of the quota. Thus, if the \$100 man sells \$2,000 for the month, he would receive a bonus or commission of \$28.10 for the month in excess of drawing account. Instead of 7 per cent. it has cost the store only 6.2 per cent. for selling, so both store and salesman have made a "profit" for the month.

The quota gives both store and salesman something to "shoot" at and exceed. But we still have the problem of the individual to meet.

Weekly or twice weekly selling talks and of things that need attention are beneficial, when they are inspirational, and not mere scolding parties.

Talks with the individual, coaching, instructing, educational facts about the merchandise, pointing out occasional faulty work, and not forgetting a little praise when praise is due, are a help in lifting the plodders into a better stride.

Have the salespeople bring their daily sales report to the desk and compare with the daily quota, and a word or two from the manager stirs some good timber to a better effort the next day.

The trade papers always have something of interest for "the man on the floor," and the dealer or manager who does not pass on the trade papers to each salesperson is missing a big bet

in increasing interest and promoting marketable knowledge among his salespeople. It may be styles noted that you have, or selling experiences, or technical subjects, or even advertising.

The worst of the round pegs must be weeded out, of course. But in the long run, making the present force a better one is the real answer to lower selling cost combined with greater earning power, and this is the goal to be accomplished.—Shoe Retailer.

Increasing the Sale of Shoe Polish.

What Coolidge said about war can apply in a sense to the proposition of selling shoe polish in greater volume through the repair shops.

War will stop just as soon as the people will it to stop.

More shoe polish will be sold through the repair shops just as soon as the repair shops equip themselves in an attractive manner to sell merchandise; which is another way of saying, just as soon as they have the will to sell.

It is not hard to point out the things that are the stumbling blocks to sales through the repair shops. It is another matter when you attempt to make the shoe repairer see that these are real mistakes on his part.

The manufacturer of shoe polish and the repairer of shoes do not, in a sense, talk the same language. No matter what the manufacturer tells the repairman, he feels that it is merely for the purpose of loading him up with more shoe polish. And, too, he does not believe in the sincerity of the manufacturer that it is altogether in the interest of the repairer, no matter how logical it may sound to him to follow this advice.

It is a peculiar thing that the shoe manufacturer has an idea to-day that part of his troubles lies in the fact that the repair man is doing so much that it is cutting down his sale of new shoes; while on the other hand the repair man will tell you that people are less and less coming to him with shoes to repair. As a matter of fact there are now more repair shops than there ever were, and the competition is not along intelligent lines, but is keen for good locations at moderate rentals, to pick up trade where it looks most likely to be found. Intelligent competition would develop trade. None of these repairmen are really getting rich and the prices they get for the jobs they do are generally moderate.

To ask a repair man to shine the shoes of his customers will seem to

him an added expense that he cannot undertake, and yet for the sake of getting the return sales, or repair jobs that he wants, this is exactly what he should do. In the mistaken notion that he should not do a single thing that he has not got to do, in order to keep down his expenses, he is adding to his expenses by not building any good will for himself and making it easier all the time for a competitor to step in and locate next door to him, and get part, if not all of his trade.

It is hard to get this across to a repair man, but it is worth trying, and would bring about the sale of more shoe polish, because it would make people think a little more about the appearance of their shoes, if they were shined.

Tell the repair man what he already knows, as the entering wedge of the argument. He would not wrap his shoes, that he has just repaired, in a dirty piece of paper. He knows that the customer expects a clean piece of paper, and would be insulted and probably never come back if the paper was soiled. The repair man would tell you that he puts his shoes in a clean wrapper because he knows it is good business to do so. It makes his customer feel better about the whole job. Ask the repair man if he thinks the customer gives any thought to the wrapper. He does not, for the simple reason that it is nothing unusual. He feels entitled to this. Give the customer something unusual—like a good shine, for instance—and he does notice it and remembers that shop in his next call. That is building good will, or in other words, getting customers who stick.

It is rendering the uncalled-for service that inspires confidence. This confidence will sell for the repair man shoe polish which he has on hand. It would be a good thing if it could be managed to have the repair man place in each pair of shoes that he hands out to a customer a printed slip saying that they had been shined carefully for him and that it would pay to use polish on the shoes frequently to make them last longer, and that the repair man would be glad to advise just what polish to use and to sell it to him.

It should, of course, be quite evident to repair man that it does not help sell shoe polish to allow it to stand dust laden in a window. It might be the means of calling forth the reply of the repair man, should his shortcomings as a window dresser be pointed out to him, that it was up to the manufacturer of shoe polish to provide a

Herold-Bertsch Shoes



New Style High Grade Oxford



No. 901
\$3.40

Men's Full Grain Black Calf, Trouser Creased Oxford, Bend Outsole, Grain Insole, Wingfoot Heel, leather heel-base, leather counter, Good-year Welt.

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Mich.

glass case to put the polish in so that the dust would not get on his cartons. He would not be able to say, probably, how the dust was to be kept off the glass case.

But window dressing is important. The window is about the only means the repair man has of advertising. It is the best means any store has. Ask him how much candy he himself would buy from a store that was dirty. Candy stores are clean from habit and tradition. Shoe repair places are dirty from the same reason. People have no doubt got used to their being that way, but they don't often buy shoe dressings there unless they happen to be in the repair shop for repairs.

The conditions surrounding shoe repair shops would change overnight if a shining example in just one really fine appearing shop, doing a good business in the sale of shoe polishes as well as repair work could be started in each city and town in the country. If it was feasible to concentrate on one shop in each city and get this shop into good running order as a seller of shoe dressings and other suitable merchandise, all the other shops would perk up and follow suit. Shoe repair shops are not run by merchandisers, but given a taste of the profits of merchandising, they would very quickly develop into big revenue producers for manufacturers.

In time the repair man will develop into a merchandiser as well as a repairer. He certainly is worth cultivating and educating, and to get him to give that shoeshine with every repair job is the first lesson in his A-B-C's for the sale of more shoe polish, and more profits and good will for him.

L. M. Hannum.

Sterling Silver Trade.

A prosperous holiday season is anticipated by the sterling silver trade, although business has been rather quiet of late. There has been considerable improvement in the situation in the past two weeks, and it is felt that an optimistic outlook is justified. Price advances are expected before long, as silver bullion has been going up and the labor situation in the trade is critical. There is a great scarcity of labor, and more difficulties are said to have been encountered this year in getting workers than ever before. Buyers have been dilatory in placing their orders, and it is predicted that with the labor shortage it will be impossible to fill late orders, as was the case last year.

In rounding up and reporting aliens with criminal records the Government has taken steps to reduce crime in an effective way. This country long has been a haven of refuge for foreign criminals. Small towns, especially in Southeastern Europe, were said to have found it cheaper to let their criminals run to America than to support them in jails. Our lax administration of law made our cities ideal places for their operations. No country in the world has been so careless about this as we have been. But then no country in the world takes months to find out if men who commit murder for the fun of the thing are intellectual infants.



This is the interior of the Dunn Mercantile Company store, Wichita, Kansas, showing the various units of McCray equipment which the president, H. J. Dunn, writes gives highly satisfactory service, and is economical in operation.

"Our McCray Refrigerators Build Bigger Business for Us"

THAT it is the experience of grocers everywhere. They tell us so in letters which arrive almost daily.

McCray refrigerators help you grocers sell more goods. They enable attractive display. They keep your stocks fresh, wholesome and tempting in appearance.

Besides, they **save** you money by cutting down spoilage—and because they are **economical to operate** whether you use ice or mechanical refrigeration. Ask any McCray user—he will back that up.

The secret of McCray service is **in-built quality** that goes through to every hidden detail. The patented McCray construction insures circulation of cold, dry air through every compartment.

Complete equipment in stock for stores and markets of every size—refrigerators, coolers, display case refrigerators. We'll build to order if you desire.

Send the post card now for further information. We'll gladly suggest specific equipment to meet **your** particular needs.

Pay for the McCray as it pays you. Let us tell you about our term payment plan.

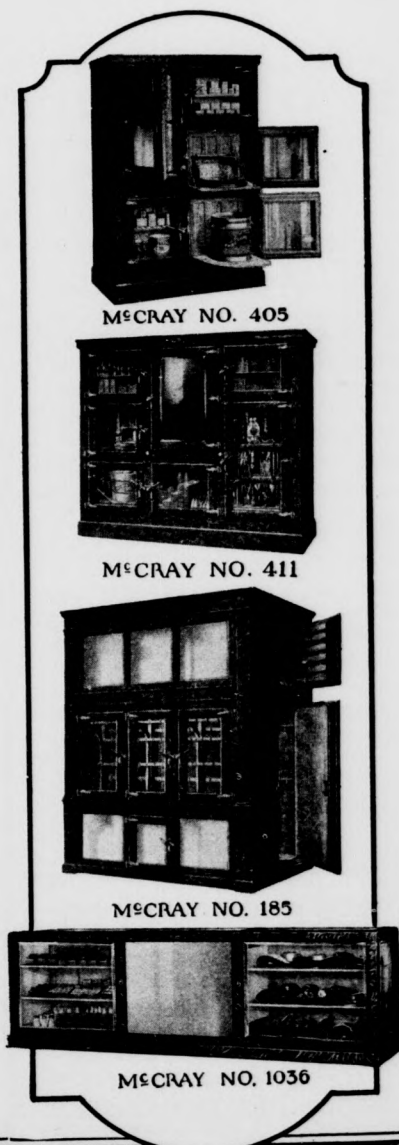
McCRAY REFRIGERATOR CO.
2444 LAKE STREET KENDALLVILLE, INDIANA

Salesrooms in all Principal Cities
DETROIT SALESROOM 36 E. ELIZABETH STREET

McCRAY

REFRIGERATORS

for all purposes





Proper Relation of the Druggist and His Banker.

There are few druggists indeed, who do not need to secure special accommodation at intervals from his banker. When the request is refused there is always a reason. When it is granted, the banker does so because he believes that his druggist client is a good moral and business risk, and will pay the money when the obligation matures.

The banker is in a peculiar position of trust. He is handling other people's money, and he is subject to strict banking rules and laws with which he must comply. He is not allowed to carry an overdraft on the part of the depositor, and his books at all times must be open to examination, and he must be ready to explain his reasons for doing thus and so, and to justify himself fully to those higher up.

Consequently, the business man should not feel any particular grouch when he is closely questioned as to his assets and liabilities and the general condition of business, and when he is asked for a statement of his affairs, he should be prepared to give it promptly, cheerfully and honestly. It is not honest to suppress part of the facts in order to make the statement appear more favorable. Nor is it on the square to pad any part on the account in any way.

We all feel safer in doing business with a conservative, friendly bank, than with one that is over-generous in its policy. In this case, the financial institution is not likely to be very sound. Few of us like to deal with a bank which is austere and cold in its policy. Our banker knows more about our affairs than anyone outside of our immediate organization, and we like to feel that he respects us and is sympathetic with our policies.

It is not so very many years ago when the man going to the bank to borrow money, went as if he was asking a favor. To-day he does not take that attitude. He goes in a straightforward, and business-like manner, and shows why he is perfectly justified in expecting to be able to hire a given sum for a given time. It is a business transaction pure and simple. The bank is in the market to sell the use of money. The business man has occasion to buy the use of money. And so the two come together on satisfactory terms.

The druggist who is in business will do well to select some bank and to be loyal to it. It is not a good policy to let an employe constantly do all the banking and rarely to be seen in the bank himself. It is much wiser to occasionally or even frequently, attend to the banking in person, and to cultivate the friendship and confidence of

the executive management and the friendly recognition of those at the window.

In spite of the fact that loans are made or refused upon the strength or weakness of one's business statement, yet the human element does enter in. And if our banker is convinced that we are wide-awake, shrewd, progressive, and earnest in doing our best at all times, he will be more in favor of granting concessions, than if he knows little about us. This is perfectly natural.

Then it is well for us to remember that we are so near our own prescription desk, and buying and selling in front store, that we do not always get a disinterested viewpoint. It is the business of the banker to be able to size up the business concerns around him—not only individually, but in relation to each other. So it is an advantageous policy to court the opportunity to talk to the banker from time to time about special problems which are troubling us, or leases or property purchases which we are contemplating. The banker can often give us valuable points, and he is glad to do it.

Then the banker is in touch with many conditions which the business man does not have time or reason for becoming acquainted with, and this enables the financial expert to fore-

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cast business conditions with reasonable accuracy.

Nowadays the banker is learning that his own prosperity depends upon "Sale and service," just as much as that of the retail merchant, and he is anxious to create Good Will, and to serve his patrons in every way in his power.

The advice is repeatedly given, and with good reason, that it is unwise for the business man to wait until he needs money before establishing his line of credit. At the time he wants money, he may want it quickly, and it will hardship him to have to wait for the usual procedure and the delay attendant. It is better to establish a line of credit, borrow a sum of money for a short period, and pay the obligation in advance of due date, several times. This makes it certain that the request for funds will be honored without delay, and when occasion arises, the druggist knows how much he can get and how quickly.

The druggist should remember that his banker is watching several things in relation to his business.

First, he is watching very closely, the kind of advertising the drug store is doing. If it is spasmodic, jerky, unworthy, of too limited amount, or of the plunger type, the local banker knows it, and knows just what kind of advertising portends.

The local banker is watching the druggists' bank balance and the size of the daily deposits, and the number of drafts that are made upon him, and whether the druggist is kiting checks or not. All these things are significant.

Then the banker is watching the atmosphere and personality of the drug store. He knows that these count just as much as the atmosphere and personality of the bank itself. The banker has an eye upon whether the druggist is "Coasting on reputation" or is really moving ahead on his own power.

And what the banker knows, influences him in determining or recommending the advisability of loans to the druggist.

There is another side of the question not often taken into account which will best be illustrated by this story.

Not long ago, a well-dressed and prosperous-looking man appeared in a certain town. He drove a good car and stayed at one of the best hotels. He secured an introduction to a local banker, and succeeded in making a good impression. He had a couple of good-sized checks cashed after giving proper identification, and he put through a transaction for several hundred dollars.

One morning he asked to see the banker for a brief conference. This was the gist of his remarks:

"Mr. Wilson, I came to your town several weeks ago, and it appealed to me. The people seemed prosperous. The business section is modern. The majority of the homes are well-to-do and the place is attractive as far as I can see from every standpoint.

"I am looking for a drug store location, and as I was not able to remain at that time, I went away. About a week ago, I returned, and I have been doing some scouting about to determine more accurately the properties

for starting an up-to-date drug store in your down-town section. If I determine to locate here, I shall use your bank if you care to accept my account. I can give you references which will satisfy you, I am sure. On these grounds, I am asking your advice.

"I have an opportunity to lease two different locations. One is about four blocks from here and is large and desirable. It is the corner location known as the old Salverson block. I can get this on lease at an annual rental of \$150 a month. Or I can get a much smaller store in a location which suits me better, but it will cost me \$300 a month. I refer to the property now occupied by the Purity Candy Co. In the Salverson block, I have no competition very near me. In the Purity Candy Co. place, I have a drug store directly opposite.

"As a financial leader and a man experienced in local affairs, you have a good idea as to how much this competition will mean. Is Smith's Drug Store a heavyweight enough, with a big enough hold on the community to make it poor policy for me to start so near? Or am I right in thinking that the Smith people are not very strong? I will appreciate and hold in strict confidence any suggestion or advice you may give me. If I come in here, I intend to succeed, but naturally I do not want to start with any more handicaps than I can avoid."

Now, the prosperous stranger had deliberately selected the bank in which the Smith people did their banking business. Before he cultivated the acquaintance of the banker, he found out which bank this was, and then governed himself accordingly. He knew for a certainty that the man he was addressing was posted accurately and beyond all gainsaying of doubt, on the finances of the Smith people.

The banker desired to be loyal to his depositor. He was also business man enough to want a good account of a new firm. He was satisfied from what had been said, that if the stranger came to town, he would bank in this establishment whichever location he chose. The banker was anxious to do the right and the fair thing.

He thought the situation over a few moments, drumming thoughtfully on his desk as he did so. He knew that the Smith people were not prosperous. He knew that if he himself were going into business he would choose the candy company property. So the banker replied guardedly yet frankly:

"The Smith people bank with us. They are old clients of ours. They have been in business fifteen years and have not enlarged their business or expanded. Just whether this means that the location opposite them would be extra good or only mediocre would depend entirely upon yourself.

"Personally, I should choose the Purity candy store in place of the Salverson block, even at the higher rental and with the competition. I do not believe I am unfair to the Smith people in saying this, for the more we build up a business center here, the more all of the retail stores will profit."

The prosperous stranger took his cue immediately. He was equally tactful.

"I believe you are right, Mr. Wil-

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son," he said, "and if I go into business here, I hope Mr. Smith and I will be real neighbors, and each one ready to help the other. That will be my attitude."

The competition of the man from out of town came in. He kept his word and is doing business with the bank in question and, moreover, he is succeeding beyond his wildest expectations.

Now the banker could easily have steered the newcomer farther away had he felt justified in doing it, but knowing the Smith's finances, he reckoned that it was only a matter of time when that store would die a natural death anyway unless its policy changed. And he reasoned that its policy would remain the same unless it was frightened into taking more aggressive steps of some character.

This is just what happened. The Smith store woke up to the fact that it must make a more earnest effort for business if it were to remain upon the map, and to-day the Smith store is more prosperous than it ever has been before. It was heroic medicine for the banker to give, and probably in many cases the results would not have been as good.

If you do not want your banker to favor a newcomer in your locality, see to it that your business is handled in a strong enough way to impress the banker with your ability to handle the trade in your field.

The druggist who is far-sighted will have a watchful eye upon his profits. There are two kinds of profits. The first are immediate or close-at-hand profits. The other kind are slower profits which are insured for to-morrow and all future time, by a sound and wise business policy to-day. The banker has small respect for any retail man who is ready to kill the goose to-day that would lay the golden eggs to-morrow. He sees the end and the early end of such a concern.

A great many businesses are short-sighted in considering only immediate profits, and not planning for future growth and patronage. The druggist who is simply handing over what people want and taking their money in exchange, is looking at the immediate profits. The one who is disinterested to the extent of working for the welfare of the community where he lives, who is taking part in the public health program, and who is establishing confidence and good will, is the one the banker will put his money on every time.

Then, if a druggist is scattering his energies in ill-advised ways, he jeopardizes the dignity of his business. And the man of finance knows that the chances are, many of the "foreign" departments are not paying, when all the concealed overhead is brought to light.

"No," said a banker recently, "we cannot get behind that man because he has so many irons in the fire that he cannot keep track of them himself. His business is too big a risk for us."

There are some druggists who become more or less hidebound, partly because of the long hours and the lack of opportunity for wide business contacts. The result is that they get into a rut and follow a routine policy, year in and year out.

Any business which succeeds must be ready to change its policy whenever circumstances demand. To go on doing what is unprofitable, or merely to mark time, or to carry one department at the expense of another, is to lessen the business just that much.

The banker may not take the time or trouble to analyze closely the departments of the drug store, but his experience with business as a whole tells him when something is wrong as well as when everything is going all right.

So the druggist should not hesitate to ask for suggestions and advice, and if need be, to put the cards on the table. The very fact of doing so will help to clarify the situation and will commit the druggist to follow a sounder business policy in the future.

When we drive a car, we keep an eye on the motor meter, on the oil gauge and the gas tank. We also listen for knocks and other sounds which tell us when things are right or wrong. The various gauges and sounds are the governor, as it were, which indicates safety or danger. We do not feel belittled to be guided by the advice given.

The banker is in the position of a safety governor for the business man. Let's make us of his help whenever we can, to the end of larger prosperity for ourselves. In that case, the banker as well as yourself, will profit.

Russell Wilmot.

A Trifle That Triumphed.

A certain company manufacturing musical instruments had for some time been sending out a neatly prepared and, to all accounts, well written letter. Yet the returns were nothing to brag about. Naturally, the company was anxious to find out just where the trouble lay. Feeling that no improvement could be made in the letter itself, they decided to "improve the wrapper." With each letter there was enclosed an order blank, plus a self-addressed envelope. Directly underneath the flap, just below the glue, were printed the following three sentences: "This stamped envelope is enclosed for your convenience in answering. Please let us have a prompt reply. If you were the seller and our positions were reversed, we'd certainly do the same for you."

The results were truly amazing. The use of this little addition to the envelope was begun the latter part of May. During June the increased returns amounted to 31 per cent.; in July to 26 per cent. The increased business during those two months was respectively 11 per cent. and 13 per cent.

H. T. Monson.

Some day, perhaps, our learned legislators will come to the conclusion that it will be best to limit the number of divorces one person is entitled to. To permit stage beauties to change their husbands as they change their stage contracts has a tendency to bring our divorce laws into contempt and to make the martial relation a jest. Nor does it enhance respect for the law to have our courts dragged in as part of a publicity stunt for a show. Throwing a few of these trivial divorce cases out of court would go a long way toward curbing the activities of press agents.

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Fire Prevention Week.

Fire Prevention Week this year has been scheduled for the period of October 5 to 11.

In order that as early a start as possible may be made in preparation for the annual observance, the National Board of Fire Underwriters has ready for immediate distribution a quantity of its so-called Red Shield stickers—the official emblem of the occasion. These proved so popular last year, being used on letterheads, packages and the like, long in advance of the start of the week, that an edition of more than a half million was entirely exhausted. It is expected that the demand for them will be still heavier this year, so that, to insure prompt delivery, an early order is advised. Stickers are to be had at 25 cents a thousand, postage prepaid, put up in convenient, perforated rolls of 500 and 1,000.

Last year, it may be remembered, celluloid-faced buttons, with pin, also carrying the Red Shield, were offered; and a number of thousands were ordered by agents and others, at the cost price of 90 cents a hundred. This year it is hoped that a button, pin or other lapel device can be produced and sold at a figure considerably lower. However, as the ultimate cost depends upon the quantity to be manufactured, the suggestion is made that those who anticipate using this attractive means of keeping the week in the minds of school children, especially, place their orders at their earliest convenience. No money need be sent until after the buttons are delivered.

As in previous years, there will be special display posters prepared by the National Board. These will be supplied in reasonable quantities, gratis, on request. And, along with other material, the August issue of Safeguarding America Against Fire will contain, as usual, full plans and suggestions for the widest possible observance, to the end that the approaching Fire Prevention Week may be the most resultful thus far.

Mutuals Write Majority Rhode Island Business.

Mutual companies wrote over 50 per cent. of Rhode Island's fire insurance business last year, according to a preliminary report of the insurance department of that State.

The mutuals wrote over \$1,000,000, or 70 of the \$1,800,000,000 fire insurance written, twenty-one Rhode Island mutuals and forty-seven mutuals of other states handling this great volume of business.

The stock insurance companies securing the minimum amount of the total volume of business consisted of 142 companies, including forty foreign companies.

The great advantage of mutual insurance over stock insurance is demonstrated in the fact that while the stock insurance companies collected over \$5,000,000 in premiums they had to pay out over \$3,000,000 of this amount in losses, while the mutual companies collected \$6,700,000 in premiums and had only a little over \$700,000 in losses.

The tremendous percentage of saving of mutual insurance over stock in-

surance through its better system of protecting itself from carrying poor risks is one of the great factors that enables mutual companies to save their policyholders such a large sum. This factor, together with the better and more economical as well as more scientific business methods employed by mutual insurance, are features that have made mutual insurance show a decided gain in American insurance business during the past year, while stock companies have shown a decline.

A High Average.

Outstanding in the fire record of dry goods stores for the years 1920, 1921 and 1922 is the amount of the mean loss on each claim, which stood at \$4,462—not unprecedentedly heavy, indeed, but unusually so. To the perishable character of the merchandise handled in this class of shop is to be assigned this exorbitant average. It points directly to the need for more energetic and intelligent salvage methods on the part of proprietors and, in some instances, of municipal fire departments. No occupancy in this prodigal land is free from the need for effective salvage work—in itself a genuine thrift measure—and least of all those establishments where spoilage of contents by fire and water is quick and complete.

Import Ban on Sewing Machine Parts.

Attention was called in these columns some months ago to the action taken by the Treasury Department in barring from importation into this country certain parts used in the make-up of the singer sewing machines. These parts are manufactured in Scotland by a subsidiary of the American company. The ground of exclusion is the refusal of the Scotch concern to permit Treasury agents to inspect its books in order to ascertain production costs as a basis on which to assess duties. The British Government has taken up the matter with the State Department and it is now under discussion. The action to exclude was taken in accordance with a provision in the present tariff law which has hitherto only been invoked in connection with certain lace imports from Madeira. The right of this country to exclude what importations it wishes is beyond dispute. The policy of doing so, however, is one that is not so clear. In advance of any case arising in which French manufacturers are concerned, France has interposed a protest against the provision in question. What the outcome of the British representations may be is uncertain, although the language of the tariff provision is mandatory in form. It is worth noting, however, that the Tariff act imposes duties of from 15 to 30 per cent. on imports of sewing machines or parts thereof. The avowed purpose of this is to protect the domestic manufacturer. Under the circumstances it looks rather odd that a manufacturer should go abroad to have there made parts of the machine in the sale of which he is protected here.

University women are internationally assembling at Christiania, Norway. They meet in a clime that, however rigorous it is for outdoor pursuits in prisoners in Russia he did much to

winter, is invariably bland and genial to those in quest of culture. It is fitting that Dr. Nansen should extend the official greeting. By his humane effort to ameliorate the lot of alien earn the gratitude of other countries.

He is a world citizen who speaks the universal language of brotherhood, tolerance, and constructive effort for peace, and in that established character he will be received with sympathy by educated women of all lands.

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RELIGION AND BUSINESS.

Both Should Go Along Hand in Hand.

The word business has a broader definition than it used to have.

In its older and narrower sense it was restricted to commercial transactions, to buying and selling in the market place, where the custom was described in the Bible by a verse which reads: "It is naught! It is naught! saith the buyer, but when he is gone his way then he boasteth."

To-day business includes all persons engaged in honest, gainful occupation, work by which they and those dependent upon them live, in commerce, manufacturing, farming, professional pursuits.

The boy who sells newspapers on the street corner is a small merchant and may in time become a great merchant. The motorman who drives a street car is a business man. Please carefully note that I said that business means honest, gainful occupation. I do not include quack doctors, shyster lawyers or editors of filthy and obscene publications, in a class with business men. I classify them with pickpockets, confidence men and thieves, for they are not business men, but merely criminals.

The biblical definition of a high-grade business man is found in another well-known verse of the Bible, that great and all-embracing book: "Seest thou a man diligent in his business, he shall stand before kings, he shall not stand before mean men."

Thank God for that verse! It is a true definition of the highest business character, for diligence means assiduously careful and attentive, and the Latin word from which it is derived means to esteem highly.

Business or honest gainful employment is the universal means through which men acquire the resources by which all religious organizations are maintained.

Business profits are behind the construction and support of every church, every theological school and every missionary enterprise.

Business profits and thrift were justified and commended in the Savior's parable of the Talents. The servant who was entrusted with five talents doubled them and was warmly praised. There are many personal examples of the accumulation of great fortunes under the rules and ethics of righteousness and the use of such fortunes for righteous and beneficent purposes. The world's history and the history of the church are replete with such personal examples.

Enemies of business profits and capital or accumulated wealth, who have visions of equality of wealth among men and think that the destruction of the present structure of civilization and the substitution of communism in its stead will bring equality of wealth to all men are wrong and are flying in the face of the constitution of the universe.

Inequality is no chance happening, no accident. It is one of nature's ineradicable, unchangeable, and ubiquitous laws. The race is not always to the swift or the battle to the strong, but usually it is and men become un-

equal as they go through life physically, morally, mentally, religiously, through education, training, environment, will power, ambition and life consecration to a purpose, and so inequalities of wealth as well as other inequalities arise.

Business is the most powerful enemy of poverty and poverty is the direst foe of human kindness, and earthly progress, which shortens life and engenders more suffering and crime than all other causes combined.

The Bible says, "The destruction of the poor is their poverty." Sound business training makes men and women useful, industrious, thrifty, and fits them for service to their fellow men and to God. It is inconceivable that such an influence in the world should not be good for church and state.

There is one profession which I hold in the very highest esteem which I do not classify as a business. It is represented by the man among us who like his great Master goes about doing good. He has deliberately chosen a life of unselfish sacrifice and usually a life of self denial and poverty, but though humble his lot and almost hopeless in respect to providing for the disabilities of his old age, he is the richest man among us and his savings account is greater than that of the wealthiest of all, for he has taken literally the advice of his Master, "Sell all that thou hast and distribute unto the poor, and follow me, and thou shalt have treasures in heaven. Sometimes, and more frequently than people realize or know, his condition in life is the same as that of his Master our Savior when he said: "The foxes have holes and the birds of the air have nests, but the Son of Man hath not where to lay his head." His treasure, however, is being laid up in heaven "where neither moth nor rust doth corrupt, nor thieves break through and steal."

God bless our ministers, for they bless us with their lives and help by their influence and prayers to restrain the impatience of God and his wrath because of the foolishness and wickedness of the world.

Now that we have defined business, let us define religion. The dictionaries say that religion is a belief in God, a supreme being and creative power, all powerful in control of our lives and happiness and our destinies.

The apostle James said: "Pure religion and undefiled before God and the Father is this, to visit the fatherless and the widows in their afflictions and to keep oneself unspotted from the world."

The Christian religion is a belief in God the Father, Jesus as His Son, and eternal life through Christ's vicarious death and intercession for our forgiveness from sin.

Religion and its teachings convey to us the manner of right living and teach us morality, honesty, sympathy, cheerfulness, charity, unselfishness, and all the best characteristics of existence, as well as a hope of eternal life. It has been said that religion and righteousness are inconsistent with business and gainful occupation and are a hindrance to the honest accumulation of wealth. That is a vicious and ig-

norant lie. Milder words do not fit the case, and harsh terms must be used.

There is nothing in the Bible or the teachings of Jesus which approved indolence or thriftlessness or improvidence or wastefulness. Jesus did say that a rich man shall hardly enter into heaven, but he applied it to one asking him for a short and easy road to salvation, who rather than devote his life to the doing of good as a follower of Jesus, clung selfishly to great wealth, merely for the power and comforts it gave him, and had no sense of stewardship as God's agent.

There are no pockets in a shroud and a rich man cannot take his wealth with him. If he clings to it with death's miserly and covetous grip, loving it better than life or the promise of eternity, God help him, for only God's great and abounding mercy can help him.

God never intended that the world should be populated and possessed by loafers or thriftless idlers.

There is no morality or anything else to be admired in communism or bolshevism or any other ism which has for its support the substitution of might for right, thievery for honesty, or lawlessness and crime for industry and honest business methods.

Religion is the infusion of the spirit of God into the souls of humanity. Religion is a journey to God and eternal life.

How then shall we combine religion and business? God's people must be fed and clothed. The small pioneering merchant and business man, has always led the way into the wilderness and his store has always preceded stability of government, the school, the church and the factory.

The men of commerce, of agriculture, of manufacturing; men of business, have occupied the land and civilization and its blessings have followed.

Men of business working with their brains, their tools, their plows, their pens, are the instruments of God in his divine purpose of equipping mankind for life and wider usefulness.

I hold that the bringing and keeping of one's religion into one's business, which means into one's daily life and activities, is not only possible and feasible, but that it is essential to one's happiness and success.

Religion is both scientific and artistic. It is scientific because it is founded upon absolute and undeviating laws. God's laws. If the supreme aim of religion is to live happily here and progress to eternal life, there are laws which are immutable and unchangeable for the attainment, just as absolute as the laws which regulate the rising and the setting of the sun, or the revolution of the planets, or any other of God's scientific laws. The laws are repentance, and a desire to be forgiven of our sins, belief, confession, baptism and obedience to God's commandments and Christ's teachings. The word science is from the Latin word scio, meaning to know, and we know the indispensable requirements to salvation and eternal life. That is the scientific part, God's part of religion.

Religion is also an art, just as the painting of beautiful pictures, or the

carving of a beautiful statue out of a piece of unshaped marble, and the art consists in the adaptation of our lives and work to God's commandments and the Savior's teachings.

The artistic part of religion is man's and woman's part. We find it in our happy homes, our educational institutions, our honest and orderly government, our hospitals and orphan asylums, and other eleemosynary institutions. We find it in all the great philanthropies of the world. In the millions of churches and the charities and the helpfulness which they extend to those who need their help.

We find it in the open doors of the churches where "whosoever will come may come," where the lowly and the sin burdened are not rejected, where sympathy and help are extended to the weak and fallen, the only refuge on earth where the sin stained and burdened can find succor and sympathy.

Where the sinner can come when the great fraternal orders have repelled him, when Godless agencies have denied him succor, and where his appeal to communism, and to tatterdemalionism have been made in vain.

The artistic part of religion, means the part of honest gainful occupation and industry which sustains the church and its glorious part in the humanities of the world.

Now what do communism, anarchy, bolshevism, infidelity, agnosticism, alcoholism, loafers, burglars, and thieves do for humanity? Nothing, absolutely nothing! God help me if I am unjust, but I cannot see or feel otherwise.

And so there is a direct co-operation for the betterment of life and the uplifting of humanity between religion and business.

How can we take our religion into our business; into our daily lives and pursuits?

We can do it by starting the day earnestly with prayer for help and strength of purpose. By giving honest measure in goods or labor or service for our compensation, by being just and fair and truthful and kindly to those we meet, and by considering no day complete in which we have done no kindly deed.

Can it be done? Will it pay? Will a business thrive into which one embodies his religious principles? My experience is that it can be done, that it will pay, and that it will thrive, and I am older than most of you and have had a varied life's experience in business.

"I was young and now I am old, but yet have I not seen the righteous forsaken nor his seed begging bread."

I will answer those questions from the negative side by asserting that a business which has not the principles of righteousness in it will not succeed, but will fail, for if it is conducted, dishonestly, untruthfully or unjustly, it may for a time seem to be successful, but those conducting it will become deeper and deeper imbedded in the morass of temptation and bolder in their dishonesty, losing all self respect and conscientiousness until failure at last overwhelms them and they seek the hiding places of the world, which in these days are very few, and their

(Continued on page 31)

MICHIGAN STATE FAIR

DETROIT

AUG. 29 TO SEPT. 17

AUTO RACES EVERY DAY



The illustration depicts a dynamic scene of two vintage open-wheel race cars competing on a track. The car in the foreground is shown from a front-three-quarter perspective, moving towards the viewer. It has a prominent grille and large spoked wheels. Behind it, another similar car is visible, slightly further along the track. The track itself is a simple line drawing, curving to the right. The background is filled with a dense, stippled texture, suggesting a large crowd of spectators. The overall style is that of a classic newspaper advertisement, using bold typography and a high-contrast, black-and-white illustration.



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.

To Promote Modesty in Dress.

The National Council of Catholic Women, 700,000 in all, is asking its members to sign a pledge to observe modesty in attire and to exert their influence on their friends to the same end.

A crusade of this kind is apt to have far-reaching results, and the sentiments expressed in a resolution of the council along these lines are most commendable and important. If the women of other organizations, both sectarian and non-sectarian, will ask the same pledge from their members, and follow the example of the National Council of Catholic Women, a widespread campaign against immodest attire can be created and much done to get away from the extreme dictates of fashion, which is tending more and more toward the wearing of as little clothing as possible.

It is important by the action of such an organization as the National Council of Catholic Women to create an effective public sentiment which may be aroused through concerted action with other similar bodies, and to start at the same time an agitation against the most degrading and vulgarizing influence of the one-piece bathing suit worn by women, as well as the immodest postures of many men and women at some of our seaside resorts.

Such concerted effort on the part of women's organizations should not, of course, be in the direction of regulating the private and personal conduct of others in their homes, but only where their manner of dress and conduct is forced upon the attention of the public. Because these indelicacies are forced on the unwilling attention of modest, decent people, and the impossibility of preventing such objectionable dress and conduct by law, the appeal naturally must be made to the inherent sense of propriety and modesty of the public.

The question of what is considered immodest in dress and conduct is a moot one, and there is not always general agreement upon this subject, but it is a safe rule that a woman who attires and conducts herself in such a way as to attract attention by the suggestiveness of such dress or conduct may be considered immodest.

Women are most feminine and most charming when modestly and becomingly attired. A refined woman will not care to attract the unwholesome and unhealthy attentions of men.

Jules Goldburg.

Hosiery Prices Are Stiffening.

One sign of strength in the hosiery market is the apparent firmness of prices. About the only shading being done, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, is in infants' socks and this is believed the case in inferior goods only. Manufacturers of staple cotton hosiery are even raising prices somewhat. During the week there were advances on staple numbers amounting to 2½ cents a dozen, while other increases on women's cotton hosiery are reported to range from 5 to 15 cents. Wool hosiery for Fall is beginning to make its appearance, but so far is not general. There seems to be a demand for hosiery without clocking or lace effects, retailers reporting a call for the plainer varieties. Many sellers here believe that when price revisions on silk hosiery are due, the trend will be distinctly upward.

Features of Sports Coats.

Mannish effects in sports coats are waning somewhat, it is found by a concern which handles moderate priced garments in a special material which it controls. This firm has greatly enlarged the amount of business which it has done in past years in the same territory and finds a continual increase in the demand for its line. Semi-mannish styles are the best thing this year, with fur trimmings in strong favor. A lot of raccoon fur is being used, and natural lynx and baby fox are also wanted in collars and cuffs. Plain and convertible collars are featured. Two tone effects prevail, with browns, tans and grays moving best. Diagonal and herringbone stripes, new this year, are succeeding nicely. There is a slight upward trend in prices.

Trends in Fall Petticoats.

The demand for fall petticoats is starting off fairly well. That season is generally the one in which the greater volume of the year's business is done and the expectation in the trade is that orders will prove of a satisfactory nature. The new styles in these garments are designed to adhere closely to the narrow silhouette. Trimming most frequently takes the form of embroidery, especially scallops at the hemline, while some models show the application of flat ruffling of the same material. Radiums, satin-back crepes and milanese silk are the favored materials in the higher-priced lines. Tricolette garments are good sellers in the popular-priced merchandise.

Types of Men's Neckwear.

Various tones of blue predominate in the better lines of men's neckwear

that are now selling. In the fine trade there is a strong trend toward greens, with those of the sage cast doing especially well. The fine trade is also taking to purple. Reds are doing better than they have been in the past year or two. No changes in shapes are due for the fall, although there is an inclination toward slightly wider ties. Weaves are preponderant, particularly moires. Grosgrain silk finished fabrics are selling well. Batwing ties are still popular, but have not been selling as well as had been expected. Stripes, in great diversity of widths, are standing out. Prices are remaining about the same.

Skirt Demand Has Picked Up.

Quite an improvement has been noticed lately in the demand for fall skirts. Sports skirts in particular have been called for, buyers showing strong interest in wrap-around models made of fine imported fabrics. These skirts are intended for wear with the loose-fitting sports coat and also with sweaters and tailored overblouses. In the fabrics used two-toned effects in Rodier cloths and Scotch and English chevots and similar rough weaves have taken well. Plaids are coming to the fore and promise to be used largely during the fall. Browns, tans and russet shades lead in color preference, with greens being strong contenders of these shades for popularity.

Outlook For Knitted Scarfs.

Indications appear that the coming season will not be a very good one for knitted scarfs. The garment styles ap-

parently will not be favorable to the wearing of them, and the bob collared sweater coat, which is progressing with great strides, will also militate against the scarfs. Some scarfs are being sold now, in cashmere and brushed wool. But, when the cooler weather makes heavier garments necessary, the scarfs, it is thought, will probably drop almost entirely out of sight.

Good Season For Luggage.

With an exceptionally good season for bigger pieces of luggage drawing to a close, or in some cases entirely over, selling of smaller goods is beginning to pick up and buyers are preparing for the Christmas trade. Boar skin, a new leather offered by one of the larger concerns in the fine goods field, had a fine season. Fitted holding tray cases were featured. Leather handbags are doing better than silk ones in the fine trade. Prospects seem to be for leather goods to go up.

Kimonos and Negligees Moving.

Better buying of kimonos and negligees in medium and higher lines has occurred lately, with the past week the best there has been for some time. Orders are mostly small at present. A good Fall business is looked for, as stores are said to be in need of the merchandise. Corduroy and quilted robes are doing best. Applique trimmings and also marabouts are well taken. High colors are most popular. Plain quilts are lower in price now, because of silk quotations, although it is predicted that they will rise later. Breakfast coats are selling very well.

PROSPERITY

For the first time since 1919 there is a real basis for prosperity.

All farm products are doing exceptionally well and good crops seem assured. The weather has been so exceptional that many crops which were 30 days late have grown faster than usual and are not very much late now. Corn is beginning to tassel—wheat crop is a big success—hogs and cattle are selling much higher. Corn has reached \$1.20 and wheat \$1.36 per bushel.

On account of the fact that these raises have come early in the season, THE FARMER WILL GET THE BENEFIT THIS TIME INSTEAD OF THE SPECULATORS.

Early advance orders in dry goods were only about one-third of the usual size. The retailer's shelves are bare and they have been "bearish" too long and have overstayed the market. As Fall progresses the business will get constantly better with the best Christmas trade in sight for several years. We have provided for your wants for early Fall. Many lines of dry goods are being withdrawn from sale by the manufacturer and advances being made daily. The feeling politically is much more favorable.

The country banks are getting more stable and failures are fewer. Some small banks have been able to get out of debt and are beginning to carry good balances in the larger centers. The agricultural districts are getting out of debt and will have some money to spend from now on. This means that REAL prosperity is on the way.

Yours truly,

C. J. FARLEY, President.

GRAND RAPIDS DRY GOODS CO.
 WHOLESALE ONLY

Stout Women Now Using Garments For Reducing.

The stout woman is not the only one who concerns herself about reducing, it appears from the sale of rubber reducing garments, for a strikingly large proportion of such articles are sold in medium and smaller sizes, according to Samuel D. Weintraub, New York advertising manager of the Model Brassiere Company. And few there are who cannot manage to gratify their desire to buy a device to reduce in the place which they think should be slimmer. It seems that no matter how little income they may have, women who want such things contrive to get together the cost, Mr. Weintraub finds.

In former times when women wanted to reduce they rolled on the floor or did other exercises, which might serve the purpose, but usually not without an undesired result in some parts of the body which were not intended to be affected. Their faces or necks would become thinner than desired, for example, and consequently it was a difficult and not altogether agreeable procedure to take off weight.

But now, it is claimed, a woman may reduce without any of the old discomfort simply by wearing a corset or other garment which will be so comfortable that there will be no unpleasantness whatever in connection with its use. By wearing this garment perhaps only a few hours a day, or even less, she may take off almost any amount of weight wherever she pleases, it is maintained by the manufacturers, and she can obtain the desired effects through the investment of a few dollars.

While most of these reducing garments are made of rubber, a new material which is finding wide favor is rubber silk. It is made by covering rubber on both sides with Jersey silk. A special non-rip edge solves an important problem by preventing pulling away at the seams. The edge pulls with the rest of the material and precludes breaking.

For the large woman is sold a corset brassiere, which combines the corset and girdle and makes it necessary for her to wear only one garment instead of two. This is winning wider recognition and is selling well at present. It fulfills the need for a lighter weight for the brassiere, with as great reducing qualities, and laces down the back in such a manner that it may be tightened as the wearer reduces.

A specialty in this line is a model having a criss-cross boning arrangement in front to restrain and reduce the roll of flesh which some women have trouble with above their corsets. Another novelty is a small girdle for slight and medium figures. It also has a criss-cross section in the front, and, fastening at the side, leaves a straight unbroken line in the front.

A big response is being received to an offering of a cup form brassiere for slight figures, which is adjustable by means of ribbons, and meets the need for a light garment with the particular advantages wanted by slender women. —N. Y. Times.

Chintz and Mohair Draperies.

A brisk demand for chintz figured damasks for draperies is reported.

Cretonne for draperies and slip covers is moving fairly well, though there is a good demand for imported linens for the latter, the public apparently being desirous in many cases of swinging away from cretonnes to linen stripes. Mohairs are predominating for furniture uses, brocatel damask being favored for combination with mohairs. Manufacturers are reported to be breaking away from mohairs alone and to be using the damask for cushions and mohairs for backs of furniture. Heavier buying in these lines is looked for early next month. Prices are not expected to change to any extent.

Celluloid Vanity Cases.

Novelties in vanity cases offered by a leading concern include a celluloid number having a compartment of that material inside the handle for eyebrow pencil and another in a tassel underneath for lipstick. Another in celluloid is oval shaped, opening lengthwise and having silk compartments inside for powder and change. There is also a mirror in the cover. It has a silk cord handle and a silk tassel and comes in various solid colors and combinations, including stripes. Other vanity cases of this house are in fancy decorated celluloid and have mirrors and cases for powder and rouge. They have silk handles and are made with and without tassels.

Business in Boys' Wash Suits.

Business in boys' wash suits has been backward this year, due to a change in styles. There is fair buying now, however, the situation being much the same as it was a year ago at this time. The popularity of vestee suits and woolen suits with men's vests for young boys has been the greatest factor in the situation which has developed in the wash suit line. There has been little variation in the styles and materials so far disposed of, the regular lines being sold throughout. Oliver Twist styles and Balkans have perhaps done slightly better than others. The most favored fabrics have been madras, silks, pongees and broadcloths.

The Late Unpleasantness From the Allegan Standpoint.

Allegan, Aug. 18—I have talked with nearly every merchant in Allegan on the subject of your leading editorial in the Tradesman last week. To a man they pronounce it the fairest statement which has appeared in any Grand Rapids publication concerning the controversy between the motor club and the Association of Commerce of your city and the people of Allegan county.

Briefly stated, we attribute this difficulty to three different interests in your city, as follows:

1. The motor club, in sending out warning notices all over the country, notifying motorists that we were maintaining a "speed trap." If the officers of the motor club were law abiding citizens themselves, this would not be so bad; but President Northrop openly boasts that, when he goes through the country in company with Lee Bierce, he travels at the rate of 65 miles per hour. Surely such a man is in no position to rebuke the officers of any county for attempting to make automobile travel safe to those who obey the law and believe in law enforcement.

2. Lee M. Bierce, who rushed to the support of the motor club in its crusade against law enforcement. In

communicating with a Saugatuck business man, he said:

If you were familiar with the manner in which the Allegan county sheriff has been conducting his activities against tourists in that county as the motor club is, you would come to the conclusion that the only difference between the sheriff and Jesse James is that James used a horse and the sheriff had a car. Or, in other words, if you had all the facts and were familiar with both sides of the case, the probabilities are your sympathies would be with the motor club.

We construed this as a direct attack on the constituted authority of Allegan county. Sheriff Hare is carrying out the instructions of the Board of Supervisors to enforce the State Law. We did not make the law, but we believe it is just and fair and that our Sheriff is doing his duty with as little red tape and annoyance as possible. In undertaking to enforce the law, we are engaged in the work of saving human life and we do not recognize the right of any other county to make slurring remarks about our efforts or our Sheriff, who is a man of high character and is actuated by a keen sense of duty and responsibility.

We do not think the Grand Rapids Association of Commerce will command any respect in Allegan county—or any other county where law enforcement is at issue—so long as such a man as Bierce is kept on the payroll and permitted to act as the mouthpiece of the organization. In his talks before the Allegan Commercial Club in times past we have come to regard him as a wind jammer of the most egotistical character. We never took him very seriously, because we always regarded him in the light of a joke, but his utterances to the Saugatuck man above quoted did more to create bitterness in our hearts against Grand Rapids than anything which has ever happened in this community. Many of us have made a solemn resolution never to buy another dollar's worth of goods in Grand Rapids as long as Lee Bierce is retained in any capacity by the Grand Rapids Association of Commerce. As a civic asset we estimate that he is costing Grand Rapids \$5,000 a day in loss of trade which would otherwise go to that market. If Grand Rapids jobbers can afford to stand this loss, certainly we can.

3. The Grand Rapids Press, which advised tourists to "go through Allegan county without stopping," which meant that they were to boycott the business establishments of the county. This "advice" gave added impetus to the boycott we levied as the result of Lee Bierce's attitude toward us. We did this solely as a matter of retaliation. We felt that our dignity was offended; that our motives were maligned; that the integrity of our position was on trial. We agree with the Tradesman that the boycott is a nasty proceeding; that it is undignified and illegal; that it is more likely to injure the innocent than the guilty; but the attitude of Bierce and others appears to have left us no other alternative.

In the meantime the laws governing motor travel are being enforced in Allegan county.

Retail Merchant.

Finis.

He went out into the world
And made his mark,
His name becoming a target
For envy.
And now he has gone back to the beginning:
His people.
They greet him with the same irreverent:
"Hello, Johnny!"
And he is chagrined,
For with all his importance
He has not acquired sufficient humor
To save him from the spectacle
Of the old actor
Who still would strut
Though the play be ended.
Le Baron Cooke.

There are several shaky bridges on the road to success.

NASHUA BLANKETS



A complete line of grays and tans, cotton plaids, and woolnap plaids.

Also ESMOND BLANKETS, baby blankets, blanket comfortables, Indian blankets, bath robe blankets and plaid woolen double blankets.

Let us send you samples for your inspection.

PAUL STEKETEE & SONS
Wholesale Dry Goods
Grand Rapids Michigan

Bell Phone 596 Citiz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

When You Sell Our Line of Popular Priced Trimmed Hats

You are offering your customers big values for their money, and still maintaining a good margin of profit.

You are increasing your store prestige and gaining that mouth to mouth advertising which a store enjoys when it satisfies its customers.

Let us convince you. Write for an assortment.

CORL-KNOT COMPANY.
Grand Rapids, Mich.



Some Sound Talk on Selling Tea.

To sell tea intelligently, either to the retailer or the consumer, a man must have an exceedingly sensitive taste, a keen sense of smell, and good eyesight. He should have a knowledge of teas and of the gardens that make the best blends and produce teas most suitable for the particular class of trade he sells, because in many territories, even in the U. S. A., there are various kinds and varieties of tea used, and whole Orange Pekoe sells well in one section, Japans may sell better in another, and so on, with other varieties; neither will all teas blend well together.

The tea industry is growing, having been greatly handicapped in America by the large quantity of cheap and badly cured teas dumped on the market, which in appearance often look equal to high grade teas, but do not possess fine flavor, always creating a bad impression on the tea drinker, and never showing a lasting profit or repeat business.

Unless you can sell quality tea, don't bother with it. Only fine quality teas will bring repeat orders. The day of building up a tea business with cheap tea and premiums is past. We know of no house that has built a successful tea business following that line.

Never sell old or stale tea to your trade regardless of price.

Never store teas near kerosene oil, onions or anything with a strong odor.

Never let any liquid insecticides be sprinkled or sprayed near tea.

Teas are much like milk—absorbing odors quickly, and are easily injured by contact with strongly smelling substances.

Teas that are allowed to get old or kept in cellars, and not in a dry place are sure to get musty. All teas decrease in value very materially after they are a year old. We ask our customers not to purchase teas covering their requirements for a longer period than six months, because after this period they begin to lose freshness and flavor, no matter how efficient the container may be.

Tea is imported in sealed cases to keep foreign odors from contaminating it. It is packed either in chests or cases, lined on the inside throughout with heavy tinfoil or lead paper. To be kept properly tea should be packed in an all metal tin friction top canister. The friction top enables the housewife to close the package air-tight, each time after using, and in this way keeps the tea fresh, and to keep any cooking odors from penetrating the tea and ruining its aroma and flavor.

The dark colored liquor of some teas which is especially pronounced in low grade Javas, Indias and Ceylons, is no

criterion of strength or intrinsic worth.

The most desirable are those picked from gardens in high altitudes, which produce fine quality teas, with a smooth delicate flavor and full body.

The correct drawing of tea is most essential. It is hard to get a good cup of tea at many first-class restaurants or on Pullmans, etc., because of ignorance on the part of those who make it. One should always use a china or earthenware teapot.

Do not overlook that a tea sale carries with it the sale of crackers, sugar, lemons and mints, therefore, it is a leader for other business.

Looks Like 40,000,000 Pounds Excess.

The government report of stocks of storage butter in the twenty-six selected cities at the close of business Aug. 8 indicates a further substantial increase in the excess over last year. The stock was 108,994,619 pounds on the above date against 102,039,423 pounds on Aug. 2 and an estimated stock Aug. 1 a.m. of 100,564,306 pounds. Evidently the excess in these twenty-six cities has increased by over 8,000,000 pounds since the first month. If the increase outside the twenty-six cities has been equal to the increase in the twenty-two cities outside the four large markets that are included in the twenty-six it would mean an increase in the country's total excess since the first of the month of over 11,000,000 pounds.

If we estimate the twenty-six cities' total on Aug. 9 (a.m.) as having been 76.5 per cent. of the whole it would give a total stock on that date of 142,476,000 pounds, compared to approximately 102,100,000 pounds on the same date last year, a present excess of over 40,000,000 pounds.

Unless more unfavorable weather conditions soon prevail throughout the butter states it would not be surprising to see the September 1 surplus close to 50,000,000 pounds.

The holdings of cheese in the twenty-six cities on Aug. 9 (a. m.) were 55,248,164 pounds., this being about 2,400,000 pounds increase since Aug. 1. Evidently the input in warehouses outside the four large markets was heavier than in these four cities. It is probable that the excess over last year in the total stock has been further increased during the first eight days of August. It is now estimated as close to 12,500,000 pounds.—N. Y. Produce Review.

Jury Decides Decomposed Fish Unfit For Food.

In a recent case involving the seizure of spoiled canned salmon by the Bureau of Chemistry United States Department of Agriculture, under the food and drugs act, the attorney for

Significant Factors for Consideration of Flour Buyers

Enormous quantities of wheat are being absorbed by the elevator trade at terminals. In Kansas City, for example, it is estimated that over 75 per cent of the near record arrivals of 6,368 cars last week were purchased by the larger elevator trade. The remarkably attractive premium basis was the factor in the broad absorption of wheat, in which mills also were active.

Incidentally, this is a significant fact for the flour buyer. While the futures market has recorded sharp gains in the past few weeks, cash premiums have receded from an abnormal differential to the lowest basis in some years.

In addition to the low premiums as an argument for buying flour, the baker or grocer who is weighing the various influences affecting prices should also consider the abnormally high prices for clears and cheaper grades, now selling at the highest level in several years. The higher clear basis adds to the advantage of the domestic consumer who is buying short and standard patent.

Feedstuffs values also have recorded important gains since the start of the crop year, the present basis being fully \$8 above the level at which the first new crop transactions in feed were made.

Fanchon - - Red Star

Judson Grocer Company

DISTRIBUTORS
GRAND RAPIDS MICH.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**

**Headquarters for
THURMOND GRAY
WATERMELONS
GEORGIA
ELBERTA PEACHES**

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

the cannery contended that it had never been shown that decomposed salmon was injurious to health. The defense even went so far as to contend partly decomposed salmon was actually fit for food, citing that Alaskan Indians preferred fish after it had been buried in the sand and undergone spoilage.

Many men are of many minds and of many tastes, but this argument did not appeal to the jury which decided that the Government inspectors were perfectly right in seizing this canned fish. After the trial one of the jurors said that the twelve men were unanimous for the Government on the first ballot. They asked themselves, he said, if they would care to eat that kind of fish. The decision each man arrived at before he reached the jury room was that he would not eat that kind of food no matter what persons in other parts of the world may think is edible. They decided the case on the basis of the sort of food they thought was considered fit for the American market.

Canned Fish Exports Larger.

Shipments of sardines from the United States during the five months of 1924 show an increase of over 68 per cent, or nearly 11,000,000 pounds, compared with the same period in 1923, according to the foodstuffs division of the Department of Commerce. The greatest foreign demand this year was in February, when over 6,700,000 pounds were shipped, while last year the biggest month was April, when 4,708,000 pounds of canned sardines were sent abroad. The large increase this year over the same period of last year is chiefly accounted for by the increased purchases made by three countries, Argentina, which bought during the first five months of this year considerably more than it did during the entire twelve months of 1923; the Straits Settlements and the Philippine Islands, which increased their purchases of canned sardines by 73 per cent. and 50 per cent. respectively, during the first five months of this year, as compared with the same period of last year.

Commercial Apple Crop Smaller This Year.

The prospective commercial apple crop has shrunk 2,910,000 barrels since July 1, according to the August Government crop report issued Thursday of last week, which forecasts the commercial yield at 29,383,000 barrels compared with 34,403,000 barrels last year, 31,945,000 in 1922 and 21,557,000 in 1921. The total or farm crop is estimated at 183,691,000 bushels against 196,770,000 in 1923, 203,628,000 in 1922 and 99,002,000 in 1921.

There is considerable difference in some of the states from the July report. New York shows a decrease during the month of 1,340,000 barrels, yet is estimated to have a larger crop than last year. Virginia, Pennsylvania, West Virginia and some of the other barrel states show a decrease from the July estimate, while an increase is shown in a few of the Central states since July. Washington also shows a gain over the July forecast, while Oregon shows a slight decrease.

Stabilizing Seasonal Business.

The merchants of Lake Geneva, Wis., a thriving resort city, ninety miles North of Chicago, were facing the situation that most resort cities have to contend with. The summer trade rushed them for three months, during which time the farm trade was forced to accept the difficulties of purchasing that immense crowds made. To escape the rush and waiting, many of them turned to other trading centers. The result was that in the fall the merchants at Lake Geneva discovered that they must evolve some method of attracting surrounding trade back to their city.

The Chamber of Commerce, an organization alive and supported by the majority of merchants as a means of advertising the city as a resort, was successful in bringing summer visitors. Why not turn to it for a revival of the farm trade? Thus was formed the idea of holding an exposition, with each member decorating a booth and displaying his wares, adding a few bargains of real interest.

After one of the members offered the use of his garage, a huge structure, some "teaser" advertising was sent out, asking the cryptic question:

What?
Nov. 10
Lake Geneva!
? ? ? ?

The remainder of the campaign consisted of the circulation of small flyers, a booster trip and parade of autos decorated with huge signs and the placing of large posters.

Here are some of the special features introduced in the exposition itself: Various prize contests were held, securing an excellent mailing list; thousands of useful souvenirs were handed out; the local public utility company served waffles during the entire exposition to advertise an electric waffle iron; a bakery gave out doughnuts and offered a big cake as a prize for the best couple in the prize dance; one grocer served a special brand of coffee, another gave out miniature loaves of bread, and so on. The evenings during the staging of the exposition were devoted to entertainment and dancing.

Nothing at all was sold. Flyers announcing special sales at the stores in town were given out, and resulting business equalled and in many cases surpassed the best days of summer.

The Soviet executive committee at Moscow, to signalize the tenth anniversary of the opening of the World War, chooses to read a fantastic lecture to the United States for the grave offense of doing all that was humanly possible to restore peace. Each act of ours in the direction of suppressing the ruthless militarism of the German Empire is interpreted as the sinister deed of capitalism. Perhaps the most remarkable feature of the document is in its statement that 2,000,000 farmers are throwing away their farms in the shadow of economic catastrophe. One has to be thousands of miles away from the United States to find out so many things about this country that are not true.



"Yellow Kid" BANANAS

always give complete satisfaction

DELICIOUS
NUTRITIOUS
WHOLESOME

Mail orders solicited and given prompt service.

The VINKEMULDER CO.
GRAND RAPIDS, MICHIGAN



STEADY SALES

We are making a special offer on
Agricultural Hydrated Lime
In less than car lots
A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

You Make
Satisfied Customers
when you sell
**"SUNSHINE"
FLOUR**

Blended For Family Use
The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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



GOLD
MEDAL

MAYONNAISE

Made and Guaranteed by
THE BEST FOOD, INC.
Who make the Famous Nucoa.

We have a real live sales proposition that will put GOLD MEDAL over BIG.

Write us or see our Salesmen.

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.

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

Western Michigan's Largest Feed Distributors.

Fieglers
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

THERE IS MONEY
FOR YOU IN

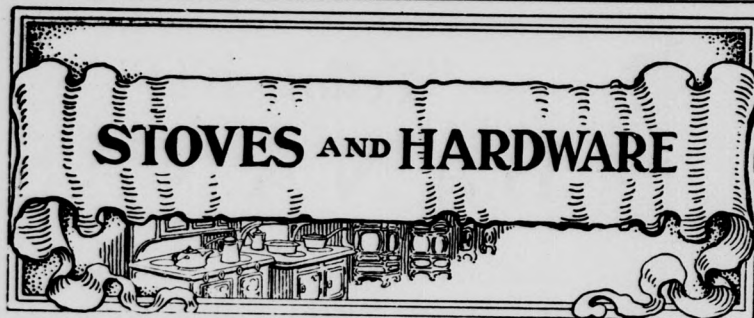
Straub

5c. and 10c. Bars.

TRY

HI-NEE ----- 10c
OH BIL ----- 5c
CHOC LOGS ----- 5c

STRAUB CANDY COMPANY
Traverse City, Mich.
407 North Hamilton St., Saginaw, W.S.



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

How One Dealer Went After the Paint Trade.

Written for the Tradesman.

A good many hardware dealers, in the handling of the paint department, are content to sell paint on a purely price basis. Others go further and talk quality; with the result that their sales are as a rule a good deal larger than where the dealer merely stresses price.

Still other dealers base their appeal to their paint prospects on the results they can assure their customers.

Brown was a hardware dealer with ambition. He was doing pretty well, sufficient to get him a good living, meet his drafts, and build up a little reserve in the bank. But he was not satisfied with that. He wanted to get the most possible out of his business.

The returns from one branch of the business in particular left Brown dissatisfied. He found he wasn't doing very much with paint. He was selling a fair quantity; and, as he was wise enough to eschew price-cutting, he was making a fair profit.

But when Brown strolled through the town in his off hours, or motored through the country, the turn over in the paint department looked small in comparison with the opportunities. On every side he saw buildings fairly falling to pieces for lack of paint.

The possibilities in the paint line were so great that Brown determined on new and aggressive methods of pushing the department to the front.

Now it is one thing for a hardware dealer, with paint to sell, to realize the wisdom of using paint; but it is a different matter and a more difficult one to convince the average property owner that the regular use of paint is beneficial. The property owner has to pay for the paint used; and if there is one thing the average man dislikes, it is paying for things he does not particularly want and believes he can do without.

The average man will let matters slide for a long time, even when he realizes it is a mistake to do so, before he will spend his money. Thus, in the matter of paint, property owners are prone to neglect their buildings rather than spend a little money to have them re-decorated. It requires educational work on the part of the paint dealer to show them where they are making a mistake.

Brown soon realized this when he began to work on the men he considered good paint prospects. Their properties needed paint—were fairly

howling for paint—but the owners he approached took the attitude that Brown was interested for selfish reasons alone; that while there was a good deal in it for him, there was practically nothing in it for them.

Brown then took a new tack. He made enquiries and collected a practically complete list of properties for sale and to rent. Then he called on the owners, one after another.

"Do you want to sell (or rent) your property?" he would ask.

"Of course I do."

"Well, you can do it by making the property more attractive. You know, don't you, that people will rent or buy a house twice as readily if it appeals to them—to their sense of the beautiful? Spend a few dollars to have your house freshly re-painted; and you can add a good deal more to the price or get it back on the instalment plan in the monthly rent. It will improve your property to paint it; and you will get your money back, if not immediately, then almost immediately."

That was his "opening gun." He had back of that a whole battery of arguments with which to bombard the skeptical. He believed what he was saying; and that went a long way to make his line of talk convincing.

Some of the men Brown approached on the subject refused to consider his proposition seriously. They could, they declared, rent their property anyway. Painting might or might not help them. One thing was certain, it meant outlay.

Others gave him a hearing; and of these some were convinced, and decided to try out the idea.

And they got results. The houses which were painted as a result of Brown's solicitation were in practically all cases sold or rented almost immediately. Their fresh appearance made them attractive to home-seekers, in preference to the dingy places offered by other property owners.

This was just the beginning of Brown's campaign, however. With his proofs of actual results to back him up, he went to the property-owners who had previously refused to listen to his arguments. He carried with him a list showing the dates on which certain house had been painted and the dates when they had been either sold or rented.

"You did not see this paint proposition my way before," he began. "Now, I have the proofs to show you." And he would proceed to give them.

The result was that Brown gradually convinced the majority of property owners that if they wanted to dispose of their houses, either by selling or renting, that they should as a prelim-

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
Sporting Goods and

FISHING TACKLE



Decorations losing freshness
KEEP THE COLD, SOOT AND DUST OUT
 Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof
 Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
 144 Division Ave., North
 Citz. Telephone 51-916 Grand Rapids, Mich.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

United Motor Trucks

A SIZE
AND
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

210 IONIA AVE., NW.

TAKING INVENTORY

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



SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

Foster, Stevens & Co.

WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.

GRAND - RAPIDS - MICHIGAN

inary step have them repainted. This was more or less a revolution in methods; the previous plan having been to sell the house if possible and let the new owner paint it, if he wanted to. Which, as a rule, he wouldn't.

However, all concerned were satisfied; the owners because they sold or rented; the newcomers because their home surroundings were attractive; and Brown most of all because he had worked up a big trade in paint.

But Brown was not through by any means. The homes which had been painted as a result of his solicitations had been rendered so attractive that neighboring houses looked old and dingy in contrast. Even a miser will seriously consider re-painting his house when the man next door sets the example; for none of us likes to be outdone in such things. Brown had many customers in this position, people who were neither selling nor renting, but to whose pride he could appeal with good results. He did not neglect to prod them up on every possible occasion.

"So-and-so's house is looking pretty nice," he would remark. "By the way, are you going to paint up this year?"

His sales increased and multiplied. But the best part of it was, he was building his business on a permanent basis. He was convincing his customers of the value of paint, and convincing them so thoroughly that they would remain convinced.

This, however, was not all. Brown conducted a vigorous campaign in his store as well. His stock was placed well to the front of the establishment. Dust, dented tins and discolored labels were conspicuous by their absence. Everything was in A-1 order, well sorted up, fresh and attractive.

Paint was frequently featured in the store windows. At least once a month Brown arranged a display of paint, varnish, brushes or accessories. This plan he adhered to, not merely during the active painting season, but throughout the year; with a view to keeping the department constantly before his public.

Paint figured prominently in his newspaper advertising; his attractive "copy" being helped out by cuts supplied by the manufacturers.

Finally, Brown pushed the sale of quality paints. He featured a thoroughly dependable brand on which he could rely to give satisfaction; and though he occasionally had to let sales go elsewhere when customers wanted a low-priced paint, they bought such paint against his recommendation and afterward as a rule remembered his advice. This policy of featuring the quality line he stuck to rigidly, being convinced that he could build a permanent trade only by giving absolute satisfaction. He did not want customers coming back in a few months or a year to tell him that his paint was no good; he preferred to have them, a little later, bring him repeat orders. Victor Lauriston.

More Buying of Aluminum Ware.

Aluminum ware buying has improved considerably in the last two or three weeks. General economic conditions are giving buyers more confidence and

they are placing orders for September and October sales. Stocks are diminishing in stores, and the buyers who are planning to stimulate business in the next month or two are preparing by placing orders now in this market. Paneled wear offered by a leading house is in big demand. Prices, it is said, will rise from 5 to 10 per cent. within a few weeks. Many factories are closed or operating on reduced schedules, but the improvement which is taking place promises to demand greatly increased production.

Lack of Enthusiasm in Present Day Campaigns.

Grandville, Aug. 19—Lack of enthusiasm is what makes for a dead and alive political campaign. Even in the business world lack of enthusiasm has a deadening effect on trade. A man or woman who has no enthusiasm for anything isn't of much worth in the world.

Political campaigns in later years have been anything but inspiring. How would it seem to start something like the stirring meetings of the sixties when Old Abe Wideawakes were in evidence at almost every country crossroads? Even later on, when Blaine and Cleveland contended for National honors, there was no lack of enthusiasm.

It might be well to note that a change of 600 votes in New York would have elected Blaine. The heart of that great chieftain was broken over his numerous defeats, the goal he sought going to smaller and less capable men. The stay-at-home vote is nearly always sufficient to decide results at a National election.

Henry Clay was a master mind in the Nation, yet he failed of the Presidency because of the defection of a few abolitionists who really wanted the Kentucky giant, yet would not vote for him as a matter of principle. This matter of principle has dished more than one aspiring candidate.

The Blaine and Cleveland campaign was fought with much enthusiasm. If we had that "git" among the voters to-day there would be no danger of a pacifist third candidate messing things, as there is at the present hour.

People went forty miles to attend a mass meeting.

It would surprise the most of us if many now went across the street to hear the greatest American.

The Blaine men staged a big meeting in Grand Rapids, with torchlights, bands, firing of cannon and the like. Marching companies kept the meeting at a white heat of enthusiasm. Later came the Democrats, with a Cleveland blowout, that included thousands of the best citizens roundabout. The writer was present at both these demonstrations and surely was well repaid for the time he spent.

While Blaine was the magnet drawing Republicans from far and near, General Rosecrans, the hero of Stone River, was the drawing card for Democrats. Those were halycon days for political parties, and until they come again we may look for miserable failures in governmental affairs.

People who do not enthuse enough over party nominations to get out and vote are not in truth good citizens of the Republic.

Now what is the trouble?

There are two sources of misconduct which ought to be rectified. When women were given the franchise it was supposed that they really wanted the ballot and would make good use of the franchise. Have they done so? Decidedly not.

Of the 50 per cent. absentees from the polls every year at least more than half are of the gentler sex. And why is it? Not half of the women desired the ballot when it was given them. Some there are who incline to believe

that the enfranchisement of women was a mistake.

However that may be, it is a solemn fact to-day and cannot be rescinded. Another great hindrance to decent political action is the fraudulent primary election law. It has been discounted at every turn. It has proven to be the tool of mercenary demagogues; so palpable, in fact, as to have disgusted a large percentage of the voters.

Of what use has the primary been to honest government?

Taxation has been enormous during the past few years and this primary has been added to the burden, without serving the interests of the common people. Two elections every year is a little too much. The expense is doubled without benefiting honest politics.

If the whole people will get out once a year to select officials of Government, surely that ought to be enough. Instead the primary has to be enacted for choosing men to represent us at Lansing and Washington, and such a farce as it has proved to be ought to turn the stomach of any honest citizen.

Talk about the old caucus convention system. It was far and away in advance of this botch of primary selection.

The expense attending caucuses and conventions was borne by the parties interested; now the taxpayer has to foot the bill.

For several general elections we have lacked that essential for bringing out the vote—enthusiasm. We haven't had it, nor are we likely to get it with conditions as they are.

There is a sameness in all political meetings which palls on the senses. There must be something to interest and enthuse the people if we would have a genuinely old-fashioned elections.

Torchlight parades, roman candles, the throb of drums and shouts of an enthused and interested people in Government are things of the past; nor will there be a change until the mischievous primary law is wiped off the statute book. That much to be desired object will come sometime. Why may it not be this year at the assembling of the next Legislature?

The caucus of townships to choose delegates to county, and county to State conventions, is as surely coming back as is winter after the reign of good old summer time.

Why not? Nothing could be nearer the people. However much scheming politicians worked the caucuses and conventions, there were never the scandals that have attended the workings of our primary election laws. Go back to the old order and see how quickly there will be a change for the better in our voting population. Old Timer.

From a Battle Creek Viewpoint.

Battle Creek, Aug. 17—I have just finished reading the forty-first anniversary edition of the Michigan Tradesman and I cannot refrain from offering you my hearty congratulations.

It is not given to many men to work at such a responsible job as your for forty-one years without a break.

Carlyle said that it is the first of all problems for a man to find out what kind of work he is to do in this universe and then to expend every particle of strength that God Almighty has given him in doing the work he finds

he is fit for; to stand up to it to the last breath of life and do his best.

You have surely found the work you are fitted for and, from what I know of you, I predict that you will stand up to it to the last.

This anniversary edition is very illuminating and the large volume of advertising it carries is a revelation to me.

More power to your elbow!

John I. Gibson.

(Political Advertisement)

Primary Day
September 9, 1924
Last Day to Register
August 23, 1924
FRED P. GEIB
Candidate for Nomination
Prosecuting Attorney
Republican Ticket
"Only Votes Count"

Born November 26, 1877, on Grandfather's farm, Gaines Township, Kent County, Michigan.

Educated: District No. 8, Gaines Township; Caledonia High School; Grand Rapids High School '98; University of Michigan '04.

Public Service: Alderman and Supervisor 1910-1914; Charter Commissioner 1915-1916; Sergeant Co. C, Michigan State Troops 1917-1920; Assistant to Prosecutor Hoffius 1916-1924.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids

Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction.

USED SHOW CASES

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

GRAND RAPIDS STORE FIXTURE CO.
7 Ionia Ave., N.



Side Lights on the Fast Growing City of Muskegon.

W. A. Pierson, the Houston avenue grocer, who was undergoing an operation for appendicitis while the State grocers convention was in session in Grand Rapids last spring, has completely recovered and now feels better than he has for years. Mr. Pierson has been engaged in the grocery business for only three years. Prior to that time he was an educator. He prefers the mercantile business to his former profession.

The success which has attended the \$1 beefsteak dinner served by the Occidental Hotel every evening logically leads to the enquiry, Why not also serve a fish dinner for \$1.25? The Occidental has long been noted for the excellence of its fish dinners, owing to the superior manner in which its fish cook prepares this staple for the table. Now that exceptionally good whitefish are being lifted every morning by a Lake Harbor fisherman, there would seem to be no good reason why Landlord Swett should not specialize on fish dinners at popular prices.

M. E. A. Aamodt, who has been engaged in the grocery business at the corner of Jackson avenue and Erickson street for thirty-two years, is completing a remarkable store building on that corner, 55 x 100 feet in dimensions. It is composed of concrete brick and hollow tile and is unusually attractive from an architectural standpoint. It comprises five stores. One the owner will occupy himself. The other four are designed for use as dry goods store, meat dealer, druggist and barber. Mr. Aamodt is entitled to a great deal of credit for creating so beautiful and useful an addition to the gradually growing activities of Jackson avenue, which is developing rapidly since the two miles of new concrete roadway was completed.

One of the greatest handicaps the stranger faces in Muskegon is the lack of identifying signs at the street corners; also the absence of street numbers on both down town and suburban mercantile establishments. In some of the new sections of the city this lack is being remedied to some extent, but not with sufficient rapidity and thoroughness to make much impression. On the whole, Muskegon has made wonderful strides in the improvement of her streets and sidewalks, causing her to take on the appearance of a metropolitan city, but in the matter of street signs she is still in the big village class.

E. A. Stowe.

A thing done right to-day means less trouble to-morrow.

How Does a Salesman Spend His Time?

Henry S. Dennison, of the Dennison Manufacturing Co., has found upon investigation that his salesmen divide their time approximately as follows: in traveling, 40 per cent.; in waiting to see prospects, 15 to 20 per cent.; in miscellaneous clerical work, 25 per cent.; and in the actual presence of prospects, 15 per cent.

How to manage the time of the man on the road—how to increase the percentage of time he spends in contact with customers and prospects and how to heighten his efficiency, once he establishes that contact—is many a sales manager's most important problem. Toward the solution of that problem, the Dennison concern has adopted this plan:

Transfer as much as possible of the salesman's clerical work to the clerical forces in the branch offices. Plan the salesman's work in advance. List his prospects in geographical order, so that, in calling upon them, he may follow a short-line route. For every prospect, in the proper order, provide a simple report slip on which the salesman may record, in the briefest form possible, the result of his call. Select, in advance, the samples of merchandise most likely to interest the prospects on whom the salesman is to call. When he returns to the office at noon, relieve him of his forenoon's reports and the samples he isn't going to use, equip him with a new outfit-prospect list, report slips and samples—and start him out again.

Reinforce the salesman by acquainting him, in advance with the salient facts concerning each customer or prospect—what has been accomplished in previous calls, what has been purchased and so on. This information can be typed into record cards, plainly and simply designed, to yield all the facts at a glance. The record card will save ten minutes of asking questions on call. Before he confronts each prospect the salesman knows what's what. Sanford Jordan.

You And Your Store.

Afrive on time in the morning. Keep up your personal appearance. Serve customers courteously. Make sales checks legible. Treat co-workers with consideration. Keep the stock clean. Feel that your merchandise is equal to or better than competitors.

Talk and suggest your store to all friends you meet.

Feel that you are serving the fairest and best store in the country.

Make each day a day of special attempt to excel in your efforts,



CHICAGO

One Way \$4.20

Round Trip \$7.30

GRAHAM & MORTON
GRAND RAPIDS, HOLLAND
and CHICAGO RAILWAY
Freight and Passenger Line.

Leave Grand Rapids
Daily, 8:00 P. M.
Grand Rapids Time.

Leave Chicago
Daily, Except Saturday, 7:00 P. M.
Saturday 10:00 P. M.
Chicago Time.

For Information Call
Telephones

Citizen 4322 Bell M. 4470



GOODRICH
STEAMSHIP
LINES

To Chicago

8:05 P. M. Daily
Grand Rapids Time

From Chicago

7:45 P. M. Daily. Chicago Time

FARE \$4.20

Best Train Leaves Grand Haven
Electric Station 8:05 P. M.
1 Block East of Hotel Pantlind
Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

Grand Haven, Muskegon
Electric Ry.

OVER NIGHT SERVICE

City Ticket Office
Corner Pearl and Ottawa
With Consolidated Railroad Ticket
Offices
Citiz. Phone 64509, Bell Phone M. 554
W. S. NIXON,
General Agent Freight and Passenger
Department
Electric Railway Station
One Block East of Campau Square
Phones Citiz. 65671, Bell Main 671
L. A. GOODRICH,
Traffic Mgr.

CODY HOTEL

GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWART R. SWETT, Mgr.
Muskegon :: Michigan

HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired
Commercial Traveler.
Try the CUSHMAN on your next trip
and you will feel right at home.

Western Hotel

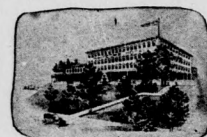
BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reason-
able.

WILL F. JENKINS, Manager.



Hotel
Whitcomb

AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 19—The Reed & Wiley Co. has sold lettuce and tomatoes during this season to the amount of \$1,000 per day. They are operating both their Madison and Eastern avenue greenhouses to full capacity. This company recently purchased the three-story and basement building at the Southeast corner of Ottawa avenue and Louis street and is putting it in shape for two new occupants. The top floor will be utilized by Frank Brogger as a bowling alley. The basement, first and second floors have been leased by Allen & Dorthy for use as a garage and automobile sales office.

David E. Keyes (Judson Grocer Co.) and Mrs. D. E. Stearns were married Saturday at Wyoming Park. Mr. Keyes will relinquish his home at 241 Charles street and take up his residence at the home of the bride, 321 State street. Mrs. Stearns was the widow of D. E. Stearns, who was engaged in the dry goods business at Big Rapids twenty-five years and subsequently traveled for the Broadhead Worsted Mills, Jamestown, N. Y., for many years. She is the proud mother of two sturdy sons, who have both made their mark in the Government service. The happy couple are spending their honeymoon at the summer home of the bride on the South shore of Black Lake.

Allan F. Rockwell (Brown & Sehler Co.) has returned from Wall Lake, Barry county, where he and his wife spent their summer vacation in their own cottage. During the time they were absent from home they stipulated they were to receive no letters and no daily papers. Allan evidently believes that the only way to obtain real rest is to get away from all the refinements of civilization.

Bathing, boating and other forms of out-door sport will entertain the members of the Travelers' Protective association and their friends at the annual outing of post A next Sunday at Morrison's lake. The picnic will be held on the grounds of L. C. Harris, of Grand Rapids, who has offered the use of the place on the lake front to the association. Arrangements are being made for picnic tables and other picnic equipment. Annually, the members of the T. P. A. arrange a great outdoor picnic as their fraternal social event, and, this year, Gerald R. Ford, past president of the post, and general chairman of the outing, promises something new in the way of entertainment, regardless of the weather conditions. Notices have been mailed to members asking them to bring their own baskets with the necessary utensils, while the post will furnish peanuts, ice cream and soft drinks. "Bob" Teale, the playman, will supervise the sports which will be designed to accommodate both young and old. About 500 are expected to attend the picnic.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 19—Walter Smith, of the Soo, has purchased the Dausen cafe and restaurant, at Trout Lake, which he will conduct under the name of Smithy cafe and restaurant. Mr. Smith has been connected with the Belvidere Hotel here.

The tourist business here is on the increase and our famous camp site is called the tented city. On Aug. 5 there crossed the Straits 246 automobiles; 179 of this number came to the Soo, where they usually prolong their stay, there being so many beautiful side trips out of the Soo that can be made in a day or two, with the Soo as headquarters.

Reuben Erikson, of Manistique, who for several years was employed in the jewelry department in the Putnam store and later moved to Muskegon, has decided to engage in business for himself in Norway, where he has rented

a store and will open for business in a short time.

The grocery store of Harry McIntyre, at Oak Ridge, was destroyed by fire last Sunday. As there were no fires in any of the stoves at that time, it is thought that the fire was started for revenge by some of the moonshiners who have been trying to get even, as Mr. McIntyre joined the State troopers some time ago. Being well posted as to where the stills were in operation in his vicinity, he made a record catch, rounding up many of those engaged in the manufacture of moonshine. Mr. McIntyre was at Negaunee at the time of the fire and his wife and children had warning that something might happen, so they slept at one of the neighbors the night of the fire.

What this country needs is more women in the home and fewer in politics.

Charles O'Hearn, who for the past year conducted a men's furnishing store on Ashmun street, has sold his stock and discontinued business. He is a candidate for sheriff and will spend his time campaigning until after election.

When a man is still too young to die and too old to have any fun, he becomes a philosopher and sets out to tell others how they should behave themselves.

The Hewett Coal Co., which has been engaged in the coal business for the past two years, has dissolved, John Bell withdrawing and transferring his interest to Frank M. Hewett and Austin Lipsitt, who will conduct the business hereafter.

George Thomson and family, of Bay City, spent ten days here visiting relatives. This was Mr. Thomson's first visit to the Soo. He was much pleased with our city, as it far exceeded his expectations. He had heard of the many advantages and delightful scenery, but could not see it all in the time allotted. He has seen many places in his travels, but tells us the Soo has them all faded.

The Upper Peninsula Medical Society held a two day session here last week. Dr. Frank P. Bohn, of Newberry, was elected President and Escanaba was selected as the place for the session next year.

Most things are governed by the law of supply and demand, but making mistakes isn't.

It will be good news to the traveling public to learn that the Wolverine Hotel, the only hotel at DeTour, is being redecorated and refurnished and will be open to the public about Aug. 31 under new management. Mr. and Mrs. Oatis Wilke have leased the hotel and will cater to the public. Mrs. Wilke has had two years' experience in the hotel business and has been serving meals ever since the Hotel DeTour was destroyed by fire some years ago. She has a reputation for fine home cooking and the traveling public will appreciate the accommodations which are so badly needed at DeTour. William G. Tapert.

A Case of Mistaken Identity.

Mears, Aug. 19—Long time since I bothered you, eh? Was going to write you regarding the big anniversary paper of a week ago, but it took me so darn long to read it I did not have time to write. I am getting so darn slow in my old age that it takes all my spare time to peruse the Tradesman. I was amused at your attack on speed maniacs in the last issue. Sure, people will confine themselves to 35 miles per hour just as soon as the law requires the manufacturer to gear machines to that. Say, E. A., how fast can your new car go? If I am not mistaken, I recently was sauntering along on a good pike near Grand Rapids on a serene Sunday afternoon at 35 per hour and a car went around me like a high geared airship and was out of sight in a split second.

Up to reading this article in the Tradesman I would have sworn it was you, but in the light of your editorial condemnation of speeders, I see now how mistaken I was. It could not have been you at all. Say, how could a fellow, say, leave the Tradesman office after lunch, drive to Shelby, stop and hunt up Charlie Churchill; then go on to Hart and visit Carl Flood; then proceed to Juniper Beach, have a picnic meal, then stop at Mears to locate the Chronic Kicker and then return to Muskegon with a short stop, and back to Grand Rapids in time for regular dinner—and keep within the 35 miles limit? I suppose this could not be done on any regular day, though it must have been done about July 4, 1923. Every one has his own solution of the 35 mile limit. Mine is this: I drove a tack through my guage at 35 and it can't register more, although I sometimes have a hard time to convince some rube cop with a tin star. When driving through Allegan county I am careful that the needle in the guage don't hit the tack. Yours for less speed.

Chronic Kicker.

Renewed Activity at Boyne City.

Boyne City, Aug. 19—The W. H. White Co. has completed the overhauling of its mill at this place and has its logging equipment in the Upper Peninsula in shape to ship timber. Manufacture of lumber will commence Monday, Aug. 25. Some of us have in the past been peeved as the early morning whistle disturbed our beauty

(?) sleep, but a goodly portion of Boyne citizens will be glad to hear it again.

The furnace of the Charcoal Iron Co. of America is being overhauled preparatory to blowing in again, which is welcome news to the business interests of the town. It is hoped that the company will find it to its advantage to keep this important industry in operation for a good period. Boyne City has enjoyed a good resort trade this season, but there is nothing that can replace the everyday income of a good going industry in building up a community. Maxy.

New Store For Ishpeming.

Ishpeming, Aug. 19—Levine Brothers, well known Negaunee merchants, have secured from the local lodge of Od Fellows a lease to the store building which is shortly to be vacated by the Skud Estate, which is closing out its business. The new store will be an exclusive ready-to-wear and dry goods establishment, with complete lines. New fixtures are to be installed and the place made very attractive. Levine Brothers have been engaged in business in Negaunee for some years and have been quite successful. Their father, the late B. Levine, was one of the pioneer merchants of Marquette county.

Last Saturday evening thieves entered the store of C. F. Sundstrom, in Michigamme, by forcing open one of the rear windows, but they found less than two dollars in the cash register, this being appropriated.

Ship Your Wool to TRAUGOTT, SCHMIDT & SONS

560 MONROE AVENUE, DETROIT, MICH.

and get the following high prices F. O. B. Detroit:

Fine Delaine	48c	Fine Clothing	38c
Medium	46c	Rejections	36c

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 Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING GRAND RAPIDS

150 Fireproof
Rooms

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

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

HOTEL CHIPPEWA

HENRY M. NELSON

Manager

European Plan

MANISTEE, MICH.

New Hotel with all Modern Conveniences—Elevator, Etc.

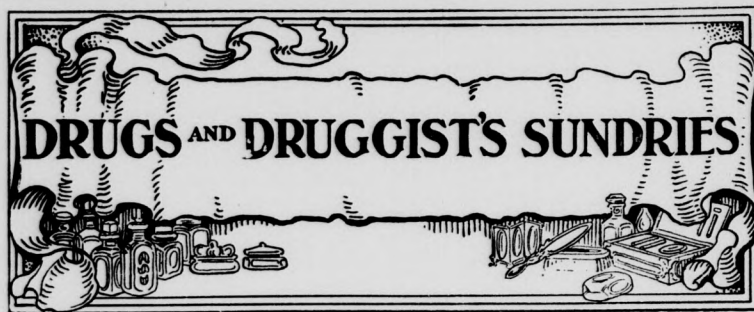
150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00



Does Personality Count in the Drug Store?

Not long since an article came out in a well-known leading publication advocating the elimination of personality from the individual business. The arguments advanced were rather plausible. It was pointed out that personality really meant a one-man business in which good will and confidence centered about the individual, and made this asset of precarious value in the even of the death or withdrawal of that person for any reason.

The idea was urged that it was a safer plan to build up an organization which could be handled in large measure by capable subordinates, thus leaving the time and energy of the principal of the business for the executive work and constructive, forward-looking plans.

Now all good advice must be taken strictly in relation to the situation under consideration. It is rather unsafe to lay down hard and fast rules and to declare them applicable to all business. What may fit in some cases may not in others.

A factory or a large industry built up in the main along departmental lines may be handled successfully, in some cases at least, according to the plan above suggested. But the average drug store is a different proposition altogether. Here we have a business which is actually built up about personality. Almost inevitably the success of the apothecary shop depends upon the man at the head of it, the following he has built up, and the ideals he has incorporated into the different parts of his business.

In this connection it must be remembered that the great majority of drug stores are represented by an investment of from three to ten thousand dollars, so that the personality of the proprietor easily and rightly dominates the conduct of affairs.

Even when we step up into the next class of stores representing an investment of from ten to thirty thousand dollars, this remains true. People know the proprietor, look upon him as a friend, have confidence in his judgment and rely to a surprising degree upon his opinions and advice.

When we get into the large drug store class where one or two hundred thousand dollars are represented in fixtures, stock and assets, personality is less apparent to the casual observer. Nevertheless it counts. The man who is at the head of such a business is rather certain to be the leader in community progress and enterprises. His personality is felt in big affairs. Frequently he has begun as a small druggist and because of merit and attention to business, his affairs have prospered

and grown into a business of large size.

The writer can recollect several such stores where the superficial onlooker would have said, "That business will carry on by means of its own momentum. The public at large does not pay any particular heed to who is captain of the ship, so long as they are served to their satisfaction and everything is bright and attractive."

Yet in many cases when such businesses have changed hands, there has been a gradual letting down, and a complete change expressed in the personality and personnel of the establishment. In not a few instances such businesses have ceased to pay, and a complete change of ownership or policy, or discontinuance of the business altogether have been necessary.

In the case of chain store units, the situation is somewhat different. As far as possible, everything is standardized or worked out according to a given pattern. Of necessity, a more or less uniform policy obtains, and so personality and individuality are a factor much less likely to be present. Even where resident managers are employed it is almost impossible to make the same personality impression as where the owner of the business himself is on the job.

This condition is true in part at least, because the drug business is a delicate blending of the commercial and professional. The public is not so particular who measures its ribbons, fits its shoes, and sells its groceries. But when it comes to the dispensing of medicines, the selection of drug supplies and the discriminating choice of toilet goods, perfumes, rubber goods, stationery, camera fittings, sponges and chamois—and all the rest, then the customer wants to feel that he is being served by some person who really knows what is what, and who can be relied upon to give satisfactory value, and skilled professional service.

Charles H. Schwab advises business men who would succeed to cultivate personality. He says: "Personality is to a man what perfume is to a flower."

Personality is what makes you and me different from the ten thousand other people about us. It is the way—the peculiar way—we think and talk and act and smile. It is the manner in which we react to people about us. It is the degree of friendliness which we show, the amount of interest we are capable of putting into anything which we give our attention. It is the judgment we display based on the experience we have had. It is the amount of nervous energy we put into

a job. It is the ability to know when to persist and when to stop.

The personality of a certain great man is a matter of constant remark. He undertakes big enterprises, and they do not always succeed. When he finds that a venture is clearly a doubtful or losing one, he proceeds to dispose of that lame duck. His argument is "Why keep it?" On the other hand, if an enterprise is promising or can be promoted by reasonable shrewdness, he presses his advantage. The secret of this man's personality is wide-awake resourcefulness.

In the drug store the hours are so long, the details so many, and the responsibility so great that the druggist is in danger of not realizing that there is such a thing as sticking to business too closely, or sticking to one's task too long. To be sure, concentration and sustained effort are necessary to get anywhere—but we want to be sure that we are concentrating on the right thing, and that our sustained effort is of the right type. Many a druggist would get farther ahead in point of personality and profits if he would get out more, have a little more fun, and become a better mixer in the community.

Said one druggist: "I see most all the folks in this town right here in my own store. I don't need to go out to mix with them."

That druggist was wrong. If he wants to meet people on their own ground, he must go where they are. He must learn their interests and become acquainted with them aside from the restraint of business. He must learn to know people in their own environment, and then he will discover that the individuals he has thought drab and uninteresting are fascinating and amazingly intelligent in their own fields. He will cultivate friendships and find where he can serve to better purpose than he has ever served before.

Many a druggist holds himself to staying in his prescription room or behind his counter, when he would get farther ahead to go home and take a nap, or to get out into the air for a time. There is no particular virtue in plugging away stolidly when a brief respite would brighten one up mentally and make it easier to smile and to be pleasant.

One of the surest ways to cultivate a happy personality is to be physically fit. The druggist must practice what he preaches.

Yes, personality counts in the drug store, and no man who is ambitious to succeed can disregard it. Personality has a distinct relation to the size and fatness of our bank accounts. Let's remember that and cultivate personality—the perfume, the essence, the active principle of the joy of the job. Personality wins and holds.

Bruce F. Richards.

What Should a Pharmacist Know?

From the beginning the chief duty that has characterized the pharmacist is the compounding of physicians' prescriptions. This duty in conjunction with the ordinary sale of drugs over the counter made it highly necessary for the pharmacist to acquaint himself with a vast amount of specific knowledge regarding drugs, if he hoped

to discharge his duties properly.

In the study of pharmaceutical education from the functional point of view it was decided, first, to make a thorough canvass of the knowledge required to compound prescriptions properly, taking into account everything from the method of receiving the prescription until it leaves the hands of the compounder as a thoroughly finished product.

The vast amount of information often required to compound even a fairly simple prescription is astonishing, and a consideration of the material afforded by a study of thousands of prescriptions should furnish a basis for determining the specific knowledge necessary for their safe and efficient compounding.

In a like manner the questions asked of the pharmacist in the daily routine of drug store practice will be grouped and studied with the idea of determining the background necessary in order that the pharmacist may answer these questions intelligently.

The Latin of the prescription, modes of manufacture and knowledge of physiology and anatomy will all in turn be exhaustively considered. In addition there will be the matter of the necessary apparatus or equipment for the pharmacist which will be based upon the actual needs in general drug store practice.

Since a proper equipment of ethical principles is a prime requisite for a well ordered career, and since a knowledge of sound business principles is essential for the successful conduct of any enterprise, the ethics and economics of the store must be carefully studied.

Convinced that first hand information is desirable, which information can be secured only by actual visit to the pharmacy, the committee has commenced the survey of one hundred pharmacies in each of fifteen centers in the United States. This will include cities in the East, West, North and South and drug stores of all representative kinds, such as, rural drug stores, neighborhood stores, ethical pharmacies, Polish, Jewish, Italian, Negro stores, etc.

The question of research in all its applications will be studied to determine, if possible, the extent to which encouragement of the spirit of research is necessary and desirable in order that the pharmacist and his profession may progress in keeping with his needs and deserts.

Further, a summation of the knowledge a pharmacist should possess, in the opinion of physicians, dentists, veterinary surgeons, health officers and manufacturing pharmacists will furnish valuable material for study. This data together with the material indicated above, should, if properly interpreted, serve as a satisfactory basis for determining the specific knowledge a pharmacist should have in order to serve the public fully.

Out of Kilter.

"Mama, is it lunch time yet?"

"No, darling, not for another hour."

"Well, then, my tummy must be running on fast time."

People who get to the top are not afraid of up-hill work.

SCHOOL SUPPLIES

INK AND PENCIL TABLETS, COMPOSITION BOOKS, INKS, MUCILAGE, SPELLING BLANKS, PENHOLDERS, PENS, COM-PASSES, LEAD PENCILS, PENCIL ASSORTMENTS, PENHOLDER ASSORTMENTS, CRAYONS, EXTRA LEADS, PROPELLING PEN-CILS, ERASERS, ART GUM, SLATES, SLATE PENCILS, BLANK BOOKS, BLACK BOARD ERASERS, CHALKS, WATER COLOR PAINTS, TUBE PAINTS, RULERS, SPONGES, PENS, PASTE, THUMB TACKS, DRAWING TABLETS, THEME BOOKS, PENCIL BOXES, NOTE BOOKS, PENCIL SHARPENERS, BANNER LOOSE-LEAF NOTE BOOKS, BLOTTERS, PENCIL CLIPS, SCRATCH PADS, CARDBOARD, ARTIST'S BRUSHES, COMPANION BOXES, LEGAL AND FOOLS CAP PAPER, ETC., ETC.

ONE OF THE LARGEST LINES IN THE STATE. ASK OUR SALES-MEN TO SHOW YOU SAMPLES OR COME IN AND SEE THEM.

HAZELTINE & PERKINS DRUG CO.

Manistee

Michigan

Grand Rapids

Brooks Valeur BITTER SWEETS

DANCERS!

Here's Real Joy News For You:

Ramona Park Dancing Casino Management announces that the Herman Johnsen 10-piece Casino Orchestra has be-fun a brief engagement at the popular Reed's Lake dancing place.

Two innovations will be offered Grand Rapids and western Michigan dancers. Two grand pianos will be used in all dance numbers and xylophones will be featured in others. This combination is being featured by the leading or-chestra of the country, especially in the east.

Come out and enjoy the wonderful music—Dreamy Waltzes, Peppy Fox Trots and Captivating One-Steps. Popular Prices.

"The Best Dancers All Dance at Ramona."

WONDERFUL FIREWORKS DISPLAY

An elaborate pyrotechnical exhibition will be given at Ramona Park, Reed's Lake, Saturday night, Aug. 23.

The spectacular display will include many set and animated pieces, "Niagara Falls," the battleship Mississippi, "Water Pageant," rockets. Many specially devised pieces will be shown for the first time. It's free.

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

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

Lard
Veal
Playing Cards

DECLINED

Japan Tea
California Prunes
Sal Soda

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. ----- 31 20
Rocket, 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

BREAKFAST FOODS
Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Biscuit ----- 1 90
Ralston Purina ----- 3 60
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 85
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. Fcy. 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 ----- 14.3
Paraffine, 12s ----- 14.3
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.
Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 00
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 35
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 2 60
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 9 25
Blueberries, 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
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
Peaches, 10 Mich 5 50
Pineapple, 1, sl. 1 80
Pineapple, 2, sl. 2 80
Pineapple, 2, br. sl. 2 75
Pineapple, 2, cru. ----- 2 90
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 75
Plums, No. 2 ----- 1 50
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
Rhubarb, No. 10 ----- 4 75

CANNED FISH.
Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
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 75
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 2 70
Shrimp, 1, wet 2 10
Sard's, 1/4 Oil, k'less 6 00
Sardines, 1/4 Oil, k'less 7 50
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 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
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. ----- 2 50
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.
Bacon, Med. Beechnut 2 25
Bacon, Lge. Beechnut 3 40
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sil 1 25
Beef, No. 1/2, Qua. sil. 1 75
Beef, 5 oz. Qua. sil. 2 50
Beef, No. 1, B'nut, sil. 5 10

Beefsteak & Onions, s 2 75
Chili Con Cal., 1s 1 35
Deviled Ham, 1/2 s ----- 2 20
Deviled Ham, 1/2 s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/4 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
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50
Green Beans, 2s 2 00
Gr. Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2, 1 20
Beets, No. 2, wh. 1 75
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
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. ----- 1 90
June ----- 1 90
Peas, No. 2, Ex. Sift. ----- 2 60
E. J. ----- 2 60
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 50
Pimientos, 1/4, each 12 14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 85
Spinach, No. 3 ----- 2 00
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 40
Tomatoes, No. 3 1 90
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 10 6 50

CATSUP.
B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 8 oz. ----- 2 35
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 75
Paramount, 24, 3s ----- 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 50

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
Camenbert, small tins 2 25
Wisconsin Old ----- 28
Wisconsin new ----- 24
Longhorn ----- 24
Michigan Full Cream 23
New York Full Cream 26
Sap Sago ----- 30

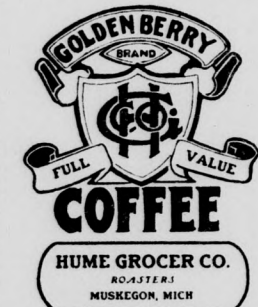
CHEWING GUM.
Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearment, Wrigleys ----- 65
Wrigley's P-K -----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

CHOCOLATE.
Baker, Caracas, 1/2 s ----- 37
Baker, Caracas, 1/4 s ----- 35
Hersheys, Premium, 1/2 s ----- 35
Hersheys, Premium, 1/4 s ----- 36
Runkle, Premium, 1/2 s ----- 29
Runkle, Premium, 1/4 s ----- 32
Vienna Sweet, 24s ----- 2 10

COCOA.
Bunte, 1/2 s ----- 45
Bunte, 1/4 lb. ----- 32
Bunte, lb. ----- 9 00
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/2 s ----- 33
Hersheys, 1/4 s ----- 36
Huyler ----- 38
Lowney, 1/2 s ----- 40
Lowney, 1/4 s ----- 40
Lowney, 5 lb. cans ----- 31
Runkles, 1/2 s ----- 32
Runkles, 1/4 s ----- 36
Van Houten, 1/2 s ----- 75
Van Houten, 1/4 s ----- 75

COCOANUT.
1/2 s, 5 lb. case Dunham 42
1/4 s, 5 lb. case ----- 40
1/2 s & 1/4 s 15 lb. case ----- 41
Bulk, barrels shredded 22 1/2
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 ----- 33
Maracaibo ----- 37
Gautemala ----- 39
Java and Mocha ----- 44
Bogota ----- 41
Peaberry ----- 35 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 50
Carnation, Baby, 8 dz. 4 40
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 50
Pet, Baby, 8 oz. ----- 4 40

Borden's, Tall ----- 4 50
Borden's Baby ----- 4 40
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 00
Conchas, 50s ----- 75 00
Cabinets, 50s ----- 73 00

Tilford Cigars
Tuxedo, 50s ----- 75 00

Worden Grocer Co. Brands
Master Piece, 50 Tin ----- 37 50
Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record B. ----- 75 00
Harvester Delmonico ----- 75 00
Harvester Perfecto ----- 95 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 00
Starlight P-Club ----- 150 00
La Azora Agreement 58 00
La Azora Washington 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine Imperial ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00

Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana ----- 75 00
Specials, 1-20, per M 75 00
Quality First Stogie 18 50

CONFECTIONERY

Stick Candy
Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case ----- 20

Mixed Candy
Kindergarten ----- 18
Leader ----- 17
X. L. O. ----- 14
French Creams ----- 19
Cameo ----- 21
Grocers ----- 12

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc. Marshmallow Dp 1 70
Milk Chocolate A ----- 1 80
Nibble Sticks ----- 1 95
Primrose Choc. ----- 1 25
No. 12 Choc., Dark ----- 1 70
No. 12 Choc., Light ----- 1 75
Chocolate Nut Rolls ----- 1 75

Gum Drops
Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior, Boxes ----- 24

Lozenges.
A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 20
Malted Milk Lozenges 22

Hard Goods.
Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 19

Cough Drops
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods
Creamery Marshmallows 4 oz. pkg., 12s, cart. 95
4 oz. pkg., 48s, case 3 90

Specialties.
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints. 31
Silver King M. Mallow 31
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c ----- 80

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

CREAM OF TARTAR
6 lb. boxes ----- 38

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 15
Apricots
Evaporated, Choice ----- 20
Evaporated, Fancy ----- 26
Evaporated Slabs ----- 16

Citron
10 lb. box ----- 48

Currants
Package, 14 oz. ----- 19
Boxes, Bulk, per lb. ----- 19
Greek, Bulk, lb. ----- 15 1/2

Peaches
Evap., Choice, unp. ----- 15
Evap., Ex. Fancy, P. P. 18

Peel
Lemon, American ----- 25
Orange, American ----- 26

Raisins
Seeded, bulk, Calif. ----- 09 1/2
Seeded, 15 oz. pkg. ----- 11 1/2
Seedless, Thompson ----- 09 1/2
Seeded, 15 oz. pkg. ----- 11

California Prunes
70 @ 80, 2 5lb. boxes ----- 08
60 @ 70, 25 lb. boxes ----- 08 1/2
50-60, 25 lb. boxes ----- 08 1/2
40-50, 25 lb. boxes ----- 16 1/2
30-40, 25 lb. boxes ----- 16 1/2
20-30, 25 lb. boxes ----- 22

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 05 3/4
Cal. Limas ----- 13 1/2
Brown, Swedish ----- 08 1/2
Red Kidney ----- 08 1/2

Farina
24 packages ----- 2 10
Bulk, per 100 lbs. ----- 05

Hominy
Pearl, 100 lb. sack ----- 4 00

Macaroni
Domestic, 20 lb. box ----- 09
Armours, 2 doz., 8 oz. 1 80
Fould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. ----- 1 80

Pearl Barley
Chester ----- 4 25
00 and 0000 ----- 6 00
Barley Grits ----- 05
Peas
Scotch, lb. ----- 07 1/2
Split, lb. yellow ----- 08
Split, green ----- 10

Sago
East India ----- 11

Tapoca
Pearl, 100 lb. sacks ----- 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



Doz. Lemon
1 20 ----- 1 65
1 65 ----- 2 20
2 75 ----- 3 60
2 40 ----- 3 30
4 50 ----- 6 00
7 75 ----- 10 90
15 00 ----- 20 00
29 00 ----- 38 00
Doz. Vanilla
1 20 ----- 1 65
1 65 ----- 2 20
2 75 ----- 3 60
2 40 ----- 3 30
4 50 ----- 6 00
7 75 ----- 10 90
15 00 ----- 20 00
29 00 ----- 38 00

Arctic Flavorings
Vanilla or Lemon
1 oz. Panel, doz. ----- 1 00
2 oz. Flat, doz. ----- 2 00
3 oz. Taper, 40 bot. for 6 75
Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.
Mason, pts., per gross 7 70
Mason, qts., per gross 9 00
Mason, 1/2 gal., gross 12 05
Ideal, Glass Top, pts. 9 20
Ideal Glass Top, qts. 10 80
gallon ----- 15 25

FRUIT CANS.
Mason.

Half pint ----- 7 10
One pint ----- 7 55
One quart ----- 8 85
Half gallon ----- 11 10
Ideal Glass Top.
Half pint ----- 9 60
One pint ----- 10 10
One quart ----- 10 90
Half gallon ----- 15 10

Rubbers.
Good Luck ----- 75 @ 80

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

1 oz., per doz.	35
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OLEOMARGARINE

Kent Storage Brands.

Good Luck, 1 lb.	25½
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25½
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21½

Swift Brands.

Gem Nut	24
Special Country roll	27

Van Westenbrugge Brands

Carload Distributor



Nucoa, 1 lb.	25½
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. 2½, 24 cans to cs.	6 05
No. 1½, 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. 2½, 24 cans to cs.	4 70
No. 1½, 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. 2½, 24 cans to cs.	3 50
No. 1½, 36 cans to cs.	3 00

New Orleans	
Fancy Open Kettle	68
Choice	62
Fair	32

Half barrels 5c extra	
Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2½ lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2½ lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2½ lb. L.	4 65

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	15
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11½
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	23
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23

Shelled.	
Almonds, Spanish,	48
125 lb. bags	16
Filberts	32
Pecans	90
Walnuts	60

OLIVES.	
Bulk, 2 gal. keg	3 00
Bulk, 3 gal. keg	4 30
Bulk, 5 gal. keg	6 90
Quart Jars, dozen	4 75

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

PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	
24 1 lb. pails	
12 2 lb. pails	
5 lb. pails 6 in crate	
14 lb. pails	
25 lb. pails	
50 lb. tins	

PETROLEUM PRODUCTS

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



Light Iron Barrels.	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, 1,200 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

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 50

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif. 16@16½	
Good Steers & H'f. 14@15½	
Med. Steers & H'f. 12½@14	
Com. Steers & H'f. 10@12½	

Cows.	
Top	12½
Good	12
Medium	10
Common	09

Veal.	
Good	15
Top	16
Medium	12

Lamb.	
Good	26
Medium	23
Poor	18

Mutton.	
Good	14
Medium	12½
Poor	08

Pork.	
Heavy hogs	11
Medium hogs	12½
Light hogs	13½
Loins	25
Butts	19
Shoulders	16
Hams	20
Spareribs	10
Neck bones	05

PROVISIONS	
Barreled Pork	
Clear Back	25 00@26 00
Short Cut Clear	24 00@25 00
Clear Family	29 00@30 00

Dry Salt Meats

S P Bellies	18 00@20 00
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Lard

Pure in tierces	16½
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound	15½

Sausages

Bologna	12½
Liver	12½
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	25@ 27
Hams, 16-18, lb.	28
Ham, dried beef	
California Hams	38 @39
Picnic Boiled	
Hams	30 @32
Boiled Hams	35 @38
Mixed 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	31
Moist in glass	8 00

Pig's Feet

¾ bbls.	2 50
¾ bbls., 35 lbs.	4 00
¾ bbls.	7 00
1 bbl.	14 15

Tripe.

Kits, 15 lbs.	90
¾ bbls., 40 lbs.	1 60
¾ bbls., 30 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 7½@7¾	
Fancy Head	8@9
Broken	3¾

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, 11 num	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
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SAL SODA

Granulated, 100 lbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 ½ lb. packages	2 25

COD FISH

Middles	15½
Tablets, 1 lb. Pure	19½
Tablets, ½ 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

¾ bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	16 50
Tubs, 60 count	5 00

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
Bixby's, 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
Stovoil, per doz.	3 00

SALT.

Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	2 40
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice cream, 100 lb. each	75
Rutter Salt, 240 lb. bbl.	4 50
Blocks, 50 lb.	47

Baker Salt, 230 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



Per case, 24, 2 lbs.	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	3 00

Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2½ sks.	6 05
100-3 lb. sks.	6 05
Bbls. 230 lb. bulk:	
A-Butter	4 20
AA-Butter	5 20
Plain 50-lb. bbls.	5 20
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm sk.	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb. sacks	70

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 Naphtha, 700 box	5 00
Grdina White Na. 100s	4 00
Rub No More White	
Naphtha, 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
Swheart, 100 box	5 70
Grandpa Tar, 50 lb. 2.	3 45
Grandpa Tar, 50 lb. 2.	3 45
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Soap, 100 bx	4 00
Trilby Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	40
Williams Mug, per doz.	48

SOUTHERN PINE FOR PULP.

Great Storehouse For Future Supplies of Paper.

Your interesting editorial review on the possible future sources of raw material for the paper industry omits what is probably the most important future source of paper pulp; that is, the pine forests of the South.

One of the leading paper mill engineers of the country undertook some years ago a systematic investigation of the great problem that faces the paper industry—the future source of its raw materials. He examined more than two hundred materials which have been proposed at various times for making paper. By a process of elimination he found that Southern pine wood was by far the largest and most valuable source of supply available for the future.

The development of the sulphate process in Sweden a dozen years or more ago made possible the utilization of long leaf pine for paper making. The engineer above referred to built twelve years ago the first large paper mill in this country to operate with this process at Moss Point, Miss. Since that time there has been a great development in paper manufacture in the South, and paper made from Southern pine now dominates the Kraft paper market.

The chief difficulty in the use of Southern pine for paper making has been the large amount of resin in the wood. The engineer above referred to, with a group of leading paper mill experts, has carried on during the past four years extended research to overcome the difficulties in the use of woods with high resinous content for paper making. More than \$200,000 has been expended in this work, with the result that it is now possible to extract the resin from Southern pine, convert it into commercial resin, turpentine and pine oil and use the wood for pulp and paper manufacture.

There are in the South more than 32,000,000 acres of cut-over lands where the pine forests have been cut off and the stumps, heavily impregnated with resin, remain. These stumps are preserved from decay by their resin content and must be removed to fit the land for agriculture. Surveys of typical cut-over Southern pine lands in Eastern Texas show that the stumps removed from an acre of land would yield on an average $7\frac{1}{2}$ cords of wood, from which could be extracted about \$250 worth of turpentine, pine oil, resin and pitch. After extracting the resin from the wood it could be converted into Kraft paper, yielding over $3\frac{1}{2}$ tons, worth at present market prices over \$375.

The experiments to develop this process were carried out not merely on a laboratory scale, but a semi-commercial plant was built and operated to thoroughly test out the process and prove its practicability.

Not only will it be possible in the future to utilize the enormous quantities of waste wood in the South where the sawmills have removed the standing timber, but there are large areas in the South where the land is best utilized in growing wood. The Southern pine has a far more rapid growth than the Northern spruce. The

average annual growth of long leaf pine in Georgia is about double that of spruce in Maine. With proper forestry methods, the annual growth of Southern pine would furnish an average of over a cord of pulp wood per annum per acre.

For newsprint paper, it is true, the main source of supply of the Eastern United States for many years to come will probably be the spruce forests of Eastern Canada and eventually of Labrador and Newfoundland. For the higher priced Kraft paper, which is chiefly used for mechanical purposes where strength is desirable, the paper made from Southern pine will inevitably take the leading position in the market. Eventually, high grade book and magazine paper will be produced from the same raw material.

The pulp and paper mills of Northern New York and New England are rapidly being forced out of business by the heavy cost of their raw materials. Their place will be taken by mills in the South; and a very large part of the paper industry will in the near future be located below Mason and Dixon's line.

Charles Whiting Baker.

Wisconsin Pea Pack One Million Cases Short.

Reports from Wisconsin pea canning districts further confirm the early news of the damage due to storms and floods. It is reported that one cannery in that State was destroyed by storm, including buildings and crop in the field. A field broker, who has been driving through a heavy pea canning section of that State, reports that cannerymen think that the output of the State in canned peas for 1924 will be decreased at least 1,000,000 cases by the conditions described.

On the other hand, circulars from Milwaukee brokers are quoting standard peas at \$1@1.05 f. o. b. canneries, for the large sizes of sweets and Alaskas, but buyers are a little incredulous as to the quality, having seen no samples, and fear that the offerings are from canneries where the crop has been bunched and hastily packed.

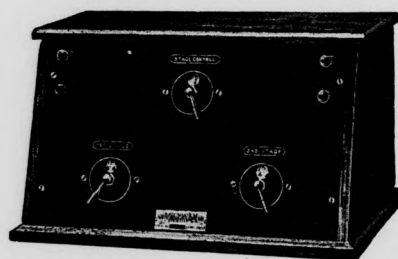
Merritt Green, of the Marshalltown Canning Co., Marshalltown, Iowa, states that in his opinion, prospects for a large yield of canning corn in that State were doubtful, as there had been considerable damage from various causes, that the crop was nearly thirty days late, which would throw the gathering and canning into the frost season.

Southern Michigan canners are selling a few canned tomatoes of the 1924 pack, and it is reported that they will have a fair crop. They state that their growers got their plants out early and have had fairly good weather. Production of tomatoes in that State is usually small, however, and not of sufficient volume to affect the general market. Even canneries in the Southern part of Michigan are too far North to get the heavy supply of sunshine requisite to the abundant growth of tomatoes for canning purposes. The crop is making fine progress, and as it comes on the market so late usually that it cannot be gotten to the markets in crates soon enough to compete with sections farther South, it must chiefly be used for canning purposes.

Sets that Sell Quickly and Stay Sold



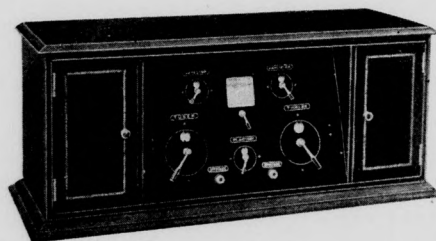
MRC-2. Michigan Midget One Detector and one-stage Amplification ----- **\$32.50**



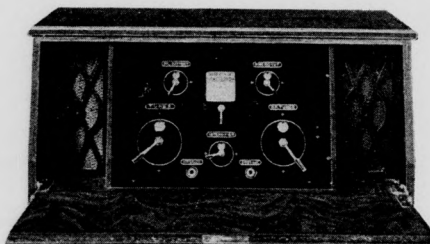
MRC-11. Michigan Midget 2-stage Amplifier ----- **\$30.00**



MRC-12. Detector and 2-stage Amplifier ----- **\$57.00**



MRC-3. Michigan Detector and two-stage Amplification ----- **\$87.50**



MRC-4. Michigan "DeLuxe" 4 Tube Receiver. The most beautiful set in America ----- **\$150.00**

Last season we were never able to catch up with the demand for Michigan Sets. Factory space was doubled — and still the same conditions.

Of all the thousands of sets shipped out and sold, returns from all electrical causes were less than one set for each 1000 shipped. What does that mean to the dealer — few returns, less expense, more profits.

The 1924-5 line is the most advanced electrically—most reasonably priced and the most beautiful in America.

Write for illustrated folder.

Licensed under Armstrong Pat. 1,113,149 and Letters of Patent Pending 807,388.

Michigan Radio Corporation
Grand Rapids, Michigan

RELIGION AND BUSINESS.

(Continued from page 16)

sins will find them out cowering in their misery.

The conclusion of the whole matter is aptly given in a brief verse from the Bible. Courage is the basis for business success and the man who feels that he is right has it.

"The wicked flee when no man pursueth, but the righteous are as bold as a lion." John A. Lee.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 16—In the matter of Fred W. Forrester, Bankrupt No. 2541, the funds for the first meeting have been received and such meeting will be held at the referee's office on August 27.

Aug. 18. On this day was held the first meeting of creditors in the matter of George Angeles, Bankrupt No. 2536. The bankrupt was present in person and by attorney, Wilard G. Turner, Jr. One creditor was present in person. Claims were proved and allowed. The bankrupt was sworn and examined and it appeared that the estate had no assets which had not been taken on chattel mortgages prior to the date of filing the petition in bankruptcy. There was no trustee appointed. The first meeting was then adjourned without date and the case closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Roy M. Hurd, Bankrupt No. 2535. The bankrupt was present in person and by attorneys, Searl & Searl, of St. Johns. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woodridge was named trustee by the referee and the amount of his bond placed at \$100. The first meeting was then adjourned without date.

Aug. 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Almont Stewart, Bankrupt No. 2542. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Haven, and is a battery repair and radio dealer. The schedules filed list assets of \$1,797.99, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$2,838. The first meeting has not been called as yet, and when the same is called a note of it will be made here. A list of the creditors of the bankrupt is as follows:

Grand Haven State Bank, Grand Haven	\$ 257.00
Grier Sutherland Co., Detroit	60.00
Pathe Phonograph Co., Chicago	19.00
Cummings Bros., Flint	37.00
Universal Battery Co., Chicago	30.00
Osborne Calendar Co., Newark, N. J.	29.00
Phoenix Safe Co., Marietta, Ohio	49.00
Triangle Electric Co., Chicago	100.00
Thomas H. Wilson Co., Chicago	128.00
Beakley Ralston Co., Chicago	19.00
Wright Battery Co., Flint	500.00
H. E. Stewart, Muskegon	1,400.00
Peter Van Zyl, Grand Haven	27.00
Hartel Bros., Grand Haven	72.00
Sundstrand Adding Machine Co., Grand Rapids	111.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Carolyn Stroh, doing business as Carolyn Shoppe, Bankrupt No. 2543. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a milliner. The schedules filed list assets of \$811.45, and liabilities of \$1,706.09. The court has written for funds for the first meeting, and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Joseph Euthan, Grand Rapids	\$600.00
Heyman Co., Grand Rapids	159.00
Consumers Power Co., Grand Rapids	4.14
Vigil Pub. Co., Grand Rapids	12.42
Charles Trankla & Co., Grand Rapids	26.85
Scott, Boer & Co., Grand Rapids	64.41
Raglands, Inc., Indianapolis	67.78
Reed Bros. Co., Cleveland	66.41
C. M. Phipps, Inc., New York	32.50
Standard Millinery Co., Chicago	31.12
Gayhart Millinery Co., Milwaukee	1.00
Finclain Rooney Co., Buffalo	75.50
Bu Bohn Munn Co., Grand Rapids	200.07
Corl-Knott Co., Grand Rapids	315.89
G. R. Operating Corp., Grand Rapids	50.00

Hope For Havana Cigar Smokers.

If the cigar smokers of the country were as well organized as the sheep growers, more fuss would have been made about the movement to prevent various concoctions of cabbage and other leaves being labeled as "Havana." A good deal of this kind of

misrepresentation has been going on, much to the disgust of smokers. The nicotine haters may welcome this about like the anti-saloon men do the presence of wood alcohol in bootleg liquor, but to the fastidious smoker it is anathema. When he asks for a Havana cigar he wants one made of Cuban tobacco, and he is disgusted when he gets one in which domestic or Manila is incorporated, for the real connoisseur tastes the leaf he is smoking as well as inhales its flavor. Tastes vary, of course, and there are those who profess to enjoy the tobacco of Connecticut, of Porto Rico, of Manila or elsewhere; but there must be something especially alluring about the appellation "Havana" or else it would not be so much counterfeited. Some hope is now held out that the long-continued practice of deception may come to an end. The matter has been taken up by the Federal Trade Commission, which has issued a warning to cigar manufacturers. Even at the best, it will take some time to correct the evil, because this will involve quite extensive changing of labels and brands. But when the result aimed

at is achieved, the Commission may expect to receive the blessing of discriminating smokers.

The Land of Michigan.

Written for the Tradesman.

"Through the central portion of Michigan from Saginaw Bay, S. W., there is a broad low tract of country which would be transformed into a strait, leaving the country to the north as an island, should the waters of Lakes Michigan and Huron be raised 75 feet. When Niagara broke through the Great Lakes lost their outlet to the sea through the Illinois-Mississippi channel."—Appleton's Cyclopedia.

Like the pearl that oceans made
Like the flower that forests shade
Like the snow, like falling rain,
Like the dawn with hope again
Like old vales when lakes began
Is the land of Michigan.

Born of seas that oceans knew
Glad she mighty forests grew,
Vigilantes of her gifts
Saline springs, ledge, mineral drifts;
What a Providence for man
Is the land of Michigan.

Fairer far each day begun
Fairer fields obeyed the sun
Fairer scenes would ever ope
In her great kaleidoscope;
Rich as Sheba's caravan
Is the land of Michigan.

Opulent each avenue
Leads us to some rendezvous
Of delight, until it seems
Truth is fonder than our dreams
While before us in the van
Is the land of Michigan.
Charles A. Heath.

Putnam's



Brand

"Double A"

CANDY

Stands the warm weather

NATIONAL CANDY CO. INC.

Putnam Factory

Grand Rapids, - Michigan



Something New and proving popular—designed to give the user "the most good writing paper for his money."

Parchment Bond
"The Universal Writing Paper"
for the Home-School-Office

Container-wrapper holds shape and keeps paper clean to the last sheet.

Meets a very definite need among business and professional writers.

If your dealer can't supply you, just pin a dollar Bill to your letter for 5 lb. pack to Dept. B.

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

Walker
MUSKEGON
MICHIGANMakes
Good
Chocolates

Business Wants Department

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

FOR SALE—General stock and store building. Included in property are dwelling, garage, wood and coal house, poultry house, and warehouse. Stock and fixtures worth about \$6,500; real estate cheap at \$4,500; with Delco electric lighting plant. Rare opportunity for right man. H. E. Parmelee, Hilliards, Mich. 688

FOR SALE—A stock of general bazaar goods and groceries (cash and carry) located in live town in good farming section of Michigan, doing a business of \$30,000 last year. Address No. 689, c/o Michigan Tradesman. 689

FOR SALE—About \$8,000 clean stock of dry goods and shoes in a progressive town of 6,000 located in one of the best agricultural and industrial communities in Central Michigan. Price 70c on the dollar. Store building can be leased for any term of years. Store building is 26 feet wide, 120 long, two-story brick. Living rooms up stairs. Address No. 690, c/o Michigan Tradesman. 690

EXCHANGE—Fine improved eighty acre farm and \$3,000 7% real estate mortgage for stock of general merchandise. D. H. Hunter, Box 71, Rockford, Mich. 691

FOR SALE—Small hotel, restaurant, and pool room combined. Terms extra reasonable. Wm. McGowan, Dowagiac, Mich. 692

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

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

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—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

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

CASH For Your Merchandise! Will buy your entire stock of part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

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.



Indifference the Only Danger Which Confronts America.

Grandville, Aug. 19—"It is high time the people of this country woke up before it is too late."

Extract from a letter referring to the torpid state of the public mind with regard to the political situation in this country to-day. This is no false alarm, but a proper call to the voters to wake up and take heed to what is going on about them on every side while they comfortably doze under the narcotic influence of the haze thrown out by the element that plots and plans for the overthrow of our National Government.

Were we now in a state of war much of the propaganda carried on under various names would not be tolerated. The people of America are a long suffering race. They plead for peace, plead to be let alone, even while this undermining of constitutional restrictions is going on.

It is up to the American voters to say who shall administer the Government for the next four years, but if they are as neglectful of their duty as they have been in the past, no end of troublesome complications may arise. It is simply shameful that the normal American so little values his privileges as to stay at home on election day and play checkers or go off to some lake for a fishing jaunt.

Undoubtedly it is not lack of patriotism which influences the voter. His sense of responsibility is very much deadened by the thought that it does not matter who runs the Government so long as it is run. There is not much difference between the two parties so why worry?

Even if this were true there is another element fast growing up in America which owes no allegiance to either old party, but is kindling a fire under our liberty tree that, once it gains headway, may require an enormous cost of blood and treasure to bring back the old order of things.

We have heard so much about the "interests" dominating the country to its hurt. There are flings at "big business," and praise for union labor monopoly. Would a labor trust be one whit better for the Nation than the falsely named Wall street rule?

Gompers has led the third party candidate to believe that organized labor will stampede in a body to the Wisconsin idea. Even if this should be true, what assurance have we of a better administration of the Government?

According to the New York World, organized labor is coming to the front by taking a more active part in running the country. It seems to be a new scheme hatched for the purpose of placing the Nation under the thumb of union labor. Will it work? Not likely, you say. But don't be too sure of that. This organization has behind it the socialistic and anarchistic elements of the Nation. It has all the labor union sluggers, slackers and pacifists of the war period, working to get clutches on the Government positions throughout the country, and it would not be surprising if they succeeded, providing the American voter still continues his cataleptic repose, trusting to luck to bring everything out right.

The kaiser's war bred a lot of social anarchists who seek the destruction of the Government. In an appeal to the poor, as against the rich—of labor against capitalism—a seeming argument is made that the "interests" dominate both parties, and that the only way out for the Goddess of Liberty is over the ruins of the Supreme Court and the Constitution of our country.

To lead in this great uprising these socialistic reformers have picked as a leader a man, who while posing as a Republican, seeks to undermine and destroy everything that party represents. It is party treason of the basest sort, and yet on a par with the fellow's attitude during the war period

when he was considered, not a supporter of the Government, but an ardent advocate of the kaiser.

Allied with him is a professed Democrat aiding in knifing his party, that he may become one of the elect in the new regime.

These men are strictly within their rights, no doubt, when they set out to revolutionize conditions in this country, and yet when they accept as good members in the new organization the very worst elements of society—the disloyal elements who chafed our Government while the kaiser's war raged—it doesn't seem possible that patriotic Americans will sit idly by and let the undermining go on.

There is a sufficient difference between the two old parties to attract the attention and service of our voting population, and if they do not come out and vote, there'll be something doing that will be very unpleasant for the people at large.

The World sees in this movement of the A. F. L. an effort on the part of organized labor to secure the reins of power, that they may enact laws for the benefit of union labor as against the remainder of the country—a wholly wrong and stupid idea, which cannot be carried to fruition save only as our citizens resign themselves to lazy inactivity on election day, permitting the socialistic element to win out. The statement made that labor is in no way connected with the socialistic element is pure bunk, because Boss Gompers has thrown the whole labor organization to LaFollette and his co-conspirators.

Now the fact is that no danger can result, even if union labor adheres to the anti-constitutional party providing all voters go to the polls in November and register their choice for President. In that event we will be sure to elect an American to the high office of chief executive and the plans of the Red agitators will come to naught.

Speakers for the old parties should sound the alarm and work for the polling of the full registered vote of the Nation. Old Timer.

Paste This Name in Your Hat.

Pentwater, Aug. 19—I have sometimes wondered what the Tradesman thinks of parties who send goods to people who have not ordered them and then expect them to be paid for. A few years ago some ink manufacturer sent me a lot of ink by mail, and I was the remainder of the summer persuading them that I had no intention of paying for it.

Peter J. Schuur, of Kalamazoo, deluged me with requests for an order, then sent a postal that he will send my former order of celery last year unless I wired him not to do so. I did wire him to save him the expense of shipping what I would not accept, and he refused to pay for the telegram. Note correspondence herewith.

I think it a small way of doing business and wonder how much goods are sold in this way.

In this case the cost of the telegram is slight, but the annoyance is considerable. Elizabeth Verbeck.

The correspondence referred to is from a celery grower of Kalamazoo, who wrote the Pentwater boniface that he would resume shipments of celery to her, the same as last year, unless she wired him to the contrary. She sent a negative message and the celery grower refused to pay for it. Buyers of celery in the Kalamazoo market would do well to remember the name of the man—Peter J. Schuur—and govern themselves accordingly.

It is hard to succeed when you do not feel cheerful, and it is difficult to be cheerful when health is not good. Health is the basis of permanent success.

Sidelights on the Old City of Prague.

Prague, Bohemia, July 22—I am still in the old town. It has many interesting spots and points for me—my birthplace—and the only town I lived in until I was 31 years of age. I migrated to old Grand Rapids in 1884. No wonder I like to linger around here. It may be for the last time. Who knows? While I was at the exposition grounds last Sunday I listened to a local congressman's speech and I took a snap shot at the crowd. I took the picture to the local Bohemian newspaper and they appreciated my work and will reproduce it. The editor remarked, "You show American enterprise all right. A local amateur would not be liberal enough to go to the trouble and expense to give us the picture."

To-day I took a river trip on one of the larger steamboats and enjoyed the trip very much. We left here this morning and returned in the evening. If anything reminded me of the holy river, Ganges, in India, it was the bathers on both banks of the local river, Votava. Hundreds of mothers with their kiddies spend the day bathing and sun bathing. They get sunburned and bleach their linen. At the end of the trip up the river we visited the Ph. Haase paper mill and wallpaper printing establishment at Vrane—a factory which has been established nearly 100 years and now is one of the most modern institutions. There are also large cement factories on the river and all are at work.

July 24—I visited a large flour mill here, which conducts its own bakery in connection with the mill. Everything is modern and they have a strange way of supplying some of their trade. Their place of business is at the end of a street car line and they have a few street cars of their own which are used as trailers. They resemble a small baggage car, out of which they deliver baskets as they go along. They even take the whole car off the tracks and hitch it on the next train again.

The living in this old town is comparatively reasonable. One can get along on \$5 per day very comfortably. I pay for a nice room with running hot and cold water, clean bed and furniture\$1.05
Complete dinner, soup, fish, meat, vegetable, pastry, coffee 60c
A vegetarian dinner 24c
Coffee or tea 22c
Bread or rolls 1c
A fine bath 50c
Street car fare, including transfer 4c
Hair cut 18c
Manicure 18c
Tipping, about 10 per cent.

They have plenty of fresh fruit, fine cherries, etc., and they sell them on the open market. They have very good sausage, cheese and plenty of beer, but I have not seen a drunkard yet.

I am stopping at the Hotel Paris and notice several French officers live in this house. I found out they are stationed here and teach the C. S. Rep. soldiers French militarism. Some system! Formerly they had German officers doing it, but now it is "nix mit Deutsch" here.

Aug. 4. It is the same old song in the same old town. Loafer must be my middle name. Get up—breakfast—read the morning paper (Bohemian) and the Paris edition of the Chicago Tribune and New York Herald, so I know what is going on in the world, take a walk, shoot a picture or two (which is rather an expensive luxury here), call on some of my friends and, after lunch, I am to be found in the park. I go to a place where I spent my younger days with my father—sweet memories of earlier days. The old trees are most the same as they were sixty years ago and the floral displays are kept up in modern ways. They try to display the national colors (red and white) wherever possible.

There were at least a thousand people there, young and old, listening to a military band concert and enjoying outdoor sports of all kinds. Autos are barred from the park. Pedestrians and baby carriages have the right of way. You see kiddies everywhere. The crops after the war were rather good. I expect to leave here for Carlsbad in a few days and then I may be able to write you some more about the watercure. L. Winternitz.

Rather a Lame Explanation.

Lansing, Aug. 16—In reply to your letter of Aug. 10 to Mr. Rogers, we are sincerely sorry that you and other motorists were inconvenienced because of the detour conditions which existed for a time South of Manistee. This condition was caused by Manistee's unwillingness to carry M 11 traffic over one of their county roads.

The extreme conditions noted in your letter were not known in this office. Immediately upon receipt of your letter our representative in that district was notified by wire to correct those conditions, so far as possible. At the point where you state that one of our men insisted that you turn to the right over detour, a large sign has been erected advising North bound traffic, that tourists may continue North over a gravel road into the city of Manistee. We question whether or not it was a State highway Department employ who insisted that you turn to the right. Inasmuch as the county was interested in keeping traffic off of the through road to the North, I am inclined to believe that it was a Manistee county employee who was so insistent that you turn East.

The writer was over this same piece of road two days ago. I agree with you that at that corner the detour East looks forbidding, although I found it in fair condition, and gravel is being placed in the ruts and holes. There will be some Southbound traffic which will inevitably follow trunk line 11 South out of Manistee and they will have to use this one poor mile. From now on, however—thanks to your letter to us—Northbound traffic will not be obliged to go over this piece of road the new sign giving them full information and the detour arrow carrying Northbound traffic East having been removed.

We appreciate your criticism and while the reforms your letter has brought will not make amends for the inconvenience you were caused, your letter served to call this condition to our attention and has saved later Northbound tourists from suffering the same inconvenience. We very much regret that you had this experience and thank you sincerely for calling it to our attention.

E. J. Vaughan,
Michigan State Highway Department.

Big Sawdust Pile Is Treasure Trove.

Cheboygan, Aug. 19—Michigan's sawdust mountain, covering thirteen acres of land here, is being moved. It is reputed to be the largest sawdust pile in the world and is estimated to contain 125,000 tons. Six carloads a week are being shipped from this heap to two of the mills of the United States Gypsum Co., one at Grand Rapids, the other at Fort Dodge, Ia. Should all of the sawdust prove usable, the pile would produce 1,666,000,000 square feet of wallboard. Out of each carload of sawdust more than 200,000 square feet of wallboard will be manufactured.

No contract exists between the gypsum company and the owners of the sawdust mountain for the outright purchase of the material or for the continuous shipment of it. The wallboard factories will continue to use Cheboygan sawdust so long as its quality continues high. Should all of it prove usable, the resultant 1,666,000,000 feet would supply the country's demand for less than two years, it is estimated.