

GET A TRANSFER

If you are on the gloomy line,
Get a transfer;
If you're inclined to fret and pine,
Get a transfer;
Get off the track of doubt and gloom,
Get on the sunshine train—there's room,
Get a transfer.

If you are on the worry train,
Get a transfer;
You must not stay there and complain,
Get a transfer;
The cheerful cars are passing through,
And there's a lot of room for you,
Get a transfer.

If you are on the grouchy track,
Get a transfer;
Just take a Happy Special back,
Get a transfer;
Jump on the train and pull the rope
That lands you at the station, Hope,
Get a transfer.



Fleischmann's Yeast

is in big demand by the public as a blood purifier, and a simple laxative.

Keep your stock fresh.

Ask our salesman for a supply of booklets telling about the medicinal value of yeast.

THE FLEISCHMANN COMPANY

CHICAGO

NEW YORK

CANDY The Universal FOOD

Who's Candy?

"Double A"

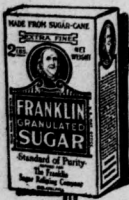
Putnam's



CANDY

Made by

Putnam Factory Grand Rapids, Michigan



Sugar Satisfaction

The dealer who handles Franklin Package Sugars supplies his trade with a well known, advertised brand of quality sugars—clean, dependable and of true weight. Experiencing no waste in spillage or weighing, Franklin Package Sugars are as economical to the grocer as to his customers.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown



Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

SNOW BOY Washing Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$4.60—5 boxes FREE, Net \$3.83
10 boxes @ 4.65—2 boxes FREE, Net 3.87
5 boxes @ 4.70—1 box FREE; Net 3.91
2½ boxes @ 4.75—½ box FREE, Net 3.95

F. O. B. Buffalo; Freight prepaid to your R. R. Station in lots of not less than 5 boxes.
All orders at above prices must be for immediate delivery.
This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

Lautz Bros. & Co., Buffalo, N Y.

DEAL 1910

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JUNE 11, 1919

Number 1864

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.

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in advance.

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issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.

Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.

ABOLISH THE NUISANCE.

The time is now opportune for all true Americans to take a strong stand against everything which tends to impair the health and strength of our people and prevent us from continuing as the foremost Nation of the earth.

We rose in our wrath and might and suppressed the evil of human slavery.

We have finally succeeded in driving John Barleycorn into a corner, from which he will probably never emerge to menace America with his twin infamies of lust and crime.

We downed the Kaiser and thus made the world safe for human liberty and freedom as long as time lasts.

Another great evil now confronts the American people—the menace of the cigarette—which must be abolished if America is ever to become a clean and wholesome Nation.

The cigarette should be abolished for the following reasons:

1. It dulls the intellect and impairs the memory.
2. It weakens the nervous system and destroys manhood.
3. It deadens the heart action and renders the user subject to the ravages of disease.
4. It makes the smoker an object of detestation because of the intolerable STINK which necessarily accompanies the habit.

The Tradesman raised no serious objection to the use of cigarettes in the army or anything else which gave our boys any comfort or satisfaction. They were living in the open then and associated only with men. Now that they are home, among clean and wholesome mothers, sisters and sweethearts, they should abandon a habit which renders them unfit to associate with clean people.

One reason why some of our returning soldiers did not find employment more promptly was because no employer wanted a cigarette smoker in his factory or behind his counter—the former because of fire hazard and

the latter because of offensive odor.

There are, of course, two sides to every question. The aim of the Tradesman is to present the side of cleanliness, efficiency and good health, without which we cannot continue to advance as a Nation, either individually or collectively.

It is customary for those who champion the cigarette to resort to all sorts of abuse and ridicule and drag in maudlin and demagogic references to our soldiers who used cigarettes on the battle fields of France. They cannot resort to argument, because argument involves the existence and employment of clear brains, which are not available in the case of habitual slaves to the cigarette habit.

The Tradesman solicits the contributions of its readers on this filthy and insidious habit and will welcome any practical suggestions as to the best and most effective way in which it can be abolished.

It should be no surprise that Admiral Sims, in spite of agitation against the use of barbarous instruments of warfare, advocates further development of the submarine by the United States. Every instrument of warfare is barbarous, and no effective one has ever been invented that has been discarded in subsequent conflicts. It is possible to limit their use against non-combatants, and the United States would never be guilty of sinking a merchant steamer with its passengers aboard. But agitation against any particular means of killing armed forces is misdirected. If another international conflict should occur, all participants would undoubtedly use not only submarines, but liquid fire, poison gas, and other weapons yet to be discovered, and still more horrible. Those who detest such methods should direct their efforts toward the development of a means of avoiding and adjusting international disputes.

Give us a man who, like Emerson, sees a remedy for every wrong, a satisfaction for every longing soul; the man who believes the best of everybody, and who sees beauty and loveliness where others see ugliness and disgust. Give us the man who believes in the ultimate triumph of truth over error, of harmony over discord, of love over hate, of purity over vice, of light over darkness, of life over death. Such men are the true nation-builders.

Keep busy; idleness is a great friend of age, but an enemy of youth. Regular employment and mental occupation are marvelous youth preservers.

When a man is looking for difficulties he will find two where he expects one.

COMBAT THE COMMON ENEMY

No more severe arraignment of the Chicago packers has ever been made than that of Chairman Colver, of the Federal Trade Commission, uttered at the annual convention of the National Wholesale Grocers' Association at Cincinnati last week.

Mr. Colver showed very plainly that if the present monopolistic tendencies of the packers are not checked, the days of both jobber and retailer are numbered; that only by concert of action can the two great branches of food distribution be saved to the people and to themselves. Every reader of the Tradesman should give this document careful perusal. It will be found elsewhere in this week's edition.

Mr. Colver does not describe exactly how he proposes to go at it to abolish the evil, but with the strong arm of the Federal Government back of his Commission, it would be a comparatively easy matter to bring the packers to time and force them back into their legitimate field. This might involve special legislation by Congress, but this assistance can be depended upon on account of the hostile atmosphere the packers have created for themselves by their high-handed methods and arbitrary actions.

As the Tradesman views it, the encroachments of the packers present a greater menace to the retail grocery trade than all the chain store competition which can be created, because the packers cultivate the trade of the smallest restaurant as assiduously as they do the patronage of the largest retailer. As the retailer is powerless to cope with the situation except in co-operation with the jobber, it behooves the retailer to stand by the jobber and support him faithfully in combatting the common enemy and making the position of both jobber and retailer secure from encroachment and extinction.

MAY BE REVISED UPWARD.

Although the price of wool underwear to a great degree is unchanged from the opening levels of some time ago, except in cases where radical reductions were made soon after naming the opening prices, it is evident that some upward revisions are bound to come through sooner or later. At least one factor expects to discuss this matter within a week or ten days, and others may do likewise. If the wool situation continues to hold as firm as it is to-day it is felt that wool underwear will be advanced.

The prices of cotton numbers continue to keep pace with the increasing strength of the market. A union that was held at \$13.50 is now \$15, and this ratio seems to be the general advance all along the line. A fleece has

been advanced \$1.50 a dozen, making the present price \$15.

Although it is getting late, there does not seem to be any decline in the demand for underwear. Many mills have about all of the business that they care to take, and, in fact, all that they will be able to take care of, but buyers are showing by their steady demands that they have not covered on their wants. This is resulting in a very strong situation throughout the market, and its final development is still a question.

On the day when peace terms were handed to the Germans, a British company was distributing leaflet advertisements of a tour de luxe of the French battlefields. The war zone will not be open without restriction for some time, but already tourist agencies are preparing for sharp competition, and the French are planning to take visitors over it in low-flying, comfortably fitted aeroplanes. Tourists will have their choice of going while hotels are wanting, train accommodations wretched and expenses frightful, but the battlefields are little altered, or of going several years hence, when tourist accommodations will be well developed, but the scenes of the great struggle will be altered. A writer who saw the Somme region during the battle, gashed and seared to a white waste, was amazed at the changes of nine months. Trenches had crumbled, shell craters had become shallower, and "as far as I could see a mantle of red and green clothed the horrors" of the field. Labor units are removing wood from dugouts to restore houses, and pushing rehabilitation. Such changes accentuate the demand for officers as guides, competent men commanding \$2,500 a year and expenses. But tourists need not fear that the scenes will not hold horror enough.

The Tradesman has frequently commended Butler Bros. for refusing to accept a shipment of German toys ordered and paid for before war was declared by this country, but which was not forwarded until after hostilities had begun. This shipment has now been purchased by Frankel & Sons, of New York, who announce their intention of forcing the goods on the merchants of America. There is evidently the same difference between Butler and Frankel as their names indicate—one is American and the other is anti-American.

Our idea of the strongest man in the world is the one who can overcome his smallest weakness.

The wise man knows that he is right but doesn't claim that everybody else is wrong.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, June 10—L. J. La Belle, the sheep king of Johnswood and manager of the Kreetan Lumber Co., is having 500 sheep sheared this week out of the immense herd. Mr. La Belle states that he is doing his bit to reduce the high cost of wearing apparel and considers sheep raising one of the most profitable enterprises at the present time.

"There are times when four aces constitute a helpful hand."

The Midway store, on Portage avenue, West, expects to remove about July 1 to the new location, several doors West of the present location. Many improvements will be made on the new store to be in readiness for the tourist season.

The big steel plant in the Canadian Soo has been partly closed on account of lack of orders. They received orders last week, however, for 18,000 tons of rails, 8,000 tons for Belgium and the remainder from Canada customers. This will put the hum into business around the steel plant and the merchants are feeling jubilant over the good news.

The Soo was one of the wettest places in the State last week. After waiting several weeks for a downpour, we were not disappointed and got all that was coming. The only criticism which was made was caused by the faithful street sprinkler continuing to fill in the day by running the sprinkler just the same during the downpour, which got some of the business men's goat.

"In trying to get up in the world, some men use their friends as ladder rungs."

The many friends of our esteemed townsman, W. E. Davidson, were pleased to note that he was honored at the annual meeting of the Grand Commandery Knights Templars held in Lansing last week by being elected

Grand Warden of the State organization.

Elaborate preparations are being made here to celebrate the arrival home of the Chippewa Yanks June 17 who have returned from overseas. The committees in charge are putting forth every effort to make the occasion one long to be remembered.

The famous summer resort at Albany Island is opened up for the summer and those well-known whitefish dinners are again in vogue. This is one of the most pleasant spots in Cloverland and appreciated by the many tourists at this season of the year.

Manistique has declared Wednesday, June 11, as home coming week and all of the business and manufacturing plants will be closed and the committee in charge are sparing no pains to make the day one long to be remembered. The county has provided \$1,000 for the expenditures that day.

H. J. Neville, the well-known druggist at Manistique, has let a contract for improvements on his drug store. When completed, he will have one of the finest drug stores in Cloverland.

Our popular sheriff, Wallace Lundy, is complaining about business being the poorest of any time since he has been sheriff of this county. At present, he has but one customer and he is a trusty. The country going dry has certainly put a kink in the work of the sheriff.

John P. Old, our well-known insurance man, expects to leave soon for an extended Western trip.

The first passenger boat of the season of the Great Lakes Transit Co. will be the steamer Octorora west bound, sailing between Buffalo and Duluth, arriving here June 25 at 11:30 p. m. and leaving again at 12.

Herbert Fletcher, of the Sault Savings Bank, made his debut as golf enthusiast last week, having been coached by the well-known golf expert, William Maxwell. Mr. Fletcher

has every indication of becoming a champion, judging from the way he can drive a ball as an amateur.

"Opportunity is said to knock once at every man's door, but some men would not recognize it if it knocked him down."

An amusing incident took place at the Murray Hill Hotel last week when a countryman came to the Soo for the first time to see the town. After registering and having a room assigned to him, he enquired what time meals were served. Mac, the popular manager, informed him that breakfast was served from 7 till 11; lunch 11 to 3; dinner, 3 to 8 and supper from 8 to 11. "Good gracious," exclaimed the man from the country, "what time am I going to get to see the town?" William G. Tapert.

Claim the Champion Snorer of the World.

The Wholesale Merchants Bureau of the Detroit Board of Commerce boasts of the champion snorer of the world, judging by the following letter addressed to "An Unidentified Gentleman Who Occupied a Berth in a Sleeping Car:"

Detroit, June 10—A few nights ago we were unfortunately compelled to sleep in the same room with you. We were the harmless, inoffensive little guy who occupied lower 5. There were twenty-three other gentlemen in the same car and you were one of the twenty-three. We tried in the morning to identify you, but failed utterly, because we found it beyond our powers of suspicion to accuse any human being of causing such a noise as you produced. While it is none of our business we feel compelled to suggest that when next you travel at night you should either stay awake or ride in a freight car.

You are no ordinary, common variety of snorer. You possess a snore

Kent Steel Company

Grand Rapids, Mich.

Structural Steel
Beams, Channels, Angles

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Grocers Generally Are Interested in Selling I. B. C. Bran Cookies.

Their experience should prove to you that this product is worth handling Bran Cookies are meeting with great favor owing to their fine eating qualities and healthful properties. We suggest buying a trial order.



You can buy Bran Cookies in 4 dozen lots, shipments going forward by express prepaid, delivered to your store, at \$1.57½ per dozen, they retail at 18c per package. Free sample upon request. Do not delay this, but order at once.

INDEPENDENT BAKING CO.
DAVENPORT, IOWA

WHY IS IT?

That those retailers who carry but a limited number of brands and always deliver WORDEN'S freshly roasted coffees are winning the coffee trade in their community.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

The Prompt Shippers

which would silence the roars of wild beasts in a jungle. How any man could make such a racket and still remain asleep himself is a baffling mystery. The man who operates the switch engine at Jackson sings a sweet and soothing lullaby compared to the involuntary thunders you produced.

We'll say this for you that you begin where most of the accomplished snorers leave off. The final outburst of laryngeal paroxysms which marks the conclusion of a champion snorer's struggle for breath is but the low note in your performance. What would be the great gasp of a fat man would be but a gentle purr to you. As a sleep-destroyer for others you have a boiler factory faded into insignificance. As a matter of fact if you were to stage your performance near a boiler factory in less than ten minutes you'd have all the employes rushing outside to learn what the racket was all about.

When we were roused by your falling asleep we thought at first the train had run into an open switch. We waited, dazed and amazed for a few minutes and marveled at the prodigious sound. Then it occurred to us that maybe you were dying in great agony; that thought finally passed into the hope that you really were and the end would come soon. In other berths around us we thought we could detect angry mutterings, but what was said we never knew, for you drowned out all sound of human speech. It seemed to us that by some strange trick we had been berthed with Hagenbeck's circus and were occupying adjacent quarters to the rhinoceros. This was an unjust thought—unjust to the rhinoceros. He would never make such a disturbance in his slumbers.

We couldn't locate the sound; it started from nowhere and had no end; it rumbled from berth to berth; now in the uppers, then in the lowers; it had no abiding place; it was as loud

at one end of the car as the other; it rattled the chandeliers and shook the green baize curtains. If I could identify you I'd back you against the world in a battle of snores.

But since I shall never learn your name I write this letter to you. If you are married your wife should keep you at home. Great as her joy must be when you go traveling, for the sake of others you should not be allowed to go at large at night. Until some one discovers a way to equip you with a muffler there can be no peace within a mile of you.

Eddie Guest.

Hartford Fire to Add \$2,000,000 to Capital.

The directors of the Hartford Fire Insurance Company have recommended to the stockholders an increase in the capital of the company from \$2,000,000 to \$4,000,000, the new stock to be sold at \$150 a share. The directors express the hope that the company will be able to pay 30 per cent. dividends on the entire \$4,000,000 capital after January 1, 1921, if the increase is approved by the stockholders. A special meeting of stockholders will be held on June 25 to act upon the recommendation.

The last quoted price of Hartford Fire stock was \$850 bid and \$860 asked. For the past six years the company has been paying 40 per cent. dividends annually. While this is a high dividend sale, it is to be borne in mind that in 1906 the stockholders contributed \$3,000,000 to meet the San Francisco losses of the company, so the dividend represents 16 per cent. on their investment rather than 40 per cent. If the recommendation of the

directors is approved the new stock, of course, will be taken by the present stockholders, as it will represent an unusually attractive investment for them. As the par value of the stock is \$100 a share, the issue of the new stock will add \$1,000,000 to the net surplus of the company, bringing the surplus up to nearly \$11,000,000. The new stock is to be paid for in three installments, the last being due before the end of this year. In the event that the increase is made, it is believed that the market value of the stock will be around \$600 a share.

This condition puts an effectual quietus on the statements repeatedly made by the Hartford agents to the effect that there is no money in the fire insurance business and that the company must have the surcharge to keep its head above water.

All Hai! to Marne!

The name of Berlin has been changed from Berlin to Marne. Every loyal American in Ottawa county and Michigan will rejoice in the change. The petition requesting the change was headed by George Burch, the enterprising merchant of that village.

H. J. Vermeulen, formerly engaged in the retail grocery business at Alma, is critically ill at St. Mary's hospital, having suffered a stroke of paralysis from which he will probably never recover. Mr. Vermeulen was located at Wexford a couple of years, closing out the Connine general stock for the creditors.

Automobile Insurance A Necessity

The Citizens Mutual Automobile Insurance Company, Howell, Michigan, settled in the month of May 31 claims for collision; 32 liability claims, 30 theft claims, and 3 fire claims, making a total of 96 claims, and paid out \$14,309.34 and added \$5,713.17 to the surplus. The company also wrote 2,792 new policies; the largest number ever written in a single month by the company.

The company also recovered a Buick touring car in Hammond, Indiana, two Buick cars and a Ford in Toledo, Ohio; located one Buick in Rochester, New York.

The company is known by the police departments of large cities as the Big Mutual Automobile Insurance Company of Michigan. The quantity production has enabled the company to settle a large number of claims at a very small cost to each member.

It will pay every car owner to see a representative and insure his car as the cost is but little.

Citizens Mutual Auto Ins. Co.
Howell, Mich.

INCREASE YOUR BISCUIT PROFITS

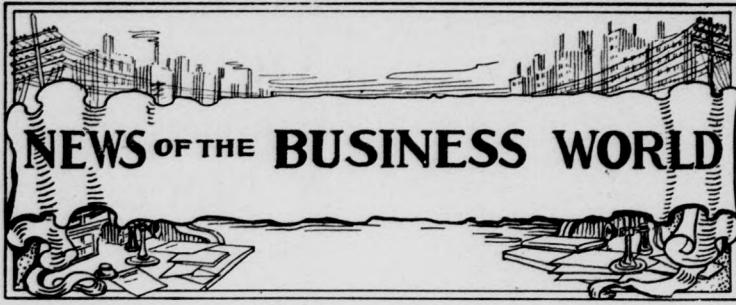


Advantages of an
IDEAL SUNSHINE BISCUIT DEPARTMENT

Perfect Display—Clean—Neat—Attractive
A Complete Stock with Smallest Investment
It Creates Interest and Consumer's Demand
Ask the Sunshine Salesman—He Knows

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits
CHICAGO



Movements of Merchants.

Cedar—Joseph Pleva succeeds Mrs. Martha Odoi in general trade.

Ionia—J. A. Shoemaker succeeds Dean & Eyster in the grocery business.

Howell—Harry Parker has purchased the Pierce grocery stock and will continue the business at the same location.

Jackson—The Quality Grocery, 202 North Jackson street, has installed a rest room for the convenience of its patrons.

Ionia—L. S. Clark, jeweler here for many years, dropped dead in his store, June 4, as the result of an attack of heart disease.

Remus—Herman Deters has purchased the N. Tannis grocery stock and will continue the business at the same location.

Kalamazoo—Albert, Joseph and Walter Schantz have opened the Trio garage at the rear of 109 West Kalamazoo avenue.

Detroit—The Bedford Shoe Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Vanderbilt—The Otsego Cattle Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Michigamme—F. Hajhannu has removed his stock of dry goods and clothing to the Andrews building at Ishpeming and will close it out at special sale.

Jackson—Joseph Gumm, jeweler in the Otsego hotel block, has opened a jewelry store in Toledo, Ohio, making the fourth in the chain of stores he is building up.

Dowagiac—The Nelson-Pemberton Drug Co. has been incorporated with an authorized capital stock of \$35,000, all of which has been subscribed and paid in in cash.

Ferndale—The partnership of Schmidt & Schnell, hardware dealers, has been dissolved. Leonard Schnell, the retiring partner, will open a new store in the same line.

Muskegon—The Brundage Drug Co. has been incorporated with an authorized capital stock of \$75,000, \$38,000 of which has been subscribed and paid in in property.

Grosse Pointe—The Renaud Pharmacy has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$5,000 paid in in property.

Jackson—The Auto Owners Supply Co. has been incorporated with an authorized capital stock of \$1,000, of which amount \$600 has been subscribed and \$270 paid in in cash.

East Lansing—Charles E. Orcutt proposes to enlarge his meat market by taking out a partition and putting in shelving sufficient to enable him to carry a full line of groceries.

Caro—H. R. Howell has sold his hardware and furniture stock to Christ England, who has taken possession. Mr. Howell will devote his entire attention to the undertaking business.

Big Rapids—The Sanford Co. general stock has passed into the hands of Charles O. McNulty & Son, G. Harold McNulty, of Indianapolis and the Eikenberry interests were also sold to them.

Muskegon—Harry Sanford has merged his drug business into a stock company under the style of the Sanford Drug Store, with an authorized capital stock of \$25,000, of which amount \$16,000 has been subscribed and paid in in property.

Lansing—Lawrence Bros. & Co. have purchased the drug stock of Dr. J. Black, at the corner of Franklin avenue and High street, who will continue the business under the management of Peter Lawrence.

Detroit—The M. & M. Tire Co., has been organized to repair and sell automobile tires, tubes, hood covers, etc., with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed and paid in, \$1,038.39 in cash and \$6,961.61 in property.

Detroit—The Detroit Steering Wheel Sales Co. has been incorporated to deal in automobile accessories, appliances and equipment, with an authorized capital stock of \$15,000, of which amount \$7,800 has been subscribed and \$2,500 paid in in cash.

Muskegon—R. A. Abbott, who has been engaged in the drug business here twenty-one years, has sold his stock to Arion Hopperstead, who will continue the business at the same location. Mr. Hopperstead was for many years engaged in the drug trade here under the style of Koon & Hopperstead.

Howell—A new industry for Howell is the Howell Motion Picture Corporation, which has been formed by Thomas J. Fausset and Capt. Edwin Bower Hesser. The company will have a capital stock of \$30,000, and it is said that 1,500 of 3,000 shares of par value of \$10 will be sold at par to the public. The corporation, as the name implies, will make motion picture films.

Kalamazoo—Frank J. Maus has sold the stock and fixtures of his City drug store, on Main street, to C. S. Triestram, who will continue the business at the same location. Mr. Triestram formerly clerked in the Maus store and later was employed in

the drug store of Hoffman Bros., at Jackson. For some months past he has been in the service of Uncle Sam. Mr. Maus will engage in the barber supply business.

Alma—A 400 per cent. increase in business was reported at a meeting of district division and unit men of the X-Cell-All Co. held in Lansing, more than 100 being present. A. D. Kitch, general sales manager, was in charge, and M. A. Bamborough, general manager, reviewed the progress of the company since it started two years ago. The present prospects are for half a million-dollar business. The business consists of marketing merchandise, including paint, automobile tires, gas engines, cream separators, etc., and it is intended to add a line of hardware goods.

Manufacturing Matters.

Lawton—The Welch Grape Juice Co. is building an addition to its plant which will triple its capacity.

Jackson—The Federal Baking Co. has opened a bakery at 243 West Main street, under the management of John Malnight.

Manistee—The Cooper Underwear Co. will double the size of its plant and will have 100 or more workers on its payroll soon.

Bay City—The Board of Commerce announces that John Hemmeter, of Detroit, has closed a deal for opening a branch cigar factory in Bay City.

Bear Lake—The old canning factory at Bear Lake is soon again to be put into operation. L. Hoffman, manager of the Arcadia Canning Works, will be in charge.

Ecorse—The Wolverine Salt Co. has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Repeatature Phonograph Co., Ltd., has been incorporated with an authorized capital stock of \$600, all of which has been subscribed and paid in in cash.

Manistique—A toothpick factory will soon be started in Manistique. A two-story plant will be erected. The concern will have a manufacturing capacity of \$50,000 a year.

Detroit—The Detroit Spring Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$7,000 paid in in cash and \$3,000 in property.

South Haven—The South Haven Fruit Juice Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and \$5,000 paid in in cash.

Trufant—Oscar Hansen, miller and cigar manufacturer, has closed out all of his interests here and removed to Plainwell, where he will engage in the fuel, flour mill and grain elevator business.

Zeeland—The Federal Tool & Stamping Co. has been taken over by the Holland Lightning & Specialty Co. and the merged concern is known as the Federal Stamping Co. Its capital of \$25,000 is all paid in. The company will continue to make veterinary appliances.

Adrian—The Adrian Brass & Aluminum Casting Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$19,500 has been subscribed and \$7,000 paid in in cash.

Detroit—The Hercules Machinery Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,500 has been subscribed and paid in, \$30 in cash and \$25,470 in property.

Escanaba—The Escanaba Paper Co. has been incorporated with an authorized capital stock of \$500,000 common and \$500,000 preferred, of which amount \$500,000 has been subscribed and paid in in property.

Detroit—The Tilden Saw Co. has been incorporated to manufacture and deal in meat saws, butchers' tools and supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Detroit—The Reliable Electric Supply Co. has been organized to manufacture and sell electric fans, washing machines, etc., with an authorized capital stock of \$6,000, of which amount \$3,000 has been subscribed and paid in in cash.

Hillsdale—The Michigan Supreme Court has affirmed the decree of Judge Burton Hart of Adrian in the Circuit Court at Hillsdale holding that the foreclosure mortgage sale of the Alamo Manufacturing Co. to the Mitchell estate for \$250,000 was legal. The suit was brought by a stockholder, A. F. Freeman, of Ann Arbor, who alleged fraud in the transfer. The court held that the directors were within their powers and had apparently acted in good faith.

Manistee—The Manistee Leather Co. is a new concern which has been started with a capital stock of \$75,000, to make leather goods, especially gloves, horsehide and other fine leather articles. A three-story plant, 125 x 50 feet, will be erected, in addition to a one-story building, 70 x 50 feet. One of the principal parties interested in the new industry is M. M. Brown, President of the Brown Leather Sales Co., of Chicago. Manistee men, formerly interested in the old Manistee Glove Co., also are identified with the enterprise.

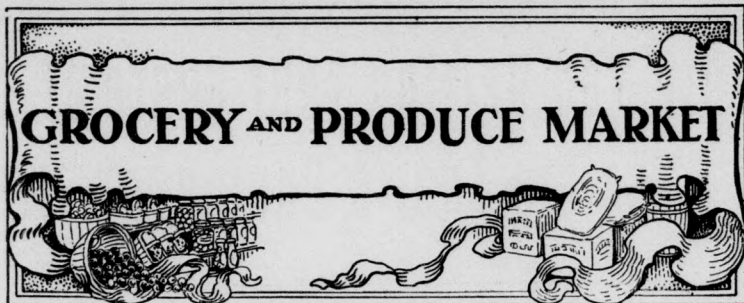
The Lawrence Freedman Co. has been organized to manufacture and sell furniture, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$16,000 paid in in cash.

John I. Bellaire, of Blaney, renews his subscription to the Tradesman and says: "I would not lose a single copy. I consider the Tradesman the most valuable and instructive paper I have ever taken."

Sam Samwood has engaged in the grocery business at 52 Ellsworth avenue. The National Grocer Company furnished the stock.

A. Rademacher succeeds Mr. Vaughan as manager of the Wealthy street Piggly Wiggly store.

Frank M. Woodmansee succeeds B. Grosefent in the grocery business at 359 Ann street.



Review of the Produce Market.

Apples—Western stock is firm at \$6 per box.

Asparagus—\$1 per doz. bunches for home grown.

Bananas—\$7.75 per 100 lbs.

Beets—New command 90c per doz.

Butter—There is an increase in the consumption of creamery butter at this writing and receipts are normal for this time of year. We look for continued good demand and no material change in the price. Local dealers hold fancy creamery at 52c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 38c for packing stock.

Cabbage—Mississippi fetches \$4.25 per 100 lbs.

Cantaloupes—California, \$7.25 for standard crate and \$6.25 for fancy crate.

Carrots—85c per doz. for new.

Celery—California, \$1.50 per bunch.

Cocoanuts—\$1.25 per doz. or \$9.50 per sack of 100.

Cucumbers—\$1.35 per doz. for No. 1 and \$1.25 for No. 2.

Eggs—There is a fair demand and some marks are showing the result of heat defects, due to warmer weather. We look for declining prices. The market will be governed very largely by the receipts. Local jobbers are paying 36@37c for fresh, loss off, including cases.

Garlick—60c per lb.

Grape Fruit—\$10 per box for all sizes Floridas.

Green Onions—Home grown, 20c per dozen.

Green Peppers—75c per basket for Florida.

Lemons—California, \$8 for choice and \$8.50 for fancy.

Lettuce—Head, \$3.75 per crate of 3 to 5 dozen heads; garden grown leaf, 10c per lb.

Onions—\$4.50 per crate for yellow and \$4.75 for white.

Oranges—Late Valencias, \$5.50@6.25; Sunkist Valencias, \$6.50@6.75.

Peaches—Unedas from Florida, \$3.50 per bu. The quality is not good.

Pieplant—5c per pound for home grown.

Pineapples—\$5@6 per crate.

Plants—Tomato and Cabbage, 90c per box; Peppers and Asters, \$1.40; Salvia, \$1.85; Egg Plant, \$2; Geraniums, \$2.40.

Potatoes—Old are steady around \$1 per bu.; new command \$6.50 per 100 lb. sack.

Radishes—Home grown, 12@15c per doz. bunches.

Strawberries—Home grown command \$4.50@5 per 16 qt. crate. The crop is large and the quality fine.

Tomatoes—California, \$1.25 per 5

lb. basket; home grown, \$1.75 for 7 lb. basket.

Water Melons—90c apiece for Florida.

The Grocery Market.

Fourth of July stocks are the next thing in the retail merchants annual cycle of buying seasons. Late orders are frequent, but nowadays the late telephone, telegraph or mail order may not be filled, because in some lines manufacturers must know somewhere near what will be required of them, and to know this they must get their orders from the wholesale houses, and the wholesalers must base their specifications for orders upon probabilities in their territory. Otherwise there will be a shortage. The wholesalers want to supply the needs of their territory, but must know somewhere ahead just what the trade is going to want this year. Prospects are good for regular celebrations this year in connection with the probable signing of peace covenants.

Bunting, flags and similar decorations should be ordered well ahead to ensure complete filling of orders, because easily there could arise a shortage unless preparations are made by the middleman to have enough stock on hand to meet the demand.

While it is always the thing for the dealer to go through his stock to learn what seasonable goods he may require. Fourth of July is an unusual day and requires more care, perhaps, in ordering. Of course beverages will be an important matter this year, because it appears that the Nation will go dry July 1.

Canning requirements are worthy of special study this year. It is time now for vegetables to be canned at home and the retailer of course will be finding out whether he has enough fruit jars and other equipment for the home canners. The sugar situation must be known so the merchant will have enough to supply his trade.

It is the time to display fruit jars and similar lines, as well as brooms, brushes, and the like, with which to keep houses clean and in good summer condition.

Sugar—The market shows no change whatever, but buying is very active, due apparently not to any special improvement in the consumptive demand, but to the repeated warnings which are being sent out that everybody should buy or run the chance of a shortage. The refiners are working busily and business is heavy, even running into sales for August delivery. An impartial view of the situation does not disclose any reason to expect a shortage in sugar

this year. Prices all along the line unchanged.

Tea—The market shows some activity, but the aggregate business is not very heavy. Prices seem to be still more or less firm without material change. From the holders' standpoint the tea market is in fair shape, except that everybody is hoping for an improvement in the demand.

Coffee—The market, largely owing to the extremely high prices, has been quiet during the week. If anything, the undertone is a trifle softer, but with the future still very uncertain. There is some demand from buyers who believe the market is safe, but the great bulk of the buyers are coming in only when they have to. There is no particular change in the price of Rio or Santos coffee for the week. Milds continue steady to firm and in moderate demand. Opinions are still divided as to whether the market is due to break.

Canned Fruits—There has been no "market" for canned fruits, in the proper sense of the term, for some weeks past.

Canned Vegetables—Tomatoes are gradually working up and spot No. 3s are now quoted at prices probably 30c per dozen above the lowest point. It is claimed that this is due to scarcity. Future tomatoes are also a trifle higher, but relatively are not so high as spot goods. As to the coming pack, it looks now as if it would be moderate, as the weather has not been very satisfactory so far. Corn and peas are both firm. Spot corn shows an advance on prospect of light pack, the acreage being estimated at 60 per cent. of last year. Peas are also expected to be in short pack and most of the packers have withdrawn from the market.

Canned Fish—Salmon shows no particular change from last week, although the New York holders are trying to get more money for red Alaska. Perhaps the undertone is a trifle firmer, but not much. Domestic sardines are very weak and depressed. Packers are doing nothing on the new pack, because they cannot afford to pack for less than last year and nobody seems to be willing to pay last year's prices. Norwegian sardines are now offered, but at very high prices, ranging from \$20 per case for ordinary brands, in a large way, to \$30 for the better known advertised brands. General range in prices for Norwegian sardines is about twice normal.

Dried Fruits—Sales of Thompson's seedless raisins have been made during the week as high as 19c, which is the highest price ever known for raisins of this class. Ordinary seeded raisins are probably twice the normal price, but nowhere near as high relatively as the seedless. The Government has released a quantity of Oregon large size prunes, amounting altogether to about fifty cars, but the markets all over the United States are so bare this made no impression on the situation. Other dried fruits are about unchanged, everything being scarce and high.

Rice—Demand for the lower grades is now fairly active, the attention of

both home and export buyers having been diverted to them by the increasing scarcity and high market for the better kinds. The latter are actively sought and whatever offers finds immediate sale at full asking prices. Advices from the South indicate that little or nothing in the way of the higher grades is to be had from the mills, and that supplies in second hands there are light.

Corn Syrup—Nothing new in the situation is to be noted. Producers are kept sold well ahead by a steady demand and prices are maintained on the basis of 5.63c for 42 degrees mixing.

Molasses—The market remains dull and featureless with prices nominal and unchanged.

Cheese—The market is firm at the moment and we do not look for any higher quotations. Any change in price will probably be lower. There is a light demand at this time and the average quality is showing up well for this season of the year. The make is light and will probably increase in the near future.

Matches—Manufacturers are advising their trade that it can safely urge its customers to get their requirements in matches. With costs higher than last year to the factories, lists are considered low, which would work against probable declines this year.

Crisco—This cooking material has advanced 2½c per pound.

Flour—Higher prices are expected before the new wheat crop. There seems to be a decreased demand for flour now, but when householders have used up their supplies there promises to be a simultaneous call for supplies, which will affect prices. Of course if anyone bought at one time wheat for 10,000 barrels of flour the market would be bullish, but no one seems to care to do this now. Wheat cannot be bought in quantities.

Provisions—The market on lard is slightly firmer, quotations being about ½c higher. There is a fair demand for pure lard at this time and a moderate supply. The market on lard substitutes is firm, having advanced 2c per pound, due to the changed ruling by the Government. There is a normal supply to meet all requirements. The market on smoked meats is steady to firm, with quotations the same as previous ones. There is a fair supply and a moderate demand. The market on barreled pork is unchanged. There is an ample supply to meet the present demand. The market on dried beef is firm and in light supply. There is a good demand at this time and we do not look for any change in the next few days. The market on canned meats is steady to firm, with quotations unchanged.

Salt Fish—Irish mackerel is still more or less in the dumps, although the feeling is a trifle better than it was sometime ago. Demand is light. Prices about unchanged. New shore mackerel will be along in a few weeks and holders will undoubtedly have to ask high prices. Trade are still expecting some Norway mackerel this fall.

MEAT PACKERS CONDEMNED.**They Must Not Dominate the Food Situation.**

William B. Colver, chairman of the Federal Trade Commission, handed it out straight in his talk before the convention of the National Wholesale Grocers last week at Cincinnati, when he discussed the consequences of the entry of the big five meat packers into the general grocery business. He realized this himself when he said he knew he was tempting the fates in speaking as he did.

He jolted the packers hard in comparing their commercial efficiency to the ruthless efficiency of Germany in the late war, saying in reference thereto, "will we sit silent while the same commercial kultur comes to its perfect flower in this country?" He also poked some fun at the "Dear Folks" advertisements which the Wilson Co. has been running for some time in the public press in describing how everything for a dinner could be purchased from that company.

He asserted that not only did a meat trust exist but that it was rapidly extending its field of operations throughout the food industry and that it would eventually be in a position to tell the people what to eat and what to pay for what they ate. In his opinion this was a menace to the manufacturer, wholesaler and the public at large and favored the passage of legislation, which would separate them from all but the meat and kindred products. He said:

"If you believe what you hear, you are of the opinion that the Federal Trade Commission is a ruthless enemy of American business. If you read the record of the Federal Trade Commission, you will know that this is not true, at all.

"You are told that the Federal Trade Commission carries a sword with which it smites American business. I tell you that the Federal Trade Commission carries a shield, which it places over American business whenever a business concern appeals to it against the aggressions and unlawful interferences of some unfair competitor.

Fortunately, or unfortunately, the Federal Trade Commission, not because it desired to, but, because it was ordered to do so by the President and the Congress of the United States, found itself required to enquire into the conduct of the great meat packers of the country. It has examined into the operations of those concerns, and has reported what it found. It has brought down the bolts of the Joves of Beef upon its head.

"It has found that a meat trust exists. But it finds more than that. It finds that these great concerns are rapidly extending their dominion and control over the whole food supply of the Nation, and, as I said months ago, and as I say again, I believe it is only a matter of time, unless the present tendencies are stopped, when these five concerns, or perhaps the one or two of them which may openly or secretly absorb the others, will absolutely dictate to the people of this

country, what they shall eat and what they shall pay for what they eat.

"This development would mean the elimination of those great American business institutions which have been built up to manufacture and prepare the food, other than meat foods, for the Nation. It would mean the elimination of you gentlemen, as distributors. Ask yourselves how long you can exist if those with whom you attempt to compete have the advantage over you of the use of the peddler car and the mixing rule. It would mean that unfair advantage piled upon unfair advantage can not be met in business competition. It would mean that you are going to be helpless in your own defense. The Federal Trade Commission has, in the public interest, pointed out these things.

"We believe that legislation would be wise, patriotic and sound if it limited these great institutions to the field of meat packing and to the manufacture of packing-house by-products.

"I read one of Wilson & Company's advertisements, published a few days ago, which described for the delectation of the 'Dear Folks' an imaginary dinner at which not only the steak and the lard in the biscuits came from Wilson & Company but so did the butter, the canned peaches, the olives, the catsup and the coffee. The salt and pepper may have come through the regular channels of food purveying.

"Ruthless invasion into unrelated fields is excused on the grounds of 'efficiency.' It is not true or it would be reflected in lower prices instead of constantly increasing prices.

"Shall we, the people who have just poured out our blood and treasure in France to end the 'ruthless efficiency' of the Hun, sit silent while the same commercial kultur comes to its perfect flower in this country?

"I know I am tempting the fates when I speak like this. I know, as you know, that we have powerful enemies who keep up a ceaseless propaganda against the Commission.

"But this gives me no concern whatever. The thing I am thinking of is that last month more than six times as many American business houses appealed to the Commission to invoke the aid and protection of the law, as on the monthly average appealed to the Commission in the years 1915, 1916, and 1917 and more than twice as many as the average monthly appeals in 1918.

"That the Commission proceeds, with care when business complains against business is evidenced by the fact that more than half of the complaints are dismissed and disposed of without publicity, and further by the fact that, although the actions of the Commission are subject to review by the courts, only four cases have been appealed out of the 780 disposed of.

"Our 'orders' from American business have increased about 700 per cent. in the last three years. It is because the Commission stands, just as American business stands, for fair dealing, honorable competition and common honesty. On that platform we can stand with gentlemen such as you."

Are You Getting Your Share of The Big Year's Business?

The greatest opportunity of a lifetime for a big season's business exists this year. The farmers of Michigan have more money than they ever had before and, owing to the prospects for big prices this fall, they are producing as big crops as they can. They need all classes of merchandise. They are ready to buy them. If they are holding off anywhere because of high prices, it is the fault of the merchant who has not shown them that prices cannot come down soon.

Push your sales now and reap the biggest harvest of your business career. Tie up with the lines we advertise in the Tradesman. Use your own letters, circulars and your own newspaper advertising to connect your store with the easy-selling lines which we present to you from week to week in our department in this paper. By pursuing this course you will be in a position to take advantage of the most wonderful business year the world has ever seen and make a real getaway in business.

NATIONAL GROCER COMPANY

Grand Rapids

Lansing

Cadillac

Traverse City

THE VETERAN AND HIS PIPE.

Fails to Comprehend the League of Nations.

Grandville, June 10—The old veteran sat in the chimney corner smoking his corn-cob pipe, his hazy old eyes scarcely taking in his surroundings, his dulled ears catching now and then the faint tick-tock of the old clock on the mantel, the clock that father fetched from Muskegon before the war in which he had sacrificed four years of his young manhood.

That old timepiece, an eight day affair, still did business at the old stand, somewhat wheezy, perhaps, as became a veteran of the sixties. Through the puff of blue smoke a dream vision began to weave its web about Father Andrews. He was a boy again, listening to the rat-tat of the drum, the tootle-lootle of the fife as a trio of 1812 veterans marched the street calling the lads of that day to arms in answer to President Lincoln's call for volunteers to defend the Union.

The Union, the Constitution and the enforcement of the laws, was the shibboleth that rang out from every street corner and from every country roadside where a few of the farmer folk gathered to hear the latest news.

One night in the old brown school-house on the hill overlooking the placid waters of the Muskegon a meeting of men citizens was assembled to listen to speeches from the prosecuting attorney and from the gray-haired clergyman, who was a veritable whirlwind of eloquence when his voice was raised in defense of the Government.

That meeting! Should he ever forget it? Four young fellows placed their names on the enlistment roll that night in answer to their country's call. It was a proud day when the regiment marched away to the front. Father Andrews was a boy of 17 then,

and no prouder soldier ever stepped in shoe leather.

Thereafter followed marches, battles and the prison pen, where for seven long months the soldier boy languished amid scenes of filth and starvation such as would have done credit to the devilish deeds of the modern Hun.

The picture enlarged. The whole country was passing in review. From Bull Run, with its lesson and its humiliation, to the close under the apple tree at Appomattox, where the last armed foe of the Republic stacked arms and called quits! It warmed the heart of the dreamer as he recalled all the past and realized as never before how dear to the patriot heart was the flag, the Constitution, the Federated Union which, with the surrender of Robert Lee, was firmly imbedded in the rock of Liberty, never more to be endangered by domestic foes.

The dream sweeps across the Atlantic to old England. Again the voice of Beecher is heard in appeal to the sturdy Britons, asking that they grant only fair play to the struggling North in its grapple with the legions of slavery, which was striking at the life of the Republic. And did the British listen?

Some of them did, but it was uphill work for the eloquent American divine to convince the Englishmen that Liberty and Union were on the side of Grant and Sherman in the great battles that rocked the American continent to its centers. Hoots and hisses greeted the speaker in many places. Sometimes the outburst threatened to mob the American.

Cotton was king and England was our enemy, even though we had tried to make it plain to the obtuse brains over there that the cause of the Union as the cause for which British abolitionists had long contended.

While desperately fighting for the national life, the soldier in blue realized that many of the guns from which shrapnel and ball were fired into the

Northern ranks were made in England, had been run into Confederate ports on British ships which eluded the blockade.

And then there was that master pirate ship, the Alabama, built in a British shipyard, manned by British sailors, captained by Raphael Semmes, which prayed upon our commerce on the high seas, making a mockery of British neutrality, showing the hand of a hidden enemy who had not the courage to come out in open battle.

All this was envisioned to the old veteran as he dozed there in his chair by the chimney piece, the smoke from his corn-cob filtering out into hazy nothingness as the mind of the smoker went wool-gathering. The old days seemed to come back with strange vividness, and the one-time boy in blue, who had waded through fire and blood in the wilderness, saw again all the struggle for the liberty of his country that had been handed down to him from the forefathers.

Then the sights and sounds of the Civil War passed, while another picture filled its place—the massing of khaki-clad hosts, hastening across the sea to be in at the death where British soldiers struggled in hopeless effort to stem the tide of German aggression. Uncle Sam arrived in the nick of time. France and Britain were saved because of American men, American guns, American grit and devotion to a cause that was dear to every patriot American heart—the liberty and independence of the United States.

The land of the Yankee had, indeed, heaped brands of fire upon the head of once perfidious Britain.

And now there comes blazoning across the horizon of new ideas, new deals for the United States, in which she is to sign away the old independence that made our country great and invincible on both sea and land, the one to be feared and respected Nation of all the world.

A man is a crank, next door to a fool, who does not subscribe to this

new idea that places the United States in a league of European nations of which it is to form a small fractional part.

The idea startles the old veteran. He stirred, drew out his pipe, lifting his gaze to where a faded old flag was draped about a miniature portrait of Abraham Lincoln, fixing his gaze long and earnestly on the blood-spotted bunting which had been carried by him during the first year of the Civil War and within whose folds a brother soldier had breathed his last from wounds received in battle; wounds that mayhap were inflicted by British bullets fired from a British gun.

Sighing deeply, the old man said in husky accents: "Doggone my cats! I can't see why we ain't all right as we are. If anybody wants to mix up in foreign leagues and things let them folks over there do it and not your Uncle Samuel!" Old Timer.

The California Hotel Association proposes to build a chain of wayside inns at convenient intervals along all the highways of the State. They will be of modest size, but the accommodations are to be of the best, including garages furnished with skilled mechanics; and by some mysterious prescience they will be located so that one can always be reached at the end of the day, thus affording motorists an opportunity to discuss the glories of California scenery together every night. The first of these inns will be built between San Francisco and Los Angeles. In time the chain will extend as far north as Portland. Their purpose is stated to be to make motoring more leisurely. That they are also intended to entice tourists is tacitly understood. "They will become known all over the world," thinks one promoter.

Can You Tell Which Way the Wind is Blowing?

You don't have to see an entire strawstack scurrying across a field to know which way the wind is blowing.

The continued and remarkable increased output of Post Toasties is more than a significant indication of the trend of popular taste and choice.

Post Toasties

yield splendid profit to dealers, are heavily advertised, and a liberal sales policy guarantees sales and co-operates with up-to-date selling helps.



THE FLAG OF OUR UNION.

Another passage of the earth around the sun brings us to flag day once more. It may well be said that never since the sacred banner of Stripes and Stars was first unfurled to the American breeze has its splendid attributes been as fully appreciated as at this anniversary of its birth.

Baptised in blood as never before, we look upon its bright stars and stripes of red and white with a new feeling of awe and reverence. The symbol of all that is worth living for in American history, there is little wonder that Old Glory has this year a new significance as it is tossed by the winds of heaven above the heads of free citizens of the Great Republic.

The old Thirteen were blazing then, back in the distant past, when the flag was originated and made into being by the deft fingers of Betsy Ross. The infant colonies of the mother country fought an eight years war to a successful conclusion, planting the Stars and Stripes on the mountain top, there to wave for all time. Those forefathers of ours little dreamed of the glories yet to come to the infant republic whose slender strip of territory bordered the Atlantic seaboard.

That narrow strip of land, at the time but thinly settled, was destined to grow into the great Western giant whose mailed fist, raised in defense of liberty, was destined more than a century later to dictate terms of peace to the haughty Hohenzollern, who thought it an easy matter to lay tribute on a world.

To-day the German giant lies prostrate in the dust.

To the Nation over which flies Old Glory the German monster gives credit for the victory which saved liberty to a threatened and frightened world. "I will stand no nonsense from America," jeered the haughty monarch of central Europe, thus flippantly disposing of America. But the republic composing the waist line of North America could not be thus put down.

Not for world democracy, not for the acquisition of new territory, not for selfish political motives did the United States take up the gage of battle thrown down by the terrible Hun. The boys in khaki, steaming across the continent from the Golden Gate from Chicago to New York, thence sailing the mighty deep, armed for victory, determined to wipe out the foul stain of the sinking of the Lusitania, were guided and inspired by that flag to which we give honor to-day.

The war on our part was one of self-defense, for the liberty of our own people insolently assailed by the autocracy which aspired to rule the world.

The flag of our Union has a significance attached to no other piece of bunting in the world. Beneath it fought the ragged Continentals; at Lundy's Lane the army under Scott showed its mettle, from that time on, down to this latest struggle to keep Old Glory on high. We notified the world on the hotly contested fields of France that there breathed no foe but fell before the ensign of the American Republic.

It is what that flag represents that

stirs the blood of patriotic Americans. Fancy our home boys glancing upward, rallying as one man to do and die for that conglomeration of modern theorists, a composite flag representing world democracy, for which our idealistic President says the American lads in khaki fought and bled and died!

How readily we call to mind that proclamation of President Jackson addressed to the nullifiers of South Carolina in the thirties, calling upon them as lovers of their country to firmly resolve never to take the field in battle array save under the Star Spangled banner of their country. Could he have asked them to rally under a world flag of which the United States formed but a fractional part?

Fancy the President of the United States calling for volunteers to go forth to battle under a new, unknown flag, denominated the banner of a world democracy! What response think you would go up from the valleys and hills of the good old United States? Not that spontaneous outburst of patriotism that welled from every hillside and glen, from workshop and farm, from counting room and college hall that greeted Abraham Lincoln's call for volunteers to defend the Old Flag which traitor hands had trailed in the dust.

There was an incentive then, there would be none under that other banner which is to take in the whole world. This taking everybody on earth, including the ill-smelling Turk, under the wing of Uncle Sam, the furling of Old Glory, laying it aside with all its glorious memories to make room for that other, newer, altruistic piece of bunting, inscribed with all the colors of the rainbow in order to cater to every nation on the footstool is something very prettily pictured by the promoters of a world league of nations, yet something that will not work out in practice as it seems to in theory.

The Stars and Stripes mean something to our people that no other bit of bunting, no matter how variegated the colors, could satisfy.

Go back along the shores of time, read up the story of the making of the Flag. See Betsy Ross, under instructions from Washington, sewing the stripes and stars into an ensign that is to float in later years over the greatest nation on earth; feel the thrill as our gallant sons press back the enemy at Bennington, Bunker Hill, and Yorktown. See the men, free in the providence of God, and under the impulses of a new life, as they tear the thirteen colonies from the hand of old England. Down through the years, brilliant with the deeds of American soldiers, from the smoking fields of the Revolution, the war of 1812, the Mexican war, the greatest struggle of all within the borders of the Union after Sumpter's fall, to the final surrender of enemy hosts at Appomattox. When Grant took the sword of Robert Lee a new chapter was written in the story of the flag that makes men free.

It is the Flag that we adore. The flag of Washington, Lincoln, Grant, Roosevelt and Pershing—not that other nondescript thing some very wordy patriots would hoist in place of our

blood-stained Old Glory.

Home and country!

What an inspiration in the words. For these men die without regret. Obliterate such mental spur to patriotism, put the world in place of country and the home; tear down our flag, America's flag and where are we to stand? Not on the heights of enthusiasm for that which men live, and love and fight for.

It is simply impossible to put the world to the fore, leave the nation in the background, and expect to enthrone men to the fighting point since there can be no incentive to do those deeds of valor that have marked the world's history from the days of old Rome down to the fall of German autocracy on the 11th of last November.

For country and for the flag! That is the slogan by which we win. Home and country above all the world beside. Men make serious mistakes who would substitute for the American banner of red, white and blue that other nondescript rag, variously colored, to represent the whole world and nobody in particular.

America for Americans! One country, one flag and that flag the good old Stars and Stripes which has never touched the ground in the humiliation of defeat since the stars sang together in rejoicing over its formation nearly a century and a half ago.

PRICE MAINTENANCE AGAIN.

There are signs of a renewed interest in the matter of price maintenance. Another measure, designed for the purpose of permitting manufacturers of branded articles to set the prices to be charged at retail for them, has been introduced into Congress. The National Retail Dry Goods Association is also trying to sound out the prevailing sentiment of its members on the subject. Then, too, the other day there came a decision from the United States Supreme Court in the Colgate case which bears on the same controversy. In that case an attempt was made to have manufacturers punished under the Sherman Anti-Trust act for refusing to sell to jobbers who either cut prices themselves or sold to retailers who did so. The highest court held that the manufacturers had the right to choose the persons to whom they were willing to sell. This decision is good enough only so far as it goes for those who seek price maintenance. It would be amply sufficient if producers or manufacturers sold to retailers because they could thereby exert pressure on the latter to force them to sell at the fixed prices. But, as the great bulk of things is sold through the medium of wholesalers or jobbers, the decision is of only limited value. What the manufacturers want is a law preventing price cutting by retailers. There seems to be more of a disposition by retailers—with a few prominent exceptions—to agree to this, provided safeguards are secured against the abuse of the power. But it appears likely that no legislation will be enacted without a pretty stiff fight.

Thrashing doesn't always separate a boy from his crop of wild oats.

PAYING HIGHER PRICES.

In the campaign to familiarize people with the notion of paying higher prices for everything, an advanced step was taken during the past week by the announcement from a firm of clothing manufacturers that some of its ready-made suits for fall had been priced at a figure to make them sell at \$100 per suit at retail. This is the goal set by prophetic gentlemen in the business quite a while ago when it was regarded as the higher utterance of hope. It was a figure that only the high-priced custom tailors could get not so many years back, and then only because of the label which they placed on their productions. For some time, however, there has been no appreciable difference between the suits of good merchant tailors and of those of the higher class manufacturers. There has been practically none, so far as workmanship is concerned, nor even as to the quality of the goods. The most the custom men could claim was that their patterns were at times distinctive or exclusive and that more attention was paid to the personal peculiarities of the wearers. Their business, however, was cut into by the more progressive manufacturers until their clientele has become almost as restricted as that of the custom shoemakers. The great bulk of the male population is buying its clothes ready to wear just as it is buying its footwear. But not many of the number will pay \$100 for a suit any more than they will pay \$20 for a pair of shoes.

It must be recognized, however, that thus far the asking of higher prices for almost everything has not had the effect of checking buying by consumers. Nor has it tempted them to purchase articles of poorer quality. This seems to hold good all over the country, as is shown in reports to credit agencies. In communities dependent on populations devoted to farming, the incomes have been comparatively large, and the people have taken to buying not only good clothes but jewelry, musical instruments, automobiles, etc. In factory districts, a portion of the increased wages has gone into a lot of things that were not up to recently regarded as necessities. If only one kind of article had gone up in price it might have restricted buying as to that. But, with practically all things going up, prudence seems to have been cast to the winds and everything put on a new scale. Yet, here and there, have come some reminders that prices are unduly inflated. When, for instance, it was announced that the Government was going to sell a large quantity of its stores of beef in this country, instead of shipping it abroad, it was soon followed by a declaration that the prices of beef were about to come down. During the past week something seems to have happened to the dairy products. Butter and eggs, which had been held at very high prices, began to drop to lower levels, and the end is not yet in sight. There are a number of other things in which prices are also due to have some deflation. Ultimately the break must come all along the line. How soon is the only question.



Michigan Retail Shoe Dealers' Association.
 President—J. E. Wilson, Detroit.
 Vice-Presidents — Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

Importance of Overhead Expense in the Shoe Stock.

At the present time more general attention is being given to overhead expense than ever before. This has come about partly on account of the constantly increasing cost of doing business, and partly on account of the tendency of the public to make charges of profiteering. Efforts are being made both to cut down the cost of doing business, and to show the public just what it does cost to render the service required. When the people know they are actually paying for service demanded there is likely to be less insistence upon service with the result that the fixed and service costs of a business may be cut down.

Electric lighting companies were among the first to give overhead cost serious attention, and make a separate charge for it in the selling price. More than a decade ago many electric lighting companies had in operation rates, which consisted of one charge for overhead expense, and one for the operating or generating of electricity expense. The overhead expense was called by various names, one of the most popular being the readiness to serve charge. A charge was made of anywhere from a dollar a customer up to cover this expense, and a low rate charged for the current actually used. This resulted in two things—first it distributed the overhead charges fairly among all the customers. No one was paying for a service that some one else secured but which, on account of small consumption, did not pay for. Second, when each person paid his own share of the overhead he was inclined to increase his consumption, and this brought about a considerable increase in the company's sales.

In some of the better class restaurants this method of charging is being adopted. Overhead costs are determined and distributed among the patrons. In one case it was discovered that it costs thirty-two cents to serve a person whether he eats or not. It is the plan to make this thirty-two cent charge separately, and to lower the prices asked for food and drink. It may be expected that this system, after it has been in operation long enough for the public to become accustomed to it, will result in increasing profits to the same extent that a similar system increased the profits of the electric lighting companies. It is effective in eliminating the unprofitable business.

It is probably too soon for shoe men to adopt a selling plan which makes a separate charge for the overhead expense although it is not beyond the bounds of reason that some day such a system will be put into effect. Such a system would make each customer pay for the service rendered, and would eliminate those customers the service to whom costs more than the profits on their purchases. No such system, however, is recommended at this time. The foregoing instances have been cited merely to show that overhead must be given careful consideration if prosperity is to be assured.

In the retail shoe business the principal items included in overhead and the percentage they bear to the total net sales are as follows:

The total buying expense ranges from 0.18 to 6.75 per cent. this range being due to the difference in stores. It is evident that a merchant handling but one or two makes of footwear, and who confines himself largely to standard models, will not have the buying expense of one who specializes in novelties. There are lines of retailing where the buying expense could hardly be included as an overhead expense. As the word is used here "overhead" includes these expenses that would go on if the store was closed for a short period but kept in condition for an immediate opening. It is evident that no shoe man could keep his stock in condition for an immediate opening, especially where novelty footwear is carried, unless the buying force was maintained.

Salaries and wages of the sales force range from 4.9 to 16.86 per cent. of the net sales. This does not include PM's which, according to the definition just given, could not be included as part of the overhead. Instead, they are a part of the operating expenses.

Any concern that stops advertising is soon forgotten. By looking back through the files of any popular magazine or large newspaper you will find advertised articles and products which at that time were well known and widely used, but which are now forgotten. Some of the advertisers are still in business, but when one sees these old announcements he wonders if the product is still on sale. Advertising, then, would appear to be a legitimate overhead charge, this item of expense ranging from 0.15 to 7.65 per cent. of the net sales.

Where a delivery system is maintained for the convenience of the customers it must be held in readiness whether sales are being made or not. Of course, where the parcel post or some outside company is depended upon the delivery becomes an operating rath-

The White Season Is Now On



Over 200 Dozen Women's White Low Shoes On the Floor

- 3700—Women's White Poplin Six Eyelet Oxford, turn covered Louis heel, plain toe, A-B-C-D, 3/8..... \$2 50
- 3701—Women's White Poplin Six Eyelet Oxford, turn covered 14-8 Military heel, plain toe, A-B-C-D, 3/8..... 2.50
- 3702—Women's White Poplin, square throat, plain pump, small bow, turn covered Louis heel, A-B-C-D, 3/8..... 2 50
- 3703—Women's White Poplin, square throat, plain pump, small bow, turn covered 14-8 Military heel, A B-C-D, 3/8..... 2.50
- 3732—Women's White Polard Cloth Oxford Welt, 13-8 white enameled heel and sole, lmt. tip, B-C-D, 3/8..... 3 70

Look for Specials Every Wednesday

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan

er than a fixed cost, because no expense is incurred unless actual deliveries are made. Where delivery equipment is maintained, however, no matter whether the equipment consists of a boy and a bicycle, or a fleet of automobiles, there is a fixed delivery cost connected with the business. The cost of delivery runs from nothing up to 3.2 per cent. of the net sales.

Management expense goes on regardless of whether sales are made or not as long as the business remains intact. The management expense includes management and office salaries, and all other expenses connected with keeping records or of supervision. This item varies widely, the lowest being 0.33 per cent. and the highest 9.4 per cent. of the net sales.

Rent ranges from 1.51 to 14.7 per cent. of the net sales, this variation being caused to a marked degree by the way the available space is used. If space is wasted this item of overhead goes up. If every square inch of floor space is used in the most effective manner the item comes down. Ordinarily those who are most successful make the most effective use of the floor space occupied.

Heat, light and power varies from 0.16 to 2.4 per cent. of the net sales. The size of this item, of course, depends upon whether or not a repair shop is operated in connection with the store. It also depends upon the efficiency of the heating system, and upon the lighting installation. In a great many stores better lighting effects could be secured for less money by making a few changes in the installation. Retailers will find it profitable to give attention to this feature of the fixed charges.

The insurance on stock and equipment varies from 0.11 to 1.74 per cent., a variation resulting to a great extent from the difference in the value of equipment in different classes of stores.

The difference in the amount of taxable property in different stores is indicated by the fact that taxes range from 0.02 to 1.99 per cent. of the total sales.

Repairs, renewal and depreciation of equipment run from about 0.07 to 3.21 per cent. This is another variation due to the difference in class of equipment and in the policy of renewing equipment.

Losses from bad debts run from nothing in strictly cash stores to 1.34 per cent. for those who sell high grade shoes and extend credit. This is one item of overhead which can be eliminated by adopting a strictly cash basis. It is one also that can be allowed to run up so high as to put a man out of business. Of all the items of overhead it is probably the most dangerous one to neglect.

The figures given here are those gathered by the Bureau of Business Research of Harvard University. The actual figures do not matter as much as that each shoe dealer should go over these items in his own business to discover whether or not they are producing as much as they should. The most profitable way of reducing the percentage that these items bear to the net sales is not by cutting down the cost but by making the present costs result

in more sales. For example, it is far more profitable to increase the sales of each salesman than it is to attempt to cut down the selling cost by reducing the sales force. It is more profitable to increase the effectiveness of the advertising by making it better, by using copy that will sell more goods, than it is cut down the advertising expense.

To cut down any item of overhead expense without giving the matter careful thought is likely to prove costly. The only safe way to cut down expenses is to scale down every item, and that usually means moving into a smaller store which alone would be likely to have a detrimental effect upon the business. The most profitable way to reduce overhead is to increase the business without increasing the expenses. Few business institutions are already operating at such high efficiency that they can not increase sales without increasing expenses.

Usually the average book of the salesman can be increased. A most always the selling value of the advertising can be made greater. In any case it is profitable to give careful study to the overhead expense, to analyze it, and to arrive at some definite figure which represents the cost of serving customers. It may happen that this figure will have to be used to show the public that the dealer is not profiteering.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 10—A bill recently signed by Governor Sleeper meets with the hearty approval of the traveling fraternity generally. It is a bad check bill, and becomes effective within ninety days. By its terms a person issuing a bad check commits a felony, although given seven days from date of check to make the amount on the face. The bill has had the backing of retail merchants, bank men, credit men's associations and the hotel fraternity. Some of the country merchants opposed it as too drastic, but Governor Sleeper felt that the seven day clause gives any merchant plenty of opportunity to make good on a check, even though he may have overdrawn his bank account.

Eleven of the thirteen traveling representatives of the Grand Rapids Dry Goods Co. now cover their territories by automobile. This innovation has been forced on the fraternity by the action of the Wilson administration in crippling the railway service by putting railway employes on an eight hour basis, which precludes the possibility of trunk salesmen using regular train service more than half the time. Nothing has ever given the traveling men a more staggering blow than this action of the administration. It has crippled the transportation service to that extent that local shipments are demoralized beyond the hope of recovery.

Arthur D. Carroll (Ideal Clothing Co.) is putting in three weeks in the Eastern markets, studying the clothing and overall situation. He expects to return about June 17. He is accompanied by Mrs. Carroll.

Cornelius Crawford (Hazeline & Perkins Drug Co.) has repainted his home on Paris avenue a very attractive shade of the yellow order.

Walter Lawton hated to leave home Monday for two reasons—his home is in possession of carpenters, painters and masons, changing his front porch from a wooden to a brick and cement structure and duty calls him to Detroit, where the street car strike is in full force.

H. Fred De Graff, formerly with Foote & Jenks, but for the past four years Michigan and Ohio representative for the Ladysmith Chair and

If the quality is kept up, neither manufacturer nor merchant need worry about the business keeping up.



WE devote our time to keeping up the high grade Quality of Mayer Honorbilt Shoes. Sales naturally follow when Honorbilt Quality leads the way.

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.

Furniture Co., of Ladysmith, Wis., has engaged to cover Western Michigan for the National Sack & Paper Co., of Chicago. He will see his trade every sixty days.

Because of so much explanation and confusion we wish to advise the members of Grand Rapids Council that your Council dues for the last six months are due; also assessment No. 150. By mailing \$4 to Secretary Rockwell you will save 3 cents; also the explanation of not having all of your dues paid.

William E. Sawyer and wife spent Sunday at Allegan en route to Grand Rapids from the convention. The occasion was Mr. Sawyer's mother's birthday.

Mr. and Mrs. Harvey A. Gish will entertain this week for Mrs. Gish's father and mother, Mr. and Mrs. Harrison.

Too much praise cannot be given the ladies who attended the convention from Grand Rapids. They sure put pep in pepper and loyal in loyalty and Grand Rapids Council wishes to extend their thanks to each and every one of you for the success attained at the convention.

Things will soon be in shape to get under way for the big U. C. T. picnic, date to be announced later some time in July.

J. J. McGeny, who was in a very painful auto accident a short time ago, has undergone an operation at St. Mary's hospital and would be very much pleased to have some of his brother travelers pay him a call.

R. A. Waite returned Sunday from a very successful business trip through the East.

It might be well for brother Snow to pass up the idea of trying to knock everything out of the way while en route to a travelers' convention. This might be accomplished with a tank, but not with a pleasure car.

L. E. Stranahan.

Knowledge of Agent Made Knowledge of Company.

The following act passed by the Wisconsin Legislature and signed by the Governor, which makes knowledge of the agent knowledge of Company, is now law in that State:

"To the people of the State of Wisconsin, represented in Senate and Assembly, do enact as follows:

"Section 1. A new section is added to the statutes to read: section 4202p 1. Knowledge of an agent of a fire, casualty or marine insurance company at the time a policy is issued or an application made shall be knowledge of the company, and any fact within breaches a condition of the policy and is known to the agent when the policy is issued, or the application made shall not void or defeat a recovery thereon in the event of loss.

"2. Error or mistake in designating the person to whom the insurance is payable in a policy of fire insurance shall not void the policy notwithstanding its terms, unless it shall be found as a fact that such error or mistake was due to fraud, misrepresentation, or concealment on the part of the owner of the property, or the person representing him in procuring the issue of the policy, or that the company would not have issued or continued the policy if it had known the facts.

"Section 2. This act shall take effect upon passage and publication.

Don't be too ambitious; the canker of an over-vaulting ambition has eaten up the happiness of many a life and shortened its years.

Push the
"Bayside" Tennis

Because: Every style fits perfectly.
Every style wears excellently.
(for Baysides are pressure cured.)
Every style for which there is a big demand is made in Bayside Brand.



Hood's "Bayside"
is made in either
Brown or White or Black.

White goods have white soles.	Men's White, Brown or Black . . . \$0.99	Bals	Oxfds
Brown goods have red soles.	Boys' White, Brown or Black94	.82
Black goods have white soles.	Youths, White, Brown or Black89	.77
	Women's White or Black94	.82
	Misses' White, Brown or Black84	.72
	Child's White, Brown or Black79	.67

Come in next Wednesday on
CITY DAY
and take advantage of our large stock, prompt service, and trade building goods.

Grand Rapids Shoe & Rubber Co.
The Michigan People
Grand Rapids

---Keds---

Don't forget we are headquarters for this popular line of Rubber soled canvas footwear.

Spring and summer weather are going to bring a big demand for them.



Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

R. K. L.

R. K. L.

- No. 3660—Misses' Tan Barefoot Leather Sole, 11 1/4 to 2 . . . \$1.45
- No. 3960—Child's Tan Barefoot Leather Sole, 8 1/2 to 11 1.25
- No. 4960—Infant's Tan Barefoot Leather Sole, 5 to 8 1.10



- No. 3661—Misses' Tan Play Oxford, Leather Sole, 11 1/4 to 2 \$1.55
- 3961—Child's Tan Play Oxford, Leather Sole, 8 1/2 to 11 1.40
- 4961—Child's Tan Play Oxford, Leather Sole, 5 to 8 1.25

The Barefoot Season has arrived. Let us supply your sizes.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.



The Opportunity of the Graduates of America.

Napoleon said he would rather have an army of sheep led by a lion than an army of lions led by a sheep. In civil as well as in military life the leader is the important man. It is he who spurs the multitude and sets the pace in the march of civilization. In science, in art, in letters, in commerce and invention, in all the industrial arts and sciences, he leads the masses up the victorious heights of progress.

The object of the higher education is to train men and women to become leaders of civilization. The four years' course in our colleges and universities is not provided to train students for merely selfish ends or individual profit. It is not to make them pedants or scholarly recluses, or to sharpen their intellects so that they will the better be able to coin their brains into money or use them to advance their personal interests in politics, commerce, or whatsoever vocation they may choose to enter. Those extra years of intensive training are to qualify them for leadership in the service of humanity, to make them not merely rhetorically, but in reality, torchbearers of civilization.

When, on April 6, 1917, in order to make the world safe for democracy, America declared war on imperial Germany, the world was amazed at the rapidity with which the United States mobilized her forces, put millions of men in training and transported an army of over two millions over seas. What made this unprecedented feat possible for a peaceful non-militaristic nation was not alone America's vast resources in men and National wealth, but, also, indeed primarily, because of the aptness and intelligence of her people. Never was the truth made more apparent, that the greatness and prosperity of a country rest on the education of its inhabitants.

And never at any crisis in our National history did our higher institutions of learning so well justify their existence. Never did they so convincingly prove as in this supreme hour when the civilization of the world was in danger that the young men who were flocking to them in ever increasing numbers are being trained for practical leadership. At once, when war was declared, colleges, universities and technical schools all over the country became centers of military enthusiasm and war-like preparation.

And young men eager to obtain commissions, whether in the army or navy, or to enter the aviation service, found that their knowledge of higher mathematics, of physics, and other advanced subjects were absolutely necessary to their success. It is noteworthy, too,

that one of the things that astonished European officers was the high qualities of leadership, the daring and resourcefulness, quickness and foresight displayed by young American officers, fresh from college or technical school, who had but a few months' military training and had never before been under fire.

Many of these young men, some of whom had not finished their college course when they sailed over seas to their great adventure, will never return. They made the supreme sacrifice for liberty and democracy, and their bodies lie "in Flanders fields, where poppies bloom," and on many an historic battlefield in France. With their heroic European comrades in arms they have saved civilization. In giving their lives, they gave a new birth to the world; and to their survivors, their classmates and the graduates who shall come after them, they have bequeathed a colossal responsibility.

Graduates of America, you who are now leaving school and college to take your places on the firing line of life, it is to you they have bequeathed the great task of completing the work that they and their allied comrades began. You must help fill the gaps that this hideous war has made in the ranks of the young college and university men of the world. While thousands of our own sons and brothers have fallen, their numbers are insignificant compared with the losses of our Allies. The flower of the young manhood of Europe has been destroyed. The great universities of France, Belgium, Italy, Russia and England; the ranks of poetry, science, art, music, letters, of skilled industry and occupations and professions of all sorts, have lost vast numbers of their most promising workers. And many of those who are left are maimed in body or handicapped in some

Kent State Bank

Main Office Ottawa Ave.
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Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - \$700,000

Resources

10 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

The Home for Savings

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**



CAMPAU SQUARE

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

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

Combined Capital and Surplus \$ 1,724,300.00
Combined Total Deposits 10,168,700.00
Combined Total Resources 13,157,100.00

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**

Guardian and Trustee

In addition to assuming the care of estates, this Company will act as Guardian or Trustee of the property of minors, or others not legally competent to assume charge of their affairs.

A large proportion of the trusts held by the GRAND RAPIDS TRUST COMPANY have been made for the protection and benefit of mothers, wives, daughters or minors. These trusts were made by men who appreciated the necessity of protecting their dependents by making a Will and securing the services of an ideal executor.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Capital and Surplus \$450,000.00

cruel way that robs them of much of their former strength. Europe itself is mutilated, and is crying out for help—help to rebuild her desecrated temples, her ruined homes, her shattered industries, her devastated lands.

If the duty laid upon you, American graduates, is a heavy one, the opportunity that confronts you matches it. Never had the graduates of any country in any age, since the world began, such an opportunity. You are to be the pioneers of a new order.

The old order is crumbling—has crumbled. Kingdoms and empires founded an imperialism and the suppression and enslavement of peoples have passed away. New nations are arising out of the ruins of the old autocracies, and in the great reconstruction period ahead of us, we look to you to be the builders of the newer and better world that was born in fire and slaughter and savage destruction on the battlefields of Europe.

America, too, is being regenerated in the new birth. She is no longer isolated from the rest of the world and concerned solely with her own interests. Her entry into the world war has broadened and enlarged her vision, and made her the acknowledged leader in concluding a peace that shall be based on justice to all. Above all, it has made her the leader of the new order, and the originator of the idea of a league of all the great nations, for the prevention of war in future. Her mission is a great one. As the one nation that has no selfish interest at stake, that is animated solely by high ideals, the whole world looks to her for a righteous settlement of the chaotic tangle in which the world found itself at the end of the war.

And it is to you, her graduates, whom she has trained for high and noble work, America looks to be her torch-bearers, to carry the light of her ideals and to perpetuate her glorious traditions in the coming years.

If your four years in college have not fitted you for this high task then your time has been wasted, for you have not profited by the advantage you have enjoyed.

Knowledge is power only when it can be made available in the practical world of affairs. The questions that confront the college graduate to-day are not "What have you learned?" or "How much do you know?" but, "What can you do?" "Can you use what you know to the best advantage?" "Can you convert your education into power?"

President Nicholas Murray Butler, of Columbia University, says that there are five things that distinguish an educated man from his less fortunate fellows. They are:

1. Correction and precision in the use of his mother tongue.
2. Refinement and gentleness, which are expressive of fixed habits of thought and action.
3. The power and habit of reflection.
4. The power of growth.
5. Efficiency, or power to do.

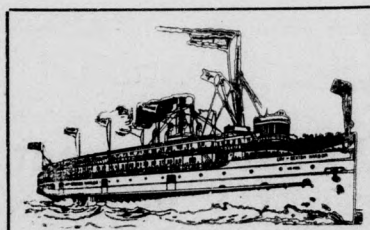
While not minimizing the importance of the other four points, it is the fifth on which the world lays most stress to-day. The age of the theorist, the mere bookworm, is past. With its manifold problems awaiting solution, the

world demands men of action, practical workers who can transmute their knowledge into power, and who will help progress to take another step forward.

The college graduate who has profited by his opportunities will be no diletante dreamer. Neither will he be puffed up with the conceit of his own importance and great erudition, convinced that his diploma will move the world. His four years' training in a mental gymnasium will have strengthened his faculties and developed his mentality, as a course of training in a physical gymnasium strengthens and develops the muscles of an athlete. It will not merely have improved one faculty—the memory, for example—at the expense of others. On the contrary, it will have strengthened all the faculties; it will have made the whole man larger, broader, more potent. It will have increased his natural ability a hundred-fold, it will have stiffened his mental vertebrae and added incalculably to his value as a world-worker, a civilization maker.

It is this sort of a graduate, the young man who has got possession of all his powers, who has perfect control of himself, who has the genius we call practical common sense, who looks on his diploma, not as a lever with which to move the world, but merely as a recommendation of merit; who does not dream of beginning at the top and doing great and unusual things at the start, but who is willing to take off his cap and gown and, if necessary, to begin at the bottom, to tackle earnestly and with a will the prosaic actual conditions that confront him; it is this sort of a man who will prove his worth to the world and demonstrate the real value of a college education. As the silkworm transmutes the mulberry leaf into satin, so will he transmute his learning into practical power.

President Cleveland said: "I would rather my son would grow up to be competent to plan and build a structure like the Brooklyn Bridge than to see him in any place of honor that his fellow citizens could bestow on him."



GRAHAM & MORTON
Transportation Co.

CHICAGO

\$3.50 Plus War Tax

Michigan Railway

Boat Flyer 9.00 P. M.

DAILY

Leave Holland 9 30 p. m. DAILY
Leave Chicago 7 p. m. DAILY

Prompt and Reliable for **Freight Shipments**

A Buying Market

Manufacturers who consume many kinds of raw materials and merchants who deal in many kinds of articles can only hope to know when to buy by being thoroughly posted on the basic conditions in



Established 1853

all lines. The Monthly Trade Report issued by this Bank covers the most important fundamentals and gives a bird's-eye view of the general business situation. Ten minutes per month devoted to reading it should make any business man a better business man. And one of these is yours for the asking.

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

Don't Lose It

A LIBERTY Bond is cash; it is cashable anywhere. Be patriotic and own some, but **don't leave such things lying around.**

They should be safe-deposited. Thousands of boxes for rent. The largest and strongest vault in the State. On the street level.

THE MICHIGAN TRUST Co.

OF GRAND RAPIDS

Safe Deposit Department.

Pearl and Ottawa.

It is up to you, my graduate friends, to demonstrate your ability to do the big practical things that are waiting for you, to demonstrate to the world that the man with a diploma has learned to use the tools of life skilfully, learned how to focus his mind so that he can bring the whole man to his task.

Knowing a lot of things is not education. Merely learning more and more facts, piling up knowledge, making the brain a great cluttered memory chamber, doesn't necessarily make one an educated man or woman. To be educated is not merely to be able to repeat things like a parrot, but to grasp principles with vigor, to analyze, to synthesize, to think consecutively, logically, and to apply theory in successful practice. The ability to read a Latin diploma is not a test of true education; a stuffed memory does not make an educated man. The only knowledge that a man really has is that which he can use.

A college man who could read, write and speak in ten different languages was arrested some time ago for begging. When brought before a magistrate on a charge of vagrancy, his defense was that he could find nothing to do, and he protested it was very strange that economic conditions were such that an educated man like himself could not earn a living.

Now, although this man was proficient in ten languages he was not really educated, not trained in a practical way. If he had been practically educated he could certainly have earned a living.

The number of impractical college graduates of this kind is legion. We meet them everywhere—as conductors and motormen on street-cars, as perpetual clerks with no chance of promotion, as writers of occasional verses for magazines and newspapers, or as hangers-on in society—men who have no strength to rise in the world, because they have not digested and assimilated the knowledge they acquired at college; have never transmuted it into practical power.


When we are face to face with the question of living-getting, there is a great difference between merely absorbing knowledge—making, as it were, a sponge of one's brain—and the ability to transmute every bit of knowledge into vital force, into working capital. There are thousands of college-bred men and women in this country who are loaded with information they never have been able to put to any use, to make available for any working purpose. Like the man arrested for begging, they know a great deal, but can not use their knowledge. They are conscious of wealth stored in their mental reservoir, but they can not turn it to account, and so are really poor. Their wealth is not available; it has not been transmuted into life power.

"A man is educated," says a great clergyman, "who is so trained in his perceptive faculties, in his analytical powers—so trained in all his abilities of one kind and another that, put him down in the midst of difficult surroundings, he will be able to see where he is, able to understand what the occasion calls for, and able to master his conditions instead of being overwhelmed

SAVE MONEY by insuring in the
Michigan Mercantile Fire Insurance Co.
Mich. Trust Bldg. Grand Rapids, Mich.

STERENBERG & CO.
Merchandise Adjusters and Sales Experts
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LOOSE LEAF SPECIALISTS
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237-239 Pearl St. near the bridge, Grand Rapids, Mich.

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 machine and size platform wanted, as well as height. We will quote a money saving price.
Sidney Elevator Mfg. Co., Sidney, Ohio

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GENERAL RATING BOOKS
now ready containing 1,750,000 names—fully rated—no blanks—EIGHT POINTS of vital credit information on each name.
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What Kind of an Investment Interests You?

If you favor-risking your money in purely speculative oil leases or shares in a might-be mine, sweetly pictured as exempt from the possible return of gushless gushers or oreless holes and specially selected to permit each investor to draw life competency at reduced rates, we can direct you but not advise.

If you favor a real chance in a low-priced stock in some industrial having possibilities but meager assets, directed by honest efforts to combat financial stress, due to past business depression, we can tell you of several promising and deserving ventures.

But, if you are of a more conservative mind, and might become interested in a meritorious proposition, and willing to acquaint yourself regarding a sound investment opportunity in a well-established industrial, free of debt, earning money and paying dividends, officered and managed by practical men of known affairs, now expanding its business to enable it to manufacture, in its own line, a commodity in greater demand than the possible supply, owning marketable assets much greater in value than its capital, capable of earning and **PAYING MUCH LARGER DIVIDENDS**, selling stock at ground floor prices solely to finance its expansion needs, we can guide you wisely by

Unhesitatingly Recommending an Investment in the Petoskey Portland Cement Company Stock

as one of profit and reliability, representing an opportunity of worth, and an investment that does not necessitate future apologies or require unauthorized presentation with promise of untold wealth for a mere trifle.

If you are interested in learning more about any one of the above we would be pleased to assist.

The price of this stock is now \$14 per share.

Petoskey Portland Cement Company

PETOSKEY, MICHIGAN

A. B. KLISE, Pres.

JOHN L. A. GALSTER, Sec. and Treas.

HOMER SLY, 1st Vice-Pres.

J. C. BUCKBEE, 2nd Vice-Pres.

F. A. SAWALL COMPANY, Inc.
405-6-7 Murray Building,
Grand Rapids, Mich.

Gentlemen: Without any obligation on my part, send me all information you have regarding the Petoskey Portland Cement Co.

Name

Address

The Michigan Securities Commission does not recommend the purchase of any security and its approval must not be construed by investors as an endorsement of the value.

by them. The man who can master himself, and master his surroundings, wherever he may be, only give him a little time, he is an educated man. The man who is the victim of his conditions and surroundings, with no practical ability or power, may know ever so much, but he is not educated."

This acid test of an education is now to be applied to you, my friends. During the past four years you have been drinking in knowledge, taking in facts, theories, principles. Now your whole mental processes are to be practically reversed. You are to give out rather than to receive. Instead of being purely a receptacle for receiving and holding things, your mind must now become a living fountain, ever flowing, giving out. There must be an inflow, of course, or you would cease to grow, and the fountain would become exhausted, but the inflow will be of a different kind; it will be the result of your practical experience in the school of life.

No matter how much you may have gained from books and professors, or how many college degrees you may have, to round out your education, you must get practical experience. This can only be acquired by training in the life school, the school of hard knocks. That is, you must undertake responsibilities, you must think and act for yourself. There is little use for automations in the busy world; if you ever expect to amount to anything, you must learn to do things by taking the initiative instead of waiting round for instructions, for some one to tell you just how or what to do. You must assume responsibilities and take the consequences, good or bad. Every practical business man is "a man from Missouri." He takes nothing for granted; you have got to show him what you are made of. Your high rank in college, your superb scholarship, means nothing to him. The question he asks is, "Can you make good?" If you can not, away with your diploma, away with your college theories.

"We have no use for colleges," said Edward Everett Hale, "unless they can

make men out of boys. First of all, boys and girls should know who they are, what they are, and what they are to live for. They are to know that they are in a world where each lives for all and all for each."

Herein, after all, lies the supreme responsibility of the graduate—the obligation his special training lays upon him to serve mankind. He should regard his education as a sacred trust. He should look upon it as a power to be used, not alone for his advancement, or for his own selfish ends, but for the betterment of all mankind. Especially at this great crisis in the struggle for higher ideals and better conditions for all, should he give himself fully for the general welfare.

Great advantages bring great responsibilities. You can not divorce them. Your education greatly increases your obligations to society. It is coupled with responsibility which you can not shirk, without paying the penalty of shrinking in growth, in strength, in mentality, in usefulness. As a matter of fact, things are so managed in this world that no one can use his divine gift for himself alone and get the best out of it. To try to keep it would be as foolish as for the farmer to hoard his seed corn in a bin instead of giving it to the earth, for fear he would never get it back.

The man who withholds the giving of himself to the world does it at his peril, at the cost of mental and moral penalty.

The way to get the most out of ourselves, or out of life, is not to try to sell ourselves for the best possible price but to give ourselves, not stingily, meanly, but royally, magnanimously to our fellows. The man who sells himself always gets cheated. The man who tries to keep his education, his superior advantages for himself, who is always looking out for the main chance, only shrivels, and strangles the very faculties he would develop.—Orison S. Marden in Success.

Love at first sight is easy, but few people can stand the test of a protracted acquaintance.



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

WM. H. ANDERSON, President
J. CLINTON BISHOP, Cashier

LAVANT Z. CAUKIN, Vice President
ALVAFT. EDISON, Ass't Cashier

Fire Insurance that Really Insures

The first consideration in buying your fire insurance is SAFETY. You want your protection from a company which really protects you, not from a company which can be wiped out of existence by heavy losses, as some companies have been.

Our Company is so organized that it CAN NOT lose heavily in any one fire. Its invariable policy is to accept only a limited amount of insurance on any one building, in any one block in any one town.

Our Company divides its profits equally with its policy holders, thus reducing your premiums about one-third under the regular old line charge for fire insurance.

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary FREMONT, MICHIGAN

INSURANCE AT COST

On all kinds of stocks and buildings written by us at regular board rates, with a dividend of 30 per cent. returned to the policy holders

No membership fee charges.

Insurance that we have in force over \$2,500,000

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE

Insurance

FREMONT, MICH.

We specialize in Mutual Fire Insurance and represent three of the best Michigan Mutuals which write general mercantile lines at 25% to 30% off Michigan Inspections Bureau rates, we are also State Agents for the Hardware and Implement Mutuals which are allowing 50% to 55% dividends on hardware, implement and garage lines.

We inspect your risk, prepare your form, write your policy and adjust and pay your loss promptly, if you meet with disaster. If your rate is too high, we will show you how to get it reduced.

Why submit to the high rates and unjust exactions of the stock fire insurance companies, when you can insure in old reliable Mutuals at one-half to two-thirds the cost?

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

What is Mutual Fire Insurance?

It is the principle of self-government of government "of the people, by the people and for the people" applied to the fire insurance business.

Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

327 Houseman Bldg., Grand Rapids, and save 25% on your premium. For 10 years we saved our members thousands of dollars annually.

We pay our losses in full, and charge no membership fee. Join us.



Michigan Retail Dry Goods Association.
 President—D. M. Christian, Owosso.
 First Vice-President—George J. Dratz,
 Muskegon.
 Second Vice-President—H. G. Wendland,
 Bay City.
 Secretary-Treasurer—J. W. Knapp,
 Lansing.

Revolution in Button Industry Since War Begun.

The last five years have witnessed a complete revolution in the domestic and foreign trade in buttons of the United States. The total exportation of buttons from this country in the last calendar year was 86 per cent. greater than the imports for that period, in striking contrast to the situation in 1914, when the total value of imports was threefold greater than that of the exports.

A survey of the statistics relating to the trade, prepared by the Division of Statistics of the Bureau of Foreign and Domestic Commerce, shows that the sources of our foreign supplies have also been changed around so that imports are now coming from Japan where formerly they were furnished by Germany and Austria-Hungary. Exports of buttons from the United States have gone chiefly to Canada, England, Australia, Brazil, and Cuba, with increasing amounts to Argentina, Mexico, and other Latin-American markets formerly supplied to a large extent by Germany.

The outbreak of the war cut off imports from Europe, which fact, coupled with the increased demand from army and navy, added impetus to the domestic industry, resulting in the development of modern automatic machinery, improved efficiency in labor, better shop management, and the utilization of waste material in the process of manufacture. These factors all contributed toward economy in production costs and an increased output of American buttons of superior quality and moderate price.

Of all the little articles of everyday utility the button perhaps shows a wider range of application and greater beauty and variety in shape, color, design and material than any other. Organic, inorganic, and synthetic substances contribute the raw materials from which the button is made. Products of earth and sea, of forest and stream, of the animal, vegetable, and mineral kingdoms are used from the plebeian bone button of the workman to the jeweled one in the turban of an Indian rajah or the symbol of rank on a mandarin's cap. Besides jewels, precious metals and semi-precious stones, nickel, aluminum, copper, cut steel, bronze, brass, plain and colored glass, cut glass, china, porcelain, bone, horn, rubber, galalith celluloid, vegetable and artificial ivory, silk, mohair, and other

textiles, agate, amber, true ivory, jade, malachite, shell, mother-of-pearl, sandal, and other woods are just some of the materials which have contributed to the infinite variety of button manufacture. Other substances less well known as entering into the process of manufacture are dyes, ochre, carbon black, varnish, shellac, linseed oil, turpentine, alcohol, shoe pegs, glue, pumicestone, mica, asbestos, book paper, vermilion, and acids.

New York State produces about two-thirds of all the vegetable ivory buttons and about one-half of the finished pearl buttons made in the United States, and the bulk of all button imports and exports are entered and cleared through the customs district of New York. Of the total domestic exports of buttons during the fiscal year 1918, Canada received 38 per cent., England 18 per cent., Mexico 6 per cent., and Cuba, Argentina, Brazil, and Australia about 5 per cent. each.

From the beginning of its commercial exploitation in 1891, the domestic manufacture of fresh-water pearl products has steadily increased until it now amounts to about \$9,000,000 annually, according to a recent estimate of the Bureau of Fisheries, the home market absorbing greater quantities than are exported from the United States. Pearl buttons below twenty-six lines in size constitute by far the larger part of the American importation, and with increased imports there has been a decrease in price. Pearl buttons form over one-third of the total American exports. Notwithstanding the increased cost of labor and raw materials and higher freight rates during the war period, there has been a decrease in the price of fresh-water pearl buttons. This is partly due to the installation of automatic machinery for sawing, grinding, fac'ng, and drilling, processes which were largely performed in the early stages of the industry by so-called hand machinery.

With the exception of pearl, the imports of agate buttons exceeded other varieties in both quantity and value, the total imports for the four fiscal years 1915-1918 amounting to 9,733,349 gross valued at \$506,446. Imports of vegetable ivory buttons in the United States fell from \$29,724 in 1915 to \$13,624 in 1918, the domestic manufacture of this variety being greatly increased during the war as the tagua, or vegetable ivory, nuts were shipped as ballast from the Latin-American countries.

Prior to the war Germany probably led the world in button production, but with the closing of the port of Hamburg as the great world market

FILL-INS

This is the season and weather when you ought to keep your stock well assorted.

We have a large and well assorted stock of merchandise in most departments.

Our buyers are in New York continually in order to secure and carry a large and well assorted stock.

We are putting in a better class of merchandise and all the well known brands. Our BEAR BRAND HOSIERY has arrived and is selling fine.

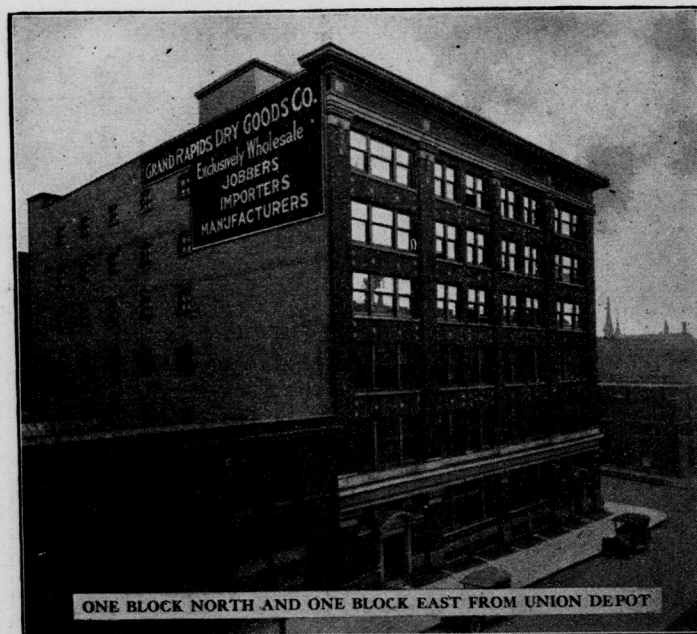
Our increased trade proves that we must be making progress toward making our House a real Dry Goods Market.

In reorganizing our force and adding additional lines and with our wonderfully increasing business, our service in some instances has not been all that we would like to have it. The trade has been uniformly considerate and we desire to express our appreciation and solicit your further co-operation.

YOU SHOULD BUY NOW — ESPECIALLY BECAUSE THE MARKET IS RISING SO RAPIDLY. BY THAT WE DO NOT MEAN THAT YOU SHOULD SPECULATE ON THE MARKET, BUT YOU SHOULD TAKE CARE OF YOUR NEEDS FOR THE NEAR FUTURE. NOT ONLY ARE THE PRICES GOING HIGHER BUT IT LOOKS AS IF THERE MIGHT BE A SCARCITY OF SOME MERCHANDISE.

You had better see our salesman or send us your order by phone or mail **RIGHT NOW. DON'T DELAY.**

It is hardly necessary to tell you about **CITY DAY** but we don't want you to forget to come and see us **NEXT WEDNESDAY (CITY DAY)** when you will find **REAL BARGAINS** in **EVERY DEPARTMENT.**



QUALITY MERCHANDISE
Exclusively Wholesale **No Retail Connections**



BEAR BRAND Record Sox Have Reached the Top for Quality and Wear.

BEAR BRAND RECORD SOCKS

A splendid sock that is in the 100% class for quality, value and wear. The quality insures greatest possible service—the exceptional value will appeal to your customers. Colors: Black, brown, gray, white, slate, navy blue and Palm Beach. Sizes 9½ to 12. Price per dozen, \$2.15.

*The following numbers in men's goods:
These prices in effect east of Salt Lake City*

ENGINEER AND FIREMAN—Carded yarn, medium weight Men's two-thread half hose with three-thread heel and toe. Colors: Black, brown and slate. Size 10½, weight 25 ounces. Size 10½, 136 needles. Per dozen \$2.00

RIDER AND DRIVER—Carded yarn, medium heavy weight Men's two-thread half hose, with three-thread heel and toe. Colors: Black and brown. Size 10½, weight 29 ounces. All sizes 124 needles. Per dozen \$2.15

RECORD—Combed yarn, light weight Men's two-thread half hose, with three-thread heel and toe. Colors: Black, brown, gray, white, slate, navy blue and Palm Beach. Size 10½, weight 17½ ounces, 172 needles. Per dozen: \$2.15

MOCCASIN—All mercerized light weight Men's half hose with high spliced heel, crow foot stitch sole, three-thread heel and toe. Colors: Black, white, brown, gray, slate, navy blue and Palm Beach. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen \$3.00

BANKER AND BROKER—Improved "BEAR BRAND" special knit hem top. Extra light weight, silk lisle, half hose, knitted from two-ply doubled and twisted, highly mercerized yarn. Has double foot and four-ply heel and toe. Colors: Black, brown, navy, gray, slate, white and Palm Beach. Size 10½, weight 15 ounces. Per dozen \$2.25

ENSIGN—Extra light weight, 220 needle mercerized Men's hose, double foot and four-ply heel and toe. Colors: Black, brown, navy, gray, slate, white and Palm Beach. Size 10½ weight 15 ounces. Per dozen.....\$3.00

TUSCUMBIA—Plaited Fiber Silk over cotton Men's half hose with extra long combed yarn, two-thread advanced toe and three-thread heel and toe. Colors: Black, white, gray and Palm Beach. Size 10½, weight 15 ounces All sizes 138 needles. Per dozen.....\$3.30

PARASILK—Plaited Fiber Silk over mercerized Men's light weight half hose, with high spliced heel, crow foot stitch sole and three-thread heel and toe. Colors: Black, white, brown, gray, slate, Palm Beach and

navy blue. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen\$4.25

BARONET—Plaited Fiber Silk over mercerized Men's light weight half hose with high spliced heel and double sole and three-thread heel and toe. Colors: Black, white, brown, gray, slate, Palm Beach and navy blue. Size 10½, weight 17 ounces. Size 10½ on 220 needles. Per dozen \$4.37½

BEAR BRAND Hosiery is distributed entirely through your jobber, giving you a source of supply which means prompt delivery, low freight rates, clean fresh stocks and quick turnover profits.

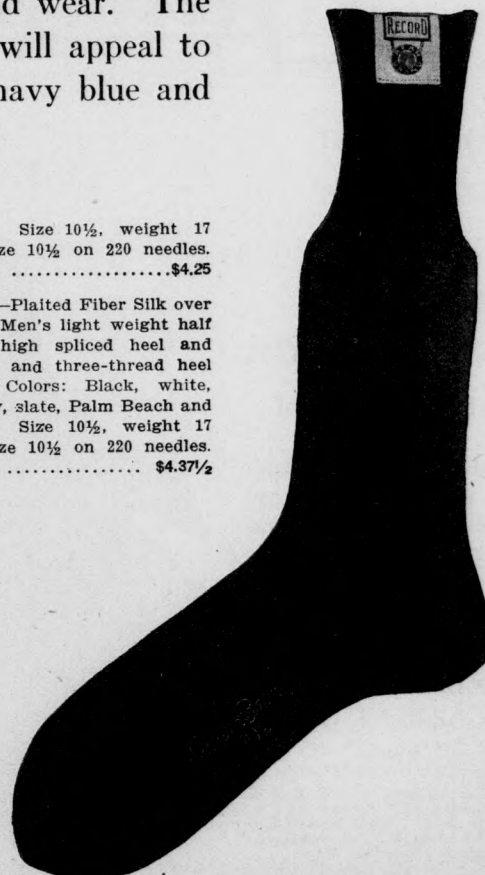
WRITE FOR NAME OF JOBBER NEAREST YOU

PARAMOUNT KNITTING CO.

Hunter Bldg.

MANUFACTURERS

CHICAGO



for button-making materials there was a shifting of trade to the Far East, greatly stimulating the Japanese industry and the exports from that country to the United States. Imports into the United States from Japan reached a value of \$1,026,231 in the fiscal year 1918, constituting 80 per cent. of the total value of all buttons received, as compared with \$127,966, or 6 per cent. of the total imports in the fiscal year 1914.

During the six months ended with March, 1919, the total exports from this country were \$1,603,102, as compared with the total imports of \$668,407, the average monthly exportation of \$267,184 being more than twice the value of the average monthly imports, amounting to \$111,401.

Lower Postage Rates July 1.

Watch your stamp purchases during June. Business concerns which customarily purchase stamps and stamped envelopes in large lots should bear in mind that the rate on first-class mail matter drops from 3 cents to 2 cents an ounce on July 1, and postal cards to 1 cent each. While it will be possible to dispose of extra 3 cent stamps held after that date by using them on parcels post shipments, 3 cent stamped envelopes and 2 cent postal cards will represent a loss, unless, which is not likely, the Post Office Department makes provision for their redemption.

Section 1401 of the revenue law, providing for the return to the old rates of postage, was the only cheerful paragraph in what, to most people,

is a sad and expensive story, and all should show Uncle Sam that his generosity is appreciated by losing no time in taking advantage of the reduction in rates.

On October 3, 1917, when 3 cent postage went into effect, the stamp bill of the Republic was increased by 50 per cent. overnight. In the twenty-one months during which this rate will have been in force, the Government has secured many hundred millions of dollars revenue from the extra cent tacked on to every letter and post card.

In reducing the rate, the stand was taken that this tax affected everybody in the country, the very poor as well as the very rich, and that more good could be accomplished by its repeal than by the repeal of any other tax. It was readily realized by Congress that the higher rate was a serious burden upon business as well as upon the public at large, the postage bill of many concerns being hundreds of thousands of dollars a year.

We are manufacturers of
Trimmed & Untrimmed HATS
for Ladies, Misses and Children,
especially adapted to the general
store trade. Trial order solicited.
CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and
Island St.
Grand Rapids, Mich.

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The Most Complete Line of One Piece Garments on The Market

In both adult and children's sizes, in range of colors and fabrics. Sample assortment on approval. Send today. Over 2,000 dealers sell the line.

MICHIGAN MOTOR GARMENT CO.

Factories:
Greenville and Carson City, Mich.

Offices and Branches: 1016 Medinah Bldg., Chicago; 3429 Ashland Ave., Indianapolis; 30-401-2 Euclid Arcade, Cleveland; 615 Locust St., Des Moines, Ia.; 147 Dwight St., Springfield, Mass.



"Apex" Underwear

"APEX" is underwear that makes customers for a store with the first sale. It is a quality line that insures good value, service and economy for your trade.

The perfect fitting garments always please the wearer and complete satisfaction is assured at all times.

"APEX" UNDERWEAR is a splendid business building line that promotes profit and prestige in the Underwear Department.

The Adrian Knitting Company Adrian, Michigan



Legislature to Abolish the Infamous Surcharge.

At the regular session of the Legislature of 1919 the Insurance Committee of the Senate recommended the enactment of a bill prohibiting the levying of a surcharge on insurance policies. The Senate accepted the recommendation and passed the bill, which then went over to the House and was regularly referred to the Insurance Committee of that legislative body, where it was effectually tabled, instead of being recommended to the House for enactment, as should have been done. Several reasons are advanced for the suppression of the measure by the House Committee. Representative Haan says the bill was smothered because the Insurance Commissioner requested such action on the ground that he would accomplish the same result by issuing an order prohibiting the continuance of the surcharge beyond May 1. If the Commissioner harbored such an idea, he was evidently laboring under the impression that he was dealing with law-abiding corporations, instead of a pack of wildcats which have no regard for law, order or decency. Mr. Ellsworth issued his order and the stock insurance companies thereupon defied him and continued to extort the extra money, notwithstanding the fact that they paid back to Michigan policy holders only 53 per cent. of the money paid them for protection during 1918.

Finding that he is utterly powerless to induce the stock companies to obey the law, Commissioner Ells-

worth appealed to Governor Sleeper to recommend specific legislation on this matter at the special session now in progress, which the latter did in a special message to the Legislature.

The effect of this bill, if passed, will be to nullify the injunction proceedings now pending in the Ingham Circuit Court, filed by 145 fire companies doing business in Michigan, asking that a permanent restraining order be issued against Frank H. Ellsworth, State Insurance Commissioner, from enforcing his order of April 19 abolishing the 10 per cent. surcharge being assessed by the companies.

Senator Scully states that an effort will be made to give the bill immediate effect. In that case the injunction suit would have to be immediately dismissed and the temporary restraining order now in force dissolved.

The proposed amendment provides that "no premium or rate of premium shall hereafter be charged, published or put into force by any insurance company or insurer on policies issued on Michigan risks, which premium or rate of premium includes any surcharge or other charge in addition to the normal rate applicable to the particular risk."

Love is a great healer of all life's ills, the great strengthener and beautifier. If you would drink at the fountain of perpetual youth fill your life with it.

A man who wants a thing bad enough can get it.

CHILDREN'S DRESSES

Be ready to supply the children's

VACATION NEEDS

with a full line of dresses made up in the season's latest patterns.

We are showing them in a variety of plaids and colors at popular prices.

Samples submitted upon request.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

United Motors Co., Grand Rapids



We want responsible agents in every town. Write us for terms. In towns where we are not represented, we will make truck buyers an exceptionally attractive offer.

Send for illustrated catalogue.

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Send Us Your Order Now

The Right Merchandise

At the Right Time, and at Right Prices

Complete Lines of

Underwear

Work Shirts

Men's and Boys' Pants

Hosiery

Dress Shirts

Staple Furnishings

Exclusive Wholesale Distributors for Famous "Soo Woolen" Mills Products

Symons Brothers & Company, Saginaw, Michigan



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Pushing Dairy Products.

The Dairy Division of U. S. Department of Agriculture has issued a twelve page pamphlet entitled "Delicious Products of the Dairy." It is attractively printed and illustrated, giving descriptions of and comments on dishes made of milk and cream, butter and cheese designed for circulation among consumers to encourage a greater use of dairy products.

Creameries and milk plants who desire to assist in the distribution may obtain copies by application to the Dairy Division, U. S. Department of Agriculture, Washington and giving the following information: Name, Address, Number of copies desired, to whom and how to be distributed. It should also be stated that no additional printed matter will be placed on the pamphlets but the Division makes no objections to sending out with them separate advertising matter.

Iowa Oleo Law.

At its recent session the Iowa legislature enacted a new dairy law which requires that evaporated milk composed of skimmed milk and vegetable fats must be labeled "imitation evaporated milk," and contains the following provision regarding the sale of oleomargarine:

"No person, firm, corporation or association shall use in any way in connection with the sale or advertisement of any substance designated to be used as a substitute for butter the word 'butter,' 'creamery' or 'dairy' or the name or representation of any breed of dairy cattle or any combination of such word or words and representation or any other words or symbols or combination thereof commonly used in the sale of butter."

Cooking Advantages of Corn Oil.

Smokeless cooking is a possibility with corn oil, which has a burning point of 650 deg. F., as compared with only 425 deg. for lard, 250 deg., for butter, 535 deg. for cottonseed oil, 600 deg. for olive oil, and 620 deg. for peanut oil. The low burning point of lard and butter fills the kitchen with burning grease smoke, according to Dr. Ralph St. J. Perry, in the Minneapolis Tribune. The high burning point of corn oil enables the cook to bring it to 600 deg. before putting in food for frying, and the hot oil in-

stantly seals in food juices, retaining flavor and aroma, the food being cooked in its own juice instead of saturated with grease. In one experiment, an onion, a doughnut, a meat ball, and a codfish ball were all fried together in the same corn oil, none of them absorbing flavors from the others, an illustration of this sealing. Corn oil also has a lower congealing point than any other salad oil, remaining clear and fluid down to 14 deg. F., and so makes salad dressings which are free from lumps. Olive oil becomes cloudy and solidifies at 32 deg., as does peanut oil. It is said that nothing equals American corn oil for rice, even browning of fancy dishes. Oil content averages about 5 per cent. of the corn grain, so that a 3,000,000, 000-bushel corn crop holds potentially 400,000,000 gallons of corn oil. The oil is extracted from the corn germs, purified by filtration and steaming, which sterilizes it and turns it into a clear, limpid, pale straw-colored food oil, free from odor, possessing a peculiar sweet flavor and keeping without rancidity for many months.

A good many egg shippers appear to be unfamiliar with, or to have a wrong impression of the egg grading rules of N. Y. Mercantile Exchange, which afford the standards upon which, so far as they can be judged, quotations for eggs are made in the New York market. Copies of these grading rules should be obtained and studied by shippers.

Not Much of an Editor.

Peggy—Daddy, where do the Zepelins start from?

Daddy—I don't know.

Peggy—Daddy, when will the war end?

Daddy—I don't know.

Peggy—I say, Daddy, who made you an editor.

Watson-Higgins Mfg. Co. GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



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Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS

Potatoes, Apples, Onions

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Wm. Alden Smith Bldg.

Grand Rapids, Mich.



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Fruits and Vegetables

Prompt Service Right Prices
 Courteous Treatment

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to know that

Your Source of Supply is Dependable

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Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson, Battle Creek, Kalamazoo, Benton Har or, Mich.; South Bend, Ind.

OUR NEAREST BRANCH WILL SERVE YOU

E We Buy EGGS E We Store EGGS E We Sell EGGS



We are always in the market to buy FRESH EGGS and fresh made DAIRY BUTTER and PACKING STOCK. Shippers will find it to their interests to communicate with us when seeking an outlet. We also offer you our new modern facilities for the storing of such products for your own account. Write us for rate schedules covering storage charges, etc. WE SELL Egg Cases and Egg Case material of all kinds. Get our quotations.

We are Western Michigan agents for Grant Da-Lite Egg Candler and carry in stock all models. Ask for prices.

KENT STORAGE COMPANY,

Grand Rapids, Michigan



Armour's STAR THE HAM WHAT AM

With the Stockinet Covering

SO great were Uncle Sam's demands for Star Ham and Bacon, that for quite a period many dealers' orders were unfilled. But now with changed conditions we are again able to supply these products in sufficient quantities to keep pace with the great demand. This will be good news to dealers and food buyers.

No progressive merchant can afford to overlook the public good will towards Stockinet Star Ham. Everybody knows "The Ham What Am." The famous Stockinet covering makes it better than ever. The Stockinet is placed on before the ham is smoked and this cleanly protector remains until the ham is used. All the fine flavor and all the rich juices are conserved.

Star Bacon—With the Matchless Cure

is of the same high quality as Star Ham. These brands are the best and most advertised ham and bacon on the market. Each bears the famous Armour Oval Label.

Equal in quality are our Oval Label Package Foods—Soups, Fish, Meats, Vegetables, Condiments, Shortenings, Spreads, Fruits, Ex-

tracts, Desserts, etc. A test of one proves the worth of all.

Lithographed Store Signs, Window Displays and Store Advertising Materials are yours for the asking.

The Armour Salesman can prove to you the benefits of an Oval Label Department.

ARMOUR AND COMPANY
CHICAGO

HAD A GRAND TIME.

Kalamazoo Did Herself Proud as Entertainer.

Grand Rapids, June 10—It is over and has passed into history. Grand Rapids again rang the bell.

The twenty-sixth annual convention of the Grand Council of U. C. T.'s of Michigan, which was held in Kalamazoo, June 6 and 7, added more laurels to its already heavily laden crown.

The Council was opened at 10 a. m. Friday by Grand Counselor Ballamy with all the delegates and alternates answering roll call.

The address of welcome was by City Attorney Martin J. Schaberg, acting in place of Mayor William E. Upjohn, who was unable to be present.

The response was by Grand Counselor Ballamy.

Ben Mercer was then introduced to the Mayor's representative as the Mayor of Saginaw.

Reports were received from the Grand Counselor, Grand Secretary and Grand Treasurer.

Greetings by wire were received from all the grand jurisdictions throughout the organization.

The Necrology Committee reported 44 deaths during the past year.

The usual procedure was followed out during the meeting.

Kalamazoo, the entertaining Council, was honored by having one of its members elected to the office of Grand Sentinel. Grand Rapids, as usual, was recognized and H. R. Bradfield was elected to succeed himself on the Grand Executive Committee and W. S. Lawton as delegate to the Supreme Council, with John D. Martin and Wilbur S. Burns as alternates.

Some very important business will come up at the Supreme Council meeting and the best material in the various councils was selected to go to Columbus to help legislate the laws for 1919 and 1920.

Kalamazoo Council, as the entertaining council, did their best to make everyone comfortable and see that everyone had a good time. The Grand Rapids branch, as usual, tried to make themselves at home by making all the noise themselves—which they did.

During the Grand Lodge session cars were furnished for the visiting ladies and disengaged members and a trip to the Parchment Paper Co. plant and the Normal College, where an entertainment was given for them.

The paper companies may have a shortage in stock, as everyone who went through the mills seemed to have grabbed onto a memento of some description.

One of the largest balls ever held by the Michigan United Commercial Travelers was given Friday evening as the principal social event.

The affair was in the form of a re-

ception ball. The Masonic hall ballroom was decorated for the occasion in blue, white and yellow, the U. C. T. colors.

The reception and dance were held on the main floor of the temple. A grand march, led by the Grand officers and their wives, was held at the opening of the ball and dancing was in progress until 1 o'clock. Refreshments, consisting of ice cream, punch, cake and wafers, were served during the evening. Over 500 couples attended the ball. Fischer's first orchestra furnished a special concert and music for the affair.

At 12 o'clock Friday midnight the Ancient Mystic Order of Bagmen of Bagdad called their meeting and proceeded to put a large class of candidates over the hot sands of the plain of Soloman.

Saturday forenoon was playtime for the boys, as they all dolled up and lined up for the parade which moved from the Masonic Temple at 10:30.

Grand Rapids was in line with fifty white hatted and trousered peddlers with Capt. Burgess, who recently returned with the Les Terribles, acting as Captain, with Harry Hydorn second in command. The way a great many of us felt, it was a long walk. Bill Bosman said we only missed one alley. After traveling a few hours, we arrived at the court house, where a lasting impression was made on some glass of the happy (?) paraders.

Here Grand Rapids learned she picked off a \$25 prize for having the largest number in line. This coupled, with the \$25 prize was given to the ball team, makes a nest egg for degree and ball team.

There is no use in saying a tired but happy bunch wended their various ways homeward Saturday p. m.

We thank you, Kalamazoo, for your hospitality and may we be able some day to reciprocate.

Another Account.

The session of the Grand Council was one of the most pleasant ever pulled off by the Grand Council of Michigan. In the election of officers, there was but one contest, that being for the office of Grand Sentinel. Three candidates being in the field, Kalamazoo Council offering Geo. E. Kelly, Detroit Council had for their candidate Stanley J. Hitchings. U. P. Council of Marquette presented the name of Thomas J. Follis. The three candidates were lined up for general inspection and in general personal appearance it was a pretty hard matter to pick the winner. Because each one holds a record as a good, clean U. C. T. worker. After the nominations were made, in deference to the outlined entertainment Kalamazoo Council was going to furnish, and with the consent of their nominators and supporters, both Follis and Hitchings withdrew their name in favor of good natured Geo. E. Kelly, of Kalamazoo. The two members on the Grand Executive Committee retiring, Homer R. Bradfield, of Grand Rapids, and Wm.

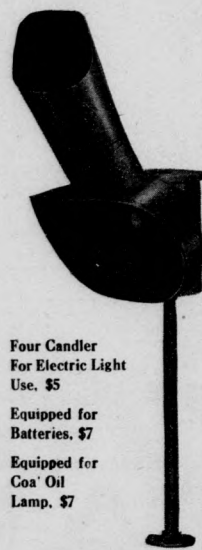
WE BUY AND SELL

Beans, Potatoes, Onions, Apples, Clover Seed, Timothy Seed, Field Seeds, Eggs. When you have goods for sale or wish to purchase

WRITE, WIRE OR TELEPHONE US

Both Telephones 1217 **Moseley Brothers,** GRAND RAPIDS, MICH.
Pleasant St. and Railroads

Candle Eggs With the Grant Da-Lite



Four Candler For Electric Light Use, \$5

Equipped for Batteries, \$7

Equipped for Coal Oil Lamp, \$7

Laws are being introduced before the various Legislatures which will compel all grocers and hucksters to candle eggs. Some states have already passed these laws, so that it is necessary that you candle eggs in the near future.

The Grant Da-Lite Egg Candler requires no dark room to be built and its original cost is even less than the cost of constructing a dark room for any other form of candling device.

The Grant Da-Lite Egg Candler are being used by practically all the produce dealers in the U. S. as well as thousands of retail grocers. Ask your produce dealer about the Grant Da-Lite.

The following distributors have all models of the Da-Lite Egg Candler in stock. Send your order direct to your nearest distributor:

Toner Commission Co., Detroit, Mich.
Kent Cold Storage Co., Grand Rapids, Mich.
Brandt & Co., Cleveland, Ohio.
Northwestern Egg and Poultry Co., Eau Claire, Wis.
Indiana Board & Filler Co., Decatur, Ind.
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Fairmont Creamery Co., Columbus, Ohio.

Write for literature describing the different models.
A Model for every use.

GRANT MANUFACTURING CO.
208 N. Wells St. CHICAGO, ILL.

Packing Stock Butter

We offer FORTY-FOUR cents a pound net delivered Chicago, for any

Good Packing Stock Butter

up to 5,000 pounds from any one shipper, to be shipped up to and including June 9th.

Mail invoice and make draft for 80%, with Bill of Lading attached, if you wish.

J. H. WHITE & CO.
221 W. South Water St. CHICAGO, ILLINOIS

MOORE'S SPICES

We pack spices in 15c, 10c and 5c sizes, we are also prepared to furnish bulk spices at attractive prices.

The quality of our spices are simply the best the market affords, our spice buyer is very particular as to quality.

It is a great relief to the retail merchant to know that what he sells will give his customer complete satisfaction, Moore's products have that reputation with Moore's customers, why not join our list of happy buyers?

THE MOORE COMPANY, Temperance, Mich.

Money Saved by Buying Your

EGG TESTER

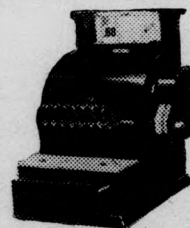
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S. J. FISH CO.,

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SEEDS

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Rebuilt Cash Register Co.

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We buy, sell, exchange and rebuild all makes. Not a member of any association or trust. Our prices and terms are right. Our Motto:—Service—Satisfaction.

M. Kelly of Jackson, were both re-elected for another two-year term to succeed themselves. Grand Counselor C. C. Starkweather, Grand Secretary, Maurice Heuman and Grand Treasurer Lou J. Burch were elected for one year members of the Grand Executive Committee.

The election of officers for the years 1919 and 1920 was as follows: Grand Counselor—C. C. Starkweather, Detroit.

Grand Junior Counselor—H. D. Ranney, Saginaw.

Grand Past Counselor—W. T. Ballamy, Bay City.

Grand Secretary—Maurice Heuman, Jackson.

Grand Treasurer—Lou J. Burch, of Detroit.

Grand Conductor—A. W. Stevenson, Muskegon.

Grand Page—H. D. Bullen, Lansing.

Grand Sentinel—George E. Kelly, Kalamazoo.

The following delegates were elected to represent Michigan at the meeting of the Supreme Council, which opens in Columbus, Ohio, Tuesday, June 24 at 10 a. m.: W. T. Ballamy, Bay City; C. C. Starkweather, Detroit; E. A. Welch, Kalamazoo; W. S. Lawton, Grand Rapids; M. G. Howarn, Detroit; John A. Hach, Coldwater; Mark S. Brown, Saginaw; Alternates—A. G. MacEachron, Detroit; John D. Martin, Grand Rapids; James E. Burtless, Marquette; Samuel Rindskoff, Detroit; F. L. Day, Jackson; W. S. Burns, Grand Rapids. The officers were installed by Past Grand Counselor, John A. Hach, of Coldwater, and all escorted to their respective stations. It was a recognizable fact that the Michigan Jurisdiction of the United Commercial Travelers has a man this year in the Grand Counselor's chair who is going to put forth every effort possible for new members and, acting on a recommendation made by the jurisprudence committee that district deputies are good so far as they go, but that in the opinion of the jurisprudence committee, better results would be obtained from the services of a state organizer. The business of this State organizer would be to work in connection upon a visit to a local council with a special committee appointed by the Senior Counselor of said Council, and a motion was put through covering the expenses of this work to the amount not exceeding \$400. A resolution was introduced to bring about better and more pleasant cooperation and feeling between the representatives to our Legislature and the traveling men in general. Friday afternoon Captain Walter N. Burgess and his wife put in their appearance at the Park American Hotel and were given a right royal reception by the Grand Rapids boys, for our hearts for the past two years have been with our good member, Capt. Burgess, during which time he was doing his duty for world freedom.

At the ball in the evening, it was the wish of the Grand Rapids delegation that Capt. Burgess be introduced from the orchestra platform, and Past Grand Counselor John D. Martin was requested to introduce Capt. Burgess. It goes without saying that the reception accorded the

Captain came from the innermost part of the hearts of everyone present.

In the parade Saturday morning, Battle Creek won the prize for best appearance, Grand Rapids for the largest number in the parade, and Coldwater for the largest percentage number.

A great many members of the Grand Rapids, Battle Creek, Jackson, and Coldwater Councils drove to Kalamazoo in their automobiles and at the close of the convention, Saturday, they either returned directly to their homes or continued on, finishing the trip by spending Sunday in some of the other towns. John D. Martin and Mrs. Martin, with their two daughters, Caroline and Esther, and Jerry F. Cogswell, drove to Battle Creek, to visit friends.

Before the Council session was closed a motion was made that a double delegation be sent to Columbus this year to look after some matters of vital importance that will come before the Supreme Council in session, and to that end a motion was adopted that all delegates and alternates be sent to Columbus this year and have their expenses and per diem paid by the Grand Council. Added to this number will be some Past Grand Counselors not sitting as representatives, but whose business on committee work will take them to Columbus. This will give Michigan the strongest representation it has had at a Supreme Council meeting.

A woman hates to acquire her first grey hair as badly as a man hates to part with his last one.

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You will make a friend of every customer to whom you demonstrate this formula:
 7 lbs. sugar at 11c..... 77c
 1 oz. Mapleine (half a 2 oz. bottle)..... 17c
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 Total cost of one gallon of the purest and best table syrup obtainable..... 94c
 Order Mapleine of your jobber or Louis Hiffer Co., 1205 Peoples Life Bldg., Chicago.
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Store and Window Awnings

Made to order of white or khaki duck, plain and fancy stripes
 Cotton and Wool Bunting Flags.
 Write for prices.

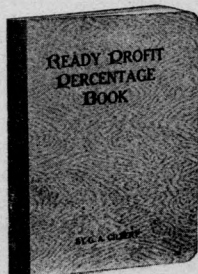
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To Price Your Merchandise the Right Way on Selling Price Use

Ready Profit Percentage

Profits are figured out for you right to the penny, even to the fraction. These prices are figured on selling price—the right way. Ready Profit Percentage will be sent to any address in the United States upon receipt of \$1.10 by mail.

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Progressive merchants and manufacturers now realize the value of Electric Advertising. We furnish you with sketches, prices and operating cost for the asking.

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

Jobbers in All Kinds of
BITUMINOUS COALS AND COKE
A. B. Knowlson Co.
 203-207 Powers Theatre Bldg., Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co. Rives Junction

MORE POWER—LESS GASOLINE

McQUAY-NORRIS LEAK-PROOF PISTON RINGS

Increase Power—Save Fuel. Decrease carbon trouble—cut down running expense.



Distributors, **SHERWOOD HALL CO., Ltd.**
 30-32 Ionia Ave., N. W. Grand Rapids, Michigan

Michigan Hardware Co.

Exclusively Wholesale

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Wholesale Hardware

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Grand Rapids, Mich.

TANGLEFOOT
 The Non-Poisonous Fly Destroyer



The U. S. Dept. of Agriculture says in the bulletin: "Special pains should be taken to prevent children from drinking poisoned balts and poisoned files dropping into foods or drinks."



Grand Council of Michigan U. C. T.
 Grand Counselor—W. T. Ballamy, Bay City.
 Grand Junior Counselor—C. C. Starkweather, Detroit.
 Grand Past Counselor—John A. Hach, Coldwater.
 Grand Secretary—M. Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, Detroit.
 Grand Conductor—H. D. Ranney, Saginaw.
 Grand Page—A. W. Stevenson, Muskegon.
 Grand Sentinel—H. D. Buden, Lansing.
 Grand Chaplain—J. H. Beiknap, Bay City.

Wise or Unwise Salesmanship. Written for the Tradesman.

To persuade a customer to buy more than he intended to buy or something he had not thought of buying may be wise salesmanship or otherwise, dependent upon whether the customer is benefitted and appreciates the kindness and forethought of the merchant or whether he goes away feeling that he has been persuaded against his judgment or best interests. The customer's attitude of mind toward the store, proprietor or salesman is of prime importance in holding his trade. Another consideration not to be overlooked is, cash payment or prompt settlement of accounts. Even if he needs the goods and is sure pay, if his circumstances are such that every unanticipated expense worries him until it is settled, he will not feel grateful for having another burden put upon him. An intimate knowledge of the customer and his circumstances is absolutely necessary before one can safely advise or persuade him to do any different than he seems inclined to do. If a merchant has not the goods called for and thinks something else will answer, advice or suggestion is an entirely different matter, and always appropriate. E. E. Whitney.

The Salesman's Creed.

I believe in the goods I am selling, in the firm I am working for, and in my ability to get "results."

I believe that honest goods can be sold to honest men by honest methods.

I believe in working not waiting, in laughing not weeping, in boosting not knocking, and in the pleasure of selling goods.

I believe that man gets what he goes after, that one order to-day is worth two orders to-morrow, and that no man is down-and-out until he has lost faith in himself.

I believe in to-day and the work I am doing, in to-morrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

I believe there is an order some-

where for every man ready to take one.

I believe I'm ready—right now.

The Real Salesman.

One who has a steady eye, a steady nerve, a steady tongue, and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who strives to out-think the buyer rather than to out-talk him.

One who is silent when he has nothing to say and also when the buyer has something to say.

One who takes a firm interest in his firm's interests.

One who knows that he is looking out for his own interests by looking out for his customer's interests.

One who keeps his word, his temper and his friends.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

One who has self-confidence but does not show it.

One who is loved by his fellow men.

Floating Stock.

Smithson—Do you know that Noah was the greatest financier that ever lived?

Dibbs—How do you make that out?

Smithson—Well, he was able to float a company when the whole world was in liquidation.

The best you can get is probably better than you desire.

OCCIDENTAL HOTEL
 FIRE PROOF
 CENTRALLY LOCATED
 Rates \$1.00 and up
 EDWARD R. SWETT, Mgr.
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CODY HOTEL
 GRAND RAPIDS
 RATES \$1 without bath
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 CAFETERIA IN CONNECTION

HOTEL HERKIMER
 GRAND RAPIDS, MICHIGAN
 European Plan, 75c Up
 Attractive Rates to Permanent Guests
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MERTENS
 GRAND RAPIDS
 Rates \$1.00
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 WIRE for RESERVATION
 A Hotel to which a man may send his family

DUTCH MASTERS CIGARS



Made in a Model Factory
 Handled by All Jobbers Sold by All Dealers
 Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers
 GRAND RAPIDS

GOODRICH BOATS

TO CHICAGO — Sunday, Monday, Wednesday and Friday Nights 7:15 p. m.

FROM CHICAGO — Tuesday, Thursday and Saturday Nights 7:45 p. m. and Monday 10 a. m.

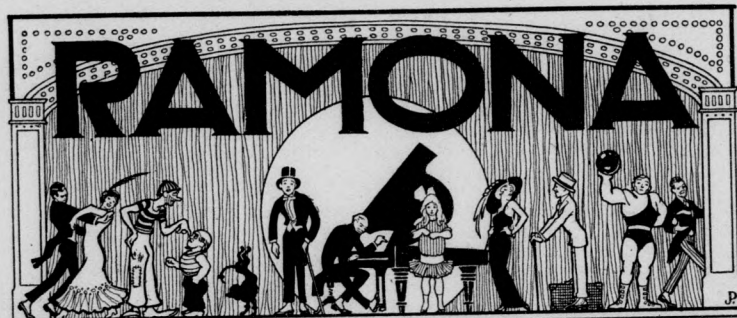
FARE \$3.50 Plus 28c War Tax.

Boat Car Leaves Muskegon Electric Station 7:15 p. m.

Goodrich City Office, 127 Pearl St., N. W. Powers Theater Bldg.

Tickets sold to all points west. Baggage checked thru.

W. S. NIXON,
 City Pass. Agent.



THE RENDEZVOUS OF REFINED AMUSEMENT SEEKERS

The same popular prices will prevail this year. Matinees, except Holidays and Sundays, 10 and 25 cents. Evenings, 10, 25, 35 and 50 cents, plus the war tax. For the convenience of patrons, choice seats may be reserved at The Pantlind Style Shop, Peck's and Wurzburg's at no advance in prices, or your seat orders will be promptly and courteously attended to, if telephoned direct to the Park Theatre Office.

An Appreciation of Paul Leake.

The announcement in the Grand Rapids papers of Thursday that Paul Leake had died the evening of Wednesday, June 4, in Solvay Hospital in Detroit as the result of an illness from Bright's disease covering several months, carried with it to thousands of readers of the Tradesman the news that the financial writer whose opinions they had read, respected and followed for several years had passed on; but to the writer it meant more than that. Up to the limit of my knowledge of larger financial affairs, which is not so very great, I had thoroughly respected Paul Leake for years as a writer. But since his coming to Grand Rapids, the slight acquaintance which I had with him some nine years ago, when he was the financial editor and I was employed in the business department of the same publication in Detroit, had developed into a very deep, personal regard which I am happy to feel he had reciprocated.

With all due respect to the other financial writers in Michigan, I believe Paul Leake was the most widely read and the most quoted of them all. While he was a virile writer and a man of strong convictions, he was a man with whom one could disagree amicably. Surely "of such is the kingdom of Heaven."

Natures like Paul Leake's are rare, for no matter how busy he might be or how absorbed in the problems before him, one always felt as though it were open house with Paul to his friends. Certainly there never was a moment too crowded for one always to welcome the courteous, gentle and scholarly Paul Leake.

Paul Leake, was born in New York State 61 years ago. He came to Grand Rapids from Detroit about six years ago. In Detroit he had been recognized for years as a foremost authority on financial and industrial matters and enjoyed the confidence of the strongest men and groups in the industrial and financial life of that city. He came to Grand Rapids to become publicity manager for the American Public Utilities Company. Four years ago he accepted a responsible connection with the Michigan Trust Company, which connection was broken when he returned to Detroit to take the position of Publicity Manager for the Detroit Stock Exchange, entering on the new duties January 2, 1919. This department was organized under Mr. Leake's direction and was created to obtain, compile and disseminate among the members of the Detroit Stock Exchange detailed and authentic information regarding securities handled on the Detroit market. Very shortly after Mr. Leake's return to Detroit, however, the former Secretary of the Stock Exchange was made floor manager and Mr. Leake became Secretary of the Exchange, the new position considerably enlarging his scope of work and carrying with it increased responsibilities, for which Mr. Leake was particularly fitted.

Aside from the personal loss which many of us will feel, there is a loss to Michigan in the passing of a sane, able, fearless and, withal, a generous

and unprejudiced authority on industrial and financial activities in the State. But those of us who were privileged to know him fairly closely are going to miss the quiet friendship which he extended to those with whom he came in personal contact. He is survived by the widow and one daughter, Mrs. William Fuhreman, in Detroit, from whose home the funeral services were held. Interment was at Rochester, Mich.

Thus is written the last chapter in a friendship which moved along in its quiet and gentle way as though it could last forever. It hardly seems possible that with the last handclasp which we had, Paul Leake passed out of my life forever, and I know that to many readers of the Tradesman it will seem a bit strange not to be able to turn each week to the familiar columns signed "Paul Leake."

George A. Murphy.

Delay in Repeal of Luxury Taxes.

It is quite likely that by the end of the week the luxury tax repealing resolution will again be before the House of Representatives for consideration. While members of the committee are urging that this resolution be considered on its own merits, it is not improbable that repeal of some of the other consumption taxes may be incorporated as an amendment.

The essential fact is, however, that the luxury taxes are to be repealed. Practically every member of the House who was a member of the last Congress voted for the repeal in the closing hours, and both parties in their party conferences have declared in favor of abolishing the obnoxious tax. The Internal Revenue Bureau advocates repeal.

The fact is known to members of the Ways and Means Committee of the House and of the Finance Committee of the Senate that this tax never would have been written into the War Revenue Act had it not been for the personal insistence of President Wilson. Such a tax was under consideration at the time by the British Cabinet, and was abandoned because it was unworkable and unsatisfactory. It is no secret among members on the inside that certain Democratic leaders at both ends of the Capitol were personally opposed to the so-called luxury tax, and defended their support of it in committee only on the ground that the President insisted upon it, and that McAdoo, then Secretary of the Treasury, urged it at the personal solicitation of the Executive.

The President now, as everybody knows, has recommended the repeal of the tax.

It was unfortunate on the opening day of the debate that instead of a discussion of the repeal on its merits the House got into a political debate which consumed time and brought forth objections that perhaps under other circumstances would not have entered into the discussion.

The report from the Ways and Means Committee was unanimous, Republicans and Democrats alike voting to recommend passage of the resolution. In his statement to the House, Chairman Fordney stated that in the judg-

ment of the Treasury experts the amount of revenue that would be derived from this tax during the year would be about \$85,000,000. For himself, he was opposed to all consumption taxes. He said he opposed them when the bill was under its original consideration, and he yielded only because of the war and the dire necessity to raise all the revenue possible.

As to Wool and Woolens.

About all that can be said of the auction sales of Government-owned wools at Boston during the past week is that while the demand for the finer varieties was keen the others were neglected. Meanwhile, imports of wool from both South America and Africa are increasing in quantity. Some buying is in progress out West, although the greater portion of the domestic clip will not come to market before next month. Consumption of wool in the mills is steadily on the increase. The number of looms in operation on May 1 showed a decided increase over those working a month before. A larger part of the machinery is also working double shift, and the output is larger than it has been since the armistice was declared. The cutting-up trades complain of delays in the delivery of fabrics, although this was foretold long ago. Less talk is heard of the intention not to have openings for the next spring's goods, and it is understood that the mills have been preparing patterns for such. The demand for dress goods continues large. In men's wear lines, a number of manufacturers say they have obtained all the orders they can fill and several of the larger ones have withdrawn their salesmen from the field. The prices set have shown an advance and not much apprehension seems to be felt of cancellations. Retailers report good sales and prospects for a lively fall season.

Bottom Facts From Booming Boyne City.

Boyne City, June 10—The steamer Oddfellow commenced regular daily trips between Boyne City and Charlevoix Monday, June 9. This service was stopped by the drafting of the owner, Captain Sears, two years ago. Now that he has licked the Huns, the captain is back on the job.

The steamer Kansas is scheduled for regular weekly trips to Boyne City, giving a through passenger and freight service from Chicago.

The Chamber of Commerce through, Street Commissioner Tinker, has made it impossible for travelers on the Mackinaw trail to miss Boyne City, unless they do so with malice aforethought, by erecting at Boyne Falls an 8 x 12 foot sign directing travelers to Boyne City, Charlevoix and Petoskey.

The Traction Engine Co., after a year of development work, is rapidly adding to its equipment and starting production work to fill a large order for tractors.

Charlevoix county is surely dressed for its summer coming out party. The weather has been ideal for the growth of all vegetation and our hills and lakes are very inviting. Come on up and get a breath of our clear air, a drink of our sparkling water and feast your eyes on our magnificent hills and enticing valleys. Maxy.

If a woman has a mirror in her room there is where the carpet will wear out first.

Late News From the Celery City.

Kalamazoo, June 10—Well, brother U. C. T.'s, the convention is all over, but the shouting still continues. It is the hope of Kalamazoo Council that all the brother travelers and their ladies enjoyed themselves while in the Celery City.

George Kelley has a new hat and Gene Welsh has placed a special order for his, as none large enough could be found in the city to fit him, and we all admit they are justly entitled to be proud of their new jobs.

The big parade was a fine demonstration and one of the big features was Commodore Bill Bennett's private launch "Victor" with camouflaged water around it; but alas! someone stepped on the water and tore it off the boat, so Bill had to go "ashore" and abandon his cruiser.

The ball at the Masonic Temple on Friday evening was exceedingly well attended and enjoyed by all present, as well as was the ball game at Normal field on Saturday afternoon. We will all meet next year at Detroit.

Earle J. Thomas, recently returned from service in the U. S. Navy, has bought the cigar and tobacco business of D. U. Baxter, at 102 Portage street. Several important changes have been made, Mr. Thomas having installed an up-to-date soft drink counter and has christened the place The Dugout. Popular magazines and periodicals of all kinds will also be found there on sale.

One of the Brink Baking Co.'s bread wagons had a serious runaway last Friday afternoon on South Burdick street, in which one of their fine black horses was injured so as to necessitate its being shot. The team became frightened by some mischievous boys whirling sticks attached to a string while the driver was delivering bread to a nearby grocer.

Julia Hogan has moved her grocery stock from 922 Portage street to her own building on Lake street.

The Churngold store, at 102 West South street, has been enlarged and has installed a line of fresh fruits. Sam Clearwater is the manager.

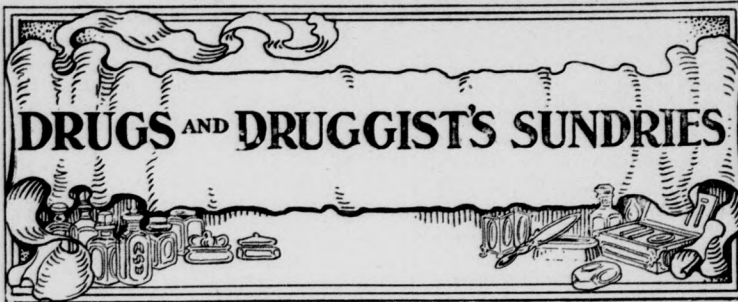
John Newhouse, chief handy man and meat cutter for Earle Sleight, at 1605 Portage street, is acknowledged and has been accepted as one of the fastest long distance runners in Michigan. John gave a recent demonstration of his ability at sprinting and hurdling last Monday when a veal calf he was about to lead to slaughter broke away and evaded his pursuer over fences and through backyard gardens, front lawns, etc. Anyway, John caught the calf after a distance of ten miles (more or less) had been covered in the short space of two minutes and forty seconds by the town clock. Let us know when you get another veal, John, so we can watch the race. Frank A. Saville.

Must Not Simulate Name.

Washington, June 9—Emil West, doing business under the name "The Sweater Store," at No. 405 Seventh street, N. W., Washington, D. C., has been cited by the Federal Trade Commission in a formal complaint alleging unfair competition in use of a trade name in simulation of "The Sweater Shop, Inc.," No. 800 Seventh street, N. W., established by his brother, Julius A. West.

For many years prior to establishment of the Sweater Store, the Commission pointed out, Julius A. West conducted an establishment under the name "The Sweater Shop" and built up a successful business. Emil West, it was set forth, within the past two years adopted the name "The Sweater Store." Such simulation of name, the Commission alleges, deceives and misleads the public and causes purchasers to believe that "The Sweater Store" is one and the same as "The Sweater Shop."

Emil West was cited to make answer before the Commission July 25.



Michigan Board of Pharmacy.
 President—Leonard A. Seltzer, Detroit.
 Secretary—Edwin T. Boden, Bay City.
 Treasurer—George F. Snyder, Detroit.
 Other Members—Herbert H. Hoffman,
 Sandusky; Charles S. Koon, Muskegon.
 Examination Sessions—Detroit, June
 17, 18 and 19.

Must Cancel Drug Stamp.

Emanuel Doyle, Collector of Internal Revenue for the Grand Rapids District, yesterday announced that he had received a statement from the Bureau of Internal Revenue warning that proprietary stamps, by means of which the tax on toilet and medicinal articles is collected, must be canceled when the article is sold. Mr. Doyle said he had been informed that the Bureau recently had received several uncanceled stamps taken from taxable articles purchased at drug stores.

The regulations provide that the stamps must be cancelled in such manner as to prevent their further use. The regulations specify that "if possible the stamp should be affixed to the outside of the package or container of the taxed commodity so that, upon opening, the stamp will be destroyed." Mr. Doyle said that the regulation would be enforced strictly, and added that the penalty for using a stamp twice without cancelling it, with the object of pretending that the tax had been paid, was punishable by a fine of not more than \$100.

Lemon Juice That Will Keep.

It is not at all times convenient or inexpensive to secure good lemons; when, however, it is, here is a way which will enable the druggist to prepare the juice for future use: "Strain any convenient quantity of expressed juice through a cloth and then mix the liquid with about one-fourth its volume of powdered talc and shake for about fifteen minutes. Then place aside for half an hour. Next shake again for a few minutes and once more let stand, after which filter through paper, add 10 per cent. of sugar to the filtrate and bring to a boil.

"During this time place the bottles to receive the juice in a kettle of water, fill them with water and boil them in the kettle. Empty the bottles, pour in the boiling lemon juice as quickly as possible and close up at once with a good cork previously dipped in paraffin. Juice prepared in this manner is said to possess unlimited qualities."

Thoughts For Dispensers to Ponder Over.

Is it right to accept the responsibility of managing a fountain when you don't want to spend your time thinking how you can make it a success?

Is it right to neglect a fountain you are hired to look after?

Is it right to misspend the firm's time when you know that time is money?

Is it right to refrain from reporting at once any repairs you know to be necessary?

Is it right for you to come to work with a dirty collar and an unshaven face when you know that they furnish a decided contrast to the clean white coat that the firm furnishes?

Is it right to treat the firm's customers in such a way that they won't want to come back again?

Is it right to refuse to prepare a drink for a customer the way he wants it prepared? E. F. White.

During the war the companies manufacturing cigarettes kept officers of our army and navy supplied with coffin nails free of charge, because of the influence the officers would have over the men to induce them to adopt and continue the pernicious habit. This situation affords an explanation of the enthusiastic support frequently given cigarette smoking by officers generally whenever the habit is called into question by Americans who have at heart the health, strength and well being of our American boys.

Take regular exercise in the open air every day in all weathers; walk, ride, row, swim, or play; but, whatever you do, keep out of doors as much as possible.

HIGH GRADE PRINTING.

Best material and workmanship. Guaranteed satisfaction. Samples for 2c stamp. References, Owosso Savings Bank, Combination No. 1 No. 3
 Env. XX6%, 500 \$2.00; 1M., \$3.00
 Packetheads 7lb. 6x9, 500, \$2.25; 1M., \$3.50
 Statements 500, \$2.00; 1M., \$3.00
 Total \$6.25 \$9.50
 Complete Combination .. \$5.60 \$8.50
 Terms, cash with order or C. O. D. Prepaid if sent cash accompanies order.
 Orser's Printery, Owosso, Mich.

Boston Straight and Trans Michigan Cigars

H. VAN EENENAAM & BRO., Makers
 Sample Order Solicited. ZEELAND, MICH.

Bell Phone 596 Citz. Phone 61366

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 Expert Merchandising

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 GRAND RAPIDS, MICHIGAN

Fiegler's

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design



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**GRAND RAPIDS
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 FAMILY!**

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 Satisfied
 Customers

know that we
 specialize in
 accommodation
 and service.

THE BANK WHERE YOU FEEL AT HOME

GRAND RAPIDS SAVINGS BANK

WE WILL APPRECIATE YOUR ACCOUNT
 TRY US!

Soda Fountain Supplies

The recent warm weather gave you soda-fountain men a taste of what may be expected this summer. Get busy and check up your needed fountain supplies. We have them all and should be delighted to receive an order from you.

Remember, We Carry

	Ice Cream Cones	Tables
Chairs	Crushed Fruit Bowls	Stools
Nut Bowls	Lemonade Shakers	
Vortex Service	Ice Cream Pails	
	Lime Squeezers	Electric Carbonators
Glass Washers	Buttermilk Coolers	
Soda Holders	Cone Dispensers	
Phosphate Bottles	Menu Holders	
Banana Split Dishes	Soda Straws	
Ice Cream Packers	Ice Picks	

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Arctic

QUALITY

ICE CREAM

MADE IN GRAND RAPIDS

ARCTIC ICE CREAM CO. Claude G. Piper, Mgr.

**Why Not
Let a
Metzgar System
Do That
Bookkeeping?**



**LOOK HERE
If You Had a Metzgar Account System**

Your accounts would be always posted up-to-the-minute.
Your collections would be kept up much better than ever before.
Your customers would be better satisfied and you would gain new trade right along.
You would no longer need to suffer continual loss and worry about goods going out without being properly charged.
You would do away with Mixing Accounts, Bringing Forward Wrong Past Balances and Losing Bills.
You could go home at night with the clerks feeling sure that all accounts had been properly charged and would be properly protected against fire during your absence.
It doesn't cost much to own a Metzgar and it will pay for itself in your business in a short time.

Write for free catalog and full particulars.

Metzgar Register Co., Grand Rapids, Mich.

**Red Crown
Gasoline for Power**

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

**STANDARD OIL COMPANY
(INDIANA)
Chicago U. S. A.**

WHOLESALE DRUG PRICE CURRENT

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

Acids	Cotton Seed ... 2 25@2 40	Capsicum @1 95
Boric (Powd.) .. 13@ 25	Eigerson 10 50@10 75	Cardamon @1 50
Boric (Xtal) .. 18@ 25	Cubebs 11 50@11 75	Cardamon, Comp. @1 35
Carbolic 19@ 25	Eigerson 7 50@7 75	Catechu @1 50
Citric 1 15@1 25	Eucalyptus 1 25@1 35	Cinchona @1 80
Muriatic 3 1/4@ 5	Hemlock, pure 2 00@2 25	Colchicum @2 40
Nitric 10@ 15	Juniper Berries 16 00@16 25	Cubebs @2 60
Oxalic 53@ 60	Juniper Wood .. 3 00@3 25	Digitalis @1 60
Sulphuric 3 1/4@ 5	Lard, extra 1 50@1 70	Gentian @1 20
Tartaric 1 12@1 20	Lard, No. 1 1 50@1 70	Ginger @1 50
Ammonia	Lavender, Flow. 9 00@9 25	Guaiac @2 55
Water, 26 deg. .. 10@ 20	Lavender, Gar'n 1 50@1 75	Guaiac, Ammon. @1 50
Water, 18 deg. .. 9 1/2@ 18	Lemon 2 25@2 50	Iodine @2 00
Water, 14 deg. .. 9@ 17	Linseed, boiled, bbl. @1 80	Iodine, Colorless @2 00
Carbonate 19@ 25	Linseed, bld less 1 90@1 95	Iron, clo. @1 45
Chloride (Gran.) 17 1/2@ 25	Linseed, raw, bbl. @1 78	Kino @1 35
Balsams	Linseed, raw less 1 88@1 95	Nux Vomica @1 95
Copaiba 1 20@1 40	Mustard, artifil. oz. @1 25	Oplum @8 00
Fir (Canada) .. 1 75@2 00	Neatsfoot 1 35@1 55	Opium, Camph. @1 50
Fir (Oregon) ... 50@ 75	Olive, pure 4 00@6 00	Opium, Deodor'd @8 00
Peru 4 75@5 00	Olive, Malaga, @1 80	Rhubarb @1 80
Tolu 2 09@2 25	yellow 3 75@4 00	Paints
Barks	Olive, Malaga, green 3 75@4 00	Lead, red dry ... 13@13 1/2
Cassia (ordinary) 40@ 45	Orange, Sweet .. 4 00@4 25	Lead, white dry 13@13 1/2
Cassia (Saigon) 90@1 00	Origanum, pure @2 50	Lead, white oil .. 13@13 1/2
Sassafras (pow. 55c) @ 50	Origanum, com'l @ 75	Ochre, yellow bbl. @ 2
Soap Cut (powd.) 2 50@2 75	Pennyroyal 2 50@2 75	Ochre, yellow less 2 1/2@ 5
35c 26@ 30	Peppermint 12 00@12 20	Putty 4 1/2@ 7
Berries	Rose, pure 38 00@40 00	Red Venet'n Am. 2 1/2@ 5
Cubeb 1 75@1 80	Rosemary Flows 2 00@2 25	Red Venet'n Eng. 3@ 6
Fish @1 25	Sandalwood, bl. 18 50@18 75	Vermillion, Amer. 25@ 30
Juniper 12 1/2@ 20	Sassafras, true 3 50@3 75	Whiting, bbl. @ 2 1/2
Prickley Ash @ 30	Sassafras, artifil 90@1 20	Whiting, 3 1/4@ 6
Extracts	Spearment 12 00@12 25	L. H. P. Prep. 3 00@3 25
Licorice 60@ 65	Sperm 2 40@2 60	Miscellaneous
Licorice powd. .. 1 25@1 50	Tansy 5 50@5 75	Acetanalid 60@ 65
Flowers	Tar, USP 45@ 60	Alum 17@ 20
Arnica 1 20@1 25	Turpentine, bbls. @1 15	Alum, powdered and ground 18@ 21
Chamomile (Ger.) 80@1 00	Turpentine, less 1 25@1 30	Bismuth, Subnitrate 4 23@4 30
Chamomile Rom. 1 50@1 60	Wintergreen, tr. 10 00@10 25	Borax xtal or powdered 10@ 15
Gums	Wintergreen, sweet birch 7 50@7 75	Cantharades po 2 00@6 50
Acacia, 1st 65@ 70	Wintergreen, art 70@1 00	Calomel 2 17@2 25
Acacia, 2nd 55@ 60	Wormseed 6 50@6 75	Capsicum 38@ 45
Acacia, Sorts 35@ 40	Wormwood 7 50@7 75	Carmine 6 50@7 00
Acacia, powdered 45@ 50	Potassium	Cassia Buds 50@ 60
Aloes (Barb. Pow) 30@ 40	Bicarbonate75@1 00	Cloves 57@ 65
Aloes (Cape Pow.) 30@ 35	Bichromate 47 1/2@ 55	Chalk Prepared .. 12@ 15
Aloes (Soc Pow) 1 40@1 50	Bromide 70@ 75	Chalk Precipitated 12@ 15
Asafoetida @6 50	Carbonate 1 00@1 10	Chloroform 45@ 55
Pow. @7 50	Chlorate, gran'r 70@ 75	Chloral Hydrate 1 70@2 10
Camphor 3 10@3 15	Chlorate, xtal or powd. 45@ 50	Cocaine 12 30@12 85
Guaiac @2 15	Cyanide 32 1/2@ 36	Cocoa Butter 65@ 75
Guaiac, powdered @ 25	Iodide 4 29@4 50	Corks, lst, less 50% 2 1/2
Kino @ 85	Permanganate .. 1 50@1 75	Copperas, bbls. @ 2 1/2
Kino, powdered .. @1 00	Prussiate, yellow 1 20@1 30	Copperas, less .. 3 1/4@ 8
Myrrh @1 40	Prussiate, red .. 2 00@2 50	Copperas, powd. 4 1/4@ 10
Myrrh, Pow. @1 50	Sulphate @ 85	Corrosive Sublim 2 00@2 10
Opium 15 00@15 50	Roots	Cream Tartar 65@ 75
Opium, powd. 16 50@17 00	Alkanet 4 50@4 75	Cuttlebone 95@ 1 00
Opium, gran. 20 00@20 50	Blood, powdered 1 10@1 20	Dextrine 3 1/2@ 15
Shellac 90@1 00	Calamus 60@2 50	Dover's Powder 5 75@6 00
Shellac Bleached 1 00@1 10	Elecampane, pwd. 22@ 25	Emery, All Nos. 10@ 15
Tragacanth 4 25@4 50	Gentian, powd. 25@ 30	Emery, Powdered 8@ 10
Tragacanth powder @ 4 00	Ginger, African, powdered 25@ 30	Epsom Salts, bbls. @ 3 1/2
Turpentine 15@ 25	Ginger, Jamaica, powdered 35@ 40	Epsom Salts, less 5@ 10
Insecticides	Ginger, Jamaica, powdered 32@ 35	Ergot @4 00
Arsenic 13 1/2@ 20	Goldenseal, pow. 8 00@8 20	Ergot, powdered @4 00
Blue Vitriol, bbl. @9 1/2	Ipecac, powd. .. 5 00@5 50	Flake White 15@ 20
Blue Vitriol, less 10 1/2@ 15	Licorice 45@ 50	Formaldehyde, lb. 27@ 30
Bordeaux Mix Dry 23@ 33	Licorice, powd. 40@ 50	Gelatin 1 75@1 90
Hellebore, White powdered 38@ 45	Licorice, powdered 40@ 45	Glassware, full case 58%
Insect Powder .. 45@ 70	Poke, powdered 20@ 25	Glassware, less 50%
Lead, Arsenate Po 32@ 48	Rhubarb @2 00	Glauber Salts, bbl. @ 3
Lime and Sulphur Solution, gal. .. 20@ 25	Rhubarb, powd. 2 00@2 25	Glauber Salts less 4@ 8
Paris Green 46@ 62	Rosinweed, powd. 25@ 30	Glue, Brown Grd. 20@ 30
Ice Cream	Sarsaparilla, Hond. ground 1 25@1 40	Glue, White 30@ 35
Piper Ice Cream Co., Kalamazoo	Sarsaparilla Mexican, ground 75@ 80	Glue, White Grd. 30@ 35
Bulk, Vanilla 1 00	Squills 35@ 40	Glue, White Grd. 30@ 35
Bulk, Chocolate 1 10	Squills, powdered 60@ 70	Glycerine 26@ 40
Bulk, Caramel 1 10	Tumeric, powd. 25@ 30	Hops 65@ 80
Bulk, Grape-Nut 1 10	Valerian, powd. .. @2 00	Iodine 5 60@5 90
Bulk, Strawberry .. 1 20	Seeds	Iodoform 6 59@6 74
Bulk, Tutti Fruiti .. 1 20	Anise 42@ 45	Lead, Acetate 25@ 30
Brick, Vanilla 1 20	Anise, powdered 47@ 50	Lycopodium 1 75@2 00
Brick, Chocolate .. 1 60	Bird, 1st 13@ 19	Mace 85@ 90
Brick, Caramel 1 60	Canary 28@ 35	Mace, powdered 95@1 00
Brick, Strawberry .. 1 60	Caraway, Po. 80 70@ 75	Menthol 8 00@8 20
Brick, Tutti Fruiti .. 1 60	Cardamon 1 50@1 75	Morphine 14 30@15 00
Brick any combination 1 60	Celery, powd. 85c 75@ 80	Nux Vomica @ 30
Leaves	Coriander powd. 30 22 1/2@ 25	Nux Vomica, pow. 25@ 35
Buchu @3 00	Dill 30@ 35	Pepper black pow. 55@ 55
Buchu, powdered @3 25	Fennel 1 00@1 20	Pepper, white @ 50
Sage, bulk 67@ 70	Flax 10@ 15	Pitch, Burgundy @ 15
Sage, 1/4 loose 72@ 78	Flax, ground 10@ 15	Quassia 12@ 15
Sage, powdered 55@ 60	Foenugreek pow. 22@ 30	Quinine 1 09@1 59
Senna, Alex. 1 40@1 50	Hemp 11 1/4@ 15	Rochelle Salts .. 55@ 60
Senna, Tinn. 30@ 35	Lobelia 70@ 75	Saccharine @ 45
Senna, Tinn. pow. 35@ 40	Mustard, yellow 45@ 50	Salt Peter 25@ 35
Uva Ursi 25@ 30	Mustard, black 36@ 40	Selditz Mixture.. 43@ 50
Oils	Poppy @1 00	Soap, green 20@ 30
Almonds, Bitter, true 15 00@16 00	Quince 1 50@1 75	Soap mott castile 22 1/4@ 25
Almonds, Bitter, artificial 7 00@7 20	Rape 15@ 20	Soap, white castile case @25 00
Almonds, Sweet, true 1 75@2 00	Sabadilla @ 85	Soap, white castile less, per bar @2 65
Almonds, Sweet, imitation 75@1 00	Sabadilla, powd. 30@ 35	Soda Ash 4 1/4@ 19
Amber, crude .. 3 50@3 75	Sunflower 22@ 30	Soda Bicarbonate 3 1/4@ 10
Amber, rectified 4 00@4 25	Worm American @ 85	Soda, Sal 12@ 5
Anise 2 50@2 75	Worm Levant .. 1 65@1 75	Spirits Camphor .. @3 00
Bergamont 9 00@9 25	Tinctures	Sulphur, roll 4 1/4@ 10
Cajeput 1 75@2 00	Aconite @1 70	Sulphur, Subl. ... 4 1/2@ 10
Cassia 4 50@4 75	Aloes @1 50	Tamarinds 35@ 50
Castor 2 60@2 89	Arnica @3 90	Tartar Emetic 1 03@1 10
Cedar Leaf 1 75@2 00	Belladonna @1 40	Turpentine, Ven. 50@4 00
Citronella 80@1 20	Benzoil @ 180	Vanilla Ex. pure 1 50@1 00
Cloves 3 00@3 25	Benzoil Compo'd @3 00	Witch Hazel 1 25@1 75
Cocanut 40@ 50	Buchu @2 70	Zinc Sulphate 10@ 15
Cod Liver 5 60@5 75	Cantharides @2 90	
Croton 1 00@1 25		

Assets \$3,999,500.00



Insurance in Force \$55,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

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A STOCK OF

WINGOLD FLOUR

will assure you a Quick Turn-over and a Better Profit, because of Satisfied Customers.

—ASK US—

WORDEN GROCER CO.

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Grand Rapids

Kalamazoo

Follow the Natural Impulse



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Citizens Long Distance Lines connect with practically every City, Village, Hamlet and Cross Roads in Michigan. Also Points Outside.

USE CITIZENS SERVICE

KYBO

A 1000 sheet roll velvety Manila Tissue

KYBO will please your customers. It gives a good profit to the retailer. Advertising helps furnished free.

Write for our proposition.

The Dudley Paper Co.

Lansing, Michigan

Packaged Sugar Saves Store Space

Domino Package Sugars fit compactly on the grocer's shelves and save valuable store space for other merchandise. The strong cartons and sturdy cotton bags are neat, clean and attractive.

Domino Package Sugars

save labor, paper bags and twine.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown, Golden Syrup.

DIAMOND CRYSTAL

The Salt that's all salt.

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Have \$150 for investment. Speculation or partnership. Send details of any legitimate proposition. Andrew J. Davis, 701 Myrtle Avenue, Bridgeport, Connecticut. 313

For Sale Or Exchange—Drug and grocery stock. Good location in nice village. Good farming country. Address E. M. Haner, Eagle, Michigan. 314

For Sale—Meat market and grocery. Doing good business. Best location. Only market. Must sell by July. Look this up at once. Wellman & Barber, Mulliken, Michigan. 315

For Sale—First-class drug store, stock and building, located in rich irrigated section of Western Nebraska. Chas. F. Sipe, Meibeta, Nebraska. 316

Want to hear from a competent shoe man, who is looking for an A-1 location for shoe business. E. S. Harris, 819 Division Avenue South, Grand Rapids, Michigan. 317

FOR SALE—Store building with lot of 47 feet frontage on West Michigan Pike. Good opening for lunch room or other business in resort town. Property elsewhere or good Ford considered in trade. W. A. Williams, Douglas, Michigan. 318

Traveling salesmen visiting the hardware and housefurnishing trades throughout any territory in the United States can have a 50 per cent. commission. Simply offering to their customers Reeg the Rhymer's Trade Rhyme Suggestions for advertising trade specialties on 7 x 11 hand painted signs. Address GEER, 2 Mt. Hope Place, New York City. 319

FOR SALE—At low price, hand driven mimeograph machine. E. J. Doyle, Internal Revenue Collector. 320

For Sale—At half price, one 12 foot Gillett display counter, 30 drawers, and one large refrigerator. 1055 East Fulton St., Grand Rapids, Michigan. 321

EXCELLENT drug business for sale, located in progressive Michigan town of 1,000 population. Address Box A, No. 27, Perry, Michigan. 322

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 122 North Washington Ave., Saginaw, Michigan. 128

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

Highest prices paid for all kinds of stocks of merchandise. Charles Goldstone, 1173 Brush St., Detroit. 149

Wanted—Tanners, plumbers and furnace installers for country dealers. Give full information about yourself. Campbell Heating Company, Des Moines, Iowa. 302

For Sale—Good blacksmith shop fully equipped, also good home, located in country village along interurban. Excellent farming community. Address Isaac Kouw & Company, Holland, Michigan. 303

Clerk wanted for general store in small town in South Dakota. Must be experienced and A-1 references; good salary to the right man. Address H. D. Cooper, Stratford, South Dakota. 304

Wanted—RANCH, not less than section of land; must be enclosed with woven wire fence; will trade fine new modern home as first payment; send full description with first letter. W. J. Cooper, Mt. Pleasant, Michigan. 306

Wanted—Reliable tinner and plumber. Must be capable and willing to do any work coming to a country town shop. Wages reasonable. Steady employment. Address C. J. Johnson, Dell Rapids, South Dakota. 307

Planing Mill For Sale—First-class, well-equipped mill; building new, 60 x 100 ft.; good railroad siding and a thriving town with three railroads; near Detroit. Price reasonable. Terms. Balcom Brothers, Rochester, Michigan. 308

FOR SALE—Bakery, ice cream and confectionery located at Tecumseh, Michigan. An old-established business, fully equipped in all lines; complete stock. Any reasonable offer accepted. If interested call or write to H. K. Hay, Tecumseh, Michigan. 312

GET MY TANKS—Make big money developing films. Particulars free. GILLETT, Boscobel, Wisconsin. 261

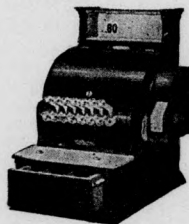
FOR SALE—Newspaper in best little town in Michigan, with or without two-story frame building. Address No. 296, care Michigan Tradesman. 296

Wanted

Two salesmen for Michigan, to sell our complete line Porch Furniture, Child's Rockers, Foot Stools, etc. Must furnish references.

The Milford Novelty Co., Milford, Ind.

For Sale—Only bakery and confectionery. County seat town of 3,000. Excellent business. Modern corner store building; six living rooms, bath and toilet upstairs. Price for equipment and building, \$6,000. City Bakery, Phillips, Wisconsin. 299



Vogt's Rebuilt Cash Registers

Get our prices. All makes and styles. Hundreds of satisfied customers brought to us through Michigan Tradesman. Ask for information.

J. C. VOGT SALES CO.
Saginaw, Mich.

Wanted—A complete set of office and store fixtures for cash, such as cash registers, account registers, scales, coffee mills, refrigerator, etc. I have an adding machine for sale. Address Joseph Weller, Olney, Illinois. 250

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 106 E. Hancock, Detroit. 219

Wanted Merchandise—We are the only buyers in Michigan for all kinds of merchandise, machinery entire manufacturing plants, department stores, dry goods, shoes, clothing, hardware, auto accessories, drug stores, variety stores, grocery and meat markets. Wanted at all times store and office fixtures, show cases, cash registers, refrigerators, desks, chairs, filing cabinets, safes and any other fixtures. Also, have for sale fixtures of all kinds. If you want to sell or buy, write us. W. Maxwell Merchandise and Salvage Co., 120-122-124 West Water St., Kalamazoo, Michigan. 281

For Sale—Our store building and stock, consisting of drugs, groceries and school books. Stock and fixtures will inventory about \$5,000. Will give a deed of the lot and store free to anyone who buys the stock and fixtures. DeHart Bros., Vernon, Michigan. 289

For Sale—200-acre grain farm; about 180 acres in crops; Southern Michigan. Will take merchandise in part payment. Wm. Wallace, 1419 Forres Ave., St. Joseph, Michigan. 290

For Sale—General store, stock and fixtures, including building, can be bought at a bargain. The little town has a population of 50, has an elevator, one church, one schoolhouse, three sugar-beet loading stations. The store building is 20 x 30 on the front part, two story; 20 x 40 on the back part, and has a shed, cellar and an ice house. The size of the lot on which building is located is 33 x 132. They have done \$12,000 worth of business in a year. They have the postoffice which brings in \$150 per year. Can live up above the store. If you are interested in this kind of a deal, enquire of Symons Brothers & Company, Saginaw, Michigan. 309

A Quality Cigar Dornbos Single Binder One Way to Havana

Sold by All Jobbers

Peter Dornbos
Cigar Manufacturer

65-67 Market Ave., N. W.
Grand Rapids :: Michigan

You Probably Never Thought of This

Every flour is not all flour.

A kernel of wheat is composed of various substances, several of which are not flour, and it requires very careful milling to separate all of the inferior material from the real flour.

To begin with we clean the wheat three times, scour it three times and actually wash it once before it goes onto the Rolls for the first break, so that no dirt may get into the flour.

Of course after crushing the kernel the various substances are all mixed up together; in other words, the bran, middlings, low-grade, clear and straight are mixed up with the high grade flour and a separation must be made.

All inferior materials are eliminated from

Lily White

"The Flour the Best Cooks Use"

It is all clean, pure, wholesome, healthful flour, every bit of it.

We could sell flour at lower prices if we were to leave the inferior portions of the wheat berry in the good flour, but the good flour would be damaged.

And we desire LILY WHITE to continue to be the best flour it is possible to produce; we want it to continue to give the same splendid satisfaction it always has given.

To give such satisfaction it must all be pure, choice flour, consequently we take out all of the undesirable materials.

YOU are the one who really gains by this, for when you buy LILY WHITE FLOUR you obtain all flour, of the very choicest possible quality.

Every flour is not all flour and will not give you as good satisfaction as LILY WHITE, so when buying flour insist on having the best and the purest, LILY WHITE, "The flour the best cooks use."

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

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

Resolutions Adopted by National Wholesale Grocers.

Applauding the efforts of the Federal Trade Commission in the interests of fair trading and requesting it to take any action necessary to further such ends.

Thanking the Commission for its investigation of the competition by the meat packers in the grocery field and its report on the subject, pointing out elements tending toward food monopoly.

Pledging support to all efforts tending to ascertain information upon the subject of economical food manufacture and distribution, "to the end that monopoly or dominating control may be prevented in every branch of the industry, that unfair methods of competition, whether practiced by the large or small, may be stamped out and that the freest competition may prevail."

Commending all efforts to suppress special favors to certain public carriers and "certain favored interests" which favors "enable them to compete unfairly with other shippers and drive out of the food trade numbers of independent manufacturers and wholesalers, together with retailers served by such independent interests."

Declaring that "public welfare demands that the various interests, large or small, shall compete upon an absolutely equal basis, and that with such fair conditions prevailing those manufacturers and merchants, whoever they may be who prove themselves the most efficient and economical agencies will survive in the service of the public."

Directing the officers and committees to continue their study and investigation of "conditions now prevailing in the food trade which tend toward monopoly and unreasonable prices to the consumer or that may be unfair methods of competition and present such information to the Federal Trade Commission or Congress and other branches of the Government in order that foods may be placed in the hands of consumers at the lowest possible prices and under free competitive conditions."

Approving the appointment of a railroad service committee for the purpose of completely investigating and determining the facts "to be presented to the proper legislative or administrative department, the contention of the association being that public service carriers shall render equal service to all shippers without special privilege to any individual or corporation of whatsoever magnitude," was approved.

Favoring Mississippi River waterways.

Re-affirming support for the enactment of Federal compulsory weight and measure branding laws and urging upon the Secretaries of Agriculture, Treasury and Commerce for a ruling requiring that wrapped hams and bacon be branded with the net weight, as is the case with other food products.

Favoring the cash discount system and appealing to all grocers to honor the terms of such discount.

Declaring the practices of some

packers of food in selling "S. A. P." to be pernicious; also that where it has developed into a form of contract containing a clause "firm at opening price," it is absolutely unfair to the buyer on the ground that he had no option or choice whatever as to the percentage of goods he shall receive or as to the price he shall pay.

Favoring the extension and continuance of the work of the educational committee in all branches, including cost accounting, wholesale grocer, retail grocer and salesman, and that there be a resumption of the research work in connection with Harvard University and others.

Opposing the repeal of the daylight saving law.

Urging continued food conservation.

Favoring zone postal system for second class matter.

Approving the repeal of the Federal bankruptcy law.

Favoring the revision of customs administration to the end of encouraging foreign trade.

The association also endorsed the opening of a campaign against the competition of the meat packers, pledged funds to finance a special campaign and retained special counsel to co-operate with all grocery factors in preventing the continued competition of the packers.

Plans the Certification of All Canned Goods.

Fremont, June 10—The big idea contemplates the eventual certification of each and every can of canned foods, disinterested certification of wholesomeness of fresh products, of sanitary manufacturing conditions, and of correctness of statements upon the labels. To make this certification possible the canners in a co-operative way through the National Canners' Association have organized what will finally be a nationwide inspection service, which in its operation means that each subscribing canner by accepting the service not only ensures and safeguards the quality of his own products, but is assured by reason of the daily physical and laboratory examination and inspection of his competitors' materials and practices that both his and his competitors' products are worthy of certification to the public.

This certification based upon inspection will be the basis and theme for an advertising campaign.

The inspection service contemplates at first standardization with respect to basic uniformity of materials and practices, and as the service develops, standardization of quality grades. You will understand that there is no thought of standardizing individuality or of securing absolute uniformity of product, but rather to establish a basic uniformity of wholesomeness and purity, and there will necessarily still remain a broad field for individual or local effort to attain superiority by reason of flavor and style due to climatic conditions or to exceptional care in method of selection and treatment.

This service is in no sense experimental, having been in operation since 1916 on Maine's sardines, and has also been in practical operation on California sardines and southern California fruits and vegetables.

In each State, or other more practical geographical division, there will be a National Canners' Association inspection office and laboratory, in charge of a chief inspector, under whom is a crop of carefully selected and trained traveling inspectors who will make daily visits to subscribing plants, make thorough examination into and detailed re-

ports as to materials, products and sanitary conditions, and draw representative samples for laboratory examination. In each district there will be an advisory board, elected by the subscribing canners, which will act in an advisory capacity on practical questions. The operation of and the co-ordination of the work of the several districts will be under the direction of an assistant secretary of the National Canners' Association in charge of certification service.

Participation in the service is entirely voluntary and is open to any member of the National Canners' Association, and membership in the association is open to any canner. The cost is prorated in each district, and for 1919 is limited to the actual cost of inspection, but in 1920 and subsequent years there will be an additional charge for publicity expense.

As previously stated, three districts were in operation in 1918 with an output of approximately 6,000,000 cases. The following districts have already organized: Illinois, 3,177,000 cases; Ohio, 2,383,000 cases. In Indiana and Michigan and in the Tri-States, New Jersey, Delaware and Maryland, organization is assured. Iowa and Wisconsin are to hold meetings on the 10th and 11th, respectively, and in Minnesota the subject is having consideration.

Certificates for eligible products of 1919 will be attached to the shipping cases. This to inform the jobbers and retailers as to the canners whose individual cans will be entitled to and will bear the certification insignia of the National Canners' Association, which the public will be educated to look for upon 1920 products.

The certification service is the foundation upon which the Educational Committee will inaugurate two publicity campaigns.

The first is to reach the canners themselves and demonstrate to the conservative and reactionary the benefits that will accrue to them by participation in this movement, which has for its purpose the acme of service to the consuming public.

The second is to educate the general public as to the wholesomeness and economic and dietetic value of canned foods; to displace ignorance with knowledge; and to dispel unwarranted prejudice, and this primarily will be by the advertisement of the certification service. Based upon the expectation of 20,000,000 cases of canned foods eligible for certification in 1919, and this is now practically assured, our Educational Committee plans a publicity campaign involving an expenditure of \$500,000 during the remainder of this year. This will be financed by underwriting by the interested and progressive canners and the cost finally will be equitably distributed among the benefited canners by refunding from their publicity contributions for the years of 1920, 1921 and 1922. You will understand that the educational or publicity campaign will be continued and expanded from year to year.

You gentlemen will grasp the inherent culminative force of the plan and will readily appreciate its compelling magnetic potency of attracting the eager consumption of certificated goods as well as the enthusiastic co-operation of the canners as the advantages accruing from the service become apparent.

The cost of inspection of 1919 goods sold for future delivery will, of course, be assumed by the canner; as to spot sales of 1919 pack it must necessarily be added to packing costs. The expense of inspection and publicity for subsequent years will properly be an element of cost, and may at first add slightly to the consumers' price, but this hardly seems probable, as it would seem that eventually this slight added cost should be absorbed by efficiency in manufacturing and distributive processes.

Frank Gerber,
President National Canners' Assn.

Cotton Production and Fabrics.

"Spectacular" is about the only term to express the break in cotton quotations which followed the publication on Monday last of the first of the Government's estimates of conditions for the new crop. Considering that the prospects were put down as rather low, the results in the markets were rather the contrary of what would be expected. But, as a matter of fact, the report had been discounted by operators, and second thought inclined them to consider that, even under the circumstances, a crop of 13,000,000 bales or so was not impossible. Then, too, reports of weather conditions in the growing districts were not so pessimistic as hitherto. In connection with some of the figures given out of last year's yield, it seems hard to understand why cotton should really be planted in certain districts. Thus, the Florida crop averaged only eighty-five pounds per acre, Oklahoma's ninety-two pounds, and even Texas merely 115 pounds. It would take a pretty high price for the product to make such farming pay. The goods market was rather dull in the main and showed the after effects of speculation. When the mills stopped selling second hands took it up and parted with goods at considerably under the nominal market figures. Finishers of fabrics, on the other hand, have been trying to bring up the prices to something like a parity with those quoted for the gray goods. A better demand for underwear is shown as well as for other knit goods, including hosiery for which the prices are showing an advance.

Guy W. Rouse is in Detroit to-day to deliver an address on "A Constructive Credit Department" at the annual convention of the National Credit Men's Association.

Soap—Practically all deals are off, which is in effect an advance. This has been prophesied for some time. The advance figures from 15@25c per box.

The chronic loafer is probably looking forward to the time when he can find time for a real rest.

Sometimes folks are so concerned over the poor that they fail to sympathize with the over-rich.



Bel-Car-Mo Peanut Butter

The demand for this popular product is constantly increasing. If you have not done so, tell your jobber to send you an order and try it out. It always wins.

Chili Con Carne Like the Mexican Kind

Two ways of enjoying the snap and "pep" of real Chili Con Carne. One is to get it down in Mexico. The other is to eat Red Crown Chili Con Carne. It is made of straight beef, real Bayo Beans, Chili Pepper and three other genuine Mexican spices, made in the real Mexican way.

Red Crown Ready To Serve
MEATS

are bought in the open market on a quality basis. All skin, bone and superfluous fat are removed and the juicy edible meats cooked without parboiling in a vacuum in the sealed can. This retains all the natural flavor and juices of the meats.

Read our full-page ads running in Good Housekeeping every month. Try the meats yourself. Then consider whether they're not worth pushing—hard.

Acme Packing Company
Chicago, U. S. A.



DWINELL-WRIGHT CO.'S
White House
Coffee
and **Teas**



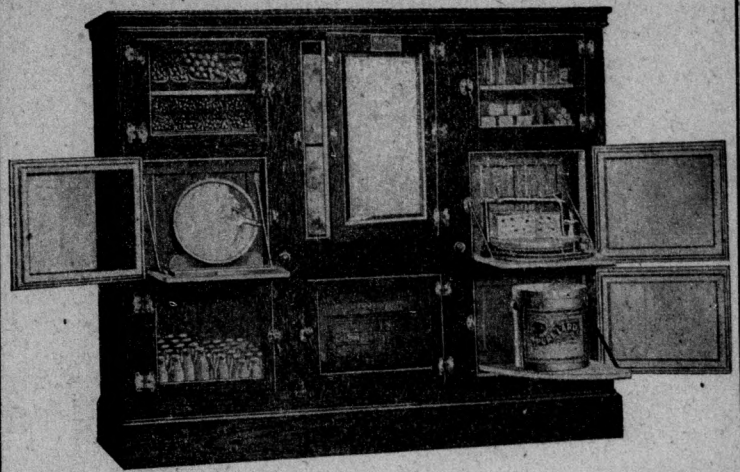
Are Always Satisfactory

Now *satisfaction* doesn't grow on every bush; but it is *the one* qualification everybody is looking for. If you give 'em "*White House*," you are dead certain that *satisfaction* goes with every package; and, besides, it ought to give you a *lot* of satisfaction to feel certain the purchaser gives you full credit for handing over such a bouquet of pleasure.

Distributed at Wholesale by

LEE & CADY

Detroit, Bay City, Saginaw and Kalamazoo



You Demand Years and Years of Service

That is why the McCray Refrigerator is so popular in the grocery trade—because it gives years and years of service. Grocers well know that "life-time service" is the McCray watchword.

McCray Refrigerators stand the test of time because they have *true quality* inbuilt in them. True quality is more than convenience and design—it is these *plus* materials, construction and workmanship.

McCray quality is more than a claim—as the thousands of satisfied owners are glad to testify. The many grocers using the McCray Refrigerator is the best proof of the fact that it is the leader for the trade.

MCCRAY
Sanitary Refrigerators

embody our well-known cooling system by which constant circulation of cold, dry air is assured through every compartment. By this means perfect conservation of food is accomplished. McCray insulation confines the cold air currents within and excludes the warm air currents from without.

OUR EASY PAYMENT PLAN makes it easy for any grocer to buy the McCray. The refrigerator can be secured and paid for while it is in use. The McCray Refrigerator prevents waste, saves food and will pay for itself while in use.

SEND FOR CATALOG—Let us send you a catalog that describes a great variety of designs—one to suit every requirement: No. 71 for Grocers and Delicatessens; No. 62 for Meat Markets and General Stores; No. 94 for Residences; No. 51 for Hotels and Restaurants.

"Refrigerators for All Purposes"

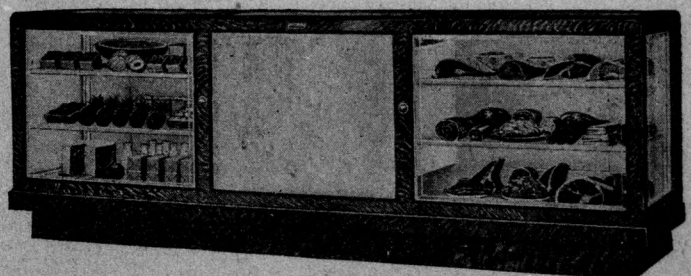
McCray Refrigerator Co.

944 Lake Street

Kendallville, Ind.

Detroit Salesroom: 14 E. Elizabeth St.

Salesrooms in all Principal Cities





Right Within Arm's Reach

Think what a convenience—Gasoline and Kerosene Pumps along side your finest display goods, ready for immediate delivery of these liquids in accurate quantities.

Just a step or two, the can placed on the pump nozzle, a quick turn of the handle and the sale is made. No trips to the oil room, no soiling of hands and clothes—no lost time. A pleasant operation both to you and to your customer. That's what you can have by installing

BOWSER
ESTABLISHED 1885

Gasoline and Kerosene Pumps

As clean, convenient, safe and profitable as any line of goods you carry.

BOWSER outfits will make the oil business actually attract customers to your store.

Ask us to show you more reasons "why."

S. F. Bowser & Co., Inc., Fort Wayne, Ind., U.S.A.
Toronto Office and Factory 66-68 Frazer Ave.

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT.