

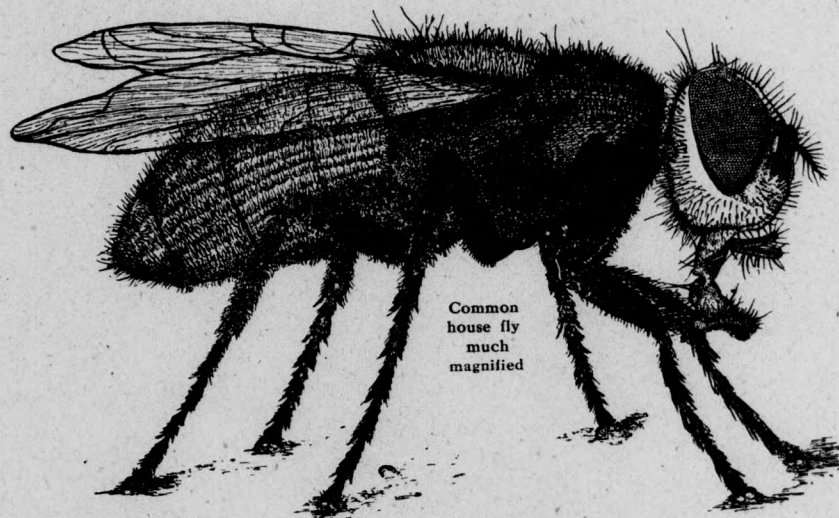
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 2, 1919

Number 1867



The season is now here when you will again be pestered with the filthy fly. Are you going to bow down to this as inevitable, or are you going to invest in a package of Lac-a-Fly and be boss. A little Lac-a-Fly puffed in the air will put every fly in the place on its back in from 15 to 30 minutes. Over 150,000 merchants are using Lac-a-Fly, and many of them tell us that they would not be without it for ten times what it costs. Order a \$3.00 package and a \$1.00 pump blower from your jobber today.

Your Guarantee: We will rebuy any package of Lac-a-Fly with which the owner is not satisfied. No conditions attached.

Lac-a-Fly, being non-poisonous, can be used freely around food-stuffs without caution. You will never be without it after you have seen what it can do for you. Order an outfit from your jobber or write us for the name of our nearest distributor.

We are now in position to take a few additional orders for our new 25c size for delivery in 30 days. One dozen to the display carton, 12 dozen to the case.

PONTIAC EXTERMINATING COMPANY, Pontiac, Mich

Do Not Waste Time and Money

They are precious and it is a crime to waste either. If you have the money to spare and time to give, employ both in recreation or benevolent enterprises. Then you or somebody else is deriving benefit from the expenditure. Don't waste them by purchasing inferior quality goods because they may be bought for a few cents less for, in the long run, the best is none too good and plenty expensive enough. When you buy flour insist on having

Lily White

"The Flour the Best Cooks Use"

The first cost is generally a little higher but when the totals are all figured up you will find it less expensive than the lower priced flours. There is no waste to LILY WHITE FLOUR. It is all flour, every bit of it.

All undesirable material is eliminated during the process of making. Of course if the cheaper material were to be left in the flour instead of being separated the flour would sell for less money, but it would not all be flour.

When you buy flour you want flour, all flour, and that is just what you get when you buy LILY WHITE, "The flour the best cooks use." Furthermore, spoiled bakings and disappointments because of unsatisfactory results will be a thing of the past.

Be contented, be happy, be richer by using LILY WHITE FLOUR, "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.



Franklin Package Sugars

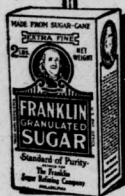
are being extensively advertised in newspapers throughout the country. Powerful advertisements are urging women to "Save the Fruit Crop".

Get your share of the results of this advertising, by stocking and pushing Franklin Package Sugars.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown



A Material Aid to Digestion

Most of us eat too much. And, most of us eat foods which are not easily digested.

It is, therefore, necessary for us to take a laxative.

Compressed Yeast is a cleansing laxative that will keep the digestive organs in proper working order.

Recommend—

Fleischmann's Yeast

to your customers for this purpose.

Fleischmann's Yeast has also been used successfully to cure boils, carbuncles and other skin afflictions.

Ask our salesman or—

Write for a supply of our booklets—

"Fleischmann's Yeast and Good Health."

THE FLEISCHMANN COMPANY

CANDY The Universal FOOD

Who's Candy?

"Double A"

Putnam's



CANDY

Made by

Putnam Factory 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,

DEAL 1910

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

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 2, 1919

Number 1867

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.

Two dollars per year, if paid strictly
in advance.

Three dollars per year, if not paid in
advance.

Canadian subscriptions, \$3.04 per year,
payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
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.

HANDS OFF IRELAND.

The United States was greatly incensed against England during our Civil War because she permitted Confederate ships to be fitted out in English ports to prey on the ocean commerce of this country. After the war was over we demanded reparation and apology. The demand found expression in the Geneva Arbitration, which decided that England had violated the equities of nations and assessed the damages at \$15,500,000, which was promptly paid. The arbitrators also decided that the Queen of England should make a proper apology to this country, which she did in language and spirit which excited the admiration of the world for England's fairness and magnanimity.

Now the tables are turned. Men who claim to be good American citizens are undertaking to do for Ireland what England undertook to do for the Confederacy. We have no more right to meddle with Ireland than England had to assist the Confederacy and, unless President Wilson immediately reverses himself on this subject, Americans will find themselves in an unfortunate predicament in the eyes of the world.

Any one with the least discernment knows that the freedom of Ireland is a misnomer. The Irish controversy does not involve any question of human freedom, geographical boundary or political ideal. The whole thing in a nutshell is a religious controversy which has been kept acute for generations between the Protestants of Northern Ireland and the Roman Catholics of Southern Ireland. Both sides are stubborn and bitter and can see no good in the other. Dublin insists on ruling Ulster and Ulster is content to get along without Dublin's rule. England has offered to give the Irish any kind of government the Irish people as a whole can all agree on, but everyone who has given the situation in Ireland even cursory study knows that Irishmen of differ-

ing religions have never been able to agree and never will be in accord. The best thing for Americans to do is to keep out of controversies of this character, because our Government is based on the utter disassociation of church and state and no one can champion either side of the Irish question without violating this fundamental theory of free government.

The Sinn Feiners who are held up to the admiration of the world as Irish patriots are the cheapest kind of hirelings and assassins. In their initial proclamation to the Irish people they referred to "our gallant allies (referring to the Germans) on the continent." It is a matter of history that the Sinn Feiners movement was financed by Germany for the sole purpose of embarrassing England during the Kaiser's war. The propaganda was successful to a great extent, because it resulted in the British paying three prices for the hay and horses furnished the English government by South of Ireland farmers and the opposition of the Sinn Feiners to the draft precipitated a critical situation which should have resulted in the execution of the leaders of the mutiny.

In the disposition of Turkey there have been assertions that Great Britain is inclined to the maintenance of Ottoman integrity, or at least the retention of Constantinople for the Sultan, because of the effect on the Moslem world. Unrest in Egypt and in India has been explained as a protest against the threatened humiliation of the Khalif. The Conference note does not take the Moslem danger seriously. It points out that it is rather odd to see the religious motive invoked by a Moslem people which joined hands with Christian nations in an unjust war. It points out that the disappearance of Ottoman sovereignty hitherto has raised no obstacles to the free practice of the Mohammedan faith. The note assumes, what has been plain to most competent observers, that the so-called "movements" in the Moslem world—Pan-Islamism, Pan-Turanianism—have been greatly exaggerated in scope or importance. Britain's difficulties in Egypt were primarily the result of inept governmental methods; had the projected journey of the Nationalist Ministers to London not been prohibited there would have been no popular uprisings. In India the rapprochement between Hindus and Mohammedans antedates the war, and certainly the Peace Conference. It is primarily a manifestation of the growing sentiment of Indian nationality, once more intensified by unwise administrative methods.

Running away from hard things never makes them any easier.

BRITISH TACKLE COMBINES.

Great Britain is having on her hands the same problem which has vexed the people of this country for a score of years or more, that of dealing with large business combinations. The tendency in that direction over there has been especially marked since the declaration of the armistice, and it really follows logically the combinations in various industries which the successful prosecution of the war made it imperative for the Government to insist on. The associations or combinations are of diverse kinds. One of them, the Dye Trust, has the Government itself as a contributor to capital with a voice in its management. Another, the amalgamation of oil companies with a capital of more than \$110,000,000, has a quasi public sanction. Other organizations fix prices to be charged, have regulations with regard to tenders for contracts, or eliminate outside competition by imposing restrictive conditions on purchasers. Many regulate output by allotting to each member a fixed percentage of the total production, with fines for exceeding this and compensation for falling short, the fines to be paid into a pool and the compensation drawn from it. In the last-mentioned cases a producer may close his factory and be paid for doing so, just as was the case here years ago in regard to the old Sugar Trust and the steel rail pool. The whole subject has been reported on by a committee appointed by the Ministry of Reconstruction. It suggests that official machinery be established for investigating the combinations, that means should be provided for giving the fullest publicity to their activities and an enquiry had of any complaints with regard to the existence or actions of these bodies.

GERMAN COMPETITION.

Practically all commercial treaties in operation before the war have gone into the discard. European nations are working under temporary extensions, modified by special import and export restrictions. Two considerations are in view. One is to stimulate domestic industries and the other is to avoid any unfavorable rate of exchange. These things will be matters to be adjusted as soon as possible. Until they are foreign trade cannot be normal. How much Germany's re-entrance as an exporter will have on such trade is one of the things that have many guessing. That country will at once begin to supply electrical apparatus and installations in several contiguous territories. It will also supply a lot of dyes, drugs and chemicals, potash, salts, toys, china and glassware, cutlery and considerable

machinery, and other iron and steel products. It does not appear likely that it will figure for a year or more as an exporter of textiles, although this is dependent on how much raw material has been stored in neutral countries for German account. The amount of such material is conjectural, although it has been repeatedly asserted that quantities of wool, cotton, rubber, copper, etc., are so held. The crippling of Germany's mercantile marine is likely to prove a serious drawback in the efforts to get trade from afar in the immediate future, and will probably lead to more intensive efforts to secure business with neighboring nations. The higher production cost in Germany will be offset by the same thing in other competitive countries.

THE GERMAN MIND.

The grand scale hara-kiri of the German warships in Scapa Flow is an illustration of one of the problems which the Allied Powers will have to face in the execution of the Treaty. And that problem is the German mind. The incident impresses one less as an act of open treachery than as an example of the extraordinary mingling of stupidity and subtlety, of crass realism and exaggerated legalism, of "rights" and "necessities" with which the world has had to deal from the beginning of the war. If the Germans had sunk their warships before the armistice or before the supreme humiliation of surrender, the act would have been human and understandable. To wait until the "expiration" of the armistice, as the German rear-admiral did, and then to sink the ships during a sort of constructive recess when there was no armistice and there was yet no peace, and therefore the ships had presumably reverted to their former owners—that act is, well, German. Such incidents will recur; and it will be for the Allies to decide in each case whether Germany is violating the Treaty with forethought or whether she is only fulfilling the Treaty according to the laws of German thought. The tasks of peace will be harder than the tasks of war for the Allies to the extent that war did not call for patience with the enemy's mental processes. Peace will unquestionably draw heavily upon the world's tact and forbearance.

This country has not enough brass bands for its urgent needs. Many a town, striving to prepare in advance for the signing of the Treaty and for Fourth of July, found with chagrin that its local band had a previous engagement. One band has often been considered a surplus, but no band is a serious deficiency.

THE SUPREME COUNCIL.

Full Account of the Thirty-Second Session.

At 10 a. m. Tuesday, June 23, Supreme Councilor, F. J. C. Cox called to order the thirty-second annual session of the Supreme Council of the Order of United Commercial Travelers in the Council Chamber of Columbus Council, No. 1, at 24 West Goodale street, Columbus, Ohio. After satisfying themselves, Supreme Page, C. V. Holderman and Supreme Conductor reported all present Councilors. Supreme Chaplain J. M. Moore asked God's blessing on the session and his guidance in all that was to be done, that it might be for the benefit of the order.

The roll call of officers showed all officers and standing committees present. The roll call of Past Grand Councilors, sitting, but not on any committees, yet entitled to a vote in the convention, brought the voting strength of the 1918 convention to about 210. Supreme Councilor Cox made appointments of special committees, charter and dispensations, credentials, mileage and per diem, necrology and resolutions. On the charter and dispensations committee A. G. Mac Eachron, of Cadillac Council, Detroit, was appointed chairman. After an announcement was made that the Ladies Auxiliary of Columbus Council was prepared to serve a noon luncheon in the dining room above, a recess was declared until 1:30 p. m. Right here we want to say that the lunch was good, the prices moderate and this committee continued serving both a noon luncheon and one again at 6 o'clock during the remainder of the week, and at each meal they had a good crowd. Before the close of the Supreme Council Session, a standing vote of thanks was given the ladies.

The entire afternoon session, Tuesday, and the forenoon session of Wednesday was taken up with discussions, arguments and resolutions pertaining largely to the good of the order. (Admitting however, some of the arguments, resolutions and motions that were lost, had they carried, would not have been for the good of the order.) All matters and differences were finally disposed of to the entire satisfaction of the session assembled, and it is a pretty safe bet that some matters that came up, but were lost, are dead in the Supreme Council for all time to come.

Tuesday evening at 7 o'clock, the Imperial Guild, Ancient Mystic Order, Bagmen of Bagdad, served a chicken dinner to all Bagmen present. About 150 Bagmen were seated at this dinner. Eight from the Michigan jurisdiction answered present when their names were called. After the banquet, cigars were passed and all retired to the Council room below, and the twenty-third session of the Imperial Guild of Bagmen was opened with Imperial Ruler, John T. Reese, in the chair. Judging from the crowd present at this meeting and the interest manifested, the Bagmen are growing, both in membership and interest each year. The writer knows this to be a fact, because he has been in attendance many times before.

A resolution was offered and adopted that in 1920 two evenings be devoted to the Bagmen. The first, a business and social session, and the second evening, a ceremonial session will be put on by the officers of the Imperial Guild, and a promise made that there will be a class for initiation. The election of officers for the Imperial Guild resulted as follows:

Imperial Ruler—George E. Hunt, Boston.
Imperial Viceroy—Channing E. Jones, Columbus.
Imperial Prime Minister—B. F. Heastand, San Francisco.
Imperial Master of Ceremonies—T. B. Lewis, Atlanta.
Imperial Chief of Guides—Walter S. Lawton, Grand Rapids.
Imperial Captain of the Guards—E. A. Savage, of Milwaukee.
Imperial Caliph—Arthur Parker, Worcester, Mass.
Imperial Inside Gate-Keeper—W. J. Sullivan, Chicago.
Imperial Outside Gate-Keeper—W. W. Harding, Texarkana, Ark.

At the session Wednesday morning, an urgent request from supreme Councilor Cox to take up the matter of opening up councils in the Eastern part of Canada was given considerable consideration, and the matter will be taken up later in due form by the Supreme Council.

At the Wednesday afternoon session a resolution was introduced that a committee be appointed to arrange for a meeting at Washington and ask for a ruling concerning what deductions may be made from the tax on merchandise brokers, which tax affects many traveling men selling different lines on a commission or brokerage basis.

At the opening session Thursday morning, former Supreme Surgeon C. S. Taylor came before the session and rendered his report for the last half of 1918, his term of office expiring Dec. 31 of that year. Dr. E. W. Evans, who was elected Supreme Surgeon at the 1918 session

but who did not take office until Jan. 1, 1919, followed with his report, from the time he took the office up to and including June 1.

The report of the necrology committee contained this year a large number of the Supreme Council who had answered the call of the Imperial Council on High, rendered their last report and closed their journey forever and among the list of names read off were Past Supreme Councilor Frank S. Ganiard, of Jackson, Past Grand Councilor Amos Kendall, Hillsdale, and Past Grand Councilor, Fred H. Clark, of Detroit. As the names were read a white carnation was lovingly placed in a vase to their memory, the entire assemblage standing with uncovered heads. As the last name was read a male quartet, consisting of E. O. Hiehle, of Kentucky, Fred L. Wright, of Wisconsin, A. C. Kennedy, of Illinois, and E. T. Meeks, of Kentucky, sang two verses of the "Vacant Chair."

Miss Virginia Mae Murray, Secretary at the New York City office of the Travelers National Aid Association, was introduced and gave a very comprehensive talk on the good this Association is doing, especially the aid and protection to young girls who are compelled to locate in large cities where they are not acquainted. Miss Murray asked for cooperation from the United Commercial Travelers by reporting to their representatives at the different stations and boat landings cases requiring attention. It has been the experience of this Association to be called upon to take charge of young girls, even at the age of fourteen, who have run away from home and been lured to the city, either by their own venturesome nature or influence exerted over them by others. They also give special attention to old ladies and gentlemen and in Miss Murray's talk she spoke of two cases of runaway girls she had been called on to look after in New York City, each one having answered some matrimonial advertisement. The age of one was fourteen and the other one eighteen. She received a hearty welcome and assurance of co-operation and at both her entrance and when taking her departure, she was shown the greatest respect and courtesy by all rising to their feet with uncovered heads, giving her the right hand of welcome. Before the close of this afternoon session it was decided advisable to have an evening session, which was held from 7:30 until 11:30 p. m.

At the opening of Friday morning session, the committee that was appointed to go to Washington to confer with the Railroad Administration relative to some kind of a mileage book made their report and in that report brought out facts that approximately 700,000 persons in the United States are riding on passes and by so doing not only add to the relative expenses of operating the railroads, but are also not paying to the Government of this country the 8 per cent. war tax levied on all transportation. This committee took up with the Railway Administration the subject of extending the limit time on baggage before storage charges are levied. That time now is twenty-four hours. They also asked consideration for an interchangeable mileage book of from two to five thousand miles, at a lower rate of at least 20 per cent. below the regular charges.

Some interesting facts were brought out in this report and as the result of the interview of this committee with the railway officials at Washington, it is expected some action will be taken and some concession made in both the mileage book and the baggage, storage. The committee made the statement that it was positively necessary to be backed up with facts and figures to get any hearing or attention at Washington, and they also recommended that throughout the country the different Grand Council Jurisdictions take these matters up with their representatives and the Railway officials at Washington and the conclusion of this committee's report was to begin teaching railway transportation in our public schools. This committee was continued to deal farther with these matters and it is hoped will bring about results.

The Commercial Travelers Council on Transportation Committee of the Chamber of Commerce of Rochester, New York, are urging passage of a bill introduced in the United States Senate by Senator K. D. McKellar, which provides for a system of mileage books giving commercial travelers and others habitually using the railroads, a rate of 20 per cent. less than the rates already fixed for traveling. The Rochester Chamber of Commerce has written to United States Senator Wm. H. Calder, Thomas B. Dunn and Archie D. Saunders, asking for their support of this bill. They have also prepared a petition for the signatures of all interested in this bill of Senator McKellar and hope to send this petition to Washington in a few days and make the suggestion that other Grand Jurisdictions and Subordinate Councils get busy with their representatives on this proposition.

A resolution was offered that the Supreme Council offer two prizes and this resolution suggested that these prizes consist of banners. One to be

Quaker Spices Sell While Other Brands Stay on the Shelves

The sales of Quaker Spices are steadily and rapidly increasing.

Quaker Spices have to respond to the highest test and are uniformly good. Housekeepers, therefore, prefer Quaker Spices because they always get good results.

Do not handle spices of doubtful quality, when you can get Quaker at the same price by simply asking for Quaker.

Quaker Spices advertise themselves to consumers and this is a direct benefit to you in your struggle to gain and retain new customers.

Help those who help you. You thus help yourself, for goods of standard quality sell most rapidly and I give the best satisfaction.

It is the sellers and not the stickers which pay real profits.

Get wise and get Quaker, if you are not already doing so.

Insist upon having Quaker, for Quaker is not only the most uniformly good brand, but it is also the one brand that is always kept up to a certain established standard as to strength.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

awarded the largest gain in membership and the other the largest percentage gain.

A resolution was offered from the Secretary-Treasurer's National Association meeting that subordinate Secretaries make their reports in triplicate and the third sheet be sent to the Supreme Council. This resolution was offered by the Secretary-Treasurer's Association and recommendations made that the Supreme Council recommend carrying it out. Another resolution offered by the Secretary-Treasurer's Association was that inasmuch as two cent first-class postage goes into effect July 1, that all assessment notices be sent out under first-class postage, for it is a fact that, owing to the present condition of handling mail, together with trying to economize by using one cent postage, some mail fails to reach the person it is intended for.

A recommendation was offered for the Supreme Executive Committee to make an appropriation suitable to properly place in the hands of each subordinate council appropriate and necessary printed matter for advertising purposes of the order.

A resolution was offered to reduce the number of representatives from each Grand Jurisdiction from one to each 500 to one from each 700 members of that Jurisdiction, but by a vote on the floor this resolution did not carry. In the report of the Supreme Executive Committee the fact was brought out that 46 per cent. of the death claims coming to this organization was caused by automobile accidents. Even though we have just passed through the world war conditions, our membership with the closing of this fiscal year has passed the 80,000 membership, which is a considerable increase over the closing of the fiscal year of 1918.

The fixed salaries for the Supreme officers are as follows:

- Supreme Secretary—\$6,000.
- Supreme Treasurer—\$1,500.
- Supreme Auditor—\$4,500.
- Supreme Attorney—\$5,500.
- Supreme Surgeon—\$4,000.

Members of the Supreme Executive Committee—\$10 for each meeting.

At the opening of the afternoon session of Friday considerable work was done by some of the different committees in reporting on matters that had been referred back to them. After this work was all cleaned up and all differences of opinion wiped out, the time was at hand for the election of officers. In this election the rule was followed out along the lines of moving up each officer one step in advance of the office he was occupying. This applied only to the line officers and no real contest was put on until nominations were open for Supreme Sentinel. The Illinois delegation offered for the office of Supreme Sentinel the name of W. J. Sullivan and the Kansas delegation offered W. D. Mowry, both good, clean-cut fellows and the run was very close, but when the ballots were counted Sullivan had the majority lead large enough to elect him. The second contest was the election of a Supreme Secretary. Past Supreme Councilor Geo. E. Hunt, of New England, took the floor and placed before the convention the name of Walter D. Murphy to succeed himself in the office of Supreme Secretary and a nicer, cleaner or better nominating speech could hardly have been made. The Minnesota, North Dakota, delegation then offered the name of J. M. Dresser for the office of Supreme Secretary. The ballot was spread and it was proven by the result of this ballot that the good and faithful work done by Walter D. Murphy was recognized and that he will be continued in this office for another year. The two members retiring from the Supreme Executive Committee, D. P. McCarthy, Ohio, and Chas. A. Hebbard, New York, were jointly nominated to succeed themselves and so elected by a joint ballot and Chas. A. Hebbard, re-elected Supreme Auditor. Dr. E. W. Evans was elected to succeed himself as Supreme Attorney, as was also John A. Millener for Supreme Attorney.

The officers for the years 1919 and 1920 as follows:

- Supreme Councilor—R. A. Tate, New York.
- Supreme Junior Councilor—W. E. Emerson, Iowa.
- Supreme Past Councilor—F. G. C. Cox, Winnipeg, Canada.
- Supreme Secretary—Walter D. Murphy, Indiana.
- Supreme Treasurer—James C. Nesbitt.
- Supreme Conductor—C. V. Holderman, Tennessee.
- Supreme Page—F. J. Roeser, Missouri.
- Supreme Sentinel—W. J. Sullivan, Illinois.
- Supreme Executive Committee—Louis Worth, W. E. Ford, D. P. McCarthy, Chas. E. Hebbard.
- Supreme Surgeon—Dr. E. W. Evans.
- Supreme Attorney—John A. Millener.

Before retiring from the chair, Supreme Councilor Cox, being a Canadian, asked that the entire Supreme Council rise and under the close of a Canadian administrative, sing the National anthem of America. (United States). Past Supreme Councilor Geo. E. Hunt, installed

the newly-elected officers and, on presenting the gavel to the newly-elected Supreme Councilor, R. A. Tate, did so in the name of unity, charity and temperance, and the cardinal virtues they teach. The New York delegation presented to the newly-elected Supreme Councilor, R. A. Tate, a beautiful traveling bag, with the wish that at the meeting over which he will preside in 1920 any matters pertaining to trouble or personal feeling in the organization may be locked up tightly in this grip. Past Supreme Councilor Hunt then presented to Past Supreme Councilor T. J. Phelps, of West Virginia, who by virtue, of having passed through all of the chairs, became a Supreme Councilor, with a Past Supreme Councilor's jewel as a token of the years of service he had given the organization.

Before closing the meeting Supreme Councilor R. A. Tate appointed the auditing committee, state of the order committee, and jurisprudence committee.

Notes of the Convention.
W. A. Bellamy, Grand Past Councilor of Michigan, accompanied by his wife, who by the way was the only Michigan lady attending the convention, made the entire trip from Bay City to Columbus by electric railway, and before returning home will continue the trip as a part of their vacation.

Grand Councilor C. C. Starkweather, of Detroit, accompanied by Mark Brown, Saginaw, E. A. Welch, Kalamazoo, and M. G. Howarn, Detroit, made the trip from Detroit by automobile to Columbus and back to Detroit.

On the trip going down June 23, W. S. Lawton and Wilbur S. Burns, of Grand Rapids, missed their connections at Toledo. Inasmuch as their tickets were purchased through on one route and no more trains going that day or night, on that particular route, they finally convinced the custodians of the ticket office in Toledo that it was absolutely necessary that they be given passage over some other route that would get them to Columbus, which was done, and they reached there in due time for the opening of the session.

The fact was not clearly established by what means or route, A. G. McEachron, of Detroit, reached Columbus. It was the inference of some that, owing to the time occupied between his departure from Detroit and showing up at the opening of the convention, he walked. Because Mac is always exploiting and developing his great walking endurance. However, if our good friend A. G. has any further explanation to offer, we will be glad to receive it.

Before the meeting Friday afternoon closed, the old friend and former Supreme Attorney of the organization, Judge Segars, came before the boys, as he familiarly calls them and gave them a very nice talk. Ever since retiring from the office of Supreme Attorney, it has been the judge's endeavor to have a visit with the boys in session assembled and he always receives a hearty reception. John D. Martin.

The meanest feature connected with the extortion practiced by the stock fire insurance companies under the guise of the surcharge was the statement authorized to be made by local agents to the effect that the surcharge was a war tax exacted by the Government and that the entire amount of the surcharge was turned directly over to Uncle Sam. Of course, such representations were false and the persons promulgating same should be punished for obtaining money under false pretenses. The Tradesman personally investigated dozens of such complaints and ascertained to a certainty that the local agents were instructed to make such statements by district and state agents. In all cases the local agents knew that the statements were false and that they were rendering themselves liable to prosecution by uttering such claims. They relied on the assurances of the men higher up that they would be protected in case of any one making them trouble. No more contemptible propaganda was ever conducted by any set of highway robbers than the surcharge extortion foisted on the insuring public by the fire insurance combine.

Do you know any man whose position is so secure that he can afford to lose the respect of another?



**THE HOME CROWN
CAPPING MACHINE**

None
Genuine
Without
This
Tag

Manufactured by
The United Tool & Manufacturing Co.
94-96 Brush St. Detroit, Mich.
GEORGE ROBINSON
Distributor
817 FREE PRESS BUILDING

The Recognized
Leader in
Capping Machines

Superior in
Quality

Durably Constructed

Easy to Operate

Caps All Size
Bottles

Best by Test

Buy your
Made in Detroit

Home Crown
Capping Machines

The Best at
The Lowest Price

\$4 retail

Dealers wanted
everywhere

TELEPHONE MAIN 155

For full details write, call or phone
GEORGE ROBINSON, 817 Free Press Bldg., Detroit

Sun-Maid Raisin Advertising

In Millions of Homes Every Month



Most of your customers see in their favorite magazines each month the splendid advertisements in colors that tell them of many ways to use Raisins. They are reminded in this way to keep raisins handy at all times.

Sun-Maid Raisins for pie, with oat-meal, in puddings and cake, and many other uses are suggested.

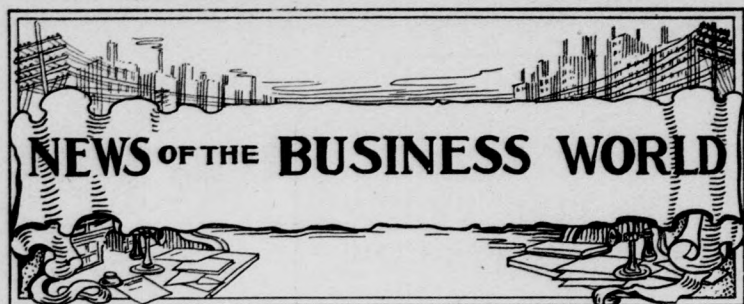
Turn the power of these advertisements to your personal ends by displaying

Sun-Maid Raisins

on your shelves and in your windows.

Three Varieties: Sun-Maid Seeded (seeds removed); Sun-Maid Seedless (grown without seeds); Sun-Maid Clusters (on the stem).

California Associated Raisin Co.
Membership 9,000 Growers Fresno, California



Movements of Merchants.

Lawton—F. D. Jones has opened a restaurant and cigar stand.

Wayland—The Wayland State Bank has increased its capital stock from \$20,000 to \$25,000.

Freeland—Harry Moulton has sold his meat market to Fred Lehr, who has taken possession.

Ithaca—George E. Golwitzer, formerly of Chesaning, has engaged in the hardware business.

Buckley—The Buckley State Bank has been incorporated with an authorized capital stock of \$20,000.

Pontiac—The Oakland County Savings Bank has increased its capital stock from \$100,000 to \$250,000.

Homer—The Homer Farmers Elevator Co. has been organized with an authorized capital stock of \$40,000.

Fennville—The Fennville Fruit Exchange is building a branch packing house, 48 x 100 feet, two stories and basement, at Kibbie.

Chesaning—The First National Bank has been organized with an authorized capital stock of \$50,000 and will open for business about August 15.

Marcellus—Charles Londich and son Louis, who recently returned from France, has engaged in the dry goods business in the Kroll building.

Flint—The Central Oil Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$7,500 has been subscribed and paid in, \$5,000 being in cash and \$2,500 in property.

Lansing—Jack Shoemaker, for the past two years manager of one of the Pierce grocery stores, has engaged in the grocery business under his own name at the corner of Bailey and Isabella streets.

Highland Park—The American State Bank has increased its capital stock from \$100,000 to \$200,000 and the surplus from \$20,000 to \$40,000. The bank will be removed to its new building about Sept. 1.

Ann Arbor—The Harris Seed Co. has been incorporated to conduct a wholesale and retail seed business, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Hancock—Ojala Bros. have sold their store building and stock of shoes, groceries and meats to F. Eilola & Co., who will close out the stock at special sale and occupy the building with the stock of clothing and shoes, transferring this branch of their business from the present location on Lake street so as to give additional space for its grocery and meat stock.

Cadillac—The John W. Johnson Co. has been incorporated to conduct a clothing, underwear and hat business, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The Niman-Hyman Co. has been organized to conduct a clothing, men's furnishing goods and hat store, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Iron River—The Square Deal has been incorporated to conduct a general store, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in, \$2,000 in cash and \$4,000 in property.

Ann Arbor—Horace C. Mills, Everitt Betts and Walter O. Adams have formed a copartnership and purchased the plant of the Ann Arbor Machine Co. and will continue the business under the style of the Production Castings Co.

Ironwood—The Olson & Bergquist Co. has been organized to conduct a wholesale and retail business in builders materials and supplies, with an authorized capital stock of \$250,000, of which \$125,300 has been subscribed, \$217.25 paid in in cash and \$79,282.75 in property.

South Haven—The South Haven Fruit Growing Corporation has been organized to grow, produce and preserve for the market, products of the orchard, garden and farm, with an authorized capital stock of \$250,000 common and \$250,000 preferred, all of which has been subscribed and \$130,000 paid in in property.

Manufacturing Matters.

Sturgis—The Kirsch Manufacturing Co. is building an addition to its plant.

Ann Arbor—The Machine Specialty Manufacturing Co. has increased its capital stock from \$10,000 to \$125,000.

Lake Odessa—The Lake Odessa Canning Co. is installing its machinery and will open for business July 7.

Marquette—John F. Matte, of Hancock, has engaged in the baking business under the style of the Federal Bakery.

Benton Harbor—The Williams Bros. Box Works will add a fourth floor to its building to take care of its largely increasing business.

Detroit—The Crocker Air Line Co. has been incorporated to manufacture and sell air compressors, engines, etc., with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$115,000 has been subscribed and paid in, \$10,000 in cash and \$105,000 in property.

Ionia—A. Dagley, proprietor of the Sanitary bakery, has filed a voluntary petition in bankruptcy. A meeting of the creditors will soon be called.

Flint—The Flint Bread Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$15,000 paid in in cash.

Sturgis—The Central Wheel Co., for which the Grand Rapids Trust Co. is receiver, has been purchased by C. A. Freeland and E. C. Wright, who have taken possession.

Ypsilanti—The Ypsilanti Foundry Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$53,800 has been subscribed and \$30,500 paid in in cash.

Saginaw—The Saginaw Sectional Bookcase Co. has sold its plant to A. W. and G. E. Seeley, who will continue the business under the same style. The capitalization is \$25,000.

Muskegon—Emens Bakery, Inc., has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,000 has been subscribed, \$1,000 paid in in cash and \$6,000 in property.

Coldwater—The L. J. Beyers Co. has been incorporated to manufacture and sell medicines and chemicals, with an authorized capital stock of \$2,000, all of which has been subscribed and \$500 paid in in cash.

Detroit—The Ira Lee Suction Cleaner Corporation has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed, \$4,300 paid in in cash and \$51,000 in property.

Detroit—The Cecil R. Lambert Co. has been organized to manufacture and sell metal products and machinery, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Blissfield—The W. G. White Co., tanner, has merged its business into a stock company under the style of the W. G. White Co., Inc., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Detroit—An army of workmen are engaged at the Paige-Detroit plant installing machinery and otherwise busy on bringing to completion new manufacturing facilities planned some time ago to meet the ever-growing demand for Paige cars.

Manistee—The Manistee Tanning Co. has been formed in Manistee by former Muskegon men, J. C. Beukeema and P. P. Snorbach. The concern is capitalized at \$100,000 and will manufacture leather goods such as gloves and fine hide products.

Kalamazoo—The Van Gorter Co. has been incorporated to manufacture and sell stationery, paper novelties, specialties and supplies, with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed, \$2,100 paid in in cash and \$16,970 in property.

Portland—The Ypsilanti Reed Furniture Co., of Ionia, has closed negotiations to put a branch factory in Portland, having leased the Willard Reed building for assembling chairs, which will be hauled overland in

trucks from Ionia. Operations will be started about July 15 with a force of 100.

Corunna—The United States Robe Co. will begin operating day and night, in two weeks. The company has contracted to deliver about two-thirds of its output to an Eastern concern, and will devote the remainder of its plant to production of work coats, dresses, coats and robes for its local trade. It had a large war business.

Must Get Along With 30 Per Cent.

The stockholders of the Hartford Fire Insurance Co. voted to increase the capital from \$2,000,000 to \$4,000,000, the 20,000 shares of new stock of \$100 par to be offered to present stockholders on a pro rata basis.

The company has been paying a dividend of 40 per cent., but with the capitalization doubled, it will be reduced to 30 per cent. The advance in dividends, due to the increase of capital will be an increase of \$400,000 to the company, or an annual advance for dividends from \$800,000 to \$1,200,000 a year.

This company is a member of the combine which extorts a surcharge from Michigan policy holders in defiance of law and the enactment of the Legislature.

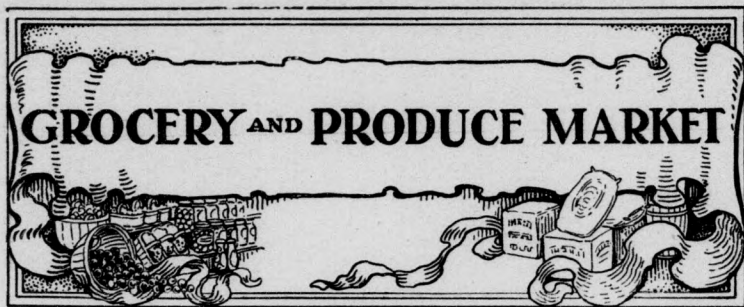
Provisions—The market on lard substitutes is very firm, quotations having advanced another cent per pound over previous quotations, due to release of some of the Government regulations. There is an ample supply to meet all present requirements. The market on pure lard is steady to firm. There is an active demand and a fair supply. The market on smoked meats is very firm, prices having shown a slight advance. There is a heavy demand at this time and a fair supply. The market on dried beef is firm and several cents per pound higher, due to an active demand and an extremely short supply. The market on barreled pork is steady, with quotations unchanged. The market on canned meats is firm at unchanged quotations.

D. D. Alton, the Fremont druggist, dropped in on Grand Rapids Monday, having made the trip from Fremont to Grand Rapids in something like an hour. Mr. Alton thinks nothing of driving from Fremont to Lansing for dinner or to Mt. Pleasant for luncheon. He is easily the champion long distance driver of Michigan.

Man was not made to be a business or professional machine. To fulfill the object of his being, he must be a fully developed man. To accomplish this, he must so live, work, and play that he will be at the top of his condition every day in the year.

M. Nagelkirk, dealer in general merchandise and produce at Moline, renews his subscription to the Tradesman and says: "Am well pleased with your paper and would not do without it."

George Carrier has engaged in the grocery business at 151 Hovey street, Muskegon Heights, the Worden Grocer Co. furnishing the stock.



Review of the Produce Market.

Apples—Winesaps, \$5 per box; Transparents, \$4 per bu.

Asparagus—\$1.25 per doz. bunches for home grown.

Bananas—\$7.75 per 100 lbs.

Beets—New command 50c per doz.

Beet Greens—85c per bu.

Butter—The market is slightly weaker, due to heavy receipts and the exceedingly warm weather. There is a good demand for all grades of fresh creamery for this time of year. We do not look for any great change in the butter market in the near future, as the present demand is consuming the current receipts. Local dealers hold fancy creamery at 50c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Tennessee, \$2.25 for 45 lb. crate; Louisville, \$3.75 per 100 lbs.

Cantaloupes—Imperial Valley stock, \$1.75 for flats, (12-15); \$3.50 for ponies, (54); \$4 for Standards, (45).

Carrots—25c per doz. for new.

Celery—Home grown, 40c per bunch.

Cherries—Sweet, \$3.50 per 16 qt. crate; sour, \$3; California, \$3.50 per box.

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

Cucumbers—\$1.65 per doz. for No. 1 and \$1.40 for No. 2.

Currants—\$3.50 per 16 qt. crate for either white or red.

Eggs—The market is very firm on fancy marks, due largely to the average receipts showing more or less heat. There is a good supply of low-grade eggs on the market, but strictly fancy eggs are in very light supply. We look for continued firm market on fancy eggs. Local jobbers are paying 40c for fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$3.50 per crate of 16 qts.

Green Onions—20c per dozen.

Green Peas—Telephones, \$3 per bu.

Green Peppers—60c per basket for Florida.

Lemons—California, \$8.50 for choice and \$9 for fancy.

Lettuce—Home grown head, \$3 per bu; garden grown leaf, \$1 per bu.

Onions—California, \$4.50 per crate for yellow and \$5.50 per crate for white; \$7.75 per 100 lb. sack for yellow.

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

Peaches—Florida stock, 6 basket crate, \$3.75; California Triumphs, \$1.65 per crate.

Pieplant—5c per pound for home grown.

Pineapples—\$5@6 per crate.

Plums—\$3.50 per box for California.

Potatoes—Old are slow sale at 75c per bu.; Virginia Cobblers, \$8 per bbl.

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

Raspberries—\$6 per crate for red; \$5.50 per crate for black.

Spinach—85c per bu.

Tomatoes—Home grown, \$1.65 for 7 lb. basket.

Water Melons—75@90c apiece for Florida.

Wax Beans—Home grown command \$4.25 per bu.

The Grocery Market.

How about this? The cost of living still going up, according to a statement from the Federal Department of Labor. Is there anything worth studying in this statement?

The retail grocer may get something out of an analysis of this report. It may help to learn whether he is selling merchandise at as low a figure as he can to make a proper profit and yet give groceries to his patrons at a proper minimum to them.

The retail price of twenty-two articles of food combined for the United States was 2 per cent. higher on May 15 than on April 15, according to the statement, and out of forty-one articles for which prices are received by the bureau of labor statistics each month from retail dealers, twenty-six advanced in May as compared with April.

Butter advanced 7 per cent. in April, but decreased 5 per cent. in May. Bacon increased 4 per cent. in April, but decreased 1 per cent. in May. Lard increased 6 per cent. in April and 10 per cent. in May.

Meal increased 2 per cent. in April and 17 per cent. in May, which brings it up to the price in May, 1918. Flour increased 6 per cent. in April and 4 per cent. in May; eggs, 2 per cent. in April and 8 per cent. in May; coffee, 2 per cent. in April and 5 per cent. in May.

Ham and round steak each increased 3 per cent. in both April and May; sirloin steak increased 5 per cent. in April and 2 per cent. in May; rib roast increased 4 per cent. in April and 2 per cent. in May.

Onions increased 55 per cent., potatoes and prunes, 6 per cent. each; cabbage, 5 per cent.; pork chops, 4 per cent.; oleomargarin and bananas, 3 per cent. each, and cheese, chuck roast and hens, 1 per cent. each.

It is suggested by jobbers that retailers by display, featuring, demonstration and advertising as well as "push," make a campaign for the sale of seasonal goods. Such will naturally suggest themselves as all items utilized in canning and preserving, which

would include spices and pickling material. These goods are in supply now. Such stock is in even better supply than at any time in the year.

This sort of work will ensure the dealer a good business as against local competition as well as that from mail order houses, if carried on scientifically and with due observance of the rules of retailing properly.

Sugar—The market for refined sugar developed an unchanged situation. The insistent demand continues, with buyers urging early delivery, but such orders usually remain unplaced as practically all Eastern refiners are sold far ahead, even up to ninety days in some instances. Meltings continue at capacity and the movement of sugar to distributors is heavy. There is no let up in the demand for export but no orders are being accepted for shipment before September. The editor of "Facts About Sugar" says: "Beyond question, the whole world, broadly speaking, is sugar hungry. Instead of being less than in the pre-war period, demand will be so much greater that the most heroic efforts of sugar producers will be unable to satisfy it." Arrangements for shipments of raw sugars are expected to be rather light until additional tonnage has been supplied through the Shipping Board. The Sugar Equalization Board reported no purchases of raw sugar yesterday. The American received 22,000 bags of Cubas yesterday and 4,500 bags arrived for account of Canadian refiners.

Tea—The market continues to improve slowly. There is no radical change to report for the past week, although the undertone is a little firmer. Demand is improving slowly and sellers report that it is easier to make sales, at least in certain lines. New Formosa crop is reported poor. This will have an effect upon the market here.

Coffee—The market for all grades of Rio and Santos coffee has taken another jump during the week. Sales of No. 7s were made a shade above 23c. Santos 4s are rapidly approaching 30c, being within about 1c of that now. Such prices for Brazil coffees were never heard of before and surely will never be heard of again. The demand is very light, situation being regarded dangerous, buyers being afraid to buy anything more than they need in the very near future. Milds are also continuing their advancing tendency. Demand light.

Canned Fruits—California goods are almost out of the market on spot and all of the future lots that appear are seized for export. Prices are the highest ever known. The large coast canners have not yet announced opening prices, but are expected to do so within the next month. The entire pack, however, is sold up at the opening price, whatever that may be. Small Eastern staple canned goods firm and unchanged. The feature of the market is still strawberries, which, in the No. 2 size, are selling in heavy syrup up to \$5 a dozen.

Canned Vegetables—Business still drags in all of the staples except fancy

peas, the high prices prevailing in the face of approaching new packs making buyers cautious about taking on more than they can foresee a ready outlet for in their regular trade. Fancy peas, as has been said, come in for a great amount of attention, or rather a very large business might be done in them if there was a supply with which to meet it. None of the packers seem to have anything of their 1918 output left, and such of the present season's pack as has been made is more than covered by contracts long since booked. Peas are the strongest article on the list. The Southern pack, owing to greatly reduced acreage, was extremely short and is said to have practically all passed out of first hands into channels of consumption, while the Western and State output of early peas, according to all accounts, is averaging around 50 per cent. of normal, with very few fancies.

Canned Fish—The feature of the market for canned fish is the renewed interest in Maine sardines manifested by foreign buyers at widely separated points. Enquiries for lots of 2,000 cases and less are fairly numerous, and one from France for 10,000 cases is reported. So far as can be learned no large business has yet resulted, although not a few sales of 250 to 500 case lots for export are said to have been made. There are many rumors afloat regarding the status of the domestic sardine market but none of them seems to have a substantial basis. On one hand there are reports of cut prices, and on the other, intimations of advanced quotations, but so far as can be learned such business as is being done, either in old or new pack, is on the basis of the prices heretofore in force and quoted below, there being a wider variation in quotations on cartons than those on any other grade. A number of canneries have started up in addition to those already in operation, but so far as reported none of the big plants have yet been opened, although a very fair run of fish is said to be on. The home trade is better than it was but is still much below the average for this time of the year. Salmon is moving slowly but is held with confidence. The nervousness over the possible effects on the unloading of the Government surplus has largely disappeared, although there is still some uncertainty felt owing to the lack of definite information on the subject of releases.

Dried Fruits—Stocks are very small and prices very high. Apples are now being bought for export at prices that show a tendency to advance. Prunes are still wanted, both spot and future, but there are so few available and prices so exorbitant that business is kept down. Apricots are commanding unheard of prices, but are still selling. Fancy grades sold during the week, in a large way, at 31c.

Cheese—The market is steady to firm, with quotations about the same as previous quotations. Receipts are moderate for this time of year. There is a fair demand for all grades and the market will probably decline within the next week or two.

ADD TO WOES OF THE WORLD.

Too Much Madness on the Part of Salesmen.

A salesman is one who sells things, and so is a saleswoman. It is the duty of a salesperson to sell all he or she can. A salesperson can make a lot of money by making a lot of sales, and so it has come about that salesmanship has grown into a pseudo-science, much the same as advertising. There are schools that teach the art of selling; also books and magazines that lay bare the secret mysteries of the seductive pastime. Students are taught how, by various subtle procedures, not only to sell the public what it needs, but quite often what it doesn't as well. A clever man or woman, by making a close study of human nature; by resorting to cajolery, flattery, pride, envy, ambition, suggestion, exaggeration and the deft manipulation of adjectives and adverbs, can become as expert and precise in selling things as was the artist who painted a dog so true to nature that it had fleas. People are influenced to make purchases by two great impulses—advertising and salesmanship. When these influences are brought to bear in all their inherent strength, they are almost irresistible.

Can salesmanship attain a degree of skill where it becomes mischievous or pernicious? Well, listen to this: The other day I was in a department store with a lady whom I know very well. She was waited upon by as clever a saleswoman as ever transferred dough from a customer's purse to the cash drawer of the store. My friend wanted something the saleslady didn't have, and what the saleslady did have was precisely what my friend didn't want. The upshot of it all was that the saleslady had just about convinced my friend to take what she declared she wouldn't take, when the latter turned quickly to the saleslady and said: "You are such a good saleswoman that I am afraid of you, and I am going to go right now before you induce me to buy something that I know I will be sorry for when I get home. Thank you for your trouble. Good day!"

Did my friend leave without making the purchase? She did not. She bought what she didn't want, and that saleswoman also sold her other things she really could not afford to buy. It was as close an imitation of pocket-picking as could be pulled off without getting inside the law. This lady acquaintance was no fool, but she was a woman, and she easily yielded to suggestions appealing to her vanity, pride and selfishness. The saleslady had the master mind, and she worked her hypnotic powers to the taste of a queen. She met every objection, crushed every argument, smiled down every opposition. She was a trained saleswoman, and she sold. The articles bought were probably worthy as regards quality, and may have been worth the prices asked; but they were something the buyer didn't want, didn't need and probably couldn't afford. The sale was legal but immoral. Perhaps it was ethical, but just the same it was a damn shame.

And so the thought came to me that here was one of the reasons for the high cost of living—for the price inflation that began before the war and has kept on increasing ever since. We are buying many things we do not need and can not really afford. We are strapped when Saturday's bills are paid, and so we hit the boss for more wages, either in person or through our walking delegates. And when we get more pay, that increases cost of manufacture, and also increases our desire to buy more things we don't need and can't afford. It is an endless chain of dollar desires with half-dollar incomes—desires created by men who have made a close study of human nature and the human mind—who have reduced the art of selling to a degree of fineness that none but strong and resolute wills are able to resist. It is the trained mind working upon credulity, and it wins the gate money.

It might as well be admitted that salesmanship and advertising are responsible for much extravagance, just as they deserve credit for showing the way to certain economies. The advertisement writer weaves around his message a story so alluring that he not only sets up desires to buy in the hearts of people who can afford the thing, but also in the hearts of many who can not. And when the latter element comes into the store, the salesperson puts clamps on the final sale. This is business. And business counts up the money at the end of the day to see what the profits are going to be. If you have a ford, you are urged to buy a Buick. If you possess a Buick, why, what you ought to have is a Pierce-Arrow. What this country needs are schools and books to teach the public how to resist scientific salesmanship.

I am not filing an indictment either against advertising or against salesmanship. I am simply trying to point out what seems to me one of the reasons for the high cost of living and for the era of extravagance that is sweeping over the world. Advertising is not so much at fault as salesmanship, for the latter is worked down to the thousandth of an inch. Particularly does scientific salesmanship nag, worry and annoy the dealer. Usually he is just an average man with an average intellect, and is no match for the keen, shrewd and trained salesman who hover about his store with this brand, and that brand, and the other brand, the difference between which is as narrow as the difference between thirty minutes and a half-hour. Labels could often be exchanged and no one know it from the contents of the package. One salesman is trained to shift the dealer to his goods, and then another salesman is set upon the dealer to bring him back, while a third salesman tries to put the other two to the bad. And in the meantime the dealer's shelves are weighted down with stuff that doesn't sell because very often the promised advertising never materializes. We have reached a stage where truthfulness in advertising is more or less a definite thing, but we

haven't so far got within pistol-shot distance of truthfulness in salesmanship.

The poor consumer is in between the cross-fire. He is urged to buy this, to buy that, to buy everything. The economists and banks advise him to save his money and put it on ice, while the advertiser and the salesman tell him to loosen up and let his money have a bit of exercise. Where he is at he does not know. How is he going to save his money and spend it too? How is he going to pay his grocer, his butcher and his landlord if he buys flying machines, buzz buggies, talking machines, pianos, ukuleles and lolly-pops? His capacities are of the rag-carpet variety, while in his mind are created axminster yearnings. On one hand he is told to be economical, and on the other to let go of his coin. The minds that meet his are not on the same level. He yields because his is the weaker. But every once in a while he "comes to," and gives Old High Cost of Living a kick from behind. His kick, however, is verbal, and doesn't get him anywhere. It takes money to travel, but you can stay where you are without buying transportation.

The temptation is strong to enter into wordy warfare with this feature of the times that leads to woeful and wasteful extravagance, but all evils correct themselves when they get bad enough. This era of high costs and high living is going to continue until it wears itself out, just as booze has done. In the finality, common sense triumphs. Down deep in human nature you always find a desire to do the right thing, and I believe this madness on the part of sales managers to compel their salesmen to sell goods in spite of hell, prohibition and the price of hog meat will abate. What sense is there is training a man to get business away from another when the other fellow will train men to get it back? Goods should be sold on their merits only. Sales should not depend so much upon mere salesmanship. Salesmen should be urged to tell the truth more and to prey upon credulity less.

It is an open question whether we need any more new brands of anything. There seem to be enough kinds of canned goods. Any man in the canning business will agree to that. And there are enough kinds of shoes. Ask any shoe manufacturer if I am not right. And as for medicines, clothing, underwear, automobiles, hosiery, tobacco, chewing gum and peanuts, God knows there are plenty. To introduce something whose only difference is a label and hot air but adds to the woes of the world. The only thing that justifies introduction just now is something we need, but haven't already got. New inventions, if useful, are all right. So are new ideas. So are new necessities. But the next fellow who comes along with nothing new but the bottle, the tin can or the wrapper should be voted a nuisance and given three reasonable swift kicks amidships. Hey, there, you retailers, are you with me?

Frank Stowell.

Coroner's Inquest

over the death of

Gerald Sumner and Mrs. Raymond Sumner

Fenton, June 25th.

A coroner's inquest was held before Justice Charles Corrigan today over the death of Mrs. Raymond Sumner and her son Gerald Sumner who were killed Sunday morning when the Grand Trunk train No. 16 ran into their automobile, wrecking the car, and carrying it down the track about fifty feet.

Gerald Sumner, a boy six years of age, was killed instantly, and his mother, Mrs. Sumner, lived about three hours and died as the result of the injuries received; four others in the car were badly injured.

The entire community was shocked to learn of the frightful accident. A coroner's inquest was held, Clarence Tinker appearing as attorney for the Grand Trunk Railway and W. E. Robb, Secretary of the Howell Auto Insurance Company, appearing for the Sumner family. It appeared that on the main street of Fenton a gate keeper was employed to protect the public on week days but that the gates were not operated on Sundays. A number of the leading business men of Fenton testified that they had witnessed narrow escapes as most people relied on the gates being up as an invitation to pass over the track in safety. They also testified that the traffic on Sundays by automobiles was much greater than on week days, and that there was a greater necessity for a watchman on Sunday to protect the public. The jury, consisting of some of the best men in Fenton, brought in a verdict placing the responsibility on the railway company for not operating the gates to protect the public.

Mr. Sumner was insured in the Howell company for collision insurance. This accident shows the necessity of carrying automobile insurance to protect the car in case of a collision with a railroad train or other moving object, and the complicated matters arising from the operation of automobiles shows the necessity of having an attorney in charge of an automobile insurance company who can give its members advice and assistance when the serious claims occur.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.

WHAT IS TO FOLLOW PEACE?

As to the effect of peace on both domestic and foreign trade, this is a matter on which there is a wide divergence of opinion due mainly to the fact that German industrial conditions are not very well defined, and also to the uncertainty that prevails as to how long certain restrictions on imports and exports in different countries are to continue. Back of all this, too, is the matter of financing foreign trade, the difficulties of which are enhanced by the situation in exchange. These things, furthermore, do not take into account the effect of any prejudice there may be against dealing in anything "made in Germany." It may be that undue emphasis has been placed by some on the last named circumstance, and there are some recent happenings which bear out this idea. Typical among them is the fact reported that German goods have been taken without reluctance in Serbia, whose inhabitants cannot be accused of any partiality toward Germany. So, too, the Italians have discovered that, as the lira has a higher quotation in terms of the German mark than in those of the American dollar, they can buy German goods cheaper than American. Then, too, there are provisions in the treaty of peace providing for certain reciprocal trade concessions between Germany and Austria and the territories severed from them like Alsace-Lorraine, Poland, Jugoslavia, etc., which ensure a certain amount of commerce to the former Central Powers. Another circumstance which is bound to have some effect in the same direction is that peoples in foreign countries accustomed before the war to take distinctive German goods are apt to resume taking them in place of the substitutes they have been getting.

PEACE AND PROHIBITION.

At this period of midyear inventories, two factors loom up large as potent in affecting future trade and industrial prospects. These are peace and prohibition, which go into effect at about the same time. Although the first mentioned is much the more important and far-reaching in its effects, many of which are as yet obscure, the other factor is one by no means to be ignored. Taking the lesser of the two first into consideration, it is regarded that prohibition—when once strictly enforced—is likely to affect the labor situation profoundly by causing discontent and by reducing the number of workers. The discontent may be only temporary, but while it lasts it will curtail production. The reduction in the number of workers will come in two ways. The first of these, already in evidence, is the increasing tendency of foreigners here to leave the country for some other one where their personal liberty will not be interfered with. The other is that the mere fact that wine and beer are forbidden here will turn the tides of immigration to other lands offering similar opportunities without this drawback. Workers in European countries, from which the bulk of immigrants have been wont to come, cannot understand the kind of liberty

which interferes with their lifelong habits and their forbears have lived for centuries. The net result promises to be an insufficiency of skilled and unskilled labor and the accompanying curtailment of production and rising costs.

Bankruptcy Proceedings in the Western District of Michigan.

Grand Rapids, July 1—In the matter of DeWitt Potter Company, bankrupt, this city, the final meeting was held June 18, at which time the final report of the trustee was approved, which report showed a balance on hand in the DeWitt Potter Company account amounting to \$1,419.39, and also showing a balance on hand in the Furniture City Tea Co. account, amounting to \$1,938.04, which sum includes receipts from accounts receivable and judgment of United States Court against Homer Cutler, surety on appeal bond to Michigan Supreme Court, less disbursements for taxes and administration expenses; which items together with interest item, total \$3,423.51, amount now on hand for distribution. Order for distribution filed to-day directing payment of administration expenses, including attorney fees, preferred claim, and statutory commissions of trustee and referee, also a first and final dividend of 11 per cent. to all creditors whose claims have been proved and allowed.

In the matter of the Holland City Gas Co., bankrupt, Holland, the final meeting of creditors has been held. The trustee's report was approved. Order for distribution entered directing payment of administration expenses and a first and final dividend to creditors of 89 per cent.

In the matter of Edith Pattison, bankrupt, Edmore, a special meeting of creditors has been held. The final report of the trustee was approved and allowed. Order for distribution was entered. A final dividend of 14.3 per cent. was declared and ordered paid.

In the matter of Chester V. Fuller, or Joy Shop, bankrupt, a special meeting of creditors has been held. Certain administration expenses were ordered paid and a first dividend of 5 per cent. was declared and ordered paid.

In the matter of H. Elmer Moseley, bankrupt, Grand Rapids, the final meeting has been held. It appearing that there were not sufficient funds to pay a dividend, no dividend was declared. Administration expenses were ordered paid.

In the matter of Suliman E. Sheehan, bankrupt, Grand Rapids, the first meeting of creditors was held yesterday, at which meeting Howard Ellis was elected trustee and his bond fixed at the sum of \$2,000.

Arle D. Dagley, doing business as A. Dagley, of Ionia, a wholesale and retail baker, filed a voluntary petition for adjudication in bankruptcy. The schedules of the bankrupt show liabilities amounting to \$1,868.23, and assets amounting to \$2,100, of which \$690 is claimed as exempt. The assets include stock in trade \$450; household goods, \$400; carriages, etc., \$400; machinery, tools, \$300; books, etc., \$50. Following are the creditors:

Secured Creditors.	
Ransom Johnson, Grand Rapids ..	\$254.50
Bishop Furniture Co., Grand Rapids ..	224.80
Unsecured Creditors.	
Armour & Company, Chicago ..	\$ 23.48
M. I. Wilcox Co., Toledo ..	39.00
G. C. Bear & Co., Detroit ..	36.50
Plankinton Packing Co., Milwaukee ..	77.84
C. W. Mills Paper Co., Grand Rapids ..	42.79
Sturgis & Sons, Fowler ..	248.00
Worden Grocer Co., Grand Rapids ..	45.56
Ionia Sentinel, Ionia ..	3.50
Jonathan Hale & Sons, Ionia ..	62.87
Ionia Water Power Electric Co., Ionia ..	3.40
Ionia Gas Light & Coke Co., Ionia ..	26.69
Tower Estate, Ionia ..	35.00
Eula Dagley, Ionia ..	500.00
Glenn Pierce, Ionia ..	8.00
Walter Strout, Ionia ..	175.00
Citizens Telephone Co., Ionia ..	2.50
Watson-Higgins Milling Co., Grand Rapids ..	59.00
Paul Ream, of 271 Eastern avenue, filed a petition for adjudication in bankruptcy. The adjudication has been entered and the matter referred to Referee Corwin. The schedules show liabilities amounting to \$6,744 and assets amounting to \$300. Following are the creditors:	
Preferred Claims.	
Taxes ..	\$ 12.00
Secured Claims.	
Colwell Ideal Corporation, Detroit ..	\$3,500.00
Unsecured Claims.	
L. Wolf Mfg. Co., Chicago ..	\$ 428.00
Joseph Miller, Flint ..	150.00
Anderson & Brown Supply Co., Flint ..	250.00
Jos. F. Grosswiller Co., Toledo ..	1,800.00
Gilmore Bros., Kalamazoo ..	42.00
Bond Supply Co., Kalamazoo ..	400.00
Citizens Commercial & Savings Bank, Flint ..	150.00
Motor Exchange, Kalamazoo ..	12.00

Long and Indefinite Book Account Doomed

If a man should go into a store and ask the proprietor to lend him from ten to one hundred dollars in money, he would probably risk being turned over to the police for examination as to his sanity.

Yet the same man does go into a store and "borrows" goods to an amount often exceeding many times the figures named and complacently walks out feeling that he has done the merchant a favor by according him the privilege of writing the man's name on the store's books and hoping that some time in the future the goods will be paid for.

And the merchant is expected to be pleased with the opportunity of delivering his goods without payment or security, and without any understanding that payment will be made at a definite time.

No man's credit is as good as his cash, and when goods are sold, the seller should either have the money in his drawer or have some definite time fixed for payment.

And this is why some of the far-seeing, progressive business men are seeking to bring about the adoption of the cash system by retail merchants.

The jobber, no matter how high his commercial standing may be, is having his credit shortened almost to the vanishing point by the manufacturer; and, unless he is prepared greatly to increase his investment, the jobber cannot avoid shortening his credit to the retailer in like manner. For the retailer there is nothing left to do but to either sell for cash—which is the logical and proper thing to do—or, at least, restrict the credit privilege to those known to be financially worthy of it, and have a definite time fixed for payment.

The situation calls for the exercise of some grit and considerable diplomacy on the part of the retailer, with the possibility that a few of the slow payers, through failure to appreciate the position in which the retailer is placed, may take offense, but such customers usually return after they have had time to think it over.

In any event, the long and indefinite book account seems doomed and no good merchant will regret its passing.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City

THE SALT LAKE CONVENTION.

There are some people who cannot realize that friendly criticism is one of the best forms of help one can have, especially a trade association. There are those who have chosen to complain of this and other papers when they have accused the National Retail Grocers' Association of being moribund, but it is evident that "every knock was a boost" and at last the Association has taken heed of the criticism and concluded to mend its ways.

None of the grocery trade divisions is in greater need of a strong, representative and influential organization than the retail grocers. The small, ineffective, narrow-gauge caliber of its past ideals has been, again and again, a disappointment to the stronger trade organizations who have felt the need for an ally in the retail field; sometimes so keenly as to lead them to lend a hand in financing the one that did exist. And at last the prodding of friends has persuaded the Association—if the reports from the Salt Lake City convention of last week are to be relied upon—to change front, elect new officers throughout, make a declaration of principles on wider lines than before and prepare for a new era of activity.

No line of mercantile activity is so beset with evolutionary problems today as the retail grocer. Chain stores threaten his existence; buying exchanges only palliate his annoyance and create new ones; proprietary rights of specialty manufacturers limit his freedom of action; factory, buying and community clubs rob him of the cream of his trade; unintelligent competition and antiquated methods, loose credits and wasteful demands for unnecessary service, deplete his profits. In every way he needs leadership and guidance. He needs to save himself, not to be saved by his big brother, the jobber. The right kind of a National Association can give him the right impetus.

In studying elements of unintelligence that undermine the grocer, two addresses delivered at Salt Lake City, are interesting; the one by Frank B. Connolly, of San Francisco, who takes a typical retailer's view, and the other by F. W. Nash, who sees the responsibility which rests on the manufacturer.

Mr. Connolly discussed a big Association and buying cheaply. He seems to think that what is needed is a large field for membership by making it a "merchants' association." He evidently forgets that the chief aim of the Association is to save "grocers," not to build up an Association. It would seem that with 375,000 grocers available for salvation it ought not to be necessary to go forth and take in dry goods men, butchers, bakers and candlestick makers. There is plenty of work to be done right among the grocers.

As for taking in the buying exchanges, the remedy is quite as futile. Buying exchanges are in need of neither education nor salvation. The typical patient is the little individual grocer; and however cheaply he may buy will not improve the competition

if the quantity buyer still owns the goods more cheaply and creates unfair competition through his treatment as a favorite.

Mr. Nash struck more directly at the root of the situation when he pointed out the influence of questionable sales policies, which sell to one buyer at a lower price than the remainder and make no effort to keep competition fair. As he stated, the Colgate decision has cleared away all obstacles for enforcing uniform treatment, and any manufacturer who really wants to protect his distributors can now do so. He goes rather far, however, when he proposed that the grocers post their own "declaration of principles" and take a hand in compelling manufacturers who want their services to conform.

In the analysis of evolutionary measures the interests of the retail grocer need a clear vision and a cool head. Evidently the fundamentals are not understood very clearly. For instance, what of the consistency which adopts a resolution condemning preferred buyers, yet choosing a committee to investigate the desirability of co-operative buying? As long as quantity makes the price, big outlets will enjoy preferential prices and the buying exchange does not eliminate the inequality; it only accepts "hush money" in return for being let in on the preference.

There is something funny in "endorsing" a trade press and then "requesting that advertising should not influence their policies;" also commending papers for refusing mail order house advertising. What kind of a trade press is it that deserves both an endorsement and an admonition? Again, where is the consistency in regarding the entry of the big packers in the grocery field as a menace to the jobber, yet deciding to sit on the fence and "keep out of the fight?" Or what of the consistency of hailing the brotherhood of the jobber on one side and flirting with direct buying, which eliminates him, on the other? Surely there is room for broadening association views in some of these issues.

That the fate of daylight saving rested with the cows of this country is plain from a reading of the papers from the dairy sections. Their opposition was bitter and ironical. They would not leap lightly up an hour earlier in order to meet the advanced milk train. They resented being hastened in from pasture in the middle of the afternoon. To oblige them the farmers would have kept to sun time in all the world's despite, but they had also to pay attention to time tables, to the new closing hours of town markets and the creameries. From the first the cows were re-inforced in their recumbent position by the dews, which would not get up an hour earlier either. And added to all this was a feeling that it was somehow rebellious and disrespectful to contradict Phœbus Apollo.

When a man is prosperous, he attributes his success to his own ability; when he hits the bumps, he says it is his hard luck.

GERMANY'S GREAT TASK.

With the people of every civilized nation in the world suspicious of Germany because of her perfidy, she will not find the task of re-adjustment ahead of her easy. The demands made upon her will tax her resources to the utmost. She may encounter difficulties in living up to her obligations. But that is all the more reason why her good faith must not be left in question. Whenever the defeated nation may be compelled to ask for commutation of her sentence, her implacable enemies—and such an element will persist in all the countries now united against her—will cry out that Germany is violating the peace. Her efforts towards national recuperation will be watched by some with a hostile eye. As she settles down to internal order she will be accused of girding herself for the next war. As she rebuilds her industries there will be those who will accuse her of planning new world conquests. As she reconstructs her international relations she will be charged with plotting new alliances. Her sincerest efforts to win back the good will of her present enemies will be sneered at as propaganda. The vast majority of the peoples who fought against Germany are willing to give her a living chance. But the fears of the great war will not be speedily forgotten, and upon these fears the relentless enemies of Germany may play. The phrase that Germany has lost the war but may yet win the peace is easy to use against her. In part this is the inevitable price she must pay for her crime against the nations. Still, it is in Germany's power to add to the strength of those among the Allies who are ready for a policy of live and let live.

Enemies of the Treaty have failed or have refused to recognize to what extent the nerves of the world have influenced the making of the terms. From the pinnacle of supreme detachment they have looked down upon the men in Paris and ascribed to vindictiveness what has been due in large measure to a sense of bitter injury and suffering, ascribed to wickedness and oppression what is in large measure due to fear. Demands for "justice" to Germany have been directly in proportion to the critic's distance from the German frontier. Now, fear may be a bad counsellor. But it is a very real fact; and with the Continental Allies afraid of Germany, after their harrowing experiences of four years, the Treaty as written down was bound to be largely what it is. The case of Russia is similar to that of Germany. Allied policy with regard to Russia has wavered and drifted. It may have drifted into the wrong course, but not altogether under the compulsion of evil motive. Here, too, the excitements and fears born out of the war have operated powerfully. It is all very well to speak of Clemenceau as bent upon crushing a great social experiment in Russia. But to the French people Bolshevist Russia has meant the power which let loose Germany's full force upon the Western front and

brought France to the verge of destruction. To the French people Bolshevism is the power which threatened at one time to undo the results of the war. It was a weapon that threatened French national existence, just vindicated at enormous sacrifice on the battlefield.

The sooner the jangled nerves of Europe quiet down to normal the sooner will the imperfections of the Treaty of Versailles be remedied. Justice to Germany, justice to Russia, will come in measure as the victors emerge from under the pall of war and learn to see more justly and more truly than they have been able to as yet. To such a consummation Germany can powerfully contribute. Beneath the turmoil of her protests she has as yet given no signs of a desire and capacity to realize that her own best interests lie in the general appeasement of the soul of Europe.

SEEK LATE DELIVERIES.

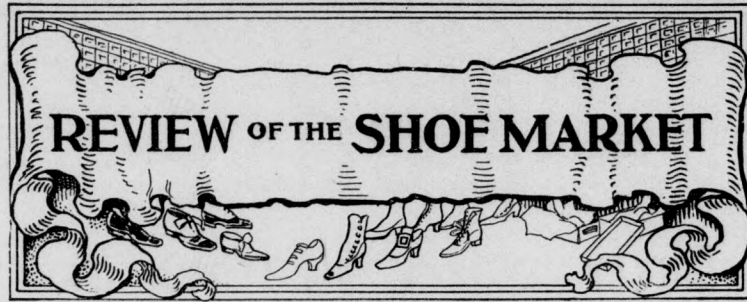
Buyers of woollens and worsteds are not waiting for a formal spring 1920 opening before beginning to cover themselves for that season. They have found that some manufacturers are willing to continue the lines which they opened for the coming fall for deliveries from October to the end of the year. This seems to be the best concession that buyers have been able to gain from their efforts to get selling agents to take orders for spring. This pressure has been noted for some time and buyers have even offered to place orders at value for merchandise for delivery six months off.

In many instances the medium weight fabrics are equally applicable for fall or spring selling and it is on these that buyers have been ordering deliveries for months which follow what has customarily been thought the end of the fall season. The manufacturer's attitude toward the new lightweight season is an extremely conservative one. It meets his preference to continue fabrics which are already on the looms rather than take the time to get out a full range of new lightweights. If this is general it may be assumed that the lightweight opening, when it is formally undertaken, will bring to light only limited lines in many quarters.

Worsted yarns on the fine end are holding their extremely high prices easily, because spinners are well sold up and demand continues. Weavers who figure cloth costs on the top prices for yarns find a level which is above the one now current in men's wear and dress goods fabrics.

Raw wool remains firm and fine wools show possibilities of going still higher despite dealers' opinions that they are high enough. Arrivals of wools from oversea markets are coming in more freely, and vessels entered New York last week with wool from ten different quarters, as follows: New Zealand, Buenos Ayres, Montevideo, the Caucasus, China, Scotland, Chili, England, the West Indies and Portugal.

Men of the noblest dispositions think themselves happiest when others share their happiness with them.



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.

Prices Will Not Fall to Pre-War Levels.

While many conflicting opinions are expressed about the present prices on hides, leather and shoes, it seems to me that there is little occasion for such a decided difference.

There are two basic facts which stand out for themselves, and if we but consider them carefully we will realize that the higher prices are a natural and logical outcome of present day conditions. The price level of all commodities has changed and will never go back to pre-war conditions.

You ask me why—let me put it to you this way. If some one had suddenly discovered several millions of free gold, and put it into the various banks of the world, every student of economics would admit that this increase in the circulating medium would immediately bring about a rise in the price of commodities, or what would be the same thing—tend to depreciate or reduce the purchasing power of a dollar. Is this not exactly what has occurred only in a slightly different way?

The governments of the world have borrowed from their people billions of dollars. The people have borrowed from the various banks a goodly part of the money to pay for these bonds. The banks, in turn, have taken these government securities and put them up with the credit banks, and the credit banks have issued money against these obligations.

By this process the world has created \$35,000,000,000 of additional circulation, and as long as the credit of the governments remain good, this additional circulation passes from individual to individual, and is current money. Naturally, this increased circulation has raised the prices of all commodities, including shoes, leather and hides, and has placed us on a distinctly different price level.

While many acknowledge all this to be true, they say it is an inflated price which will recede, in fact, it is just what they have been saying for a long time, but it is not so. In my opinion prices will not recede for a long time, if ever.

The amount of money in circulation will remain at the present figures if it is not increased, and when the governments of the world start to pay up and this circulation is reduced, it will be done so slowly and will

cover so many years that it will have little noticeable effect on prices. Furthermore, it is a reasonable assumption that any amount of gold which may be mined will at least equal, if not exceed, any reduction in the circulation medium.

If this is true, then the amount of money now in existence will remain permanently in circulation and the present price level will maintain.

Now, as far as shoes, hides and leather are concerned, there is a further reason for the present prices, and it would appear reasonable to assume that this condition would be accentuated tremendously—an extreme shortage of raw material as against the most urgent human need, still greatly complicated by inadequate ocean tonnage. In the face of this we cannot hope for any relief, but rather for still rising prices.

Herds of cattle are depleted everywhere, and it must always be remembered that hide bearing animals cannot be made in a day or two—it takes years, anywhere from three to five, to get a full grown steer from which to obtain good quality sole leather, and the present price of raw calf skins is so high that they will be largely slaughtered. This means fewer steers at a later period, and a continuing decrease in the supply of cattle hides with a constantly rising price should the demand continue as it has every appearance of doing.

The great problem confronting every shoe manufacturer to-day, especially those who make high quality shoes, is not to obtain orders, but to get leather, and the tanners' difficulty is to obtain hides and skins.

Another factor is wages—wages are high and the indications would tend to point to a further rise, either in the payment of money or by reduced efficiency on the part of the employe for the same money, as it is well known that they are not giving the same amount of work per hour that they did during the pre-war period. It also must be remembered that the work day is being shortened throughout the world, and this also tends to reduce production, increasing overhead and making higher prices.

The other day I noticed a few statistics that have considerable significance—they may give you more concrete and definite knowledge of the present situation:

Imports of hides and skins for the past nine months were 286,000,000 against 505,000,000 pounds for the same nine months' period of a year ago. Cattle hides for the same nine months' period dropped from 9,000,

FOR July and August

We shall carry on the floor a complete stock of women's turn low shoes, also few novelties in Leather, Men's Canvas shoes, Barefoot Sandals and **KEDS**.

Women's White Low Shoes

The season when they will want their second and third pairs.

- 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

Men's Canvas

- 5012—Men's White Cloth Eng. Shoe, Red Fiber sole and heel, 6-10 \$1.45
- 5014—Men's White Cloth Eng. Shoe, leather sole and heel, 6-10. 1.85
- 5017—Men's White Canvas Eng. Oxford, Red Fiber sole and heel, McKay 1.25
- 5018—Men's French Cloth Blucher Shoe, McKay, Leather sole and heel 1.75
- 5022—Men's White Canvas, Oxford Tip, White Fiber sole and heel 1.40

Barefoot Sandals and Play Oxfords

These came in late so are offering same at prices based on last June purchase over a year ago.

- 3237—Infants' Lotus Play Oxford 3/8 \$1.05
- 3337—Child's Lotus Play Oxford 8 1/2-12 1.20
- 3437—Misses' Lotus Play Oxford 12 1/2-2 1.35
- 3225—Infants' Tan Lotus Barefoot 3/8 1.00
- 3325—Child's Tan Lotus Barefoot 8 1/2-12 1.15
- 3425—Misses' Tan Lotus Barefoot 12 1/2-2 1.30
- 3226—Infants' Unbleached Barefoot 3/875
- 3326—Child's Unbleached Barefoot 8 1/2-1285
- 3426—Misses' Unbleached Barefoot 12 1/2-295

K E D S

IN STOCK

And Plenty of Them

The Ideal Summer Footwear

For Men—Women—Children

in

White or Black—Oxfords or Bals which will be in big demand from now on.

Look for Specials Every
Wednesday

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan

000 pieces to 3,900,000 pieces. Goat-skins for the same period, from 42,000,000 to 26,000,000 skins. Calfskin importations, which for that same period were 5,600,000 skins, for the same time this year with only 950,000 skins.

With these conditions confronting us there can be only one conclusion to those who carefully analyze present day conditions, and that is that present prices are not higher than present day conditions warrant. Under the circumstances they are not abnormal—and will stay with us for a long period of time.

Milton S. Florsheim.

Dangerous to Speculate or Overbuy.

It looks now as if 1919 will be a wonderful year in the shoe trade. Unfortunately, however many people expected that after the armistice was signed commodity prices would fall, and this caused a hesitancy in buying on all lines of merchandise. Very few commodities have fallen in price. The leather market especially held firm.

After waiting as long as they could in expectation of lower prices the shoe retailers began to buy in April and May. At the same time the prices of hides and leather began to advance rapidly until at the present time it is almost impossible to figure out the percentage of advance that has actually taken place since the signing of the armistice, but it will probably average 35 per cent.

Another noticeable thing is that the trade wants the best shoes shown them in the lines of samples. This has created a tremendous demand for calfskins and high-grade kid, and the very best grades of side leather. It means that the retailer who has the goods on hand in up-to-date, snappy styles, will benefit by his foresight, but the one who has been holding off too long for prices will find it difficult to secure what he wants.

My advice to retailers is to cover their normal wants for fall delivery, but not to speculate or overbuy, for by so doing they will cause abnormally high prices. The best way for one to do in these times is not to get excited, but to buy on the market, covering normal wants carefully and not to speculate. It is my opinion that prices will go still higher, and stay high for a long time to come, as there seems to be a world-wide shortage of hides and leather. I understand that shoes average 50 per cent. less in price in the United States than anywhere else in the world. This means that other countries are going to draw upon us for leather and shoes until there is a leveling of our prices to the world level of shoe prices. What this will mean no one knows exactly, but it surely means higher prices and we might as well face the situation squarely.

It is amusing to read the predictions made by "experts" last fall and winter in regard to the styles the returning soldiers would want to adorn their pedal extremities. Most of them said the boys could not wear a narrow toe English last after wearing the army shoe, and that the manufacturer should evolve a modified and neater appear-

ing Munson last. As it turned out the doughboys shed their uniforms at the first opportunity, and bought "cit" clothes as different as possible in styles from the uniform.

I know of a clothing dealer who purchased a lot of clothes for the returning boys, but he made the mistake of buying a style that had a suggestion of military about it. He could not give them away to the doughboys. It is the same in shoes—they want a stylish shoe with long-pointed toe. Some buy officer's bluchers, but this is practically the only military style of shoe wanted. A. P. Butterworth.

How Competitors Can Help One Another.

That patrons appreciate out-of-the-ordinary service is being proved daily by leading retailers. Particularly is this true when a dealer is compelled regretfully to inform a customer that he has not the particular line of goods called for, and then directs the person to the store of a nearby competitor.

That this policy is pursued by quite a few retailers is a fact. It is but one of the many ideas adopted by progressive dealers who believe in live and let live. A demonstration of this policy was recently observed in Terre Haute, Ind., where two competing dealers send each other customers when one or the other does not have the style or size desired by the customer. Both have agreed that under no circumstances shall a customer be disappointed if it is possible to avoid it.

The service thus rendered the customer is better realized when she secures just what is wanted at the rival store, and in most cases this feature is mentioned by the customer in commendatory words.

"Co-operation is a working sense of responsibility," said one of the two dealers, and the policy that is followed by him and his competitor is a striking example of a realization of that fact.

It is apparent that the days of "make the sale at all costs" is passing, with advantages accruing to merchants that help to make their business successful.

Two Roads to Success.

There are two methods of arriving at success from the standpoint of time consumed.

One method involves long years of systematic, careful study and preparation; the other method is intensive.

There are things to avoid by either method.

In the long, thorough route there is danger of becoming tangled up and bound down by technicalities and formulas, an overdose of which produces a deadly lethargy fatal to the necessary speeding up which must come at times to put an accomplishment "over the top" for success.

In the shorter, intensive way, there is danger that the physical condition of the body and mind cannot keep up with the leaps and bounds for the top and complete breakdown results.

But whichever way is chosen, look out for essentials and remember that much depends on the teacher.

---Keds---

Early warm weather has created a big demand for "Keds," the popular widely advertised line of rubber soled canvas footwear.

Keep your stock complete.

Send us your orders. We are still in position to make prompt deliveries.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

Mayer Honorbilt Shoes practically eliminate the "come-back" evil.



THIS is because Honorbilt Quality not only satisfies for style, fit and comfort but gives our customer a big value in long wearing service.

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 1—Commencing last week the meat markets and groceries of Lowell will be closed on Thursday afternoons during the months of July and August.

Friday night the townfolk of Grand Rapids were all out looking at the wonderful radiance in the Northern skies, thinking, perhaps a new comet or the Northern lights were showing ahead of schedule time, but low and behold! it was only Walter Lypps returning in his tin wagon from a successful three weeks' business trip through the Northern country. Walter sure must have had the old boat tuned up, for he knew Mamma Lypps was waiting for him.

H. R. Bradfield and family will motor for two weeks on Homer's Northern trip. We know this will be a very enjoyable trip for Mr. Bradfield, for he sure does love to be with his family at all times.

From all indications the town of Mancelona must be expecting a visit from the peace delegates or some enterprising paint salesman has talked the town fathers into spending some money on civic improvements.

W. A. McWilliams, who had been with the Vinkemulder Co. the past fifteen years, passed from his loved ones Thursday afternoon, after a long illness. He is survived by his widow and one son, G. W. McWilliams, of Cleveland, two brothers, George and Herbert, both of this city, also one sister, Mrs. John May, of Lowell. Funeral services were held Saturday at 2 o'clock. Interment at Lowell.

W. S. Lawton and family and G. V. McConnell and family will spend their vacation at White Fish Lake. Have a heart, Walter, and leave a few fish, for some of the 131 folks are going to follow you later on their vacation.

W. H. Godfrey and family will motor to Columbus, Ohio, to attend the Methodist convention. This is always looked forward to being the largest convention of the year, as Methodists will be there from all over the world. Mr. Godfrey is with the Brown & Sehler Co.

From the way the bunch of furniture buyers were crowding around the Royal easy chair display last week you would think they had the German plenipotentiaries caged. Alas! it was only Pilke writing down the orders and explaining the merits of the Royal easy chair.

All salesmen returning from Northern trips report large orders and prospects for one of the largest and best seasons the resorts ever have had.

Lost, Strayed or Stolen—one A. E. Atwood and family. When last seen they were conveying some very interesting fishing and camping outfits. Reward for the finders will be paid in Chinese money.

Great doings on Wealthy street! Mrs. A. F. Rockwell is the proud possessor of a very fine reel and rod,

given to her for a birthday present by her husband, A. F. Rockwell. Here's hoping you won't forget your friends at the fish fry.

A. F. Rockwell recently received a very nice letter from an old-time friend and brother, B. A. Hudson, who is well-known among the social members of No. 131. Mr. Hudson has been working the trade in and around New York City, putting, as he states, Chlorax tooth paste on the map. B. A. is having the time of his life taking in the theaters, roof gardens, etc., also coming across with some very nice business for his house.

The finest collection of roses to be found anywhere in the city is at the home of W. A. Jack, Manager of the American Paper Box Company. His beautiful residence on the East shore of Reed's Lake has been embellished under the deft hand of his wife until it is a bower of beauty which no pen can describe. Nothing but a personal inspection of the premises, which is open to any passer-by on the street, can enable a person to form an adequate conception of the beauty of the rose garden. L. E. Stranahan.

Enthusiasm is contagious. When you meet a man who is genuinely optimistic, overflowing with confidence, you absorb something of this aspect, whether wittingly or not, and, in turn, when you meet your friends with the same spirit of good will, cheerfulness and enthusiasm, you inspire similar emotions, to the degree that the sentiments expressed by you are the reflection of your own feelings. It is worth while to cultivate enthusiasm. It is an influence that may not be overestimated. It is a possession that contributes appreciably to your enjoyment of good health and the things which are worth while in life. It lightens the performance of labor immeasurably, and in the accomplishment of results is a stimulant that has no equal.

**Signs of the Times
Are
Electric Signs**

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

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

THE POWER CO.

Bell M 797

Citizens 4261

Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all Intermediate and Connecting Points.

Connection with 750,000 Telephones in Michigan, Indiana and Ohio.

CITIZENS TELEPHONE COMPANY

R. K. L.

R. K. L.



Prompt
Shipment

7166—Men's Chocolate Elk Nailed Outing.....	Price \$2.90
7167—Men's Chocolate Elk Nailed Outing.....	Price 2.50
7119—Men's Chocolate Split Nailed Outing.....	Price 2.25
7168—Men's Chocolate Mule Skin Nailed Outing.....	Price 2.10
6133—Boys' Chocolate Elk Nailed Outing.....	Price 2.20
9822—Little Gents' Chocolate Elk Nailed Outing.....	Price 1.90

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.

A Tennis Style that it would be
advisable and profitable
to be supplied with
at this time is

The Hood Casco



A White Canvas
Bal or Oxford
with
Pneumatic Heel.
White Soles.

PRESSURE CURED

	Bals	Oxfords
Men's	\$1.35	\$1.20
Boys'	1.25	1.10
Youths'	1.17	1.05
Women's	1.22	1.10
Misses'	1.12	1.00
Child's	1.02	.90

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



What Do Farmers Want From Bankers?

The greatest—or if not the greatest, certainly the most pressing and immediate—peace problem, is the feeding of a hungry world. And, because of the devastation in Europe and the disorganization of government and industry throughout a large part of the civilized world, this job will fall almost entirely for several years to come, upon the American farmer. America must feed the world, and Michigan, as one of the leading agricultural states, must make its farms yield as never before, in order to do its full share.

Because the food problem is one which concerns every individual, because an adequate supply of food is essential to the well being and continued prosperity of all industry, and because the prevailing high cost of living has focused the attention of people of every class upon the problem of increased food production, the farmer has been the recipient of reams of advice on how to run his farm so that the markets of the world would be filled to overflowing with a bountiful supply of farm products. All of this advice has been well meant, some of it has been sound, a great deal of it has been wholly impractical, and most of it has been promulgated without any real knowledge of the business of agriculture or of the real needs of the farmer.

Agriculture is the oldest profession in the world. It is older by some thousands of years than banking. It began when "man's first disobedience and the fruit of that forbidden tree, whose mortal taste brought death into the world and all our woe," forced the common parents of us all to leave the Garden of Eden—to give up all of those ideal conditions, which, by the way, are the present-day dream of the bolshevist—and compelled them to labor for their daily bread. Ever since that time the farmer has been tilling the soil and earning his bread by the sweat of his brow. With all the accumulated wisdom and experience of the ages to guide him, it seems, indeed, presumptuous for men in other lines of business and professions to be offering unsought advice and counsel to the farmer. Particularly would this seem to be true of the banker, whose business, by comparison, is still in its infancy, having been founded only a few centuries ago by the despised Jews of southern Europe, who, because of persecution, abandoned agriculture and other recognized and respectable lines of trade, and took to money lending for usury as the only means of gaining a livelihood left open to them. There are, I am informed, some present-day bankers whose methods have not improved since then, and whose ethics bear all the earmarks of their Jewish prototypes.

Out of all the vast amount of advice and plans for the improvement of agricultural conditions which have been offered to the farmer during the last few years, very little has been put into effect which has accomplished real results. This is true not alone of the plans offered by the bankers' associations, but also of the work of the Department of Agriculture and some of our agricultural schools as well. One difficulty has been that the plans and advice offered have been largely theoretical, and have been aimed at only one phase of the problem—increased production. They have failed to take into account actual conditions on the farms, as well as certain fundamental defects in our system of marketing and distribution, which must be corrected before the farmer will be entirely convinced of the desirability of a constantly increasing production, which he has a strong suspicion may result in lower prices, with more labor and less profit.

The fact of the matter is that most of the plans for better farming have not taken the farmer into account at all. They have been framed from the standpoint of the consumer and for the purpose of lowering prices to the consumer. All lines of business have met in convention year after year, speakers have urged the farmer to do his patriotic duty and raise more crops, resolutions have been adopted to be bestowed upon the farmer, containing their pet formula for bringing about this much-desired result, and then the conventions have adjourned and the delegates have gone their way filled with conscious pride at the big

things they have asked someone else to do. But they leave up to the farmer the problem of getting in his crops with an insufficient labor supply—insufficient because the farmer can not compete with the high wages now paid for even unskilled labor in other lines of business. They expect the farmer to buy tools and implements at greatly increased prices, and after his crops are produced they leave it to the farmer to market them under the same old antiquated system which makes him the prey of speculators and manipulators, and gives him no assurance that he will receive a fair or just price for the fruits of his labor.

It is a popular misconception that the farmer as a class has been reaping a rich harvest of profit out of the high prices prevailing during the war. While those farmers whose land was in good producing condition, and who have been fortunate enough to have sufficient help, have made somewhat more than their normal profit, others less fortunately situated, whose boys have been in the army, have been compelled to pay high prices for labor, if obtainable at all, or to leave their land untilled. The cost of tile, fence, seed, machinery and everything which goes into the cost of operating a farm has increased, so that the net profits from many farms during the war period have been actually less than under pre-war conditions.

In my opinion it is time that the farmer should be called into the consultation. Before any further time is spent in evolving uplift and betterment schemes which have for their real purpose not the good of the farmer—it is time, I say, to ask the farmer what he wants and what he needs to make it possible for him to increase production on a basis which will yield a living profit for himself and at the same time provide the amount of food necessary to feed the world and avert in our own country and in other less favored countries the conditions of anarchy now spreading from bolshevik Russia throughout Europe.

You may ask why I feel justified in criticizing the efforts of bankers and men in other lines of business to promote better farming and increased production. You say that the efforts are well intended. Then why should they not be well received by the farmer? I have talked with many farmers in regard to the matter, and have read many articles in farm papers bearing on the subject, and the prevailing spirit seems to be one of ridicule, if not of resentment, at what seems to them unwarranted interference in those phases of practical farming which they feel themselves better qualified than anyone else to handle. They do not claim to be entirely self-sufficient or independent, and admit that they need the financial assistance of the bankers. But they insist that, if provided with proper financial aid and the proper co-operation of the various governmental agencies controlling transportation, marketing and distribution, they will be able to work out their problems in their own way for the

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

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

MEMBER
FEDERAL RESERVE
SYSTEM

Our Statement
to the
Government
as of
May 12, 1919



Established 1853

showed the following:

Capital: \$800,000.00

Surplus and Net Profits: \$1,102,597.93

Resources: \$13,975,913.31

Why not make this, the largest and oldest bank in this section—YOUR OWN BANK?

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

**Responsible
Supervision**

TO have things looked after properly, and that without taking your own time to see it done; that is a Trust Company's whole province. We make it our business.

Whether you are living in this world or the next, makes no difference. We continue.

THE MICHIGAN TRUST CO.

OF GRAND RAPIDS

Guardian—Executor—Trustee Under Will.

Safe Deposit Service.

Pearl and Ottawa.

benefit both of themselves and the consumer.

The farmer asserts that faulty marketing facilities, improper methods of distribution, excessive transportation costs and excessive profits to the jobber and middleman are more responsible for the high retail prices of food products at the present time than insufficient production. He insists that he is not getting his fair share of the consumer's dollar, and that railroads and middlemen are absorbing most of the profits of farming. Because of the failure of the Government or of private enterprise to provide proper warehousing and storage facilities, reliable statistical information in regard to production of crops and the demand for them in the markets of the world, and proper means of distributing them quickly and cheaply to the points where they are needed, the farmer must offer the fruits of his labor in a speculative market and he is obliged to accept whatever price is offered.

Every year thousands of bushels of potatoes, fruits and perishable crops of all kinds are wasted because of faulty marketing and distribution facilities. It is also a common experience for the farmer to ship his livestock, and find, upon its arrival in Buffalo or other livestock markets, that the price has dropped while his shipment was in transit, because the market happened to be glutted that day by a few more carloads than the packers were prepared to take. He has more than a strong suspicion that these conditions are not the result of the law of supply and demand, but that prices are being manipulated by the packers for their own benefit. Until the Government finds some means of correcting these and many other glaring faults in our system of distributing food products, the farmer prefers to handle the production of crops, but he does want assistance in producing them more cheaply and in marketing them at less cost.

What, then, do the farmers want from the bankers? What is wrong with our banker-farmer programme? It was conceived in good faith and with the right motives, and a considerable amount of real constructive work has been done. But for some reason we have failed to establish and maintain the proper points of contact with the farmers to make our efforts entirely acceptable to them.

Let us begin with fundamentals. The business of the farmer is to produce crops. The business of the banker, so far as the farmer is concerned, is to assist him in financing his farming operations and the various agencies upon which he is dependent for the things necessary in the production of crops. There you have the crux of the whole situation. The banker is outside of his proper sphere when he undertakes to do for the farmer anything but to finance his proper requirements.

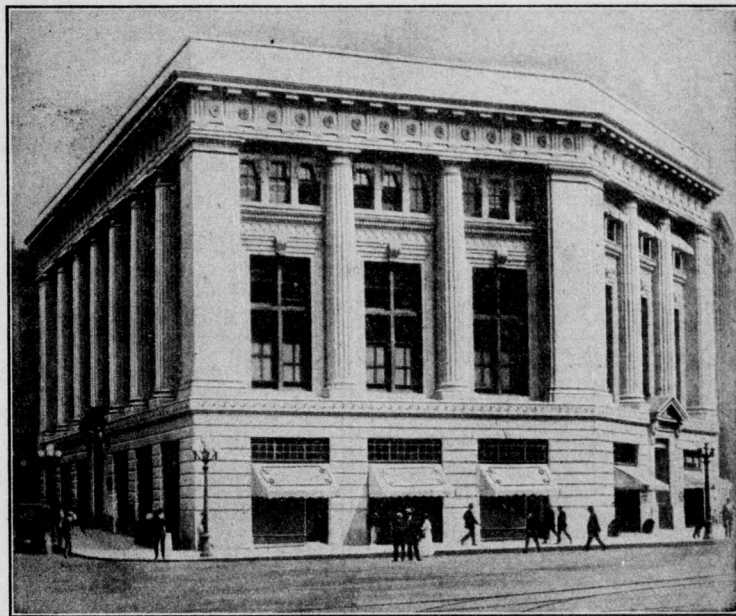
But, according to this line of reasoning you say, the banker-farmer movement is all misdirected effort. Most decidedly not. The banker-farmer movement is all right, but the bankers, like an "awkward squad" of rookies, have got off on the wrong foot and are out of step with the movement. The banker-farmer movement originated when the U. S. Department of Agriculture proposed the organization of farm bureaus and the appointment of county farm agents in every agricultural county and asked the co-operation of the American Bankers' Association in carrying out the plan. The Michigan Bankers' Association was one of the first of the state associations

to realize the importance of this plan, and went at the job with the "will to win." Farm bureaus were established in several counties the first year and in 1916. The slogan of the agricultural commission during the last two years has been: "A county farm agent in every county in Michigan." The work has progressed to the point where they are now only nine counties without a farm bureau in charge of a competent farm agent. These counties are Hillsdale, Gratiot, Ionia, Clare, Midland, Sanilac, Huron, Ogemaw, and Leelanau. A strong effort will be made to bring these counties into line during the present year.

But having assisted in its organization, what is the apparent attitude of the bankers, both collectively and individually, toward the farm bureau at the present time? Many bankers seem to have forgotten its very existence, judging from the manner in which they ignore it and fail to acquaint their customers with its advantages. The farm bureau was organized for the purpose of providing a central organization in each county, to which all farmers, whether they were members or not, might look for information in regard to all farm problems. It is in charge of a man who is acquainted with every phase of country life, and capable of giving definite advice and of securing information on all matters pertaining to agriculture, such as soil fertility, soil analysis, testing of seeds, pure bred seed, feeding and breeding of livestock, prevention of disease, organization of co-operative marketing associations and boys and girls' club work. The county farm agents have in nearly every instance measured up to the job and are furnishing this kind of advice and assistance to all who apply, and are seeking by every means at their command to widen the sphere of their influence.

But the country banker, with a short-sightedness difficult to understand, has consistently and persistently ignored the farm bureau ever since his first spasm of enthusiasm for the movement led him to assist in its organization. Even the agricultural commission seems to have overlooked the purposes of the county farm bureau. At the annual meeting at Lansing in February in our zeal to do something real and definite for the farmer, we authorized one of our members to prepare a placard, which in final form reads as follows: "Farmers: This bank by special arrangement with the Michigan Agricultural College will gladly furnish you with help and information regarding your problems in soil, seed, stock. You are very welcome to this service." This placard was distributed by the association and is now displayed in the lobby of every member bank in the state, when, in every county but nine, we have a county farm bureau which we helped to create, with an expert on agricultural problems in charge, whose principal duty it is to gather and furnish just this kind of information to the farmers. Was this intended as a reflection upon the efficiency of the farm bureau? Certainly not. But this case is a striking illustration of how little consideration the bankers have given to the farm bureau. The idea of the agricultural commission was good, but the method of carrying it out was wrong. Every banker has numerous requests from his farmer customers for information of this character. Farmers making the enquiries should invariably be referred to the county farm agent. The very fact that a farmer asks for such information from his banker shows that

**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**

Playing No Favorites

In every detail affecting the welfare of the beneficiaries of an estate, the **GRAND RAPIDS TRUST COMPANY** acting as Executor furnishes prompt and impartial service.

Its policy plays no favorites and each heir or beneficiary receives the fullest benefit from the estate as directed by the testator.

Too often, when a friend or relative is made Executor, favoritism and injustice result. These undesirable elements are never possible when the **GRAND RAPIDS TRUST COMPANY** is named as Executor of your estate.

It will place you under no obligation of any kind to call and discuss this matter with us.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Safe Deposit Boxes—\$3.00 per year and upwards.

Fourth National Bank

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3 1/2

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
ALVA T. EDISON, Ass't Cashier

he is not familiar with the purposes and functions of the farm bureau. Bankers should never overlook an opportunity to boost the county farm bureau, for in no other way will it be able to reach its maximum of usefulness.

We are ignoring the farm bureau in numerous other instances. Read the current number of the Bankers-Farmer and you will find articles describing the plan of operation of a boys and girls' calf club or pig club or a corn or potato contest, financed and conducted by some individual bank. And to what end? Ostensibly for the benefit of the boys and girls and to promote better farming, but in reality because it appeals to the cashier of the bank as a good advertising stunt, which will "put one over" on his competitor across the street. And it is a good advertising stunt, and no fault could be found with the bank which "put it across," if there were not a better way of handling the matter—one which would insure the permanence of the club and make it an annual institution of lasting benefit to the community.

The county farm agent is thoroughly familiar with all kinds of boys and girls' club work. He is anxious to assist in getting this work under way, and the only thing that he lacks is the financial backing to take care of loans and prizes and incidental expenses. Here is an opportunity for the banks of every county to show their public spirit and to do something which will be appreciated by the boys and girls and by their parents, and result in lasting benefit to the farming community. Forget for the time being the question of personal profit or advertising, try to get the bankers of your county together on some plan to finance the loans necessary to carry out a comprehensive plan of boys and girls' club work covering several phases of farming activity. But by all means leave it to the county farm agent to work out the details and let the farm bureau have all the credit. If this work is carried on under the supervision of the county farm agent it will become a permanent institution.

On the other hand, it has been found that boys and girls' club work conducted by individual banks for advertising purposes almost invariably falls down of its own weight after one or two seasons, because of the vast amount of detail work involved. The county farm agent is better qualified than the bankers to select and arrange the most desirable line of work, to look after the purchase of the stock, to watch the progress of the contestants, to instruct them in proper methods and to arrange for judging and awarding the prizes. Bankers who agree to underwrite this work in the manner suggested will be doing a big, unselfish thing for their community, and they will not have long to wait for their reward, for there is nothing which has ever stimulated greater interest in better farming, both among the boys and girls and the "grown-ups" than club work of this kind properly conducted and placed on a permanent basis.

There is another proper activity of the county farm bureau which requires the co-operation of the banks. It has been tried out with excellent results in several counties, and should be made a feature of the work of every farm bureau. I refer to the purchase of pure bred seeds by the farm agent for distribution among the farmers. It would be hard to estimate the annual loss in crops in this country through the sowing of poor seed. In Michigan alone it runs into hundreds of thousands of dollars. Every county farm agent, through his various sources of information, is in position to obtain pure bred seed of any kind desired, and it has been demonstrated, where the plan has been tried, that the farmers are eager to take advantage of the opportunity to try out any seed purchased and recommended by the farm bureau. In one county a number of the bankers, personally, signed an agreement guaranteeing the credit of the farm bureau to the extent of \$5,000. With this document as collateral, the farm bureau was able to borrow sufficient money to purchase several carloads of seed potatoes, and later several cars of Red Rock wheat. Orders were taken from the farmers previous to the purchase of the seed in each case, and as soon as the shipments arrived, the farmer paid for their quotas and the notes at the bank were paid out of the proceeds, leaving the guarantee agreement available for further use as occasion required.

I have undertaken to give you only a few illustrations of the various ways in which the banks may render real service to the farmers through the medium of the farm bureau. I might go further and suggest plans for assisting in the organization of farmers' shipping associations and local marketing plans and

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

A Strong Investment Offering

This is what can be truthfully said about an investment in the Petoskey Portland Cement Company.

With every other cement plant today doing so well that none of their stock is being offered, and with an unprecedented future ahead of them on account of the enormous building boom of every kind ahead of us and upon which we are now entering, your conclusion cannot be other than that an investment in a well-organized and well-officered cement company at this time is the best one any investor can make.

Especially is this true when the opportunity is given to invest in a company that possesses every necessary factor to make a success. If you will investigate the assets and management of the Petoskey Portland Cement Company you will agree with us that it possesses every requirement that the careful investor desires.

From the standpoint of raw material that is necessary in the manufacture of cement, market, transportation, routes, etc., this company is very strong. If other cement plants are making large profits from cement alone, what in your judgment can be done by a company that has proven that its crushed stone sales alone can pay a handsome profit, and ought besides to do as well as any other cement plant is doing today in the manufacture of cement—and all are doing so well that it is impossible to purchase stock in any of them?

A careful investigation on your part will, we believe, lead to your purchasing an interest in this company.

Stock is selling at \$14.00 per share.

Petoskey Portland Cement Company

PETOSKEY, MICHIGAN

CAPITALIZATION \$1,500,000

All stock is common, fully-paid, non-assessable.

No Bonds. No Preferred Stock. No Water. No Indebtedness.

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.

many other lines of work. But enough has been said to demonstrate the futility of trying to put any of these projects through on our own initiative, and the value of co-operating with the farm bureau in starting them and putting them on a sound and permanent basis. Whenever we have any good ideas along these lines in the future let us talk them over with the county farm agent and then lend our backing both financial and otherwise, to his organization to help put them across.

Cattle and sheep feeding is another phase of agricultural activity to which the bankers in some parts of the state are not giving their proper support, and by their neglect or failure to do so they are overlooking a great opportunity. In Lenawee county, where the feeding of livestock has perhaps become more general than in any other county in the state, during the last year more than 1,000 carloads, or approximately \$3,000,000 worth of cattle and sheep were shipped in, fed during the winter and shipped out during the spring, worth more than \$5,000,000. It is estimated by Mr. Coffeen, farm agent for Lenawee county, that the total value of livestock of all kinds shipped out of the county in 1918 was nearly \$10,000,000. Add to this a monthly milk pay roll of \$600,000 or \$7,200,000 annually and you have Lenawee's gross income from livestock operations.

The banks have found it necessary to arrange their resources so as to be prepared for a heavy demand for cattle loans in the fall of each year. The loans are carried until May or June of the following year, when the cattle are sold and the loans paid out of the proceeds. The banks are obliged to carry a large reserve or a large line of short time investments through the summer months, but the result of their foresight in encouraging this demand has justified this inconvenience and the sacrifice of interest rates. For to-day the two banks of Blissfield, located in a purely agricultural community, and with keen competition from banks within ten miles in every direction, now have total resources of over \$2,200,000—more than eleven times their totals when the cattle feeding industry had its inception.

R. C. Rothfuss.

Dangerous Character of Gasoline Vapor.

Gasoline vapor is extremely dangerous it rises in the atmosphere but slowly sinks to the ground. Sometimes it will settle to the floor of a room and flow along like the water of a stream, filling every hole and crevice that it can find and remaining there for days. In changing into vapor, gasoline expands so enormously that one gallon will produce 8,000 cubic feet of gas, which means that a tank of 20 feet square would be required to hold it.

When this gas is mixed with air it becomes an explosive much more powerful than dynamite and much more easy to set afire. Perhaps you have seen men engaged in blasting and have noticed how the small yellow sticks of dynamite will tear a solid rock to pieces. Who would be foolish enough to leave dynamite lying around? Yet it would take eighty-three pounds to do as much dam-

age as the vapor from one gallon of gasoline and people often handle gasoline in a careless manner just as though it were harmless. That is why there are so many accidents from its use.

Take, for example, the use of gasoline for cleaning purposes. It may seem a great convenience that we can so easily clean our clothes and gloves with gasoline, but it is an extremely dangerous practice and one which has caused great loss of life and property. The fumes of gasoline spread out in all directions and if they come in contact with a flame or spark, an explosion instantly takes place with a resulting flash or flame that sets fire to whatever matter it touches.

Sparks sometimes are caused by the friction of rubbing gloves together while cleaning them and one may readily see countless other opportunities for gasoline vapor to become ignited and explode.

When you realize that 5 cents worth of gasoline is sufficient to blow up an ordinary house, you can realize the necessity of keeping it in proper receptacles, such as safety cans.

Should one be so unfortunate as to have a gasoline or kerosene fire occur in a garage or house, it is foolish to pour water on it as water will spread the flames. Earth or sand may be thrown upon the fire to smother it, although the use of a chemical extinguisher is even better. Sometimes a woolen rug or a coat thrown over the fire will put it out instantly, but there should be a chemical extinguisher in every garage. The best and safest thing to do is to keep gasoline in a place where it can do no harm.

You may have observed that many of the friends of the workingman aren't working a great deal.

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

now ready containing 1,750,000 names—fully rated—no blanks—EIGHT POINTS of vital credit information on each name.

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

CHICAGO, - ILLINOIS
Gunther Bldg. - 1018-24 S. Wabash Avenue

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.

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

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE

Insurance

FREMONT, MICH.

We specialize in Mutual Fire Insurance and represent three of the best Michigan Mutuels which write general mercantile lines at 25% to 30% off Michigan Inspections Bureau rates, we are also State Agents for the Hardware and Implement Mutuels 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 Mutuels at one-half to two-thirds the cost?

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

Half Million Gain In One Year

Statement of the

Michigan Shoe Dealers

Mutual Fire Insurance Company

Fremont, Mich.

Amount at Risk May 1, 1918.....\$2,141,050
Amount at Risk May 1, 1919..... 2,522,725

Net gain during year..... \$448,025

New business during May, \$66,350.

Cash and bonds on hand June 1, 1918..... \$ 8,609.35
Cash and bonds on hand June 1, 1919..... 16,122.08

Net gain during year..... \$7,513.34

Cash receipts during May.....\$3,745.85
Cash disbursements during May..... 2,122.08

Net gain.....\$1,623.77

Insurance 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.

GEO. BODE, Secretary.



Don't Prejudge Fish Diet for Your Family.

Written for the Tradesman.

"My family doesn't like fish; we never have it," a mother said to me not long ago. But a few days later the young man of that house was at my table. We had fish. He ate it, and said:

"This is delicious fish. I didn't know there was any fish that I could like so well. My mother doesn't seem to know how to have good fish."

It was not a peculiar case. I have heard the same said about other things; but oftener perhaps about fish. People seem to have superstitions on the subject.

I am a good fisherman myself. I have caught fish, lots of them, big and little, and I know good fish when I see them in the market. That helps in judging what and when to buy, and you ought to know how they should be cooked; but there are some other things that you should have in mind.

Generally speaking, you should get the "home-grown" fish—not even a first-class fish can walk all the way from Maine to Des Moines, Iowa, and be fresh and appetizing when he gets there. There is such a thing as common-sense, and it does not tell you to expect good fish very far from where it came out of the water. To be sure, they do keep salt-water fish fairly fresh on the way to Chicago. It all depends. But you can tell, with your eyes. No, you can't by telephone. Don't telephone for fish. Go to the market and see it.

Have the fish that is in season. The honest fish dealer will tell you which kind is newly caught and which kind has been kept or has traveled a long time on ice. Don't trade with the other kind of fish dealer.

Look for a fish with fresh, pink gills. Do you know where the gills are on a fish, and what they are for? I hope so. And the flesh must be firm, not soft and flabby to the touch. The soft kind is stale, and will taste "fishy." Besides that, it may make your family sick. If fish smells "fishy," don't use it—it's stale. If you have been in the habit of getting stale fish by telephone, it is no wonder your family does not like it.

To have boiled codfish with a white pasty sauce every time "fish-day" comes around is enough to make anybody hate the sight of fish—and of "fish-day."

There is a great variety of fish. Shell-fish are full of nourishment. Oysters in season, and clams, can be served in many ways. There are few men who do not enjoy a hot oyster stew in winter with crisp oyster

crackers, or a good creamy clam bisque soup; oysters fried, creamed, boiled, scalloped; clams a la Newburg, creamed clams, and clam fritters, all make excellent luncheon or supper dishes and vary the menu. Have you stepped into a good fish market and looked over the fresh fish? No? Well, do it, and when you get your fish take as much pains picking it out and cooking it as you would a piece of steak.

Yes, a slice of halibut is easy, and you get it oftenest, I am sure, and serve it just dipped in cornmeal and fried. Try it some other way. For instance, put it on a greased pan, cover with a mixture of milk beaten egg, butter, pepper, salt, and two soda crackers broken in the milk; bake for about a half hour, or until golden brown; serve with Hollandaise sauce. Or boil your halibut or a chunk of cod and serve with caper sauce; or boil the fish, pick it into flakes; place alternate layers of fish, cream sauce, and mashed potato in a baking-dish and bake for twenty minutes and serve hot, and see if your family do not say it is good. Do you know how good fried smelts are, or bullheads, or scallops, or butter fish? But be sure they are fresh!

Baked fish is hearty and good, too. Stuff with regular turkey bread stuffing a good size-fish—a bass, blue-fish, shad, sea trout, or any other good-sized fish will do. Place bits of bacon over the top, and while it bakes baste with water and melted butter; serve with a cream sauce, with chopped pickle in it or a Hollandaise; most people like with fish a sauce with a touch of lemon or pickle in it. Really fresh fish has not a strong flavor, and needs a tasty sauce to give it a tang. The French understand that perfectly.

Fish salads are always appetizing if fixed up with lettuce, celery, and mayonnaise dressing. Cold fish of almost any kind can be flaked up and used as salad in nearly every kind of combination, with vegetables, green or cooked.

Fish soup is always good if properly made, and a measure of economy too. The head, tail, and bones of a fish carefully washed and put in a kettle with a bit of onion, bay leaves, tomato and vegetables will give you a delicious soup, with much nourishment in it. It is a pity to throw anything away that is such good food. We never think of throwing away fish bones and trimmings in our house any more than we do meat bones. Put a little cream or milk, a bit of flour and butter, in your soup. That

A Three-In-One Flavor is Mapleine



It imparts the "mapley" taste folks are so fond of to desserts and sweet dishes.

It makes a delicious syrup.

It's a tempting savor in gravies, soups, sauces, meats and vegetables.

Your stock is not complete without Mapleine. Order of your jobber or Louis Hiller Co., 1205 Peoples Life Bldg., Chicago, Ill.

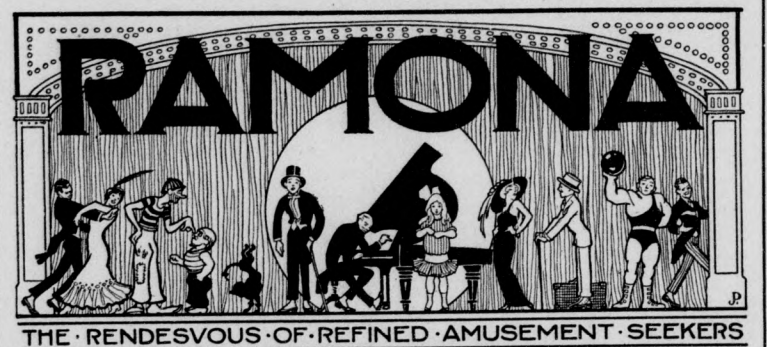
Crescent Mfg Co.
(M-408) Seattle, Wash

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

237-239 Pearl St. (near bridge) Grand Rapids, Mich.

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.



THE RENDEVOUS 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.

Therefore, Buy "RED CROWN" Ready-to-Serve Meats



The motive of being in business—the foundation of successful merchandising—is to sell goods.

If the goods are right—if they satisfy, it means REPEAT orders—more business year by year.

RED CROWN Ready-to-Serve Meats are a mighty good line—a trade-winning line:

RED CROWN Ready-to-Serve Meats are the best that money can buy. Raw materials of the highest quality plus our years of experience and modern cooking methods are the reasons for "RED CROWN" Supremacy.

22 Varieties

Packed by
ACME PACKING COMPANY
CHICAGO

makes all the difference in the world. If you do not wish to make a soup, use the fish stock as the basis for the sauce that is to be served with your fish.

With all the fresh fish in market and many so delicious and meaty—such as the bluefish, shad, bass and fresh mackerel—any of these that you can get fresh and in season, there is no excuse for your family's "not liking fish;" but you must cook it well, serve it tastily and place your dinner so that the meal will be a well balanced one.

It is well to plan a hearty dessert after a fish dinner. This is chiefly for the imagination, for many seem to think that with fish as the main dish they have had a light dinner; in reality they have not; most kinds of fish are decidedly nourishing.

Chowders made of clams, potatoes, salt pork, crackers, tomatoes, onions, and milk make a hearty meal. Well-made chowder tastes so good when one is in camp; they can be made of any kind of fish as well as of clams, and are so full of calories (food units) that one needs little else after a chowder dinner.

Then there are the many kinds of salt and smoked fish that so many are fond of and that make an appetizing breakfast or supper—salt mackerel, finnan haddie, salmon, bloaters, and cod. You see that if you put your mind on it there are so many kinds that you can change your fish every week and hardly have the same kind twice in a season.

The person who does the marketing in your family ought to learn how to buy, cook, and serve fish, and I venture to say your family would be surprised at itself because it would find itself really liking and enjoying a fish dinner.

It all comes back, as usual, to the thing I keep trying to emphasize—that home-making in all its branches and aspects is a profession calling for the utmost pains and the highest skill. It is more exacting and comprehensive than trained nursing, because, if you please, it ought to include a good knowledge of the essentials of trained nursing. And it certainly ought to include a knowledge of how to buy and serve fish.

Prudence Bradish.

[Copyrighted, 1919.]

Early Buying Advised.

Early buying of fall lines of women's ready-to-wear garments is advised by David N. Mosessohn, Executive Director of the Associated Dress Industries of America. This is what he had to say yesterday in substantiation of his advice:

"The condition of the market at the present time is such that the belated buyer will find himself either without merchandise or in the position of taking what he can get. This is outside of the fact that all ready-to-wear merchandise is increasing in cost, due to the market conditions in silks, cottons, etc. I would most urgently advise that buyers throughout the country reach their markets as early as possible, even before the first of July, in order to secure what-

ever merchandise they may need. This is especially true of dresses. The demands for women's ready-to-wear dresses are unprecedented, especially in view of the many new styles and the attractive materials used."

Mr. Mosessohn also stated that the Associated Dress Industries of America had recently started a movement to close the showrooms and factories on Saturdays during July and August, and that a large percentage of the members had agreed to do so. The idea was to distribute the 44-hour week over five days, so that both the employers and the employees might have two days' rest each week during the hot-weather period.

Bulk Buying for Germany.

An American commercial traveler representing one of the largest cereal manufacturers in the United States, according to Consul General Albert Halstead at Stockholm, Sweden, states that there is a project now under way whereby the purchase from the northern neutrals of foodstuffs and other commodities for Germany is to be made by one central organization, acting in the interests of German buyers. Whether this is with a view of defeating the low rate of German exchange or whether it is intended to eliminate the competition among German buyers and obtain lower prices for goods imported is not clear.

Nairn Linoleums Withdrawn.

Announcement is made by the wholesale department of W. & J. Sloane, selling agents for the Nairn Linoleum Company, of the withdrawal from sale of the entire line of Nairn products, including rugs and Pro Lino goods. No additional business for shipment prior to Oct. 1 can be executed, says the announcement, subject to the mill's ability to do so on or before Sept. 30, according to the terms of sale. Unfilled orders will be cancelled, or, if reinstated, shipped after Oct. 1 "at value."

Your Uncle Sam provided his boys with COFFEE

Our government sent 3,000,000 fighting men abroad. And, to keep them physically fit, it sent millions of pounds of coffee.

"A most careful diet was planned in order to maintain health and strength. While bread and beans and beef were needful, there was one item recognized as absolutely indispensable—*coffee*.

So—whatever else they had, our boys had their coffee,—plenty of it, *four times a day!* It cheered and comforted and encouraged them. It helped them do their job,—and do it well. Who shall say how *grand* a part coffee played in this great war?"

JUST one of the advertisements in the big Coffee Campaign now appearing in leading newspapers and popular magazines. This means much to every man connected with the Coffee Trade.

Mind you—this is *your* campaign. It affects the trade, generally. Its influence extends to every branch of the industry. If you are a Coffee Roaster, or belong to the Green Coffee Interests,—it is *your* business now to help to *push coffee*.

Wholesalers and Retailers should cooperate for the general good. Every Coffee Salesman should be up on his toes. Pass the word along. *Get busy.*

Have your retailers paste the "ads" in their windows, and make good coffee displays. Urge them to use the newspapers and the telephone, and shout coffee at all times. Make yourself heard and—felt!

If you want to make the most of this big coffee movement and join hands with us, write to this publication for information and material. It will pay you—well.

Copyright 1919 by the Joint Coffee Trade Publicity Committee of the United States.



Don't Let High Coffee Prices Scare You

Don't ruin your coffee business by recommending cheaper grades. You're lost the very moment you start to recommend cheaper grades of coffee to your customers. People WILL pay the price for good coffee. Nero Coffee will always be of the same high uniform quality regardless of what the "other fellow" does. Nero quality WILL be maintained. Nero is shipped to you the very day it is roasted. The best coffees grown go into every package. You can keep your customer's confidence and increase your coffee business despite high prices by recommending Nero.

Cash in on This Advertising Co-operation

A 22 week newspaper advertising campaign is now running in Bay City, Saginaw, and other Michigan cities. More to come. Write us today for details of our plan that will help you to maintain and increase your coffee business regardless of high prices.

Royal Valley Coffee Company

321 East Larned St.

Detroit, Michigan



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.

Supplies of Wool and Woolens.

It is a matter of some surprise that wool values should have been so well maintained, considering that the Government has been disposing of about 311,000,000 pounds at its various auction sales and that the imports continue unabated while the domestic clip is larger than it has been for some years. But practically the same is true in Great Britain, although there has been there a somewhat more marked difference in the demand and price for the finer merinos than for the coarser wools. From now on the domestic wool will claim more attention from dealers, but it is understood that there will be offerings at auction by the Government of carpet wools which are not grown in this country. There have already been considerable dealings in the domestic clip which seems to command good prices. In the ten months ended with April, the latest for which official figures are given the imports of wool totaled 321,234,953 pounds, an increase of about 30,000,000 pounds over the corresponding period the year before. In that same ten months' period the imports of woollen fabrics were 1,975,230 square yards, a decrease of 1,330,180 square yards from the similar period in the preceding year. Exports of woolens have increased and so have those of woollen wearing apparel. The excess of exports over imports of woollen manufactures in the ten months ended with April was in value \$12,204,926. The goods market was devoid of special features during the past week. Demand continues unabated for fabrics for both men's and women's wear with recurring complaints of slow deliveries. Efforts of buyers to secure contracts for spring goods are regarded as premature as yet in most instances.

Rise in Cotton and Cotton Goods.

A turn for the worse in the crop prospects and the imminence of peace combined during the past week to shove up cotton quotations to a new record. Reports from the growing districts have been in the main rather pessimistic and it is stated that the conditions outlined will be corroborated in the Government report which will be made public this week. So far as concerns the formal conclusion of peace, much has been made of the demand for cotton which is expected

to come from Germany. There may be some disappointment in this, even if the financing of the exports can be arranged for. As a matter of fact, while Germany in normal times was credited with taking about 2,500,000 bales a year, much of this was re-exported to other countries, including even Great Britain. The German mills were given to using much of the shorter fibred but cheaper Indian cotton, and will doubtless continue the practice as soon as they can get the raw material. The cotton goods market has been fairly active with a large proportion of the sales from second hands who were taking profits on the new high levels of prices established. The mills themselves are rather cautious about commitments too far ahead, in view of the present inflation of values. Demand continues good for all kinds of cotton goods, and great hopes are based on an increase in the exports as soon as trading can be resumed with the Central Powers.

Textile Profits in Canada.

In Canada an investigation is in progress to discover the reasons for the high cost of living, with the idea of adopting some measures to give relief to the consumer. In the matter of garments, for example, the fact was disclosed that the material for suits costing \$65 and \$70 was sold by the manufacturer for from \$14 to \$17. One textile company was shown to have made net earnings of 197.41 per cent. in five years. The head of the concern sought to justify its course by remarking:

"Our mill was not built for the glory of God, but to make money for the shareholders, and some years we have been very successful in making it, but for as much as eight years at a time they had to take their dividends out in prayers."

Another textile company showed net earnings of 310 per cent. on its investment of capital amounting to \$600,000, and accumulated besides a secret reserve of \$1,000,000. The explanation given for secluding the last-mentioned amount was that, if the

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.

Closed All Day July 4th and 5th

During the entire month of July we will offer special values in all our departments. Don't fail to take advantage of our **JULY CLEARANCE SALE**.

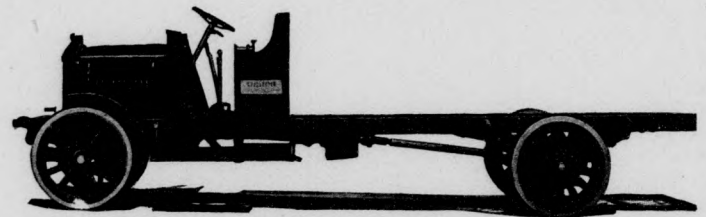
Quality Merchandise—Right Prices—Prompt Service

Paul Stekete & 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.

690 North St

First Mortgage Bonds

TAX EXEMPT. PAYING

6 ³/₄ %

\$100, \$500, \$1,000

APPLY TO

The Michigan Trust Co.—Grand Rapids Trust Co.
 Or Any State or National Bank in Grand Rapids



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures **Wilmarth** is the best buy—bar none

Catalog—to merchants

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

stockholders had known of it, they would have insisted on getting it in the form of dividends. The general manager of the company deemed it "best to conserve the money because, just as they had made it, they might lose it." Many well-informed persons are convinced that an enquiry here would reveal a state of affairs very similar to that which is being disclosed in Canada. But apparently the only enquiry afoot in this country is the one by the Ways and Means Committee at Washington, which is seeking for methods of tariff taxation whereby prices can be maintained at the highest of levels.

How Long Can the Buying Keep Up?

A merchant of Pittsburgh, the head of a large department store there, was quoted the other day as saying that the only way he could account for the activity in buying was that working people were spending the money they had saved out of the extra wages they had received while the war was on. He was a little uncertain, and a trifle apprehensive, as to what would happen when the savings came to an end. The place where he does business is one of those where industrial activity was most stimulated in providing military material, and where wages and bonuses were in proportion. With the sharp drop in production following the armistice, incomes had been reduced and the general outlook indicated the possibility of much unemployment. But the selling prices of all kinds of goods continued to mount, and the serious proposition that presents itself is as to when the buying must halt. Those who have made money in speculating on a rising market, and tillers of the soil whose crops have been bringing high prices, can keep up the buying longest. But there are lots of others whose incomes are really less than before the war because of the new forms of taxation who are finding it increasingly difficult to make both ends meet. They are already resorting to all kinds of makeshifts to avoid buying new things, and thrift with them is likely to become a passion as well as a necessity. It will not do, as some thoughtless business men are contemplating, to act as though the general public will submit to any kind of charges that may be attempted to be imposed on them.

Features of New Hats.

One of the newer manufacturers in the millinery trade featuring hats costing from \$4 up is making a splendid line of hats for mid-summer and early fall wear, according to the bulletin of the Retail Millinery Association of America. This manufacturer uses a pretty brocade to a good advantage. This is to be one of the big items for the coming season, the bulletin says, and is very effectively used with beaver strip, panne and velvet.

"For mid-summer extremely pretty pastel velvets are to be had in a variety of models," it continues. "Turban of velvet and faille are shown in some smart little shapes. One with the sides of the toque pulled out, giving a rather flat effect in front and back, changes the contour of the regulation turban. Another pretty little turquoise velvet turban has the material laid on in fine shirrings. Six black glycerined pom poms, arranged at equal distances around the band of the hat, furnish the trim.

"Quite a good deal of ostrich is used for this fall line. Full ostrich bands and six-inch tips are used on many of the dressy models. A saucer brim hat indented here and there on the brim is made of sand velvet and a satin brocaded fabric. At the side back high ostrich tips of a sand hue lend a smart finish."

Open Letter to Hon. Thomas F. Carroll.

Grand Rapids, June 30—I am exceedingly sorry to see my old friend Carroll forget his Americanism by permitting his name to be used in a religious propaganda which should not be countenanced by any true American.

We are committed in this country to the complete separation of church and state.

Why force any religious domination on other peoples who have the same right of freedom of thought and action which Americans have?

I cannot help feeling that any one who countenances this movement is not only impairing his standing as an American citizen and patriot, but placing this country in the same jeopardy England placed herself in during our Civil War by encouraging the Southern states in their effort to secede from the United States and thus destroy the Republic. E. A. Stowe.

Straightforward, up-standing methods, are the modern interpretation of the old truth—"Honesty and right doing are the best policies."

Turn-Overs or Left-Overs?

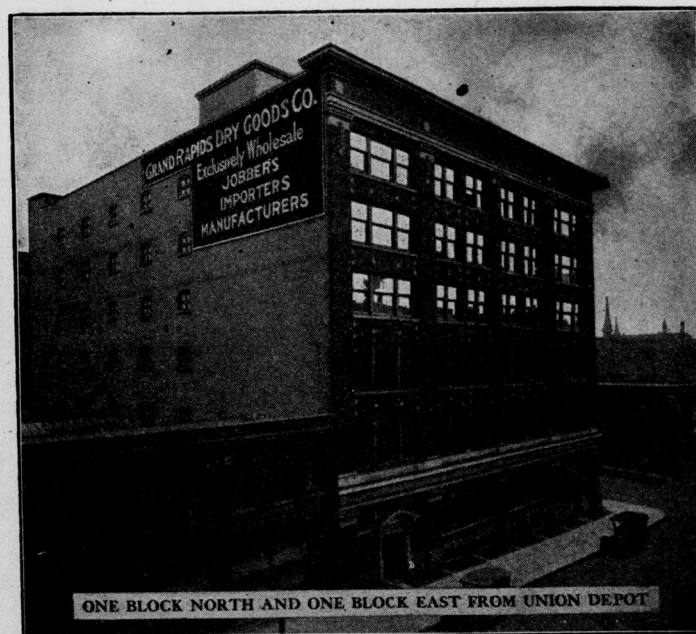
This is the season of the year when most progressive merchants are beginning their July Clearance Sales and closing out Spring seasonable merchandise. Your sale will be a much bigger success, if you will secure from us new snappy merchandise to sell with what you have on hand. If you follow this suggestion you will not only clean up your stock, but get a nice turn-over which means better profits for you. There is no money in left-overs or merchandise on your shelves. Our buyers have just returned from New York where they secured a lot of new, up-to-date merchandise. By getting some of it from us to go along with what you have, you can make a nice clean-up both on profit and investment.

City Day

Don't forget that EVERY WEDNESDAY you will find REAL BARGAINS in EVERY DEPARTMENT. This is for out-of-town as well as city customers. With merchandise going up so fast, you cannot help but make money by coming to see us next Wednesday. When you are here you can pick out your Fall merchandise, get it shipped and in your store and then you will be sure that you will have sufficient merchandise for your customers when the season comes around. As we stated in our previous ads, we will ship Fall merchandise to you as soon as possible and give you September 1st dating with regular terms of 2% 10 days 60 extra from September 1st

REMEMBER THAT OUR SERVICE DEPARTMENT IS WAITING TO TAKE CARE OF YOU ON PHONE OR MAIL ORDERS.

Merchandise is going higher every day but we are still well protected and are holding our prices in a great many instances under the Mill prices. YOU CAN SAVE MORE BY BUYING AT HOME AND GET QUICKER AND CHEAPER SERVICE. COME AND SEE US WHENEVER YOU ARE IN GRAND RAPIDS.



QUALITY MERCHANDISE

Exclusively Wholesale

No Retail Connections

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

CLAUDE HAMILTON
Vice-Pres.
JOHN A. McKELLAR
Vice-Pres.

WM. A. WATTS
President
RANSOM E. OLDS
Chairman of Board

RELL S. WILSON
Sec'y
CLAY H. HOLLISTER
Treas.

SURPLUS TO POLICY HOLDERS \$477,509.40



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.

Sweet Cream Butter Has Come To Stay.

The Navy Department has announced that some 2,000,000 pounds of butter will be required this season, but because so much of last year's crop packed in tins is left over only tub or box butter will be asked for. It is understood that the sweet cream butter made last year for the navy gave such universal satisfaction that the same character of stock will be called for this season. Last year upward of 7,000,000 pounds of this butter was packed in tins, besides the goods that were carried in tubs.

The unusual demand from the navy last year started a lot of creameries to making butter entirely of sweet cream, and so far as reports have reached here they were well pleased with the results. A number of plants that made the sweet cream butter during the period covered by the Government contract continued to make the same class of goods all winter. It has been a little slow work getting the local trade accustomed to this mild flavored stock, so much of the trade being used to a quick high acid flavor, but it is unquestionably gaining ground.

Some of this sweet cream butter was put away in the freezers here to more fully test its keeping qualities, and a few days ago it was taken out of storage, examined critically and found to be almost as fine as it was when put away some ten months ago.

California Fruits To Have Higher Pack Cost.

Most packers of California fruits have revised their contract terms with growers for the present season, a uniform advance having been made by members of the Canners' League, according to the San Francisco correspondent of the "Canning Trade." The increase in cling peach prices was announced some time ago, and recently a decision in regard to free-stone peaches and pears was announced. The advance on free peaches is \$10 a ton, which also applies to Bartlett pears, with the stipulation, however, in the case of the latter that should this advance bring the price to more than \$47.50 per ton only that figure should be paid.

There is very keen competition for Santa Clara Valley apricots, and

some growers have received as much as \$110 a ton for their crops, orchard run, which is a record. Much fruit has been sold at \$100 a ton, with such special inducements thrown in as orchard run, free boxes and hauling. Record prices are also being paid for cherries, \$200 a ton for Royal Annes being quoted as the highest figure. San Francisco canners are paying from 6c to 7c a pound for white cherries.

Packers of California fruits and vegetables will be called upon to revise their scale of minimum wages, commencing July 11, to conform to the schedule announced recently by the Industrial Welfare Commission. The minimum announced for women and minors is \$13.50 a week, the same as in other industries, but an apprenticeship of only one week is allowed. Canners are permitted to pay on a piece rate basis, but if these rates do not enable at least two-thirds of the women and female minors employed to earn at least 28c an hour the rates must be raised until this is the case.

In other industries all female workers must be paid at least \$13.50 a week, and the Industrial Welfare Commission granted this concession to the canners only after a study of the conditions surrounding this industry.

Wisconsin Pea Crop Reported Affected by Weather.

A private letter from one of the largest of the Wisconsin packers states in effect that a period of very hot weather, following a prolonged cold, wet spell, has acted very unfavorably upon the pea crop. In fact, the writer avers that it has seemed to have worked tremendous damage. Consequently "peas are going to be peas," he says, no matter what the grade or size. The letter concludes with the statement that the writer's firm has no peas to offer, and it may, therefore, be readily understood that they have no axe to grind in representing conditions as above.

From another section of Wisconsin, nearer the center of the State, comes a report that some little blight is showing in fields of Alaskas, while sweets show a rather thin stand and the pods are proving poorly filled. Unless conditions change for the worse the writer estimates that the output of his company's plant will be about 75 per cent. of what it was last year, but to attain this favorable weather conditions for the balance of the season will be required. Continuing, the letter says: "We understand that around Columbus and Fall River the heavy rain we experienced

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

E. P. MILLER, President F. H. HALLOCK, Vice Pres. FRANK T. MILLER, Sec. and Treas.

Miller Michigan Potato Co.

WHOLESALE PRODUCE SHIPPERS
Potatoes, Apples, Onions

Correspondence Solicited

Wm. Alden Smith Bldg.

Grand Rapids, Mich.



M. J. DARK
Better known as Mose
22 years experience

M. J. Dark & Sons Wholesale Fruits and Produce

1 and 3 Ionia Ave., S. W.

Citiz. Phone 4227

Bell Phone M. 4227

Grand Rapids, Michigan



WE HANDLE THE BEST GOODS OBTAINABLE
AND ALWAYS SELL AT REASONABLE PRICES

It's a Good Business Policy

to know that

Your Source of Supply is Dependable

You can

Depend on Piowaty

M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

a week or two ago, followed by a couple or very hot days, raised havoc with their Alaskas and naturally did not do the late peas any good."

An observer in still another section writes that the peas are looking good, although evidences of blight are to be seen here and there.

Illness of Cornelius De Jongh, of Burnips Corners.

Cornelius De Jongh has sold his interest in the general stock of C. & A. De Jongh to his son, Cornelius Frederick De Jongh. The business will be continued under the same firm name.

The retiring partner has temporarily laid down active business cares and responsibilities, pending the complete recovery of his health. He underwent an operation at Mayo Bros. hospital last fall and has not yet fully recovered from the effects of the ordeal.

Mr. De Jongh has been actively connected with the mercantile business for forty-four years, his father having been one of the pioneer merchants of Holland. His brother joined him in business at Muskegon thirty years ago and has been associated with him at Burnips Corners for twenty-five years. Their establishment is a complete country store emporium and has long been regarded as a model of its class. The aims and methods of the brothers have always been honorable to the highest degree and their success has been in keeping with their integrity and progressiveness.

Mr. De Jongh is not only a good merchant and successful business man, but he is an ideal citizen and genial gentleman whom it is always a pleasure to meet. He has kept up with the trend of the times by reading and study, so that he has been able to discuss any question of church or state with intelligence and accuracy. He is broad in vision and fair and just in decision and action. Because there are too few men of his type in the world it is to be hoped that he may have a speedy recovery from his ailment and be restored to the business world for a long career of usefulness.

Successful achievement is a mere matter of detail the all important beginning of which is to have the right foundation principles. Grasp these principles firmly, set them to work and the result is assured.

Inviting Them to Tea.

Wishing to interest his customers in the operation of his large new plant, the manager of a dairy hit upon the plan of sending out special invitations to an afternoon tea. These invitations—in reality, a combination form of invitation and menu—were handed to the company's drivers who, in turn, left them at the homes of their customers with the morning's milk. The response was good, due largely no doubt to the attractiveness of the luncheon menu composed almost entirely of the company's own products.

To avert the disagreeable features that go with a "crush," the city was divided into convenient districts, and one district was invited at a time. The management was thus enabled to handle the guests easily. The plan had two distinct advantages. It gave the general public a wider and more intelligent appreciation of the company's efforts to provide clean, wholesome milk, and it brought to the notice of its customers the good qualities of its various other products.

William G. Colgate.

The store is to blame for most of the kicks that come in, to blame either because of mistakes or defective goods or because of failure to explain the goods properly when selling them.

Every town has several citizens who longed to go to large centers, where there are "real opportunities," and did go, nearly starved to death, and finally got back to the old home town.

Money Saved by Buying Your
EGG TESTER
of
S. J. FISH CO.,
Write for catalogue. Jackson, Mich.

SEEDS
BUY THE BEST
Reed & Cheney Company
Grand Rapids, Michigan



Rebuilt Cash Register Co.
(I incorporated)
122 North Washington Ave.
Saginaw, Mich.
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.

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

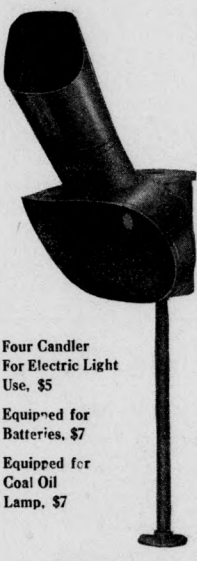


WE ARE HEADQUARTERS
WHOLESALE
Fruits and Vegetables
Prompt Service Right Prices
Courteous Treatment
Vinkemulder Company
GRAND RAPIDS :--: MICHIGAN



GUARANTEED PURE
BEL-CAR-NO
BRAND
PEANUT BUTTER
NET WT. 2 LBS.
MANUFACTURED BY
THE BEL-CAR-NO BUTTER CO.
CHICAGO, ILL.
In sanitary air-tight tins from 8 oz. to 100 lbs.
Ask Your Jobber

Candle Eggs With the Grant Da-Lite



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.
M. J. Power Co., Madison, Wis.
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.

Four Candler For Electric Light Use, \$5
Equipped for Batteries, \$7
Equipped for Coal Oil Lamp, \$7

Moore's Mentholated Horehound and Tar Cough Syrup

This remedy has gained an enviable reputation during the past 6 years. Groccrymen everywhere are making a nice profit on its sale and have satisfied customers and a constantly increased demand.

If our salesman does not call on you, your jobber can get it for you.

We are liberal with samples for you to give away. the samples create a positive demand.

Be progressive and sell the latest up-to-the-minute cough and cold remedy. Join our delighted list of retailers.

THE MOORE COMPANY, Temperance, Mich.



Michigan Retail Hardware Association.
President—Geo. W. Leedle, Marshall.
Vice-President—J. H. Lee, Muskegon.
Secretary—Arthur J. Scott, Marine
City.
Treasurer—William Moore, Detroit.

Time Savers in the Hardware Publicity Department.
Written for the Tradesman.

The best tribute to the value of newspaper advertising is the fact that a larger proportion of merchants in all lines of trade are advertising today than ever before.

There are many, however, who shrink, not from the cash outlay involved, but from the extra amount of mental and physical labor this added work means. For in the average hardware store, no member of the staff works harder or more diligently than the proprietor himself. He supervises everything, and, more than that, he does a little bit of everything—often far more than a little bit. He is not merely the proprietor of the business; he is one of the clerks and half a book-keeper as well.

So when the advertising solicitor of the local newspaper comes in to discuss printers ink, the hard-worked hardware dealer is apt to exclaim:

"Oh, I dare say advertising pays, all right. But where am I to find the time for a lot more work?"

Now, there are two classes of work which make advertising the bane of a lot of hardware dealers—even of hardware dealers who do advertise. There is the real work of preparing copy. And there is the imaginary work.

The imaginary work is often the harder of the two. It arises through a misconception of what advertising should be. A great many hardware dealers look upon the preparation of an advertisement as they would upon the writing of a novel.

"Why, I can't write advertisements," ejaculated a dealer one day, when solicited for a contract. "I haven't the least idea how to put words together. I've never written a line of anything in my life. I mean, anything literary. Oh, yes, I did try a little poetry once, but when—"

Just then in came a carpenter. He wanted a good saw. And the hardware dealer had a saw that he knew was good, and proceeded to explain to the carpenter just how and why that saw was good. After the sale was made, the hardware merchant turned to the advertising solicitor and took up his unfinished protest. The solicitor interrupted him, with a grin: "You infernal liar—you told me just now you couldn't write an advertisement."

"W-w-what?" sputtered the astonished man of putty and nails.

"Anyone who can sell a saw the way you sold that saw can write advertising about a saw. Anyone who knows the hardware business as you do, and understands how the other fellow looks at the hardware business as you do, and can spell and figure, can prepare advertising copy. All a chap like you has to do is to imagine he is talking to a customer—and then write down his arguments—and then trim them to fit his space. Now, you sign right here, please."

That is one of the great difficulties in preparing advertising—the hardware dealer just imagines he cannot do it at all. He imagines an advertisement is a literary production—whereas it isn't. He imagines the preparation of copy is a job for a \$100,000-a-year specialist—whereas in his case it isn't. He imagines the preparation of advertising copy by a hardware dealer who can spell and quote prices and knows hardware is impossible—whereas it isn't. He imagines too much. All he needs to know is that he can do the thing; that newspaper advertising is just the same thing as talking to a customer, only the talk reaches hundreds of customers and prospective customers.

Getting the imaginary work out of the way, what about the real difficulties. These difficulties do exist. They are fairly numerous. They are difficulties of time and place, and of habit, and of lack of method. The hardware dealer who is unsystematic in everything else has the most trying and unsatisfactory experiences with his advertising.

Here is where a little headwork will save a great deal of time and trouble. Suppose an advertisement is

Sand Lime Brick

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

Brick is Everlasting

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

The Adjustable Price Card Holder "Fits Them All"

Shelves, Boxes, Glass Globes, Coffee Cans, Counter, Meats, Etc. Write for circular and prices.

J. FRANK GASKILL,
259 Mich. St. Grand Rapids, Mich.

Brown & Sehler Co.

Manufacturers of

Harness, Collars and Fur Coats

Jobbers in

Saddlery Hardware, Summer Goods
Blankets, Robes, Mackinaws
Sheep Lined and Blanket Lined Coats
Farm Implements

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.

203-207 Powers' Theatre Bldg., Grand Rapids, Mich.

MCCRAY

SANITARY REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR CO.

444 Lake St. Kendallville, Ind.

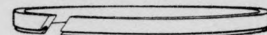
Boston Straight and Trans Michigan Cigars

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

A Special Ring for the Control of Excess Oil

McQUAY-NORRIS Superoyle RINGS

Use one in the top groove of each piston. L-aves just the film necessary for proper lubrication.



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

Bowser Oil Storage Outfits keep oils without loss, measure accurate quantities. Write for descriptive bulletins.

S. F. BOWSER & COMPANY, Inc.
Ft. Wayne, Indiana, U. S. A.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

to be changed every day, change of copy to reach the newspaper office by 11 a. m. on the day of publication. The first thing for you to do is to make up your mind that the advertising copy must reach the newspaper office never later than 9 a. m.—preferably 8:30. It is still better to get your advertising in a full day ahead, or the afternoon before—always allow a margin. For if your time limit is 11 a. m. and you get your copy in by 9 a. m. you have two hours in which to feel perfectly good, and comfortable.

The morning hours are usually quiet, and you have more opportunity then to look after this work. But have your set time each day for doing it, if you do it daily; if not so often, then have your set time every other day. It takes less time to write a good advertisement when you set aside, say, a half hour each morning for that and nothing else and concentrate on the task, than it does when you haven't any set time, and try to sandwich in the job of preparing copy along with half a dozen other conflicting tasks.

"But you've got to do it when you feel most like it," you object. "You can't sit down at a certain hour and write an advertisement in a few minutes. You may not be able to think of anything."

Here, again, a little systematic preparation will make your task easy.

First, get into the habit of looking ahead. Each day, when you finish the one advertisement, ask yourself: "What will I advertise to-morrow?" Some merchants have their advertising programme outlined for days and weeks ahead. This may vary the programme on the spur of the moment to admit some exceptionally appealing or timely idea; but if no such idea crops up, there, at least, is the tonic ready to hand.

Then, knowing what you plan to feature to-morrow and next day, if an idea occurs it is easy to jot it down. Ideas often crop up when you are selling. Make note of these. All such ammunition is valuable in the publicity campaign.

One merchant has a big scrap book. He clips out his advertisements every day and pastes them into this book. If some other merchant's advertising strikes him as good, he clips that and saves it. If something in the trade paper looks good to him, he clips and saves that, too. Not everything he sees, but the few things he runs across that will be of real value. To-day, if he is hard put for an idea, he turns back to the same day last year or the year before, or to the same week or month. He is pretty sure to find something that can be worked around or adapted, to the pressing needs of the moment.

The same idea can be utilized with the more modern convenience of a card index or a folder or a series of folders in a vertical file. The main point is, to have some kind of arrangement for preserving ideas that are worth preserving so that, when you need them, they'll be at your finger-ends.

And never make a mountain of

work out of your advertisement. It doesn't pay. Suppose you know what you are going to advertise—hammocks or tools or hot water furnaces or refrigerators. Sit down and ask yourself questions. What will interest Smith or Jones, men you know personally, in this refrigerator? What can you tell them about it that will induce them to come into your store to look at it? What attractive feature has this refrigerator that will induce Smith or Jones to part with good money in exchange for it? What worth-while result—to them—will it produce? Get the other fellow's viewpoint; and then write your advertisement as if you were talking to the other fellow. And then condense until you have just the salient points of most appeal.

You won't produce a literary masterpiece, perhaps; but you'll have good, effective advertising copy, and that's what you're after.

Victor Lauriston.

An Oily Customer.

Robert Henri, the eminent New York painter, was talking about the men who buy, merely to show off, doubtful "old masters" at fabulous prices.

"Their knowledge of art," Mr. Henri said, "is about equal to that of the Chicago sausage manufacturer who said to Whistler:

"What would you charge to do me in oil?"

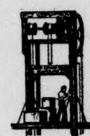
"Ten thousand dollars," said Whistler promptly.

"But suppose I furnished the oil?" said the millionaire."

TAKING INVENTORY

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

Kent Steel Company
Grand Rapids, Mich.
Structural Steel
Beams, Channels, Angles



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

Ideal Electric Co.
128 Division Ave., So.
Grand Rapids

We have on sale a most wonderful display of Artificial Flowers, Palms, Ruscus Trees, boxes, hanging baskets, also a miniature theater with latest portable moving picture machine, etc.

An advertisement reprinted from
"Good Housekeeping," July, 1919

THE PERFECT JAR



THE Eureka Fruit Jar
Ideal For All Canning

In the canning of fruits and vegetables these jars are a great convenience. The above illustration was photographed direct from one of the jars in our factory. Note the large opening—this is a real necessity for it permits the insertion of the entire fruit or vegetable without cutting it up or marring its appearance. Peaches, apples and even pineapples, as well as beets, corn, etc., etc., may be inserted through the large opening and removed whole, insuring a much better appearance when served than if they were cut up.

Standard Size Rubber Rings

fit all Eureka Jars so you will not experience any difficulty in sealing. We furnish the best quality with the jars.

National and State Experts

on canning are agreed as to the merits of Eureka Jars and endorse their use. The Good Housekeeping Institute has put them to every kind of practical test and rate them high in every respect.

So you need have no apprehension as to results this season if you use Eureka Jars. All the more reason (when foods are high in price) for you to not only ask for, but insist upon Eureka Jars. Use them and avoid disappointment.

These Fruit Jars for sale at wholesale (ask for price list) by

H. Leonard & Sons
GRAND RAPIDS, MICHIGAN



Grand Council of Michigan U. C. T.
 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 Magic Appeal of the Traveling Salesman.

We are told by master pundits in salesmanship that the first step is getting the favorable attention of the prospective customer. After that the rest is easy. If the one doing the selling can strike fire in his opening remarks the buyer is sure to capitulate, at least to the extent of inclining a willing ear to the intriguing recital.

One of the surest ways of gaining the immediate attention of any human biped is to make a primary appeal to the one thing in which he is chiefly interested. Now there is one subject on which every unregenerate son of Adam is tremendously engrossed. This appeal has never been known to fail. It gets a rise out of the busiest as well as the most indolent of men, the cold and distant as well as the cordial and responsive. Every heart is keyed to vibrate in harmony with this one master chord. All one has to do is to strike this magic note and listen for the echo that is sure to follow.

What is this wonder working appeal? Is it the love of gain for which every one is supposed to have secret, unappeased hankerings? No, because there are some who have hitched their wagons to a more alluring star, the far gleam of altruistic satisfaction that comes from unselfish devotion to an ideal. Is it love of ease, comfort or luxury for which the average individual is supposed to hunger and thirst all his weary days? Scarcely that, for many are greedily voracious for more worlds to conquer. What then is this universal appeal that never fails?

It is very simple and easily understood. It was known among the ancients, in fact it has come down to us in the words of a borrowed language. Self-love is the phrase that best expresses the idea. Some would call it inherent selfishness, but it is scarcely that. A better English equivalent would be a feeling of selfhood. The term includes all that we mean when we speak of the personal equation. This is the magic appeal that warms the cockles of the heart and un-

locks unresponsive lips. It is an open sesame to the heart's desire if one knows how to use it with dexterous skill and cunning.

We are perennially interesting to ourselves even though others may find us dull and unattractive. The intimate concerns, trivial and momentous, that make up the warp and woof of our daily existence never cease to fascinate and charm us in spite of their possible monotony. Our lives are bounded by egocentric circles. From the focal point of self lines of radiation extend to the circumference and stop there. The size of the circle determines the extent of our developed interests. Beginning with the personal self and its intimate concerns any of us can be led gradually and tactfully step by step to an interested appreciation of facts and ideas that would have left us cold and indifferent if they had been presented point blank without the proper preliminary approach.

In other words, we are sure of success in our approach to others if we work from the center to the circumference rather than in the reverse order. Suppose our proposition represents a point beyond the circumference of another's immediate interests. We make an egregious mistake when we start there and attempt to reach the inner citadel of the prospect's mind and heart by direct assault. The chances are that we shall not get far. But if we begin with some vital point in which the prospect is already interested and then direct his thinking outwardly along some line of radiation that leads to our proposition it is comparatively easy to arouse his enthusiasm concerning it.

At the outset it is well to assume the other fellow's point of view. So far as possible look at life through his eyes. Talk mainly about him and encourage him to talk about himself. A bore has been defined as one who talks so much about himself that he doesn't give us a chance to talk about ourselves. If you want to be known as a good conversationalist learn to listen sympathetically. Encourage others to talk about their hobbies, draw them out with skillful questions and reward their confidential outpourings with sincere appreciation, and even though you talk but little your reputation for being a good converser will grow and flourish like the green bay tree. So simple and obvious is this infallible recipe that it is generally overlooked by the voluble lusty-lunged multitudes.

GOODRICH BOATS

To Chicago
Daily—8:05 p. m.

From Chicago
Daily—7:45 p. m.

FARE \$3.50 Plus 28c War Tax.
Boat Car Leaves Muskegon Electric Station 8:05 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.

Bell Phone 596 Citiz. Phone 61366

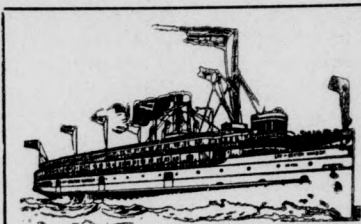
Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

209-210-211 Murray Bldg
GRAND RAPIDS, MICHIGAN

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -: Michigan



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**

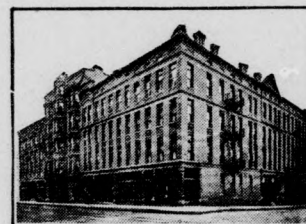
HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN
European Plan, 75c Up

Attractive Rates to Permanent Guests
Popular Priced Lunch Room

COURTESY SERVICE VALUE

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

RATES { \$1.00 without bath
 { \$1.50 up with bath

CODY CAFETERIA IN CONNECTION

New Hotel Mertens

GRAND RAPIDS

ROOMS
WITHOUT BATH \$1.00
WITH BATH (shower or tub) \$1.50
MEALS 60 CENTS

Union Station



75 Steps East

Fire Proof

Late News From the Cloverland of Michigan.

Sault Ste. Marie, July 1—The Soo is to have a new theater according to plans made by Robert O'Hern, of the Canadian Soo, who purchased the Pease-Lipsett block in the American Soo last week. Mr. O'Hern is a practical theater man now operating the Princess theater in the Canadian Soo and until recently, manager of the King's theater in the same town and the new venture will, undoubtedly, be a success, as the Soo is one of the best show towns of its size in Cloverland, being handicapped by one of our former theaters being destroyed by fire.

The business men of Dafter are a bunch of live wires and their latest move was successful in interesting local capital to start the Dafter Savings Bank, which will be open for business about July 1. The new building, which has just been completed, is amply large enough and up-to-date in every particular and is a credit to the village. Its officers are N. L. Field, President, A. L. Hillier, Vice-President and W. F. Roe, cashier.

The steamer North America arrived in the Soo Thursday evening with nearly 600 Wisconsin bankers and their families. The boat was only here for an hour, but gave the visitors a chance to see the locks.

"Never place your clock at the top of the stairs, it may run down."

The new Murray Hill is still undergoing improvements and all of the rooms on the second and third floors have been redecorated and made quite attractive. Later in the season they expect that the ground floor will be remodeled and improved. When completed, it will be one of the finest hotels in the Upper Peninsula. At present, it is doing a thriving business and the popular manager, Neil McPhee, is well pleased at his success since taking over the hotel.

Pickford is making great preparations to take care of the crowd on Orangeman's day, July 12.

Wm. N. Snell was elected President of the Soo Civic & Commercial Association at a meeting which was held at the Country Club last Friday. The annual report of Charles Chipley, Industrial Secretary, was submitted and shows that much work had been done during the year and much good accomplished although there have been no large factories located as had been anticipated. M. N. Hunt outlined plans for the incorporation of an Industrial Association with a capital stock of 50,000 shares to be \$1 each in order to provide capital for eighty new industries or for the expansion of smaller ones which are now in existence here.

The signing of the peace terms was celebrated here in a fitting manner Saturday afternoon. The Canadians let loose and arrived from the Canadian Soo for the Saturday night blow-out, which was celebrated in a fitting manner.

The Government has authorized the expenditure of several thousand dollars for improvements at Fort Brady.

The Soo is to have some interesting horse races which will be held at Cloverland Park on the afternoon of July 4 in addition to the general celebration planned for.

"Dress is sometimes a matter of form, and form is often a matter of dress."
William G. Tapert.

Sparks From the Electric City.

Muskegon, July 1—The Continental Motors Co. is planning on a million dollar improvement to their plant this season.

C. J. Follrath is suffering from badly scratched shins. Chris claims to have fallen over a wire. He does not state whether it was barbed or not, but, according to Charles Oviatt, he has the appearance of being run over by a steam dray or getting the wrong end of a domestic misunderstanding. The Grand Rapids correspondent

tells about the Grand Council meeting in Jackson. We supposed the affair we attended in Kalamazoo was a Grand Council meeting and if in error would like to be set aright.

The articles recently printed in the Tradesman concerning cigarettes but mildly describe the horrors of the contemptible habit. Why men of otherwise good appearance and manners will place themselves on a par with the scum of Europe and the prostitute is far beyond the understanding of the writer.

Forest fires are doing considerable damage in Mackinaw and Chippewa counties, above the Straits.

The Hotel Pellston, while otherwise well managed, seems to be a rendezvous for the loafer and card player.

William Morford, Peck street, Muskegon Heights, is building a new store. He has sold the old building, which will be removed.

The Suttons Bay Auto Co.'s new garage is being delayed in building, owing to the non-arrival of a car of tile. The proprietors, Gilbert & Thorson, started in business but a few years ago and by hard work and honesty have built up a fine prosperous business.

Geo. Towner and family (Towner Hardware Co.) are making an extended auto tour through the East.

E. P. Monroe.

Increased Efficiency of Clerks.

One of the most noticeable results of the war and its effect on the retail trade is the increased efficiency among the clerks who were in the service. The conflict, evil as it was, had some good in it, for it changed habits, routine, environment and many other things by influencing their lives.

Some of the boys who marched away had never been over fifty miles from home in their lives, but several millions of them went, not to a city to win fame and fortune, but across the sea into dangers never dreamed of by the majority of them.

Now these boys are returning to take their places in business, and they are a different type than we knew when they departed. They now laugh at the things they once feared. They do not care what others may think of them, they do not fear sickness, hardship or failure, neither does the loss of a position seem to affect them in the least. They have lost all sense of fear and take matters as they come, making the most of every situation as it presents itself.

Many of them have married since their return, which usually means a better employe and a more efficient individual to meet the public. They see things in the way of the world. They understand the things that stir the human soul better. A man who was deterred by fear from following his aspirations, but who finds that fear has no longer any power over him is certain to be original, forceful and progressive. This means for the store where he is employed a better salesman, and one sure to treat with patrons in a manner in which they like to deal with red-blooded individuals.

Guard against reading too much or too rapidly. Read rather with attention; lay the book down often; impress on your mind what you have read, and reflect upon it.

Our deeds hurry before us to open or to bar the way.

Strength and Weakness of Our Chief Executive.

Grandville, July 1—The President will soon be with us again after spending seven months abroad. From a foreign land he sent in his regards to Congress, convened in extraordinary session at Washington, giving it to understand that he was still mindful of what was passing in the country of his birth.

When he tossed that little bombshell into the American home, recommending the lifting of the war time ban on liquor, he did not count the cost as one of his supposed political sagacity might be supposed to do. Had he forgotten that he owes his second term in the White House to the newly enfranchised women?

The slogan, "He kept us out of war," touched a chord in the American mother heart that nothing else could. Inspired by the supposed fact that Woodrow Wilson was little less than divine, the women of California went to the polls one November day and gave him a majority over his Republican competitor, while at the same time they boosted the State Republican ticket into office by a rousing majority.

For some unaccountable reason Mr. Wilson has won the hearts of the American women. This, added to his bid for the union labor vote, made him an invincible candidate. Times and conditions change, however. One of the most momentous issues of all time—even greater than the issue of the war—was that of prohibition of the liquor traffic, a cause dear to the hearts of American women.

When showing his hand in his battle for a third term, the President should have been wary of how he exposed his outposts to attack. To the mind of an ordinary citizen Wilson's coming to the rescue of the saloon, which has been doomed to destruction by a large majority of the voters, at an inopportune time, has placed him in an exceedingly embarrassing light before the electorate.

Michigan women, who have heretofore been unable to speak too highly of President Wilson, making of him an ideal statesman far outshining such lesser lights as U. S. Grant and Abraham Lincoln, are deeply shocked at this new departure of their idol.

There were those, men as well as women, who had become so steeped in hero worship of the man from New Jersey, they came to imagine he could do no wrong. The temperance women of this and other states have learned in good time that a third term of Woodrow Wilson is now one of the impossibilities. Under ordinary conditions the burden of being a candidate for a third term would prove heavy to carry; added to this the knowledge that the President has sought to curry favor with the saloon element of the country is sure to prevent his nomination next year.

President Wilson has the mind of the schoolmaster. He was not educated in that broader field which has made so many men of America great—the field of industrial activity, that business field which leads men to action, to the mastery of the practical every day work that has builded empires in the commercial activities of the world.

To the citizen who has studied the character of the President he finds in him a man who runs in a groove. A splendid educator he may have been, yet his is not the education of the man of business, the man of monumental achievement, but rather that of the man who found his highest delight in theorizing, in building castles in the air which the rude brath of hard knocks scatters to the winds.

A hard-headed, practical business man should be elected next year: one who has a keen sense of what a nation like ours needs in its upbuilding after the shock of a great war.

There are candidates in plenty of another kind looming above the politi-

cal horizon. Heretofore the business man has been too little in politics. That was something in which he concerned himself scarcely at all until the necessity for a halt was felt in the wild and wicked extravagance that has beset this Nation since the outbreak of hostilities, more than two years ago.

The reckless expenditure of the peoples' money is something to startle the sober-minded citizen. The manner in which the powers that we have played fast and loose with the financial affairs of the Government would put to shame the business acumen of the average eighth grade schoolboy. It is time to call a halt to this wild riot of incompetents now in office.

If the President has the acumen he is supposed to possess, he will lose no time in making a rattling among the dry bones and revitalize his cabinet with men from the business world.

We are never too old to learn. Even so manifestly unpractical a man as Wilson must see where he has made mistakes. If he is anything near the great statesmen his friends claim, he ought to see these mistakes and hasten to profit by them. Will he do it? Surely not if he, like one of old, swings round the circle in an attempt to convince the people that the covenant or league he has so industriously sought to bring about, is the best thing for this country.

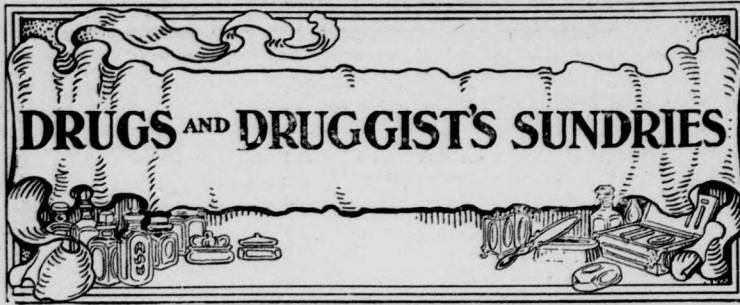
Very few people fully understand the ins and outs of this covenant, and hardly one in ten has read it. What is it all about? Why, dear man, it is for the democratization of all the world, and you are blind not to accept it at once. Leave it to Wilson, he knows! Well, maybe, but don't stultify your own reasoning powers, fellow countryman, by leaving a thing of such momentous import entirely to Wilson. Old Timer.

The man who has invented a safety razor to be run by a small electric motor is reported to have locked himself up in the attic in order to figure out a combination between this facial lawn mower and an alarm clock. If he should be successful, what a boon he will have given to his busy fellowmen! A few clamps properly adjusted and arranged should do the business. Then think of the delight of lying down at night with the outfit fastened to your head, having set the clock at the hour you wish to be shaved, and of getting up in the morning with a smooth, powdered face. An attachment for massaging could be added easily, and from this to an automatic comb and a mechanical valet is but the merest step. Really there is no limit to the vaulting genius of our nimble inventors.

The new German-American Citizens' League of Milwaukee is likely to find itself on the defensive from the start. In the first place, its very name perpetuates the undesirable hyphen. One is either a German or an American. This is the poorest time in the world's history for a hybrid citizenship. No nation nowadays can be a hyphenation. It was supposed that the war at a horrible cost had made it plain that we can have no twilight-zone, fifty-fifty patriotism.

The theorist usually suffers the handicap of being obliged to work under the man who has to dig up the pay roll once every week or so.

The man who imagines he has a bank account cannot draw upon his imagination.



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.

Plan to Stimulate Paint Sales.

"What luck son, in collecting that bunch of overgrown bills which you selected to take out this afternoon," said dad, as he returned from his customary little afternoon nap and recreation hour. It was almost five o'clock and he might just as well have stayed at home for the remainder of the day but you know how these old time apothecaries are, they mean to stick to the shop until the last, like a roll of Grandma's famous black salve.

"Well, dad, I surely had good luck to-day with those bills. Times seem to be very good," I replied. "By tramping and trudging pretty nearly over this whole blooming town I got a good average result, just look at that cash register slip and see for yourself, and say, dad, 'what's mother got in line to eat to-night for dinner? I am as hungry as a Candlemas day bear. The air put a razor edge on my appetite. It is hard for me to wait until Jim gets back from his feeding time, I guess I'll call mother up now on the 'phone to get in an extra supply of fodder."

By the root of "turkish rhubarb" you will do no such thing, cried dad, as he slammed the cash register door until the pill tiles jingled. Your mother is most dead tired now and you know how long we can keep a hired girl and it is just because you work them overtime trying to fill your vacuum pan. We will take dinner this evening at Turnips' restaurant. They are good customers and I want to favor them a little. The experiment I will try is not along the lines of physiological assay but to endeavor to find out if it is within the power of human possibility to fill you up at once. Sometimes I look back on the days you were away to school with fond remembrance. Some one else had to fill you up then.

The moments until Jim came back seemed hours to me. I had my coat and hat all on and ready to run the moment I saw the smiling face of our prescription clerk, and once dad got started I teased him into showing and proving his youth and spirit by matching me a race as far as Turnips' front door.

Bring it all on, no choice, anything, everything, quick, I yelled, much to the discomfort of dad who had earnestly endeavored to instill some manners in my make-up, as he said;

but not until I had already a fair supply of food stored away did I look up and glance about me. Then I noticed the direction which seemed to be the point of dad's shy glances. Then he whispered: Son, tell me what shade of red would you call that and would it be allowable for tablet coatings. Tablets of that hue would be very popular with our friends in medicine. Let me see, would you say fast red E or fast red S? Maybe it ain't fast at all. Reminds me of my old scarlet shirt of fireman's parade days; and dad kept his eyes firmly glued in the direction of two fair damsels, a brunette and a blonde, neglecting his new green peas which I made all right by appropriating them to my own dish. My boy, he continued, I have sold lots of red house and barn paint in my day, but I must now admit, some one is taking the cream of the paint business away from our store. Not that we have not hit a point higher than last year's average sales of oil colors and barn paint, still I believe we are falling short on our business in red beauty maker. I may be old fashioned as a 5 grain picra powder in some of my ideas but I am right up to a biological date in this point. If the women want to kalsomine and whitewash their faces I am not a going to stand in their way but help them to it by supplying them all the fancy trim they desire. Red, pink, rose, or even evergreen A. Anything, everything anything. Get our stock complete with all the stuff that we may have calls for. If the ladies want to look like bareback riders in Dingling's combined circuses, we're the boys that's going to supply the paint. For to-morrow I suggest that you jump right in that south window yourself and do your best. Show them that your ability is not all in theory and that you can trim a window as well as write equations. Make up a real showy trim of face powder, paints and colors for the face. Let the girls all know that they can find their favorite brand of camouflage at our pharmacy. In the going over of our stock, you will become aware that we are short of some favorite tints. Get busy and order them. We will bring this department of our store up to par; and say, son, if you can bait your window so that you catch that little blonde sitting over there, just let your old dad wait on her.

I planned the trim of that next day, joyously as I finished two pieces of berry pie and some real American cheese. One must be in a happy mood when he thinks out ideas for a window trim.

George Niles Hoffman.

Novel Method to Increase Sales.

One of the large stores in the East has adopted a novel way of increasing its sale of sundries.

When a lady enters a store and asks for a pot of finger-nail polish, the clerk does not set it silently before her, and then as an afterthought remark that they have just got a new stock of buffers from Paris. Instead, he places on the counter a neat wooden tray divided into compartments. Each compartment contains a single article of manicure use—a buffer, a nail file, a bottle of peroxide hydrogen, and any manicure preparation the store happens to want to push.

Then if other customers are gathered around, the clerk excuses himself and waits upon the next. Instead of having to rely upon the clerk's memory and tact to suggest the properly related article, it is done almost automatically. Moreover, rarely can a salesperson recommend more than one accessory without appearing too ambitious; but with the ubiquitous tray with price tags neatly attached to each article before her, the shopper often purchases three and four forgotten things suggested in this manner.

When one stops to consider that a retail druggist has only to increase the average purchase price from 33 or 34 cents to 40 in order to double net profit of his store, the value of his idea is immediately apparent. Combinations are also worked out for such associated merchandise as shaving soaps, razor blades, talcum pow-

ders, etc.; and beauty creams, toilet waters, lip salves, etc.

Perils in Use of Coal Tar Drugs.

Antipyrin, acetanilid and phenacitin are very useful medicines when properly administered, but they are drugs which no one has a right to take except when prescribed by a physician, and then only as he prescribes them.

There are certain persons who should never take them. These are those with low blood pressure, or a weak heart, or anaemia. While they reduce temperature and relieve pain, they must be given only in the very first stage of an acute illness and must not be taken repeatedly when the pain is recurrent. And antipyrin should never be taken when there is any kidney trouble.

This advice is given by the Journal of the American Medical Association. They cure a headache or other pain by slowing down the heart and thus lowering the pressure of the blood. And it is in this action on the heart that lies their danger. If symptoms of poisoning occur, an emetic should not be given, as there is generally such prostration that the patient cannot stand it. The stomach pump may be used, gently, to wash the poison out of the stomach. Dry heat, a hot water bag over the heart, and powerful tonics constitute the rest of the treatment. And the foot of the bed should be raised.

You never really know a man until you have sold him something and collected for it.

Hot Weather Suggestions

Now is the time to push the sale of cool Bottled goods. Every one of your customers, sooner or later, wants a bottle or so to serve to his friends or family in his own home. It is simply up to you to encourage this sort of thing. We can furnish you with the goods they will call for. Just advertise these drinks a little and cool them a lot and watch the result.

Red Wing Grape Juice Loju
 Vernor's Ginger Ale October Cider
 Phez Loganberry Juice Parfay
 Royal Purple Grape Juice Applju
 Sweet Valley White Grape Juice
 Cantrell & Cochrane's Imported Ginger Ale

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

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 35@2 50	Capsicum	@ 1 96
Boric (Powd.) .. 18@ 25	Eigeron	Cardamon	@ 1 50
Boric (Xtal) .. .18@ 25	Cubebs	Cardamon, Comp.	@ 1 35
Carbolic	Eigeron	Catechu	@ 1 60
Citric	Eucalyptus	Cinchona	@ 1 80
Muriatic	Hemlock, pure ..	Colchicum	@ 2 40
Nitric	Juniper Berries ..	Cubebs	@ 2 40
Oxalic	Juniper Wood .. .	Digitalis	@ 1 60
Sulphuric	Lard, extra	Gentian	@ 1 20
Tartaric	Lard, No. 1	Ginger	@ 1 50
Ammonia	Lavender, Flow. ..	Guaiac	@ 2 65
Water, 26 deg. ..	Lavender, Gar'n ..	Guaiac, Ammon.	@ 2 40
Water, 18 deg. ..	Lemon	Iodine	@ 1 50
Water, 14 deg. ..	Linseed, boiled, bbl.	Iodine, Colorless	@ 2 00
Carbonate	Linseed, bld less 2	Iron, clo.	@ 1 45
Chloride (Gran.) ..	Linseed, raw, bbl.	Kino	@ 1 35
Balsams	Linseed, raw less 2	Myrrh	@ 2 25
Copaiba	Mustard, true, oz.	Nux Vomica	@ 1 95
Fir (Canada) .. .	Mustard, artifil, oz.	Opium	@ 8 00
Fir (Oregon) .. .	Neatsfoot	Opium, Camph.	@ 1 50
Peru	Olive, pure	Opium, Deodorz'd	@ 8 00
Tolu	Olive, Malaga, ..	Rhubarb	@ 1 80
Barks	yellow		
Cassia (ordinary) ..	green	Paints	
Cassia (Saigon) ..	Orange, Sweet .. .	Lead, red dry .. .	13@13 1/4
Sassafras (pow. 55c)	Origanum, pure ..	Lead, white dry ..	13@13 1/4
Soap Cut (powd.) ..	Origanum, com'l ..	Lead, white oil ..	13@13 1/4
40c	Pennyroyal	Ochre, yellow bbl.	@ 2
29@ 35	Peppermint	Ochre, yellow less	2 1/2 @ 5
Berries	Rose, pure	Putty	@ 5
Cubeb	Rosemary Flows 2	Red Venet'n Am.	2 1/2 @ 5
Fish	Sandalwood, B. ..	Red Venet'n Eng.	@ 6
Juniper	L.	Vermillion, Amer.	25 @ 30
Prickley Ash	Sassafras, true ..	Whiting, bbl.	@ 2 1/2
Extracts	Sassafras, artif'l ..	Whiting	3 1/4 @ 3
Licorice	Sperm	L. H. P. Prep. ..	3 00 @ 3 25
Licorice powd. .. .	Tansy		
Flowers	Tar, USP	Miscellaneous	
Arnica	Turpentine, bbls.	Acetanald	60 @ 65
Chamomile (G.R.) ..	Turpentine, less 1	Alum	17 @ 20
Chamomile Rom. ..	30 @ 1 20	Alum, powdered and	
Gums	12 00 @ 12 25	ground	18 @ 21
Acacia, 1st	Wintergreen, sweet	Bismuth, Subnit-	
Acacia, 2nd	birch	trate	4 23 @ 4 30
Acacia, Sorts	Wintergreen, art	Borax xtal or	
Acacia, powdered ..	Wormseed	powdered	10 @ 15
Aloes (Barb. Pow.) ..	Wormwood	Cantharades po ..	2 00 @ 6 50
Aloes (Cape Pow.) ..	Potassium	Calomel	2 17 @ 2 25
Aloes (Soc Pow) .. .	Bicarbonate	Capsicum	33 @ 45
Asafoetida	Bichromate	Carmine	6 50 @ 7 00
Pow.	Bromide	Cassa Buds	50 @ 60
3 10 @ 3 15	Carbonate	Cloves	57 @ 65
Guaiac	Chlorate, gran'r ..	Chalk Prepared ..	12 @ 15
Guaiac, powdered ..	Chlorate, xtal or	Chalk Precipitated	12 @ 15
Kino	powd.	Chloroform	45 @ 55
Kino, powdered .. .	cyanide	Chloral Hydrate ..	1 70 @ 2 10
Myrrh	Iodide	Cocaine	12 30 @ 12 85
Myrrh, Pow.	Permanganate .. .	Coccol Butter	65 @ 75
Opium	Prussiate, yellow ..	Corks, list, less 50%	
Opium, powd. .. .	Prussiate, red .. .	Copperas, bbls.	@ 2 1/4
Opium, gran.	Sulphate	Copperas, less .. .	2 1/4 @ 3
Shellac	Roots	Copperas, powd. ..	4 1/2 @ 10
Tragacanth	Alkanet	Corrosive Sublim ..	2 00 @ 2 10
Tragacanth powder ..	Blood, powdered ..	Cream Tartar	68 @ 75
Turpentine	Calamus	Cuttlebone	95 @ 1 00
Insecticides	Elecampane, pwd.	Dextrine	8 1/2 @ 15
Arsenic	Gentian, powd. .. .	Dover's Powder ..	5 75 @ 6 00
Blue Vitriol, bbl.	Ginger, African, ..	Emery, All Nos. ..	10 @ 15
Blue Vitriol, less ..	powdered	Emery, Powdered ..	3 @ 10
Bordeaux Mix Dry ..	Ginger, Jamaica, ..	Epsom Salts, bbls.	@ 3 1/2
23 @ 35	powdered	Epsom Salts, less ..	4 @ 10
Hellebore, White	Golden seal, pow. ..	Ergot	@ 4 50
powdered	Ipecac, powd.	Ergot, powdered ..	@ 4 50
38 @ 45	Licorice	Flake White	15 @ 20
Insect Powder	Licorice, powd.	Formaldehyde, lb.	27 @ 30
Lead, Arsenate Po ..	Lime and Sulphur	Gelatin	1 75 @ 1 90
32 @ 48	Solution, gal. ..	Glassware, full case	55%
Lime and Sulphur	Paris Green	Glassware, less 50%	
20 @ 25	Ice Cream	Glauber Salts, bbl.	@ 2 1/4
46 @ 52	Piper Ice Cream Co.,	Glauber Salts less	3 1/2 @ 3
Ice Cream	Kalamazoo	Glue, Brown	20 @ 25
Bulk, Vanilla	1 00	Glue, Brown Grd.	20 @ 30
Bulk, Chocolate	Bulk, Chocolate	Glue, White	30 @ 35
Bulk, Caramel	Bulk, Caramel	Glue, White Grd.	30 @ 35
Bulk, Grape-Nut	Bulk, Strawberry ..	Glycerine	26 @ 40
Bulk, Strawberry ..	Bulk, Tutti Fruiti ..	Hops	65 @ 80
Bulk, Tutti Fruiti ..	Bulk, Tutti Fruiti ..	Iodine	5 60 @ 5 90
Bulk, Vanilla	Brick, Caramel	Iodoform	6 50 @ 7 74
Brick, Chocolate	Brick, Strawberry ..	Lead, Acetate	25 @ 30
Brick, Caramel	Brick, Tutti Fruiti ..	Lycopodium	1 75 @ 2 00
Brick, Strawberry ..	Brick any combination	Mace	35 @ 40
Brick, Tutti Fruiti ..	1 60	Mace, powdered ..	95 @ 1 00
Brick any combination	1 60	Menthol	8 50 @ 8 75
Leaves	Leaves	Morphine	14 30 @ 15 00
Buchu	Buchu	Nux Vomica	@ 30
Buchu, powdered ..	Buchu, powdered ..	Nux Vomica, pow.	25 @ 25
@ 3 25	@ 3 25	Pepper black pow.	53 @ 55
Sage, bulk	Sage, bulk	Pepper, white	@ 50
67 @ 70	67 @ 70	Pitch, Burgundy ..	@ 15
Sage, 1/4 loose	Sage, 1/4 loose	Quassia	12 @ 15
72 @ 78	72 @ 78	Quinine	1 00 @ 1 50
Sage, powdered .. .	Sage, powdered .. .	Rochelle Salts ..	55 @ 60
55 @ 60	55 @ 60	Saccharine	@ 45
Senna, Alex	Senna, Alex	Salt Peter	25 @ 35
1 40 @ 1 50	1 40 @ 1 50	Seidlitz Mixture ..	43 @ 50
Senna, Tinn.	Senna, Tinn.	Soap, green	30 @ 30
30 @ 35	30 @ 35	Soap mott castile	2 1/2 @ 2 5
Senna, Tinn. pow.	Senna, Tinn. pow.	2 1/2 @ 2 5	
35 @ 40	35 @ 40	case	@ 25 00
Uva Ursi	Uva Ursi	Soap, white castile	
25 @ 30	25 @ 30	less, per bar	@ 2 65
Oils	Oils	Soda Ash	4 1/2 @ 10
Almonds, Bitter, ..	Almonds, Bitter, ..	Soda Bicarbonate ..	3 1/2 @ 5
true	true	Soda, Sal	10 @ 10
15 00 @ 16 00	15 00 @ 16 00	Spirits Camphor ..	@ 3 00
Almonds, Bitter, ..	Almonds, Bitter, ..	Sulphur, roll	4 1/2 @ 10
artificial	artificial	Sulphur, Subl.	4 1/2 @ 10
7 00 @ 7 20	7 00 @ 7 20	Tamarinds	25 @ 30
Almonds, Sweet, ..	Almonds, Sweet, ..	Tartar Emetic	1 03 @ 1 10
true	true	Turpentine, Ven. ..	50 @ 6 00
1 75 @ 2 00	1 75 @ 2 00	Vanilla Ex. pure ..	1 50 @ 2 00
Almonds, Sweet, ..	Almonds, Sweet, ..	Witch Hazel	1 35 @ 1 75
imitation	imitation	Zinc Sulphate	10 @ 15
75 @ 1 00	75 @ 1 00		
Amber, crude	Amber, crude		
3 50 @ 3 75	3 50 @ 3 75		
Amber, rectified ..	Amber, rectified ..		
4 00 @ 4 25	4 00 @ 4 25		
Anise	Anise		
2 50 @ 2 75	2 50 @ 2 75		
Bergamot	Bergamot		
8 50 @ 8 75	8 50 @ 8 75		
Cajeput	Cajeput		
1 75 @ 2 00	1 75 @ 2 00		
Cassia	Cassia		
4 50 @ 4 75	4 50 @ 4 75		
Castor	Castor		
2 60 @ 2 80	2 60 @ 2 80		
Cedar Leaf	Cedar Leaf		
1 75 @ 2 00	1 75 @ 2 00		
Citronella	Citronella		
80 @ 1 20	80 @ 1 20		
Cloves	Cloves		
3 00 @ 3 25	3 00 @ 3 25		
Cocoonut	Cocoonut		
40 @ 50	40 @ 50		
Cod Liver	Cod Liver		
5 60 @ 5 75	5 60 @ 5 75		
Croton	Croton		
2 00 @ 2 25	2 00 @ 2 25		

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Canned Apples
- Canned Blackberries
- Rice
- Canary Seed
- Cloves
- Some Soaps
- Karo Syrup

DECLINED

AMMONIA

- Arctic Brand
- 12 oz. 16c, 2 doz. box 2 80
- 16 oz. 25c, 1 doz. box 1 75
- 32 oz., 40c, 1 doz. box 2 85

AXLE GREASE

- Mica, 25 lb. pail 1 60

BAKED BEANS

- Campbell, No. 2 1 50
- Daggett, No. 2 1 25
- Fremont, No. 2 1 45

BAKED GOODS

- Loose-Wiles Brands
- Krispy Crackers 18
- L. W. Soda Crackers 17
- L. W. Butter Crackers 17
- Graham Crackers 18
- Fig Snt Bar 18
- L. W. Ginger Snaps 17
- Honey Girl Plain 23
- Honey Girl Iced 24
- Coconut Tuffy 27
- Vanilla Wafer 35
- Subject to quantity discount.

BLUING

- Jennings'
- Condensed Pearl Bluing
- Small, 3 doz. box 2 55
- Large, 2 doz. box 2 70

BREAKFAST FOODS

- Cracked Wheat, 24-2 4 60
- Cream of Wheat 7 50
- Millsbury's Best Cer'l 2 50
- Quaker Puffed Rice... 4 30
- Quaker Puffed Wheat 4 30
- Quaker Brist Biscuit 1 90
- Quaker Corn Flakes .. 2 90
- Ralston Purina 4 00
- Ralston Branzenos .. 2 20
- Ralston Food, large .. 3 30
- Ralston Food, small .. 2 30
- Saxon Wheat Food .. 4 80
- Shred Wheat Biscuit 4 50
- Triscuit, 18 2 25

Kellogg's Brands

- Toasted Corn Flakes 4 20
- Toasted Corn Flakes Individual 2 00
- Krumbles 4 20
- Krumbles, Indv. 2 00
- Biscuit 2 00
- Drinket 2 00
- Peanut Butter 3 65
- Bran 3 60

BROOMS

- Fancy Parlor, 25 lb. 9 00
- Parlor, 5 String, 25 lb. 8 75
- Standard Parlor, 23 lb. 8 50
- Common, 23 lb. 5 25
- Special, 23 lb. 5 50
- Warehouse, 23 lb. 10 00

BRUSHES

- Scrub
- Solid Back, 8 in. 1 50
- Solid Back, 11 in. 1 75
- Pointed Ends 1 25

Stove

- No. 1 1 10
- No. 2 1 35

Shoe

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

BUTTER COLOR

- Dandelion, 25c size .. 2 00

CANDLES

- Paraffine, 6s 17
- Paraffine, 12s 17
- Wicking 40

CANNED GOODS

- Apples
- 8 lb. Standards @ 1 60
- No. 10 @ 6 20

Blackberries

- 2 lb.
- Standard No. 10 14 00

Beans—Baked

- Brown Beauty No. 2 1 25
- Campbell, No. 2 1 50
- Fremont, No. 2 1 45
- Van Camp, 1 lb. 1 25
- Van Camp, 1 1/2 lb. 1 60
- Van Camp, 2 lb. 1 85

Beans—Canned

- Red Kidney 1 35@1 45
- String 1 35@2 70
- Wax 1 35@2 70
- Lima 1 20@2 35
- Red 95@1 25

Clam Bouillon

- Burnham's 7 oz. 2 50

Corn

- Country Gentleman .. 1 75
- Maine 2 00

Hominy

- Van Camp 1 35
- Jackson 1 20

Lobster

- 1/4 lb. 2 25
- 1/2 lb. 3 50
- 1 lb. 6 75

Mackerel

- Mustard, 1 lb. 1 80
- Mustard, 2 lb. 2 80
- Soused, 1 1/2 lb. 1 60
- Soused, 2 lb. 2 75

Mushrooms

- Buttons, 1s, per case 1 25

Plums

- California, No. 3 2 40

Pears in Syrup

- Michigan 1 75
- California 2 35

Peas

- Marrowfat 1 75@1 90
- Early June 1 45@1 90
- Early June sifted 1 80@2 25

Peaches

- California, No. 2 1/2 .. 4 00
- California, No. 1 2 40
- Pie, gallons 7 50@9 50

Pineapple

- Grated, No. 2 3 00
- Sliced No. 2 Extra .. 4 00

Pumpkin

- Van Camp, No. 3 1 35
- Van Camp, No. 10 .. 4 50
- Lake Shore, No. 3 .. 1 35
- Vesper, No. 10 3 90

Salmon

- Warrens, 1 lb. Tall .. 3 65
- Warrens, 1/2 lb. Flat 2 25
- Warrens, 1 lb. Flat .. 3 75
- Med. Red Alaska .. 2 90
- Red. Red Alaska .. 2 65
- Pink Alaska 2 10

Sardines

- Domestic, 1/4s ... 6 75@8 00
- Domestic, 1/2s ... 7 00@8 00
- Domestic, 3/4s ... 7 00@8 00
- California Soused .. 2 25
- California Mustard .. 2 25
- California Tomato .. 2 25

Sauerkraut

- Hackmuth, No. 3 1 40

Shrimps

- Dunbar, 1s doz. 1 85
- Dunbar, 1 1/2s doz. ... 3 40

Strawberries

- Standard
- Fancy

Tomatoes

- No. 2 1 35@1 60
- No. 3 2 00@2 35
- No. 10 7 00

CATSUP

- Snider's, 8 oz. 1 80
- Snider's, 16 oz. 2 85
- Nedro, 10 1/2 oz. 1 40

CHEESE

- Brick 36
- Wisconsin Flats 36
- Longhorn 36
- Michigan Full Cream .. 36

CHEWING GUM

- Adams Black Jack 70
- Beeman's Pepsin 70
- Beechnut 75
- Doublemint 70
- Flag Spruce 70
- Juicy Fruit 70
- Spearmint, Wrigleys .. 70
- Yucatan 70
- Zeno 70

CHOCOLATE

- Walter Baker & Co.
- Premium 37
- Caracas 34
- Walter M. Lowney Co.
- Premium, 1/4s 38
- Premium, 1/2s 38

CIGARS

- Peter Dornbos Brands
- Dornbos Single Bndr. 48 00
- Dornbos Perfecto 42 50
- Van Dam, 5c 37 50
- Van Dam, 6c 42 50
- Van Dam, 7c 50 00
- Van Dam, 10c 70 00

National Grocer Co. Brands

- Antonella Cigars, 50 foil 37 50
- Antonella Cigars, 100 foil 37 50
- Antonella Cigars, 25 tins 37 50
- El Rajah, Diplomat-icas, 100s 7 00
- El Rajah, corona, 50 per 100 7 75
- El Rajah, Epicure, 50 per 100 7 40
- El Rajah, Epicure, 25, per 100 8 30
- El Rajah, Ark, 50, per 100 7 30
- El Rajah, President, 50, per 100 10 00
- Gdin, Monarch, 50, wood, per 100 5 00
- Odin, Monarch, 25 tin 5 00
- Mungo Park, 2500 lots 67 20
- Mungo Park, 1000 lots 68 87
- Mungo Park, 500 lots 70 56
- Mungo Park, less than 500 73 00
- Mungo Park, 25 wood 73 00

Johnson Cigar Co. Brands.

- Dutch Masters Snyd 105 00
- Worden's Hand Made 37 50
- Partello 47 00
- Qualex 48 00
- Hemeter Champion 48 00
- Court Royal 50 00
- Boston Straight 45 00
- Trans Michigan 45 00
- Kuppenheimer, No. 2 45 00
- Royal Major 48 00
- La Valla Rosa Kids 48 00
- La Valla Rosa Blunt 72 00
- B. L. 45 00
- Valla Grande 49 00

Worden Grocer Co. Brands

- First National 35 00
- Worden's Hand Made 37 50
- Partello 47 00
- Qualex 48 00
- Hemeter Champion 48 00
- Court Royal 50 00
- Boston Straight 45 00
- Trans Michigan 45 00
- Kuppenheimer, No. 2 45 00
- Royal Major 48 00
- La Valla Rosa Kids 48 00
- La Valla Rosa Blunt 72 00
- B. L. 45 00
- Valla Grande 49 00

CLOTHES LINE

- Hemp, 50 ft. 2 00
- Twisted Cotton, 50 ft. 3 25
- Twisted Cotton, 60 ft. 3 90
- Braided, 50 ft. 3 75
- Braided, 80 ft. 4 25
- Sash Cord 2 75@4 00

COCOA

- Baker's 41
- Bunte, 10c size 88
- Bunte, 1/2 lb. 2 20
- Bunte, 1 lb. 4 00
- Cleveland 41
- Colonial, 1/4s 35
- Colonial, 1/2s 33
- Epps 42
- Hersheys, 1/4s 37
- Hersheys, 1/2s 35
- Huyler 36
- Lowney, 1/4s 38
- Lowney, 1/2s 37
- Lowney, 3/4s 37
- Lowney, 5 lb. cans .. 12
- Van Houten, 1/4s 18
- Van Houten, 1/2s 36
- Van Houten, 3/4s 65
- Wan-Eta 36
- Webb 33
- Wilbur, 1/4s 33
- Wilbur, 1/2s 33

COCOANUT

- 1/8s, 5 lb. case Dunham 44
- 1/4s, 5 lb. case 43
- 1/4s & 1/2s, 15 lb. case 43
- 6 and 12c pkg. in pails 4 75
- Bulk, pails 30
- Bulk, barrels 28
- 24 8 oz. pkgs., per case 5 30
- 48 4 oz. pkgs. per case 5 40

COFFEES ROASTED

- Rio
- Common 30
- Fair 31
- Choice 32
- Fancy 33

Santos

- Common 38
- Fair 39
- Choice 37
- Fancy 38
- Peaberry 39

Maracaibo

- Fair 39
- Choice 41

Mexican

- Choice 39
- Fancy 41

Guatemala

- Fair 39
- Fancy 41

Java

- Private Growth 46
- Mandling 48
- Antola 48

San Salvador

- Good 45

Mocha

- Short Bean 53
- Long Bean 53

Bogota

- Fair
- Fancy 48

Package Coffee

- New York Basis
- Arbuckle 36 00

McLaughlin's XXXX

- McLaughlin's XXXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Extracts

- N. Y., per 100 9 1/2
- Frank's 250 packages 14 50

CONDENSED MILK

- Eagle, 4 doz. 10 50
- Leader, 4 doz. 8 25

EVAPORATED MILK

- Carnation, Tall, 4 doz. 6 90
- Carnation, Baby 8 doz. 6 25
- Pet, Tall 6 85
- Pet, Baby 4 65
- Van Camp, Tall 6 90
- Van Camp, Baby 4 65

MILK COMPOUND

- Hebe, Tall, 6 doz. 5 50
- Hebe, Baby, 8 doz. .. 5 25

CONFECTIONERY

- Stick Candy Pails
- Horehound 25
- Standard 25
- Jumbo 26

Mixed Candy

- Broken 25
- Cut Leaf 25
- Grocers 20
- Kindergarten 29
- Leader 25
- Novelty 26
- Premio Creams 25
- Royal 24
- X L O 22

Specialties

- Auto Kisses (baskets) 26
- Bonnie Butter Bites.. 32
- Butter Cream Corn .. 32
- Caramel Bon Bons .. 32
- Caramel Croquettes .. 30
- Cocoanut Waffles 28
- Coffy Toffy 30
- Fudge, Walnut Maple 34
- Fudge, Walnut Choc. 31
- Fudge, Choc. Peanut 28
- Champion Gum Drops 25
- Raspberry Gum Drops 25
- Iced Orange Jellies .. 27
- Italian Bon Bons 27
- AA Licorice Drops .. 2 25
- 5 lb. box 2 25
- Lozenges, Pep. 26
- Lozenges, Pink 26
- Manchus 27
- Molasses Kisses, Baskets 25
- Nut Butter Puffs 28

Chocolates

- Assorted Choc. 32
- Amazon Caramels 30
- Champion 28
- Choc. Chips, Eureka 35
- Klondike Chocolates 35
- Nabobs 35
- Nibble Sticks, box .. 2 25
- Nut Wafers 35
- Ooro Choc. Caramels 34
- Peanut Clusters 40
- Quintette 32
- Regina 27

Pop Corn Goods

- Cracker-Jack Prize .. 5 00
- Checkers Prize 5 00

Cough Drops

- Putnam Menthol 1 50
- Smith Bros. 1 50

COOKING COMPOUNDS

- Mazola
- Pints, tin, 2 doz. 8 50
- Quarts, tin, 1 doz. .. 8 00
- 1/2 gal. tins, 1 doz. .. 15 25
- Gal. tins, 1/2 doz. ... 14 80
- 5 Gal. tins, 1-6 doz. 22 00

CREAM OF TARTAR

- 6 lb. boxes 65
- 3 lb. boxes 66

DRIED FRUITS

- Apples
- Evap'ed, Choice, blk .. 17
- Citron
- California 35

Peel

- Lemon, American 30
- Orange, American 30

Raisins

- Choice S'ded, 1 lb. pkg. 12 1/2
- Fancy S'ded, 1 lb. pkg. 14
- Thompson Seedless, 1 lb. pkg. 20
- Thompson Seedless, bulk 19

California Prunes

- 90-100 25 lb. boxes ..@18
- 80-90 25 lb. boxes .. @19
- 70-80 25 lb. boxes ..@22
- 60-70 25 lb. boxes ..@25
- 40-50 25 lb. boxes ..@30
- 30-40 25 lb. boxes ..@30

FARINACEOUS GOODS

- Beans
- California Limas 11
- Med. Hand Picked 9
- Brown, Holland 8

Farina

- 25 1 b. packages 2 80
- Bulk, per 100 lbs.

HIDES AND PELTS

Table listing various hide and pelt types such as Green, Cured, Calfskin, and Old Wool with their respective prices.

HONEY

Table listing different types of honey like Airline and Horse Radish with prices.

JELLY

Table listing various jelly products and their prices.

JELLY GLASSES

Table listing jelly glasses and their prices.

MAPLEINE

Table listing Mapleine products and their prices.

MINCE MEAT

Table listing mince meat products and their prices.

MOLASSES

Table listing molasses products and their prices.

MUSTARD

Table listing mustard products and their prices.

NUTS—Whole

Table listing whole nuts like Almonds and Walnuts with prices.

Shelled

Table listing shelled nuts and their prices.

OLIVES

Table listing various types of olives with prices.

PETROLEUM PRODUCTS

Table listing petroleum products like Perfection and Red Crown Gasoline.

IRON BARRS

Table listing iron bars and their prices.

PICKLES

Table listing various types of pickles with prices.

Gherkins

Table listing gherkins and their prices.

Sweet Small

Table listing sweet small products and their prices.

PIPES

Table listing different types of pipes with prices.

PLAYING CARDS

Table listing playing cards and their prices.

POTASH

Table listing potash products and their prices.

PROVISIONS

Table listing various provisions like Barreled Pork and Short Cut.

Dry Salt Meats

Table listing dry salt meats and their prices.

Lard

Table listing different types of lard with prices.

Smoked Meats

Table listing smoked meats like Hams and Bacon.

Sausages

Table listing various types of sausages with prices.

Beef

Table listing beef products and their prices.

Pig's Feet

Table listing pig's feet and their prices.

Tripe

Table listing tripe and its price.

Casings

Table listing casings and their prices.

Uncolored Oleomargarine

Table listing uncolored oleomargarine and its price.

Canned Meats

Table listing canned meats like Corned Beef and Roast Beef.

RICE

Table listing different types of rice with prices.

ROLLED OATS

Table listing rolled oats and their prices.

SALAD DRESSING

Table listing salad dressings like Columbia and Durkee's.

SALERATUS

Table listing saleratus products and their prices.

SAL SODA

Table listing sal soda products and their prices.

SALT

Table listing different types of salt with prices.

SALT FISH

Table listing salt fish products and their prices.

Holland Herring

Table listing Holland herring and its price.

Herring

Table listing herring and its price.

Trout

Table listing trout and its price.

Mackerel

Table listing mackerel and its price.

Lake Herring

Table listing lake herring and its price.

SEEDS

Table listing various types of seeds with prices.

SHOE BLACKING

Table listing shoe blacking products and their prices.

SNUFF

Table listing snuff and its price.

SOAP

Table listing various types of soap with prices.

SYRUPS

Table listing syrups and their prices.

TABLE SAUCES

Table listing table sauces and their prices.

TEA

Table listing different types of tea with prices.

Scouring Powders

Table listing scouring powders and their prices.

Washing Powders

Table listing washing powders and their prices.

Soap Powders

Table listing soap powders and their prices.

SODA

Table listing soda products and their prices.

SPICES

Table listing various types of spices with prices.

Pure Ground in Bulk

Table listing pure ground spices in bulk.

Seasoning

Table listing seasoning products and their prices.

STARCH

Table listing starch and its price.

Gloss

Table listing gloss products and their prices.

Muzzy

Table listing muzzy and its price.

SYRUPS

Table listing syrups and their prices.

TOOTH PICKS

Table listing tooth picks and their prices.

TUBS

Table listing tubs and their prices.

WASHBOARDS

Table listing washboards and their prices.

WINDOW CLEANERS

Table listing window cleaners and their prices.

WOOD BOWLS

Table listing wood bowls and their prices.

Oolong

Table listing oolong tea and its price.

English Breakfast

Table listing English breakfast tea and its price.

Ceylon

Table listing Ceylon tea and its price.

TWINE

Table listing twine and its price.

VINEGAR

Table listing vinegars and their prices.

WOODENWARE

Table listing woodenware products and their prices.

Butter Plates

Table listing butter plates and their prices.

Clothes Pins

Table listing clothes pins and their prices.

Faucets

Table listing faucets and their prices.

Mop Sticks

Table listing mop sticks and their prices.

Pails

Table listing pails and their prices.

Toothpicks

Table listing toothpicks and their prices.

Traps

Table listing traps and their prices.

Tubs

Table listing tubs and their prices.

Washboards

Table listing washboards and their prices.

Window Cleaners

Table listing window cleaners and their prices.

Wood Bowls

Table listing wood bowls and their prices.

WRAPPING PAPER

Table listing wrapping paper and its price.

YEAST CAKE

Table listing yeast cake and its price.

YEAST-COMPRESSED

Table listing yeast-compressed and its price.

SPECIAL Price Current

AXLE GREASE

WICKING

WOODENWARE

Butter Plates

Clothes Pins

Faucets

Mop Sticks

Pails

Toothpicks

Traps

Tubs

Washboards

Window Cleaners

Wood Bowls

PERMANENTLY CLEAN

PEANUT BUTTER

SALT

Washboards

Window Cleaners

Wood Bowls

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN

PERMANENTLY CLEAN



KITCHEN KLENZER



PEANUT BUTTER



SALT



Federation Work of Traveling Salesmen.

This is a story of the National Council of Traveling Salesmen's Associations. To begin with, it is a federation which, at the present time, includes in its membership ten of the most prominent salesmen's organizations in the country. These associations are not only based on the kinds of merchandise sold by their members, but on the location of territories as well. They embrace the Far Western Travelers, the East and Middle Western Travelers, and the Southern Travelers Association. Additional member organizations include salesmen who sell laces, embroideries, and allied lines, silks, upholsterers and kindred merchandise, hats and boots and shoes. The Garment Salesmen's Association and the Associated Traveling Salesmen of New York also are member bodies.

At present the Council has an approximate membership of 10,000, but it is headed toward becoming an organization in which the great bulk of the 600,000 commercial travelers of the United States will be included. It was born of the need of correcting a number of unpleasant features in the life of a traveling salesman, corrections that the individual associations, as such, could not give sufficient time to bring about.

One of the most important of these points was the question of the enfranchisement of thousands of "knights of the grip" who, because their calling took them from their home cities and towns at the time voters' registrations and elections were being held, were no more able to exercise their constitutional right to vote than if they were foreign born and not naturalized. Although that well-known event called the Revolutionary War was in part founded on the ground that taxation without representation is unjust, thousands of salesmen, especially in this State, occupy the position of the American colonists prior to 1776.

From time to time individual associations of salesmen, as well as individual salesmen, have made strenuous efforts to obtain the right to vote, but being voteless—and thereby harmless from the point of view of the professional politician—their endeavors met with failure. They were able to enlist the sympathy and aid of various legislators, but at a critical moment something always went wrong. Really co-operative work on the part of the organizations in the council, however, has brought about the enactment of laws in several states permitting salesmen and other travelers to vote wherever they may be on Election Day.

Questions of less interest than voting—but of vital importance to salesmen—out of which the federation idea grew, had to do with such things as railroad fares and excess baggage rates. Work of the Council's representatives along this line, which was based on admittedly sound and thoroughly patriotic grounds, did not obtain the concessions from the Railroad Administration that had been hoped for, apparently because of the coun-

try's wartime need of all the revenue it could obtain. Enough was accomplished, however, to show the value of co-operation on the part of the road men, and it is possible that, as a result of it, the future may bring traveling concessions for salesmen which at the present time seem very far away. With a great proportion of the council's members working on a commission basis and paying their own expenses, it is easy to see how important is the work of its representatives in relation to railroads.

Other matters of importance to salesmen that need and get the attention of the "big men" of the Council concern gouging on the part of certain transfer concerns, charges for hotel accommodations and sample rooms, and excessive tipping. All of these things affect the average salesman more now than they ever did before, for, as a result of the coupling of legitimate increases, due to the unsettled situation brought about by the war, and other increases not so legitimate, the cost of living for salesmen on the road has gone up almost with the speed of a shell from an anti-aircraft gun. Just as Rome was not built in a day, so it will take time for the council to fight out these matters with the persons concerned, but the ultimate result is said not to be in doubt.

In addition to the foregoing, the council has several other irons in the fire. One of these is a movement that is expected to raise the standard of salesmanship to the level of a skilled profession. Another is the publication of a monthly organ under the name of the National Traveler. This will be devoted to vital questions of the day as they affect traveling men, a forum for individual association and council matters, financial news, and to other features of interest to the craft. It will make its first appearance about Aug. 1.

Don't Oversell.

He was the most eloquent orator I ever listened to. He painted the benighted condition of the heathen so clearly that my deepest passion was aroused. I resolved to break a life-long habit and contribute a dollar to teach the gospel to my benighted brethren. As the speaker proceeded I decided to make it five dollars, and then ten. Finally I knew it to be my duty to give to the cause all the cash I had with me—twenty dollars. The pleading of the orator wrought upon me still further, and I decided to not only give all the cash I had with me, but to borrow twenty dollars from my friend who sat at my side. That was the time to take up the collection. However, the speaker proceeded and I lost interest and finally dropped off into a sweet slumber, and when the usher woke me up by prodding me in the ribs with the collection plate, I not only refused to contribute, but am ashamed to state that I stole 15 cents from the plate." Mark Twain.

The more difficulties one has to encounter, within and without, the more significant and the higher in inspiration his life will be.

Why So Many Retailers Go on the Rocks.

Buffalo, July 1—More country merchants fail because of faulty book-keeping, or worse yet, none at all, than from all other causes combined. We as credit men are so familiar with this deficiency that I do not need to elaborate here. It is the credit man's duty to see that his customers have a system of book-keeping suitable to their individual requirements. The credit system of the United States has this great weakness due to laxness of credit men in following up with their customers the necessity of adequate book-keeping. In Great Britain failure to keep books is a statutory offense. Right here is a job for the National Association of Credit Men.

It is as much our duty as credit men to see that our customers do not overbuy as it is to see that they get such goods as they require. Here again enters the idea of personal contact and personal knowledge. So many merchants are not judicious buyers that a great work is here placed upon credit men. Also we must not only educate the merchant as to his buying, but we must also educate our salesmen in the art of salesmanship. A good salesman will never oversell his men, but look out for the order taker who passes as a salesman.

Next to faulty book-keeping, overbuying is possibly the greatest destroyer of business. If you never tried it, you will find it quite a tender spot both with customer and salesman when you call a halt on overbuying. And especially is this true if the salesman is working on a commission basis.

When a merchant has over-bought, he is inclined to be lax in his credit granting in order to move the stock on hand. This brings us to another weak spot. Lax credit methods naturally lead to poor collections. Of course, the average small merchant is at all times inclined to leniency in this respect to the danger point. The trouble is, many merchants, and especially in rural communities do not sell on time, but rather on eternity. When they hand an armful of merchandise across the counter, the implied terms at least, and many times the spoken terms, are "pay when convenient."

The average small town merchant knows little or nothing of the market or financial conditions of the country at large. The result is that he will do the wrong thing at the wrong time. He possibly tries to stimulate sales through price reductions just at a time when he should be realizing handsome profits, or still worse, he may be hoarding, so to speak, at the time he should, due to market conditions, be cleaning his shelves. On the other hand, he may take a plunge in some investment when the money market is tightening.

The point is that this merchant of the small town should be taught how to acquaint himself with these conditions rather than trust to fate. There are plenty of journals published to permit of his being fully informed, provided he will avail himself of them.

How many times have you received the sad news: He burned out, lost everything and had no insurance? It is a crime to extend credit to a concern that fails to cover itself with insurance, if you know it, and it is your business to know. You owe it to your customers and to the house that pays you your salary to keep your customers covered by insurance. Again you find the country merchant lax in this respect. Because he never had a fire he concludes he never will. But few of the fire losses that amounted to a total of \$240,000,000 in this country last year were expected.

Now we come to the one feature

that requires more diplomacy and tact than all the others combined, and that is, personal and family extravagances.

You say, how shall we treat the merchant who is short on working capital? Assuming he possesses both character and ability and a moderate amount of capital, I have a distinct understanding with him that his line of credit is only so much and that when he has reached that figure we shall expect him to reduce his account or give us permission to ship C. O. D. whether or not his account is due. And then I stay religiously by the agreement—so long as he does. I pay particular attention to him and frequently pull up on the reins if for nothing more than just to let him know the bit is still in his mouth. Four times out of five I have made a strong customer both financially and from a point of loyalty to the company.

On the other hand, in cases where the element of risk is too great from a financial standpoint, I insist on the customer doing only such business as he is capable of handling on a cash basis. This keeps him close to shore until he develops to a point beyond which he will be eaten by the big fish. As soon as he has strengthened sufficiently, provided he has kept everything else intact, I then pursue the course with him I have already described. But the percentage of success with these extreme weaklings is small. I should say only about one out of ten weather the storm.

W. B. Anderson.

Constantly assert your superiority, your divinity, your power to succeed. Believe in yourself, realize that you were made to dominate your surroundings. Resolve that you will be the master and not the slave of circumstances. Never say "I can't," but always "I can, therefore I will."

Washing Machines Are Making More Money For Grocers

Washing machines are showing how easy and economical it is to wash at home. Washing machines are helping to increase the sale of Fels-Naptha Soap, because Fels-Naptha Soap makes even a washing machine do better work. The naptha it contains is churned into every fibre of a garment and all the dirt is removed.

Kee FELS-NAPHTHA SOAP

prominently displayed. Keep plenty on your shelves and in the stock room. The demand is heavy in hot weather because Fels-Naptha saves time and work. Women know they don't have to boil the clothes when they use Fels-Naptha, nor is hard-rubbing necessary.

Fels & Co.

Philadelphia, Pa.



Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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.

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—Ice cream parlor and lunchroom. For information, enquire J. E. Storch, Pentwater, Michigan. 350

Wanted—Pharmacist or registered druggist. George McDonald Drug Company, Kalamazoo, Michigan. 351

I offer for sale my three story, fifteen room hotel; part of building occupied by drug store; located on Main street; good reputation. Will sell very cheap, liberal terms. Reasons for selling, am not able to attend to it. Doing a good business now. Mrs. Eva Smith, Hersey, Michigan. 352

CONFECTIONERY AND ICE CREAM PARLOR for sale. Good booming manufacturing town of 4,000 population. Old established. Retiring. Cash, \$4,000. No agents. Address John McElligott, Marseilles, Illinois. 353

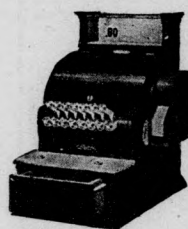
FOR SALE—ONE SIX-DRAWER RIBBON CASE, two good Weiss counter cases. Address J. E. Lugibill, Bluffton, Ohio. 354

GENERAL MERCHANDISE BUSINESS. For Sale—Good paying, including buildings and good living rooms; in good town 100 miles south from Chicago. The stock is in first-class condition and good business. Address W. L. KINSMAN, Loda, Illinois. 355

For Sale—Stock of general merchandise consisting of boots, shoes, rubbers, ladies and gents' furnishings, dry goods, groceries, etc. Will invoice with fixtures about \$11,000. Located in the best little town in Michigan. Reason for selling, health failing. J. A. Zulauf, Uby, Michigan. 356

An up-to-date \$10,000 general merchandise stock for sale in a very thrifty community. Investigate this if you are contemplating on business. J. G. Fosmoe, Nelson, Minnesota. 357

For Sale—Up-to-date meat and fish market. One of the best locations in Kalamazoo. Fixtures modern and up-to-date. Selling reason, ill health. Will bear investigation. A. W. Howell, 210 West Main St., Kalamazoo, Mich. 328



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.

For Sale—Well-established business in general merchandise, located in the heart of a good farming and lumbering section of Northern Michigan. For Cash. Reasons for selling, ill health of owner. For information, address No. 305, care Michigan Tradesman. 305

TWO EXPERIENCED RETAIL GROCERY salesmen. Men who care for an association with an old established business under good salary and working conditions. Duluth is the coolest summer city in the country and is full of opportunities for ambitious young men. Write M. M. Gasser Co., Duluth, Minnesota. 349

For Sale—New Butter-Kist Popper and Peanut Roaster. Used one month. Cost \$750. Big reduction if taken at once. Pays 60c on the dollar. Address No. 340, care Michigan Tradesman. 340

For Sale—Old established drug store doing big business in town of 900—good surrounding country. Within forty miles of Detroit on main trunk line to Ann Arbor, Lansing, Grand Rapids, etc. Excellent equipment, soda fountain, etc. Big opportunity. Investigate at once. Address No. 341, care Michigan Tradesman. 341

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, Melbeta, Nebraska. 316

Cash Registers (all makes) bought, sold, exchanged and repaired. REBUILT CASH REGISTER CO., Incorporated, 122 North Washington Ave., Saginaw, Michigan. 123

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

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

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

Mr. Merchant—We pay spot cash for any stocks of clothing, shoes, dry goods, etc., no matter how bad, good, big or little that stock is, write Michigan Stock Buyers, 115 S. Division, Grand Rapids, Michigan. 338

Wanted—Man of good habits, experienced in dry goods and ladies' shoes. Must be able to trim and get business. Salary \$25 a week and liberal per cent. on increased business. O'Leary-Bowser Co., Bemidji, Minnesota. 344

For Sale—Grocery fixtures stock and building, doing \$25,000 business a year. Good location, price \$5,000. Address Lock Box 54, Coleman, Michigan. 346

For Sale—Toledo electric scale, 30 pound capacity; American adding machine; both like new; a bargain. Write A. F. Hunt, 122 North Washington Ave., Saginaw, Michigan. 347

For Sale—Two large and fully equipped woodworking auto and truck body plants, with steelworking machinery for trucks and trailers, if desired. Full labor guaranteed. Best of shipping facilities. See these plants at once. W. J. Parker, Owner, Corunna, Michigan. 334

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

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

Shredded Wheat "Comes Back"

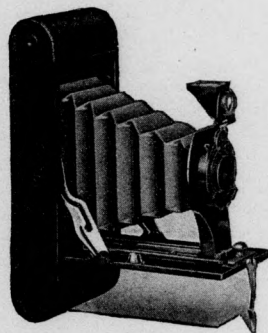
During the war we co-operated with the U. S. Food Administration in its wheat-saving campaign. This meant restricted production. Of course you could not supply the normal demand for

Shredded Wheat

We paid a heavy toll for doing a restricted business during the war—but we paid it as a patriotic service. All restrictions are now removed and you should have no difficulty in supplying the normal demand for this product. It is the same Shredded Wheat you have always sold, pure, clean, wholesome, nutritious. There is no "substitute" for it. It is 100 per cent. whole wheat, nothing added, nothing thrown away

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

Another Popular Premium



Our premium Catalog contains 600 other articles of just such quality goods as this "Eastman" Camera—something interesting for every member of the family.

Can't you imagine how such Premiums as this will keep customers coming to your store over and over again when they might otherwise be influenced to trade elsewhere?

No. 439/12 Pocket Camera. An "Eastman" fitted with Meniscus Achromatic Lens, Kodak Ball Bearing Shutter, graduated for Time, Bulb, and Snapshot exposures. Takes pictures 2 1/4 x 3 1/4 in.

The "HILCO" Plan is the magnet that draws and holds trade—it is the best Mail Order House Killer ever devised.

HOW MUCH DOES IT COST?

Given free to their customers by "HILCO" merchants for 540 certificates. Retail value, \$10.00.

Not to exceed the cash discount it enables you to take advantage of.

Let us tell you more about it.

Hinkle-Leadstone Co.

180 N. Wabash Ave.

Chicago, Illinois

DEFY THE LEGISLATURE.

Stock Fire Insurance Companies Violate the Law.

In May, 1918, the fire insurance companies, after they had previously raised their rates some 35 per cent., came forward with what they were pleased to term a "national surcharge of 10 per cent. to help pay the increased cost of doing business." It was frankly a war measure to which insurance authorities and the general business public gave reluctant consent as a war measure. In the States of Texas and Missouri, we are informed, consent never was given and recently, since the close of the war, the insurance authorities of Kansas and Wisconsin have put a stop to the swindling scheme.

The State Insurance Commissioner of Michigan issued an order in April, forbidding the surcharge on and after May 1.

Representatives of the mutual insurance companies immediately held a meeting in Grand Rapids and decided to obey the order.

The stock fire insurance companies, on the other hand, defied the Commissioner and instructed their agents to continue to collect the extortionate charge, which they have done on about 75 per cent. of the policies they have issued.

Because the stock insurance companies placed themselves in the same class as the I. W. W. by refusing to obey the mandate of a State officer, the Legislature, during the special session, unanimously enacted a law prohibiting the surcharge. This law was promptly signed by the Governor, thus going into effect at once. Instead of obeying the law, the stock companies now defy the Legislature and hold themselves superior to the law, in proof of which the Tradesman submits the following letter of instructions sent out by the Michigan Inspection Bureau from its headquarters in Detroit:

Detroit, June 27—In connection with the recent bill passed by the Michigan Legislature and signed by the Governor, we are requested by our subscribers to advise you that the temporary injunction, entered by the court under date of May 23 in the above matter, remains in effect pending further action by the court and that there will be no prosecutions started nor penalties imposed because of the collection of the surcharge pending such further action by the court.

Therefore, you will continue to collect the surcharge, the same as you have been doing until further advised.

George W. Cleveland, Manager.

The above letter plainly shows that we have reached the parting of the ways in that the stock insurance companies—like their cohorts, the I. W. W.—snap their fingers at the rulings of the Insurance Commissioner and the enactments of the Legislature in their utter defiance of every law, human or divine. They ride rough shod over the insuring public as violators of the law, paying no attention to the enactments of Legislatures, the verdicts of courts or the decisions of

judges. This line of conduct cannot be tolerated much longer by the American people without making their citizenship a shadow and placing their independence in jeopardy. Every man who accepts an insurance policy with the surcharge thereon becomes a party to this great crime against the people and is an accessory to one of the most flagrant defiances of the law ever undertaken by men who are actuated by the letter and spirit of the doctrines of the I. W. W.

The Island of the Holy Ghost, Lower California, has the only farm in the world which sows and reaps a crop of jewels. Lower California has always been a vaguely known country—at one time it was thought to be the domain of the Amazons—and those who have skirted its coasts on the voyage from Panama to San Francisco remember it for bleak mountainous outlines and barren hills. It seems a desert shore. No trace of vegetation relieves the gray slopes. Those who are familiar with the eastern coast of the peninsula, abutting on the Gulf of California, may know of the wonderful "tidal bore" of the mouth of the Colorado River and of some of the tragedies that have befallen unsuspecting travelers there. This is a remote and forbidden region, full of legends of hidden treasure, lost ships and magical mines, and kept remote by stories of the cannibalistic habits of the Seri Indians. The corporation which owns the copper mines at Santa Rosalia has taken good care that the bonanza shall be known chiefly by hearsay. The pearl fisheries of the Gulf yielded wealth to the Conquistadores and are yielding it to-day. But there is another source of wealth, practical and modern, which is of so much commercial interest that, since it is unique, it would supposedly be widely known. Yet few have heard of the great pearl oyster cultivating plant on the Isla del Espiritu Santo, lying to the southeast, in the center of the natural pearl oyster beds, which are found for hundreds of miles up and down that coast. Through artificial propagation and care gems are actually raised there in the San Gabriel Cove. In their natural condition the pearl beds are scattered and the oysters are prey to many submarine foes, but on this farm they are protected by a substantial masonry dike which walls off a portion of the bays, reaching above high water mark. Openings admit the free passage of sea water, but are guarded by heavy screens. The bottom of this segregated area was cleared of all growth and paved with rock brought from the mainland and laid by divers. Here the pearl oysters are cultivated just as edible oysters are. Bandits have now destroyed a part of the plant located on shore, but enough had been accomplished to show that pearl farming can be a profitable pursuit. Cortez would be envious if he could revisit his sea.

The energy wasted in postponing until to-morrow a duty of to-day would often do the work.

BITTER LESSONS OF THE WAR.

The age long conflict between philosophic idealism and materialism has existed solely in the minds of the unthinking; Plato began where Democritus left off. The true idealist is not a sickly sentimentalist, with his feet off the ground, hoping for the impossible, but is a person who, after careful analysis of a problem into its elements, synthesizes a logical structure in harmony with experience and the humanly attainable.

Grade crossing accidents are frequent and regrettable; would a league for their prevention prove effective if motorists continue careless and recklessly willing to take chances? Housewife leagues organized with a view to reducing the cost of living accomplish nothing and generally end in a row. War is a calamity, but will a league of nations abolish it? Will it not rather in the end precipitate a frightful war through effort to maintain a state of inherently unstable equilibrium and pretence of international friendliness where none exists?

If the causes and conditions which produced the world war are not eliminated no permanent improvement in international relations need be expected; attempts to compose international differences will be seemingly successful solely because the structural strain has not reached or surpassed its peculiar limit of elasticity. Let us, therefore, investigate the nature of war.

War is rarely the fruit of innate human perversity or ignorance, but is more often the result of tendencies in the direction of social complexity and a supposedly civilizing industrialism. Individual or dynastic ambition, religious hatred, race prejudice, nationalism, economic strain and reckless commercialism have all played their part in the international strife. Nationalism is becoming a menace to an extent that has not been witnessed since the time of the ancient Grecian democracies.

It is proper, therefore, to analyze the recent war and possible future wars in the light of economic determinism. The fighting which started in August, 1914, was the ulcerative stage of an inflammation which had persisted with growing acuteness for a period of nearly fifty years. The "next European war" was on every one's tongue. The high discount rates at the central banks in Berlin and Vienna and a tightening money market in all the principal commercial centers of the world were prophetic of coming disaster. Both Germany and Great Britain had long since ceased to be self-supporting, and while their foreign commerce grew both nations became dangerously dependent on foreign sources for their food supply. It is unnecessary for our present purposes to discuss the disastrous effect of the exploitation of the German credit by the great cartels and syndicates, or Germany's peculiar trade methods, since it suffices to observe that growth of population beyond the ability of the soil to support it always invites disaster. Intensive agriculture, foreign commerce and highly specialized industry may post-

pone the day of reckoning, but in the end nature collects her bill. Many thought that international dependence would make war impossible. It was this very fact which made war inevitable.

If the population of the world continues to increase indefinitely at the present rate and the industrial arts continue to expand at the expense of agriculture, a fearful calamity in the not far distant future is inevitable. The fertile regions of the earth are of limited extent. A cheap and practical method for the fixation of atmospheric nitrogen would accomplish more in the direction of permanent peace than any other conceivable invention or course of action, unless it be voluntary and world wide race suicide. In the face of this ineluctable pressures it is useless to discuss the probable effect of a league of nations, to talk nonsense about making the world safe for democracy or to ascribe self-righteous and hypocritical motives for our entrance into the world war. If the human race wishes to survive it must solve some very real problems in the light of experience and the attainable.

A combination of Erlanger, J. Ogden Armour and Julius Rosenwald, which, it is rumored, will succeed the theatrical producing firm of Klaw & Erlanger, ought to be a powerful factor in the commercial development of the theater. When to these are added the names of Cohan & Harris, Charles B. Dillingham, and Florenz Ziegfeld, with David Belasco, George Tyler, and Henry Miller co-operating, it is evident that a real trust has been formed, which, if it is not a combination in restraint of trade, will at least run the danger of being called by some a combination in restraint of art. With Mr. Armour's genius in developing the by-product, and Mr. Rosenwald's genius in selling any kind of article anywhere, no one knows how the firm may extend its influence. We shall yet have Congressional investigations of corners in chorus girls; the aspiring playwright will vanish before an office force of comedy constructors; and in the end people will accept their weekly entertainment as meekly and uncritically as they now take their meat and butter.

Whatever you do, or think, or say, you are constantly revealing your true self. Without intending to, you are spreading a knowledge of your character and of your past among those with whom you mingle. You are each day unrolling a page of your life for the world to read. All that you do makes its mark upon you, physically and mentally. You can not, if you would, hide the story of your thoughts and acts. Life is expression, and we can only express what we are. Even though the tongue should lie, and the heart seek to deceive, the eye can not be trained to falsify. Try as we will to wear masks, to pass for that which we are not, the truth within is perpetually struggling to express itself and will shine through every disguise.

The world needs more men who have opinions—not mere symptoms.



**DOMINO Golden Syrup—
all the year 'round**

In demand at all seasons on bread,
muffins, fruits, fritters and ice
cream.

DOMINO Golden Syrup is a de-
licious cane flavored syrup, refined
under the same conditions as
DOMINO Package Sugars.

In sanitary cans—18 oz. and 25 oz.

American Sugar Refining Company

"Sweeten it with Domino"

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

Judson Grocer Co.

Wholesale Distributors

of

**Pure Food
Products**

Grand Rapids, Michigan

OVER ONE HUNDRED VARIETIES

of canned fruits, vegetables and food specialties in the DEL MONTE line,
and all of them easy to sell because your customers know DEL MONTE
quality. Our national advertising is creating business for the whole DEL
MONTE line right at your door. How many of these quick-selling vari-
eties are you giving your customers the opportunity to buy from you?

*There's a variety for
every men need—an ap-
peal that always tempts.*

CALIFORNIA PACKING
CORPORATION
San Francisco, California



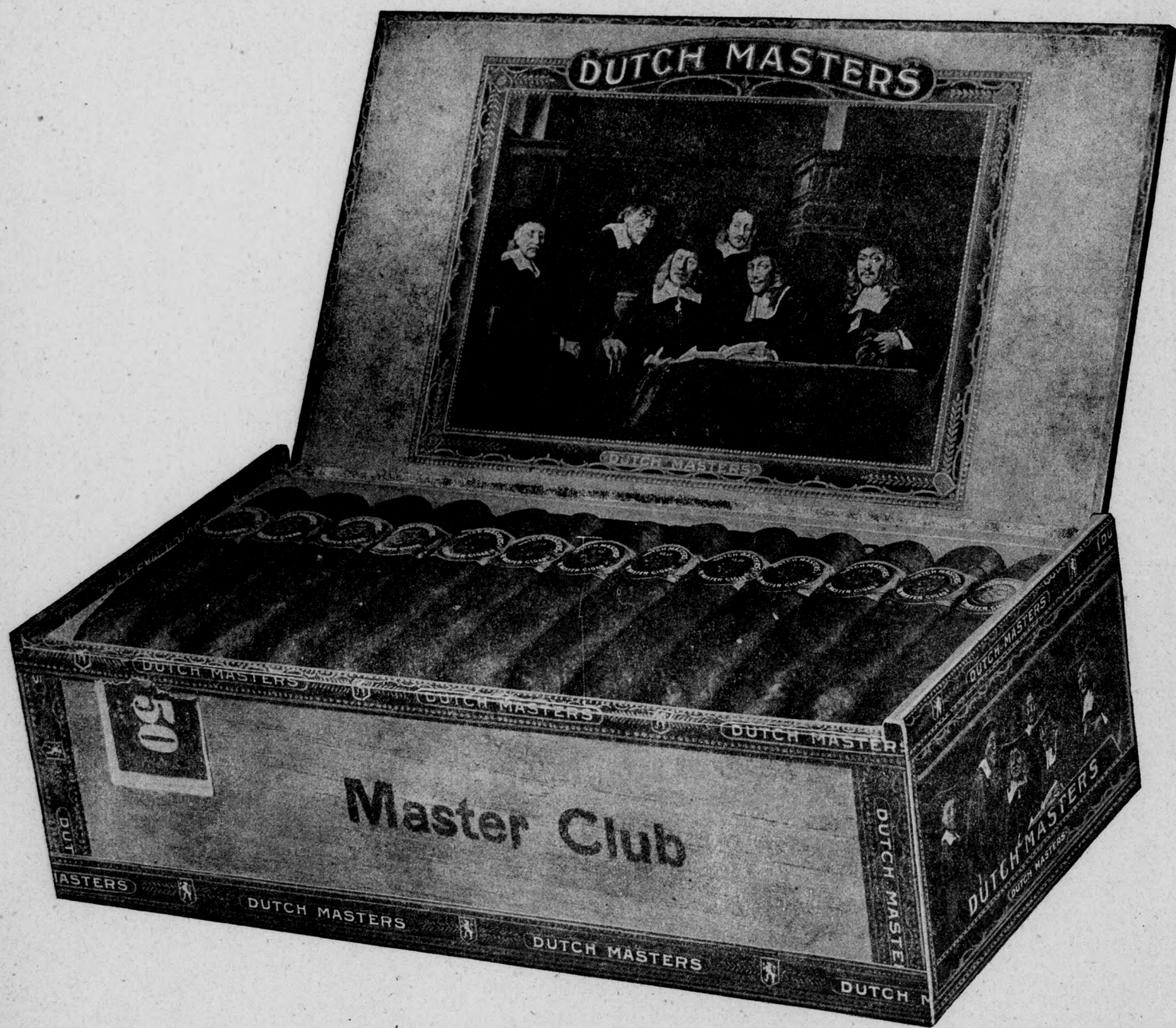
Here is a partial list of the
many varieties packed un-
der the DEL MONTE brand—
all famous for their goodness
and purity—all of the same
high DEL MONTE quality.

Peaches, sliced peaches,
grapes, plums, loganberries,
cherries, apricots, pears,
blackberries, Hawaiian
pineapple.

Catsup, tomatoes, tomato
sauce, asparagus, spinach,
sauerkraut, beans, pumpkin,
peas, beets, pimientos,
chile peppers.

Olives, olive relish, jellies,
jams, preserves, Maraschino
cherries, honey, prunes,
raisins, salmon, tuna,
and many other
varieties

The Master Cigar



Manufactured only by the

G. J. Johnson Cigar Co.

Grand Rapids, Michigan