

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 16, 1919

Number 1869

Not Understood

Not Understood, we move asunder,
Our paths grow wider as the seasons creep
Along the years. We marvel and we wonder
Why life is life and then we go to sleep—
Not Understood.

Not Understood, we gather false impressions
And hug them closer as the years go by,
Till virtue oft seems to us transgression
And thus men rise and fall and live and die—
Not Understood.

Not Understood, poor souls with stunted vision
Oft measure giants by their narrow gauge;
The poisoned shafts of falsehood and derision
Are oft impelled 'gainst those who mold the age—
Not Understood.

Not Understood, we make so much of trifles;
The thoughtless sentence or the fancied slight
Hast oft destroyed a friendship years in making
And on our souls there falls a chilling blight—
Not Understood.

Not Understood, how many breasts are aching
For words of sympathy. Ah! yes, to-day
How many hungry hearts are breaking
How many noble spirits pass away—
Not Understood.

Oh God, if men could see a little clearer
Or judge less harshly when they cannot see;
Oh God, if men would draw a little nearer
To one another, they'd be nearer then to Thee—
And Understood.



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



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.

CANDY The Universal
FOOD

Who's Candy?

Putnam's

"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

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

SNOW BOY Family Size 24s
Washing Powder Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$5.35—5 boxes FREE, Net \$4.46

10 boxes @ 5.40—2 boxes FREE, Net 4.50

5 boxes @ 5.45—1 box FREE, Net 4.54

2½ boxes @ 5.50—½ box FREE, Net 4.58

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes.
All orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly,

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

DEAL 1910

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Thirty-Sixth Year

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MICHIGAN TRADESMAN
(Unlike any other paper.)
Each Issue Complete In Itself.

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OF BUSINESS MEN.

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E. A. STOWE, Editor.

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STRONG PRIMARY MARKETS.

There are all kinds of ways of determining the condition of trade. Credit men, for example, look at collections and reports of business embarrassments, their main concern being the financial end. Selling agents watch orders, the volume and frequency of which are their guide. Traffic people keep tab on the movement of freight and govern themselves accordingly. Back of all, however, is the buying inclination of the whole people, which is not determined by any one circumstance or gauged by any single outlook. Possibly as good a test as any is afforded by the merchandise managers of the big stores of the country, who are in direct contact with the general public and who are served by a legion of buyers. The visits of the latter to purchasing centers give a good idea of the goods that are wanted by the stores, because they are after what the public demands. A pretty fair index of the attitude of these buyers can be gained by the statement that on one day during the past week there were 553 of them from 136 cities in thirty-seven states and the District of Columbia in the New York market alone. Every portion of the country was represented. The things they sought to buy were finished goods of all kinds for wear and household use. It was manifest from this one circumstance alone that, in the judgment of store executives, a strong buying inclination exists and that goods are none too plentiful on the shelves of stores.

This is the kind of evidence which is imparting the confidence in the primary markets so especially noticeable in the case of all the textiles, despite the steadily rising scale of prices. In those markets the retail buying, months in the future, has to be taken into account, and the only indication of its character aside from general conditions is the course of buying at the present time. During

the present week the jobbers of dress fabrics are to meet in New York City to compare notes and determine on their procedure regarding goods that will not show up in retail channels before next year. Distribution with them has been particularly good and their views are apt to be rather optimistic, although they are not inclined to plunge, because they cannot rid themselves of the apprehension which the present inflated price levels provoke. So they are likely to do some looking around the market before venturing far, even if they had the opportunity to do so. One thing they will bump up against is that mills are very busy in filling orders now in hand and are not disposed to commit themselves for future business. While styles have been pretty well determined on, moreover, the actual goods are not likely to be shown for some time in most instances. Labor and other conditions which are factors in the price situation will have to be settled a little more before real forward business can start on a satisfactory basis.

AS TO WOOLS AND WOOLENS.

So far as the wool situation is concerned, little change is perceptible from week to week. Improvement in shipping facilities has resulted in larger supplies being available everywhere except in Germany and the countries formerly making up Austria-Hungary. The regular auction sales which used to be a feature at Antwerp have been resumed. In Great Britain, allocations of wool are being made to the mills at Government issue prices, which are below those obtained at the auction sales. Germans are again reported as buying wool in Buenos Aires, and supplies for them held up during the war are said to be available in Switzerland and other contiguous countries. In this country the domestic clip has been nearly all disposed of to dealers or the mills, and plenty of raw material of all descriptions is available for use. The finer varieties of wool are most in demand and command quite high prices. There has been a decided easing up in the values of the coarser sorts. Auctions of carpet wools will be resumed at the end of this month. In the goods market deliveries seem to be improving to the relief of the cutters-up. A strong demand has set in for women's wear for fall, and business prospects in that line are excellent. Enquiries continue to be made by both the men's and women's wear trades for fabrics for spring, but the openings will be later than usual because of the necessity of providing for the more immediate needs.

VICTORY DAY IN FRANCE.

On Monday of this week France celebrated both the anniversary of the dawn of victory and its full realization. A year ago Monday Ludendorff's armies of brutes and beasts—all Germans came under that classification—were thrown forward against Rheims in what was intended to be the final blow. It was, indeed, a *Friedensturm*, but it led to a peace not in the German calculation. The week that followed surely has few equals in history for the dramatic play of Nemesis, for the sudden transition of criminal pride to defeat and abasement. The twelve months that have passed have been epochal with emotion and charged with a meaning for the future of the world. The victory was confirmed and its results were written down. But just as the war had shattered most of our preconceived notions of war, the peace that has followed does not answer in all respects to established conceptions of victory and peace. The France which marched in procession under the *Arc de Triomphe* is a victor sorely wounded in the flesh and weary, although victor she undoubtedly is in the proof she gave of the genius and the spirit of sacrifice that underlie her national life. It is symbolic of new conditions that only a few selected thousands of the French armies marched Monday in Paris. The bulk of the French armies is still on guard, not so much against the defeated enemy as against the dangers and difficulties which have followed in the wake of the war, against the ills other than those of shot and shell which Germany has let loose in the world. But the friends of France may look forward with confidence to the ultimate solution of her problems in the same spirit of heroic devotion which broke Ludendorff's assault in Champagne a year ago and shattered the German defensive five days later between Soissons and the Marne.

HOOVER HOLDING ON.

Peace has not brought the end of relief work in Europe, and especially important is the necessity for restoring and maintaining the health and strength of undernourished children. In the liberated countries there has been a frightful decrease in the birth rate, as much as 50 per cent. in some cases; and the death rate has materially increased. In the face of this situation it is imperatively necessary to keep alive and well nourished the children that have managed to survive.

The funds appropriated by Congress have been exhausted, but money must be had if hundreds of thousands of children are to be kept alive.

The Relief Administration appeals therefore for contributions.

All of the bulk relief which was initiated immediately after the armistice has now been provided for and it can be definitely stated that every country in Europe is provided with sufficient food to last until this year's harvest comes in. But as in the case of Belgium, special treatment is required in the case of children, and this is a problem that is giving concern to Mr. Hoover and his associates, who anticipated that their relief work in Europe would be over by June 30.

As distinctive from the general rationing of a population, it must be understood that while the total amount of food necessary for providing the children with proper nutriment is not great in comparison with the huge quantities running into millions of tons required for general relief it is a matter for specialists and specialized training. We are beginning to receive from Europe letters and comments showing the progress and the results of the work, among them a touching statement signed by 200 children at Kovno.

The Relief Administration is now caring directly for 2,700,000 children in Europe.

Perhaps the chief benefit of President Wilson's veto of the bill carrying as a "rider" the repeal of daylight saving is that it gives opportunity to reconsider the whole subject. The President states briefly the powerful arguments for the plan. There are strong objections to it on the part of the farmers. But now the President has opened the way for an effort to make a reasonable adjustment of conflicting claims. Now that the veto is to be upheld, Congress can see if a new and more satisfactory piece of legislation cannot be devised. The statute might provide that the hours of departure of milk-trains should be fixed so as not to make daylight saving too inconvenient for dairy farmers. The hours of labor on farms could possibly be legislated for in a spirit of reasonable compromise. The whole matter is one requiring careful study and fair decision. It ought not to be dealt with hurriedly by a "rider" on an appropriation bill. Ample time remains for considered action, as the repeal would not, in any event, take effect this year. By sustaining the President's veto, Congress puts itself in position to legislate on the subject with deliberation and with the interests of the entire country in mind.

The way you handle a customer the first time she comes in governs her actions about coming again.

Fierce Contest Between Wholesale Grocers and Packers.

It is becoming apparent to everybody that a terrific fight is shaping between the organized wholesale grocers on the one side and the big Chicago packers on the other. The jobbers are in a sense backed by the Federal Trade Commission, which has been very hostile to the packers for months, even to the extent of asking Congress to pass a law placing the packers' business under Government control. Up to now that has not been done and the movement to do it has not given much signs of real life.

The jobbers say the packers are growing so big they are crowding them out. They sell not only meats, but canned goods and most other things, even coffee. The packers say they are in these other lines in the interest of economy; they have their own nation-wide selling organizations, which can handle side lines at little more expense than meats alone. Moreover, the packers, by selling direct to the retailer, as most of them do, claim that their plan of distributing food products is the more economical and the more desirable, eliminating as it does one middleman. The jobbers, on the other side, say that they are perfectly willing to compete with the packer on equal terms, but the packer uses an unfair weapon, viz.: he packs his non-perishable products in the cars with his perishable products. Cars containing perishable products are entitled to preference by the railroads, with the result that these cars containing both perishable and non-perishable products go forward quickly and the packers are therefore able to make much quicker deliveries than the jobbers who have no such opportunity. The jobbers want the Government to make the packers keep non-perishable products out of cars supposed to be devoted to perishable products, and in order to get that the National Wholesale Grocers' Association filed during the week a petition with the Interstate Commerce Commission asking that the railroads be forbidden from allowing this any further. The following is from the petition:

The maintenance of these unjust and discriminatory provisions in the tariffs of the defendant carriers has enabled the packers rapidly to extend their powerful influence outside of the sale of the products of slaughtered animals. That if these provisions are permitted to continue in effect, the packers will gradually acquire a dominating control over the purchase, sale and distribution of many of the principal food products of the American Nation.

A general explanation of the wholesale grocers' stand in the matter is contained in the following statement issued by the National Wholesale Grocers' Association:

It is believed that if we fail in this action it is only a question of a short time before the packers will control the distribution of our food products generally throughout the entire country. This grows out of a discrimination in railroad service of a National character.

At the present time the packers have a special expedited service in their peddler cars and refrigerator cars very analogous to that of passenger train service as far as fresh meats

and packing house products are concerned. We do not object to this; but the packers have ingeniously secured changes in the tariffs of the railroad companies, permitting them to put into these cars of fresh meats various other food products. As a result, the packers secure the same expedited service on cheese, rice, cereals of all kinds, dried fruits, peanut butter, soap, soap powder, talcum powder, canned fruits, canned vegetables, pickles, olives, catsup, beans, prunes, table sauce, preserves, jams, syrups, crushed fruits, grape juice, canned milk and a long list of other commodities handled in the ordinary grocer's store.

In large portions of the country the packer can practically guarantee the delivery within a day or so of the time the order is received, while the shipment from the wholesale grocer is delayed from two to ten times as long in transit. The grocers insist that these other food products should not be shipped with fresh meats and packing house products, which results in this unjust discrimination in service.

The wholesale grocer asks for no special favors. He simply wants equality. And the welfare of the people demands that he shall have a chance to live commercially. It ought not to be necessary for a man to be a packer in order to be a successful merchant in prunes.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 15—It takes nerve, skill and exceptional ability as a sprinter, broncho buster and wild horse trainer to handle some lines of trade and travel in Michigan on the various railroads and sundry modes of transportation. Of course, it wouldn't do to tell all we know and tell exactly who sells the tea, but there is a man in our midst who resembles the billboard pictures of our President Wilson, only he isn't quite as good looking, and when it comes to a judge of quality of the world's famous beverage he has the rest of us creatures back in a corner and calling for help. He is also some judge of automobiles, runabouts, standabouts, motorcycles and fords—but mostly motorcycles, as they are a favorite pastime with him, and whenever possible avails himself of the opportunity of enjoying his favorite sport—that of riding in the side car attached to the business side of a good healthy motorcycle. We understand he is about to bring out some new improvements on the sidecar end of the enterprise, such as having them built for a six-footer, so he can ride in one without putting his feet in his pockets together with his loose change and hanging on to his hat with his teeth so it will not jar off. This man of Quakeress fame who travels for the Worden Grocer Company, drinks black Java and is a recognized authority on the product of that famous East Indian isle, Ceylon. He had instructions from his side kick for the week, who chanced to be none other than Orrie Hayden, the prune peddler and all-round good fellow, and some judge of tea, also of tea men, to meet him in Hersey, but to get to this historic little hamlet it is necessary to change from the slow but careful moving G. R. & I. to some other means of transportation. I am sure Ed. would have preferred a Packard or Paige to ride over to Hersey from Reed City, but such was not to be. It so happened that the G. R. & I. was slightly behind schedule that morning and Orrie was patiently waiting in Hersey, and every once in awhile between orders would go to the door to see if he could see anything of his friend, as it was getting nearly time to write the tea business he naturally was on the anxious seat. As he cast his eagle eye down the sun baked, dust covered road, he could faintly trace the outline of what appeared to him to be a robin picking

worms just coming into view in the distant horizon. As he kept on looking and the object became closer and growing larger he came to the conclusion that it was an old hen scratching gravel for her chickens. However, he changed his mind again as it looked as though it were a man hoeing potatoes and was working hard, as he could hear labored breathing—the breath coming in chunks—but now the object of interest was within full view and getting larger every minute and lo, and behold! to Orrie's surprise it was the long-looked-for tea salesman doing his best to deliver the goods. As the motorcycle and side apparatus came to a full stop and Edward J. Hart was eradicated, brushed up and smoothed down, he found again the smile that won't come off, because he had satisfied his long-lingering desire—that of navigating the wild and woolly north in an auxiliary to the bucking broncho of the motor industry. It is a great life Ed. if you don't weaken!

George Gane, New England jobbing representative for the Valley City Milling Co., was in town last week, having made the trip from Southville, Mass., by automobile. Mr. Gane has been on the road thirty-five years—seven years for Hannah, Lay & Co., Traverse City, seven years for Washburn, Crosby & Co. and seventeen years for the Valley City Milling Co. At the close of his service with Hannah, Lay & Co., he engaged in the grocery business at Traverse City, but sold out at the end of one year. Mr. Gane has visited every city of consequence from Portland, Me., to Minneapolis and says Grand Rapids is the most beautiful city he has inspected.

W. A. Jack, Manager of the American Paper Box Co., is expending about \$20,000 in the development of the water front of his beautiful home on Reed's Lake. He is putting a sea wall out into the lake, 60 feet wide and 300 feet long, and will utilize the space thus gained as a rose garden, containing 3,000 rose bushes. Between the driveway and the hill he is installing a series of water gardens. Up the hill to his residence he is building a cut stone stairway, which will be the most pretentious affair of the kind in Michigan. When completed, Mr. Jack will have the most valuable suburban home in Western Michigan, with the exception of the Lowe home in East Grand Rapids and the Dwight home on Gull Lake.

There seems to be a general movement among wholesalers, and a very good one, to hold their salesmen up to sharper responsibility as to keeping tabs on the retail dealers whom they sell. If jobbers can only work together long enough to keep this going, it will be a fine thing for everybody, particularly for the honest, energetic, full-of-business retailer whose worst competition comes from weak sisters who are carried by over-generous jobbers. Everybody admits that the salesman who calls on a retailer regularly can size him up better than anybody else. He knows the kind of store he has, the kind of trade, the kind of character and standing in the community. The trouble is that the salesman's income depends on selling this man, he wants to sell him, and he therefore makes the sale look as good as he can. Every wholesaler whose salesmen are paid on commission feels that they are apt to think first of the interest of their buyers, and second, of their own employer's interest. Many a retailer who ought never to be in business, and whose presence in the business is a nuisance and a menace to his competitors, is kept in by a blind or easy jobber. A lot of these nuisances and menaces would drop out if jobbers could be kept regularly posted on their real standing. The salesmen ought to do it. One Cleveland, Ohio, jobber systematically asks his salesmen to give

definite data as to his customers on such subjects as these: What sort of shape is the stock in? Is the stock insured against fire? Is it a cash or credit business? How long established? Has it grown in the past year? What books of account are kept? What are the banking relations, what its competition? What is the amount of the rent, of the pay roll, of last year's sales and what is the date of inventory?

J. J. Dooley spent the month of June in Detroit, calling on about 300 druggists. July is his vacation month. Now he and wife are on a motor trip to Detroit, Cleveland, Bellevue and Cedar Point, returning home via Dayton Indianapolis, Logansport and Ft. Wayne. John says the roads in Ohio and Indiana are good. They are kept up well. He did not have much to say about our Michigan roads, although he would have liked to if it had not been that he was a law abiding citizen and there is a statute in this State prohibiting profane language.

Selling Near Beer at Grocery Stores.

An interesting situation has developed over the sale of what is known as "near beer." Near beer is a product of prohibition and when it is honest it contains no alcohol. Being non-alcoholic, grocers generally have expected to be able to sell it just as they could freely sell other non-alcoholics like ginger ale and grape juice. The District Attorney of Delaware county, Pennsylvania, however, thinks grocers cannot sell near beer, but that it can be sold only at licensed liquor stores. His reason does not seem very strong. He says the Brooks license act forbids the sale of "brewed" liquors anywhere except at a licensed place. Near beer is "brewed," so only a licensed place can sell it. But so is tea brewed when it is served in the cup, and if the learned District Attorney's argument is good, it also follows that nobody can serve tea but a licensed liquor place.

I don't agree with the opinion at all. When it passed the Brooks license act the Legislature was considering only alcoholic drinks. And when it referred to "brewed" liquor it meant alcoholic brewed liquors, as beer was then and ale and porter. The Brooks law in fact had no application to anything else. If near beer contains no alcohol, what would be the sense of confining its sale, to places that have obtained a license to sell alcoholic liquor?

My own view is that if near beer contains no alcohol, any grocer can sell it without restriction and without license.

Frank Stowell.

Hotel Bryant Fires Incompetent Manager.

Flint, July 15—Regarding your editorial on the Hotel Bryant in the last issue of the Tradesman, permit me to say that, after an absence of six weeks, I returned the morning of July 7 and got rid of the new manager in the evening and he left the same day.

This manager was recommended to me by a manager of a large hotel in Chicago as good.

I agree with the man who has made his home here for years that there was opportunity for complaint and it did not take me long to discover it.

I am now back on the job for the purpose of doing my utmost for the boys.

C. H. Bliss, Prop.

Are Our Interests Mutual?

Are you in your community interested in building up your own home interests in your own home business?

Are you and the consumers of your community interested in continuing the past plan of home dealers conducting the home business on a reasonable and competitive basis with competitive prices or are the people of your community interested in buying their merchandise in far away cities, with a small saving on some items, which results in building up big interests in big cities and tearing down the home interests in the State of Michigan?

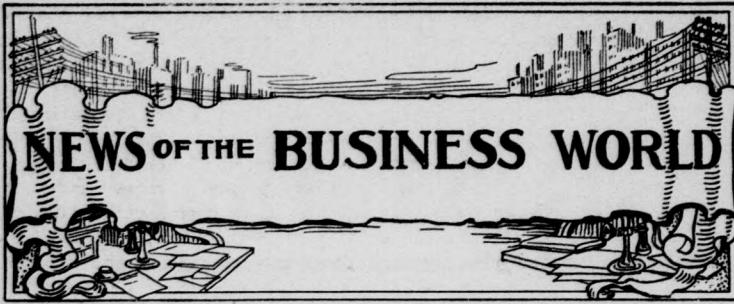
Are you and the people of your community interested in continuing such policy as shall continue to reduce the number of merchants in the different communities of our State and eventually lead to the wiping out of those smaller merchants and the turning over of their business to large interests with a consequential effect on the cost of living?

In other words, is the packing industry a question which concerns only the jobbers or does it concern the retailer and consumer as well?

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



Movement of Merchants.

Petoskey—The First State Bank has increased its capital stock from \$50,000 to \$60,000.

Pottersville—Angelo Peterson has has opened a confectionery and cigar store in the Cobb building.

Pottersville—James Davis has sold his bakery and restaurant to D. Hawley, who has taken possession.

Moline—The Moline State Savings Bank has been organized with an authorized capital stock of \$20,000.

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

Olivet—The Olivet Co-Operative Elevator Co. has been organized with an authorized capital stock of \$25,000.

Saginaw—The Saginaw Valley Produce Exchange has changed its name to the Saginaw Produce Growers' Exchange.

Escanaba—The Anderson Buchanan Co. has been organized to conduct a furniture business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Saginaw—The M. W. Tanner Co., dealer in dry goods, has completed plans for adding 10,000 square feet to its floor space and providing an entrance to the store from Genesee avenue.

Jackson—J. H. Seckinger has purchased the Myron Stilwell grocery stock, at the corner of South Mechanic and Wesley streets, and will continue the business at the same location.

Detroit—The Quality Tire & Repair Co. has been organized with an authorized capital stock of \$7,500, all of which has been subscribed and paid in, \$500 in cash and \$7,000 in property.

Mecosta—E. M. Snyder has remodeled the interior of his drug store, installing new, modern fixtures and adding lines of cameras, camera supplies, phonographs and phonograph records to his stock.

Gladstone—The Gladstone Union Co-Operative Association has been incorporated to conduct a wholesale and retail grocery, meat and general mercantile business, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Port Huron—The Miller Drug Co. has merged its business into a stock company under the style of the Miller-Willson Wholesale Drug Co., with an authorized capital stock of \$35,000 common and \$15,000 preferred, of which amount \$25,000 has been subscribed, \$5,000 paid in in cash and \$15,000 in property.

Saginaw—Archie A. Munson, wholesale tobacco dealer, has purchased the old Tuscola House and will remodel it to suit the requirements of his wholesale and retail tobacco business.

Detroit—The Sol Braiker, Inc., has been organized to conduct a general contracting and construction business, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The U. S. Home Supply Association has been organized to conduct general mercantile business with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Filion—The Filion Co. has been organized to deal in farm products and conduct a general merchandise business, with an authorized capital stock of \$5,000, \$2,800 of which has been subscribed and paid in in cash.

Detroit—The Nedbury Confectionery Co. has been incorporated to conduct an ice cream, confectionery and cigar store, with an authorized capital stock of \$2,000, all of which has been subscribed and \$1,000 paid in in cash.

Clinton—Westgabe & Condra, who conduct a clothing store at Adrian, have purchased the remainder of the stock of the Clinton Clothing Co. and will continue the business under the management of a former clerk, George McDermott.

Decatur—The Decatur Co-Operative Association has been organized to buy and sell all kinds of agricultural and horticultural products, with an authorized capital stock of \$10,000, of which amount \$5,250 has been subscribed and \$1,350 paid in in cash.

Jackson—Earl M. Hart, for the past three years manager for M. Piowaty & Sons, fruit and produce dealers, has resigned his position and purchased the F. L. Hopkins grocery stock and will continue the business at the same location, 122 North Mechanic street.

Bay City—The Board of Commerce is undertaking to organize a \$100,000 corporation to help small industries. Shares will be sold at \$10, every resident of the city being invited to join. The money, well secured, is to be loaned to approved enterprises. The Board hopes eventually to bring the city's population to the 100,000 mark through this and similar moves.

Detroit—A 600 room 16 story hotel [East of Woodward avenue, near Grand Circus Park, will be erected by Markus L. Freud, present operator of the Addison hotel. The proposed structure will cost approximately \$2,000,000 and will be equip-

ped in the most modern way. This is the second new hostelry announced for Detroit within the past six weeks, and is an indication of the efforts being made to relieve the shortage of rooms for transients.

Manufacturing Matters.

Jackson—The Haehnle Brewing Co. has changed its name to the Haehnle Products Co.

Detroit—The Adams X-Ray Co. has increased its capital stock from \$50,000 to \$150,000.

Menominee—The Wolverine Paper Box Co. has increased its capital stock from \$1,000 to \$100,000.

Detroit—The Charles B. Foundry Co. has increased its capital stock from \$500,000 to \$1,000,000.

Mt. Clemens—The Mt. Clemens Bath Tub Co. has changed its name to the Mt. Clemens Truck Body Co.

Albion—The Gale Manufacturing Co. will build a large addition to its plant. The company manufactures automobile castings.

Detroit—The Detroit Leather Specialty Co. has changed its name to the Horace G. Preston Co. and increased its capital stock from \$75,000 to \$100,000.

Centre ville—The Dr. Denton Sleeping Garment Mills is planning to enlarge. A new factory, 60 x 208 feet, two stories, will be erected. The cost will be about \$40,000.

Detroit—The Detroit Paper Products Corporation has been organized with an authorized capital stock of \$100,000, \$80,000 of which has been subscribed and paid in in cash.

Detroit—The Carty & Moore Engineering Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Ex-Cell-O Tool & Manufacturing Co. has been incorporated with an authorized capital stock of \$40,000, of which amount \$21,800 has been subscribed and \$8,120 paid in in cash.

Detroit—The Eureka Elevator Door Lock Co. has been incorporated with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and paid in, \$2,000 in cash and \$6,000 in property.

Detroit—The Meyer & Mohaske Co. has been organized to do a general cigar manufacturing business, with an authorized capital stock of \$10,000, \$6,300 of which has been subscribed and paid in in cash.

Sturgis—The Central Wheel Co. has been incorporated with an authorized capital stock of \$45,000 common and \$15,000 preferred, of which amount \$45,000 has been subscribed and \$32,000 paid in in property.

Saginaw—The Germain Manufacturing Co. has re-organized under the style of the Germain Bros. Co., with an authorized capitalization of \$425,000. The company will greatly increase its production of piano backs and other parts.

Bay City—Rechlin Brothers, hardware dealers, have organized the Bay City Spring Mattress Co. and have purchased the business of E. R. Russell, proposing to develop it into an institution employing a large number

of workers. The company has in contemplation a site on which to erect a plant which will quadruple the output of the present factory. It also contemplates the addition of a unit for the manufacture of caskets and phonographs.

Detroit—The J. J. Ross Engineering Co. has been incorporated to manufacture and deal in electrical instruments and apparatus, with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and paid in in property.

Detroit—Walter C. Nagel has merged his metal castings business into a stock company under the style of the Nagel-Wallace Brass Works, with an authorized capital stock of \$1,500, all of which has been subscribed and \$1,000 paid in in property.

Detroit—The P. W. W. Manufacturing Co. has been organized to conduct a general machine shop, manufacture tools, jigs, etc., with an authorized capital stock of \$15,000, of which amount \$9,200 has been subscribed and paid in, \$3,800 in cash and \$5,400 in property.

Detroit—The McIntyre Concrete Tile Co. has been organized to conduct a wholesale and retail as well as manufacturing business, with an authorized capital stock of \$50,000, of which amount \$25,100 has been subscribed, \$1,000 paid in in cash and \$15,000 in property.

Ann Arbor—The Production Foundries Co. has been incorporated to do a general foundry business, with an authorized capital stock of \$85,000 common and \$15,000 preferred, of which amount \$50,000 has been subscribed and paid in, \$10,000 in cash and \$40,000 in property.

Business Men's Day at Rock Lake.

Vestaburg, July 15—The Rock Lake Assembly of the Church of Christ will be held at Rock Lake, one and one-half miles from this place, July 20 to Aug. 3, Thursday, July 31, has been set apart as Business Men's day and I write you to request your kindly offices with the wholesale dealers of Grand Rapids to secure a representative attendance on that occasion.

We are inviting the merchants from the surrounding towns and I was thinking what a good time it would be for the wholesalers and retailers to meet on that day.

You are the only one I know to write to and if you are not interested in this undertaking I wish you would hand the letter to Mr. Rouse, of the Worden Grocer Company, or someone who can let me know if this can be done.

I have taken the Tradesman for the past six years. If you feel that you could give us a little write up, I would appreciate it very much, and if you come, which I sincerely hope you will, we will endeavor to make your visit both pleasant and profitable.

Emory L. Howard.

The Standard Brick Co. has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$20 in cash and \$2,980 in property.

The Kent Foundry Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$4,500 has been subscribed and \$2,100 paid in in cash.



The Grocery Market.

An expected event was export embargo on sugar. This will give for domestic consumption 50,000 tons additional in thirty days. Merchants went so strong on sugar for some reason that a shortage was apparent in sections of the country.

To provide sufficient sugar it was expected the Sugar Equalization Board would head off the outgo until there was enough to go around domestically. This action has been taken.

It was not given out how long this embargo would last to provide sugar where local shortages have manifested. The board stated unequivocally that "there is no general shortage of sugar in the United States to justify an increase in price. There is plenty of raw sugar and it will continue to come in as fast as the refineries can handle it. The stopping of export will give the refineries a chance to catch up with domestic orders.

As a matter of fact more sugar has been distributed in the United States this year than was distributed up to the same time last year, but although the Sugar Equalization board began to send out warnings to American dealers as long ago as last March that the heavy European orders already in hand made it necessary for them to get in their own orders promptly, many failed to lay in stocks before the European demands fell on the refineries, and as a result find themselves unable now to meet their customers' needs.

Steps likely will be taken to get after grocers who profiteer on sugar taking advantage of the evident intention of some consumers to hoard stocks, for some unknown reason, unless it is unfounded fear of a general shortage. Enough beet seems to be on hand to fill ordinary orders, but cane is short and cut loaf and domino is running low.

Attention is being called by the jobbers and salesmen that goods that are seasonal are worth attention. Just now picnic goods continue to sell well and preserving and canning materials are worth while giving special attention just now, to increase sales.

Whether the Government will unload its food supplies to lower prices is being discussed by the trade. It is believed there are enough foods held by the Government to relieve the situation if they are released, and that business would not suffer much.

Sugar — The market shows no change as to price, although the demand is light—everybody is filled up. There is no indication of any change in sugar in the near future. Still

working to capacity, American refiners are rushing deliveries on oversales, and apportioning them as equitably as possible among buyers, but despite the heavy movement of refined in all directions there is an acute shortage in some sections, and in none does the available supply appear to be anywhere near normal. The scarcity is especially pronounced in the Central West. The American and Franklin, both of which have been accepting limited orders for August, have announced that they intend to take business for September in the near future, also in limited quantities. The Federal expects to soon be in shape to book orders for August delivery.

Tea—There is no sign of abatement of the demand that was stimulated a week or more ago by the strong character of advices from primary markets. The black varieties come in for the larger share of attention and are particularly active for export account, but the other kinds are by no means neglected. Ceylons have been especially sought by exporters, and at the close were still in active demand, but business done earlier in the week seems to have cleared the market of stock on spot and afloat, while so far as could be learned no offerings for shipment from Ceylon were being made.

Coffee—Rio 7s are selling at 24c and Santos 4s at 29½c, which means an advance all along the line. Mild coffees are still very strong, with an upward tendency. Bogotas anywhere from 30¾@31½c, and everything points to a very high market.

Canned Fruit—The only thing of interest is that prices on California canned fruits for 1919 pack, named last week, are approximately \$1 per dozen higher than last year. The export demand is so very heavy that everybody seems perfectly satisfied with the prices, because if we do not want them the exporters will be very glad to get them.

Canned Vegetables—Packers everywhere outside of California are facing short acreage, lessened packs and, particularly in peas, an extreme shortage of fancy grades. There are very few offerings of anything outside of tomatoes, and there was no active buying interest in that line.

Canned Fish—Norwegian sardines are coming in quite freely, and while the prices are high, they are nevertheless selling quite well. We do not look for any lower prices. The trade is now getting acquainted with a substitute for imported sardines, said to be an improvement. The product is from California and

is packed in olive oil. It is said to be better because handled in most sanitary manner and by methods which get it from the water to the can in quicker time, and the fish is a regular sardine to start with. It is a Select brand. The price is 17c to the retailer, 100 cans to the case, as compared with 26c for the Norsk article imported. New pack Japanese crabmeat has reached the Pacific Coast and should be in this market by August 1. The pack is about 50 per cent. short, and some packers have withdrawn on account of the short catch and the difficulty of obtaining fancy meat crabs. Extra fancy and fancy grades are practically unobtainable. Indications are for a short pack of Columbia River salmon. Pink is not abundant on spot; purchasable at \$1.90, but with some holders asking \$1.95. Alaska red is also in demand at \$2.05@2.70, with less than enough to satisfy buyers. Albacore tuna promises to be nearly absent from the new pack.

Dried Fruits—Dried fruits remain unchanged with the exception of raisins, which are showing much activity and advancing all the time. Prunes and peaches are about the same. Prices are just as high as they were—no decline either spot or future.

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

Sugar Syrups—Prices are kept at high levels by the steady demand from exporters and the limited supply on the market.

Rice—With the raising of the Allied blockade the enquiries from Germany that have been in evidence for a week or more are expected to crystallize into actual tenders of orders for shipment at the earliest possible date. Against this is the possibility that Scandinavian merchants, who have been accumulating heavy stocks in anticipation of the event, may prevent direct business from coming here by underbidding the American trade, which they are in a position to do since a large percentage of their holdings was bought at prices averaging considerably less than those now prevailing in this market. However, the securing of German trade by direct sales is not a matter of vital concern to American sellers as there is already more urgent export business from other quarters in sight than can be readily supplied out of remaining stocks in this country. The New Orleans market continues to advance late mail advices reporting sales on the Board of Trade at 13c for Blue Rose.

Cheese—The market is steady to firm, there being a moderate supply on hand at this time and a fairly active demand. The average quality for this time of year is good and with a continued good demand we do not look for any material change in the near future.

Provisions—The market on hog lard is slightly firmer. There is no material change in the quotations, but the general feeling is for higher prices. The make is moderate for

this time of year, with more or less of an export demand. The market on lard substitute is firm and unchanged. There is a moderate supply on hand and a fair demand. The market on smoked meats is very firm, due to extremely heavy demand, with a light supply. Smoked meats will probably be firmer during the next two or three weeks. The market on dried beef is very firm and we do not look for any relief on account of shortage in this commodity. The market on barreled pork is firm at unchanged quotations, there being a light supply and a fair demand. The market on canned meats is firm at unchanged quotations.

Salt Fish—Receipts of new Cape Cod Shore mackerel are coming in and the demand is about the same as usual at this time. The quality is not as desirable as what we shall get later on. The receipts of mackerel at present are very light, in fact, almost nil, on account of the strike among the fishermen. Efforts are being made to have the strike ended shortly. Stocks of Irish mackerel are about exhausted. No prospects of any mackerel from Norway, on account of extremely high prices.

Peace Makes Advance in Soaps Inevitable.

The coming of peace has had a curious effect in the soap field, at least in Canada, actually causing higher cost of production at a time when its consumption is less. It all comes out of the fact that the value of glycerine—a by-product of soap making—has declined and actually made its companion products pay their own way, as they did not during the war.

As explained by a soap man, the lack of demand for glycerine has dropped the price of the crude article from 48 cents to 8 cents per pound. During the war soap manufacturers received a good figure for their glycerine, thus enabling them to keep the price of soap down to what they claimed were reasonable levels. The fact that there is about 10 per cent. glycerine in most soap making fats and oils makes a difference of about 4 cents per pound on tallows and fats. Fats and oils declined in price in the early months of this year, but are now held at and above war-time figures. The better grades of tallow are fully 5 cents per pound higher than during the period of the war.

From the President of the Irish League.

Grand Rapids, July 15—I entirely agree with you that in this country, "we are committed to the separation of church and state" and personally I firmly believe in this doctrine.

This is not a religious question, in my judgment, but a question of trying to get a fair share of home government for Ireland. I am aware that we have very many radicals on this question, but I am not one of them, and shall only go so far as I would be permitted to go as an American citizen. I yield to no man a greater degree of loyalty to our country, America, than I give myself. I am an American, first, last and all the time without any mental reservation whatsoever, as I believe you to be.

Thomas F. Carroll.

MUCH IN THE LIMELIGHT.

Rolling Up Millions Neither Safe Nor Sane.

Does efficiency really pay? Ask the "Big Five" in Chicago. Judging by the recent events in their careers, when efficiency gets too doggone efficient, it doesn't pay at all. Therefore it isn't efficient. And if the packers had been humane rather than merely efficient they might have foreseen it all the time.

Making money is not the sole end and aim of business. Serving the public, in the way the public wants to be served, is a rather important consideration, judged by the standard of ultimate success. Looked at in the light of the present situation the packers are enjoying the logical outcome of past policies and it isn't over-enjoyable, even if it does foot up well on the cash account.

On one side they are assailed by press and public indiscriminately. Logically that carries the politician along with the tide, and fifty-seven varieties of bills to reform the packing industry, are heard of at Washington. Every state and city official joins in with a pot-shot. Then comes the Federal Trade Commission opening a whole broadside of arraignment—some of it shell of pretty heavy caliber. And on another side appears the National Wholesale Grocers' Association with a really formidable attack through the Interstate Commerce Commission, to force a "fair field and no favors" in transportation, with the Railroad Administration as the nominal target, but really aiming hot-shot at the packers.

Why couldn't they have seen it before? Anyone with an eye open for the past twenty-five years could have known that rolling up private wealth in a field essentially of concern to the whole public is not safe—nor sane. Almost thirty years ago the resentment was strong enough to enact a Sherman law, and more than one trust went down before it or mended its ways. But the packers went right on and rolled up power in one new field after another until to-day they stand accused of exercising sway in 762 industries; rather the biggest monopoly in America's history.

And, worst of all, these are peculiarly sore spots with every American man, woman and child. This is a monopoly that controls their daily food and the growth not only appals but angers them. History records instances of inflamed public sentiment accomplishing revolutions on less desperate provocation. If the packers escape with nothing more violent than strongly restrictive legislation or paternalistic public confiscation they will be fortunate.

So far as the attack of the wholesale grocers is concerned, it might turn out—if some of the rumors are not wholly false—that the packers may shortly sign up some kind of armistice. You never can tell—and those who might, won't.

Weeks ago, before the National Wholesalers met at Cincinnati and declared war on the packers, there were strange whisperings of secret

conferences at Chicago between packers' representatives and leaders of the grocery trade. It was impossible to get at the bottom of the rumors, but that conferences were held few have any doubt.

And now these rumors are renewed until they permeate trade circles. Those who have tried to dig out the truth have frankly failed, but have come forth convinced that there is still an active flirtation in progress between Chicago packers and New York wholesalers, looking toward some form of truce, if not a genuine peace pact. Meetings have been held here within the past week between the "men higher up," but the fact that they are men who have been intimate personal friends for years makes it hard to differentiate between personal sociability and formal business.

The rumors afloat have been of varied color. Two of the "Big Five" from Chicago are said to have approached two of the "Big Four" with offers to buy out the jobbers, but intimates of the latter ridicule the idea and darkly hint that one of the jobbers here might possibly absorb one of the Chicago houses. The most logical guess, however, seems to be that the Chicago men are weakening on their idea of being both producers and distributors and are negotiating to elect certain wholesale grocers—possibly one in each large center—as their distributive agents.

Such an arrangement would be interesting. Very likely it would save the packers money, for it is generally believed that the wholesale grocer is the cheapest dependable distributor a manufacturer can have. It might also draw off the force of antagonistic fire from one or more big factors in each city; possibly cripple the destructiveness of the jobbers' direct fire, for the Wholesalers' Association is not supposed to be in the deal. On the other hand such a plan would not remove the objection of the National Association as to the preferential privileges on the railroads; nor reduce—but rather increase—the force of the attack by the Federal Trade Commission. And it would surely intensify the wrath of such jobbers as were not let in on the new deal in each center.

It is regrettable that so little definiteness as to the rumors is available. That negotiations are on is not denied, but just what the proposition likely to be hatched out is no one knows save those directly involved, and they are as communicative as the Sphinx.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, July 15—Thompson & Washburn, the enterprising merchants of Brimley, have opened a new cheese factory which means another industry for that thriving village. Mr. Thompson, one of the firm, is an experienced cheesemaker, receiving his knowledge from the Michigan Agricultural College and the new venture promises to be a success in consequence.

G. J. Johanson, for the past five years manager for the Holland Furnace here, has moved to Pontiac, where he has been promoted to a more responsible position at the

plant. Mr. Johanson has been succeeded by A. E. Redford, of Racine, who will retain his headquarters here in the same building. Mr. Johanson has made many friends while here who will regret his departure and who will wish him success in his new field.

The Eastern Michigan Pikers—one hundred strong—arrived here last Thursday, as scheduled, having spent a few hours as the guests of the merchants of Pickford, where an elaborate dinner was waiting for them prior to their entrance to the Soo. Although the weather was somewhat chilly, it soon warmed up when the pikers arrived and they had a real hot time during the remainder of their stay. They were banqueted by the Soo Auto Club at the Country Club on Thursday night and on Friday were escorted down the beautiful Soo River as far as Garden River through the old Channel into Lake George and brought back in time for a buffet luncheon, being the guests of the Soo Civic and Commercial Club. In the afternoon the pikers were escorted to the Canadian side, where the Canadian Auto Club were in waiting, and, after taking in the magnificent route to Crystal Falls, whence they were taken to Bell's Point, one of the picturesque groves on the Canadian shore, where a "dog" feast was pulled off. That this was a real treat, in which near beer was a side line, can be vouched for by the way it was enjoyed. The entertainment by real Indians was a sight many of the Pikers had not seen before. They reached the Soo for the night and, after expressing their appreciation of the Twin Soos' hospitality and assuring us of another visit in 1920 in which the trip will be made to Duluth by way of the Soo, the jolly bunch departed from whence they came, Friday morning.

"More men are ruined by prosperity than by adversity."

The good fishing at the Soo is being well advertised. Tourists are arriving from all parts of the country, which indicate that there will be a decrease in the finny tribe in consequence. The latest arrival is a tourist arriving from St. Louis in a Curtis aeroplane with four passengers who came all this way to try their luck.

"It is easier to make a new quarrel than to patch up an old one."

M. G. Mills, who for the past year has been in charge of the Grinnell Brothers music house here, has been promoted to traveling auditor for Grinnell Brothers at Detroit. He will be succeeded by Clyde Trowbridge, manager of the Houghton branch. Mr. Trowbridge has been a former Soote and his many friends are more than pleased to see him back again.

With the shortness of sugar, much anxiety is being felt by the berry pickers who are ready to start on this season's crop. Heretofore many of the residents spent their vacation and spare time in the berry patches, putting in a stock for the winter, which will be of little account, however, sugar being an important ingredient and it is hoped that the shortage will be of short duration.

Bert Bye, one of our well-known butchers, experienced the sensation of being without an auto for one whole week. Having had a good offer for his Buick six, he decided that he could use the money to better advantage, not realizing that being without an auto is almost as lonesome as being without a country. After watching the thousands of autos going by his residence on a Sunday afternoon, he could not stand the thought of being so handicapped and was tempted to appropriate one of the neighbor's little fords, which was lying idle near by, so Bert resolved right then and there to have another auto before the next Sunday. Consequently, he is driving a new six cylinder

Michigan State Fair

DETROIT

August 29---Sept. 7, 1919

Michigan's Greatest Market

The Michigan State Fair has come to be the leading market of the state. It is the great common gathering ground of the agricultural, commercial and industrial interests. The large manufacturing concerns of the country recognize this exposition as the most appropriate place to bring their products to the attention of the people of the state. In 1918 the Michigan State Fair entertained more than one-half million visitors in ten days and preparations are being made to care for a fifty per cent increase in 1919 at the

Seventieth Annual Exposition

August 29---September 7, 1919

10 DAYS

10 NIGHTS

and is doing business in the usual cheerful mood this week.

Joseph McClurg, a retired army tailor at Fort Brady, is thinking about getting a patent on his new fish bait, which he discovered was a success on his fishing expedition last week. Running out of bait, he appropriated his gum, which was in commission at the time, trying out the finny tribe on this new bait. He did not have long to wait. The temptation was too great and the first speckled trout that tackled it weighed six pounds. Some bait. Some fish.

"While some men practice what they preach, the majority would be

ashamed to preach half they practice."

A. E. Marriott, for the past eighteen years the popular manager of the Park Hotel, tended his resignation and departed for his summer home on Sugar Island, where Mr. and Mrs. Marriott will spend the summer and enjoy a much-needed period of rest. Mr. Marriott has made many friends here and is one of the best known hotel men in Cloverland. He has built up a reputation for the Park Hotel which compares favorably with any hotel in the State for table and service. While Mr. Marriott has made no definite announcements for the future, he may consider going into

the game again in one of the winter hotels in the South later. J. R. Hayes, proprietor of the hotel, will succeed Mr. Marriott as manager and give his personal attention to the management of this popular hostelry. It is needless to say that under the personal management and supervision of Mr. Hayes, who is one of the most popular hotel men in the country, the Park Hotel will continue to be popular with the traveling public.

The Gowan Hardware Co. has purchased the stock of the late A. Pare, on Po-tage avenue, and will re-open the place and continue the business as heretofore. The entire building

was purchased by P. T. McKinney & Sons, who will conduct a grocery store in the other part of the building. William G. Tapert.

Peter Torbeson and Harry Benson, both of Cadillac, have purchased the Toney Harnau confectionery stock, corner of Pine and Apple streets, Muskegon and will convert it into a retail drug store under the name of the Benson Drug Co. The Hazeltine & Perkins Drug Co. has the fixture order.

Petoskey Portland Cement Company

AUTHORIZED CAPITAL STOCK \$1,500,000

All Full-Paid and Non-Assessable Common Stock

No Watered Stock.

No Preferred Stock.

No Bonds.

No Debts.

An Unusual Investment Opportunity

This stock is being offered to the public. The raw materials alone possessed by the Company, according to very reliable geologists, are worth \$5,000,000. This is over three times the capitalization. In other words, undeveloped the stock is worth \$33 per share. This gives an idea of what is back of an investment in the stock of the above company.

The stock is being offered and is being purchased as a real investment because it has paid dividends for years from crushed stone sale alone, and to this, when the new mill is completed, will be added dividends coming from the manufacture of cement.

With cement companies paying from 30 per cent. to 40 per cent. per year after buying raw material and paying heavy freight charges to haul same to their plants, what will the Petoskey Portland Cement Company be reasonably able to do with a saving of \$150,000 above such other companies? To

this add the already sure dividend that comes from the sale of crushed limestone.

It cannot be disputed that the Portland Cement Company has more than sufficient raw material, both shale and high calcium limestone, to maintain a cement plant for 100 years and still continue to sell crushed limestone to other concerns.

It is a fact that its location on Little Traverse Bay gives it the best possible transportation facilities. Besides water transportation, it has two railroads.

It is also an acknowledged fact that its management is as strong, honest and capable as could be had.

This company possesses every requisite for success.

THE FUTURE OF THE CEMENT INDUSTRY

No industry has a brighter outlook and the demand for cement is growing very fast and will grow even faster as soon as all states start doing what Illinois and Michigan have already done—voted \$60,000,000 and \$50,000,000 respectively, bond issues for good roads. While concrete roads will consume much cement it is only one of the many uses.

Cement authorities are making no idle prediction in stating that in a few years there will be a very great shortage of cement.

This industry will have to run full capacity for years and even then the output of the present cement plants will be entirely inadequate to supply the demand.

GOOD ROADS AND CEMENT

GOOD ROADS BOOM in gigantic proportions is now at hand.

Cement is the essential material used in the building.

THE COMING DEMAND for this commodity for this purpose seems apparently to greatly exceed the capacity of all existing mills for many years to come.

GOOD ROADS CONSTRUCTION is coming fast, and is the stepping stone to rehabilitation.

GOOD ROAD DEVELOPMENT means industrial progress and a demand for CEMENT for this requirement and many others unparalleled.

THINK OF THE VASTNESS OF THIS INDUSTRY, under such conditions; it hasn't a competitor.

With HIGH-GRADE SHALE AND LIMESTONE IN ABUNDANCE, strategically located and with CEMENT MILL to economically manufacture CEMENT, all situated on its OWN PROPERTY, is a rare combination, most ideal and a nucleus for a GREAT MONEY EARNER.

THE PETOSKEY PORTLAND CEMENT COMPANY, when its mill is completed will possess all these requisites.

THE FUTURE OF THE PETOSKEY PORTLAND CEMENT CO.

The Petoskey Portland Cement Company is destined to become one of Michigan's large concerns. Its location, supply of raw materials and management, all point to that fact.

IT IS NOW PAYING GOOD DIVIDENDS.

It should pay large returns very soon and is destined to become a Big Dividend payer, but is not a get-rich-quick proposition because it is not speculative enough, but a possibility of 30 per cent. to 40 per cent. each year when its cement plant is completed is within reason, because a large number of cement companies are doing as well after buying raw material and paying freight on same. The future of cement companies as regards dividends is much better than it has been in the past.

THE LIMESTONE INDUSTRY.

The limestone industry is as essential as the wheat industry, for all foundries need limestone, as well as paper mills. Without limestone, no pig iron, no steel, no sugar. Any number of other manufactured articles require limestone.

The Petoskey Portland Cement Company has large contracts for all these purposes. Work upon the dock was started April 1st, and upon completion the limestone business alone will annually pay from 15 per cent. to 20 per cent. on the entire capital stock of the Company.

Investigate this proposition now before the stock advances in price, as it can sell at the present price only until April 21st. It is a good purchase at \$25 per share, but a better one at the present price.

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.

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

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

Name.....

Address.....

THE NOBLEST WORK OF GOD.

It is a pity we do not see more of these creations in the world about us. Honesty is the best policy. Undeniably this is true. Even the man who palms off rotten apples or small potatoes beneath big ones in the basket to the unsuspecting merchant or helpless consumer will tell you with a pious drawl and an uplift of the eyebrow that he knows that to be true. It was well drilled into his consciousness while in the primary class at school, for it was written in his copybook by his teacher time and again.

What we learn at school is sometimes forgotten or, perhaps, not acted upon if remembered. Be honest and you will be happy. Isn't that equally true? The saying is be virtuous and you will be happy, but the word honest includes all virtue—all there is in morality and true religion.

The simple act of being honest includes all that is good and true and religious in our human makeup. One can not be a Christian without being honest. Then, again, if you are honest—really honest, not seemingly so only—you will be a Christian. Doubting Thomases abound on every hand, nevertheless it is easy of demonstration that the honest man or woman is as near perfect as it is possible for the human being to attain in this world of ours.

Honesty leads all other virtues; in fact, includes them all. The honest merchant, the honest lawyer, the honest farmer and worker at desk or bench is God's own nobleman, a fit subject for wings when it comes to donning these appendages in the world to come, providing we ever get there.

The strictly honest person will not skimp the truth, even though it may never be known of his doing so save to himself. Honest with self is the prime requisite for honesty in its strictest form.

It is well known that little white lies crop out here and there among the best people. These may be meaningless, mayhap harmless, yet one imbued with the virtue of honesty will not tell them, even though no one is injured by their utterance. Keep to the right, face everybody and, best of all, your own secret soul with the firm determination to stand honestly for right doing until the heavens fall.

Honesty of purpose, honesty of heart, honesty in your every deal means that you are a good citizen, an exemplary Christian, whose word is as good as his bond. Furthermore, there are no great men or women who are habitually dishonest. Can you put your finger on one? Lincoln's honesty was proverbial. As "Honest Abe of the West," he won the presidency of the United States. Nor was the confidence of the country misplaced. Old Abe's honesty was more than an offset to the chicanery and sharp dealing of shifty politicians of his day. He was so truly an honest man, he was held up to ridicule by some of the sleek manipulators of the political game.

Abraham Lincoln will be remembered for his incorruptible honesty for ages after his detractors have

mouldered in forgotten graves. It pays to be honest, and yet it is far more worthy to be honest without expecting payment either in coin or the good will of your fellow men.

The statement by one that "all men are liars," seems to have many believers—men who in themselves find this supposed fact abundantly demonstrated. It is not true, however, and the world is better because it is an untruth.

It is uplifting to meet an honest man. How much greater is the respect felt for that farmer who tells you he has some fine specimens of fruit, and his record as an honest man leads you to know that what he says tallies with fact? If you take his word and the fruit you are abundantly satisfied because the one you deal with is an honest man.

It would be just as reasonable and just as true to say that all men are honest as to repeat that other falsehood about all men being liars. Being honest covers all things worth living or worth dying for. That the United States entered the war against Germany for the purpose of maintaining an honest standing before the world cannot be gainsaid, nor can it be disproved that honesty won in the contest on the battlefield. However much we may distrust the true honesty of all the participants around the peace table, we are satisfied that our entrance into the European struggle was an honest endeavor to right wrongs heaped upon us by the barbarians of Hunland. America fought the good fight, coming out victorious, and we believe will garner those victories by refusing to sign away the liberties of our country at the beck and nod of the crowned heads of other lands.

Honesty not only covers a multitude of virtues. It covers all things and when we come to recognize this all powerful meaning of the word we will become more than ever determined to see that we try in our own persons to exemplify the true meaning of this comprehensive word.

Ask the merchant who is the best man in the community and he will smile and tell you there is no best man, but the true salt of the earth in his community are the men who are honest.

Honesty is above rubies. Bribes have no temptation for the honest man. There are honest men in all callings, from the farms, workshops and desks of our people to the halls of Congress. Yes, there are honest congressmen and you who affect to doubt may well look to yourselves lest there be a mote in your own eye.

A business man was once handed a letter of recommendation by a stranger.

"The bearer of this, John Doe, we have found after a year's employment, to be an honest man."

Short and sweet, yet directly to the point. No amount of camouflage of words could have covered the situation more fully. Just honest, that's all. So far as the morality and standing of the man were concerned nothing could have been more comprehensive than these eighteen words of recommendation and introduction.

An honest man!

The noblest work of God! How true. What more need one ask than to be honest. Get the true meaning of the word and you will fully understand that the single word Honest includes everything worth while, and is as necessary in the pulpit as behind the merchant's counter, the manufacturer's desk or in fields and homes of the tiller of the soil. It is difficult to find words sufficient to give a full comprehension of how much this one word covers.

A MOCKERY OF WORDS.

The claim agents of the American Railway Express Co. sign their letters nowadays "Yours for Better Service." In so doing they are making a mockery of words, for nothing could be more wretched than the service the company is rendering these days, unless it might be the utterly wretched manner in which claims are being handled by the officers of the claim department.

Nearly every merchant who has had any business dealings with the express company has met with an unfortunate experience—sometimes many of them. Here is a case in point:

An Eastern Michigan merchant sent a C. O. D. shipment of eggs to Detroit last November. The man who was entrusted with the delivery made a mistake and delivered the goods on open account. Claim was immediately made for the amount, but although eight months have elapsed, no restitution has yet been made. May 14 "Your for Better Service, J. S. Babcock, Claim Agent" wrote that the claim would be paid "in a few days," but more than two months later no progress had been made in the matter, which furnishes an accurate index of the mentality of the claim agent.

The Tradesman has nothing but contempt for the dilatory and dishonest methods of the American Railway Express Co. and proposes to devote much time and money to discovering wherein the infamous methods of the claim department can be abolished. No more crying need for reform is presented in any department of the public service.

SAVING AT THE SPIGOT.

There has come about a peculiar reversal of trade opinion toward the proposition to legally authorize price maintenance on specialties since the Colgate decision established the right of a manufacturer to refuse to sell his goods to a price cutter. It would therefore not be surprising to find many specialty men opposing the enactment of the "denatured" Stevens bill proposed by the Federal Trade Commission to Congress.

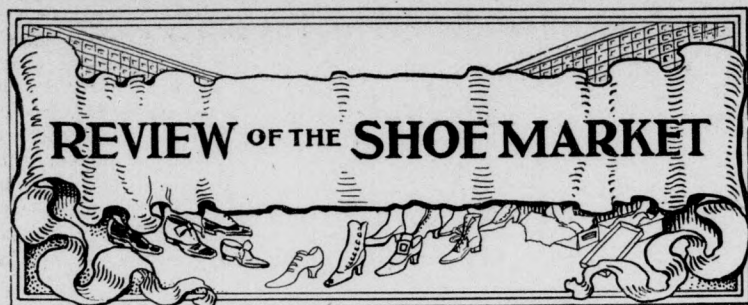
When the Stevens bill was first proposed manufacturers favored it as establishing an abstract right to regulate resale prices at a time when courts, the press and public officials were antagonizing the principle, largely through lack of light on the subject. But much argument and persistent logic has brought its educational effect. When the Fair Trade

League, preferring to compromise a principle rather than educate a sentiment, commenced compromising with the officials and finally concluded a deal by which prices could be maintained subject to governmental supervision of their costs and profits, the privilege seemed too dearly bought and many manufacturers saw more of danger in the scheme than benefit.

If any one idea is now dominant in well-balanced trade minds more than others, it is that the less governmental interference there is with the business man the better. If a price, found in an open competitive field with similar products to be fair, can only be maintained after a lot of political satellites of a governmental board have browsed at will through the manufacturer's books and secrets, few manufacturers will care to exercise the privilege accorded under the law. Most manufacturers regard it as an insidious bit of paternalism, hatched in ambitious official minds or contrived by some desperate theorist, willing to sell his very constitutional birthright—such as the Colgate decree and other recent court decision discussions have shown to be the trend of judicial minds of late—for a mess of socialistic pottage. When judicial logic is swinging into a new and correct groove is no time to stick to the mistaken ideals of the past.

One of the interesting industries of this State is the Adirondack Mountain Silver Black Fox ranch at Remsen. The original ten pairs of foxes were purchased in Maine at a cost of \$40,000 and now these imprisoned summer furs number fifty-five. They are all aristocrats, whose ancestors for fifty generations have been domesticated. They have 214 acres on which to amuse themselves and on a hill called the observatory, which overlooks the paddocks, the keepers sit, when they have leisure, and through powerful opera glasses try to acquire an intimate acquaintance with the habits and dispositions of their charges. Naturally, considering the price, each one is an important individual. Black silver fox fur is exceedingly expensive because it is the only fur in the world which cannot be imitated, since no process can reproduce the silver bands which appear here and there on the hairs. The menu of the foxes consist of raisins, rice, rolled oats, milk, eggs, granum, fish, beef, veal, liver, horse meat, bone, berries of all kinds, charcoal, bread, potatoes, carrots, cabbage, broth and water.

The tornado which desolated Fergus Falls, Minn., swept whole into Lake Alice and the Otter Tail River, summer homes with families inside them. The funnel-shaped cloud which sucked up churches, a library, a theater and a hotel, succeeded in making a kindling-pile of half of a city which was planning to celebrate its fiftieth anniversary next spring and which has been noted in Northern Minnesota for its beautiful tree-shaded lawns. Now the fine trees are twisted up by the roots.



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.

Side Lights on Present Shoe Conditions.

Written for the Tradesman.

I have a very pessimistic friend who is the manager of shoes in a big department store. He is strongly of the opinion that the price of shoes will go so high he'll have to mark his women's and misses' shoes to sell at \$25 a pair. He says the retail shoe game in too many cases has ceased to be business and degenerated into a species of profiteering; he says he is sick and tired of these excessive prices, and longs for the good old days when he didn't have to rob the public. He also says if things get much worse he's going to resign his position and go back to the farm.

But he is only jolly himself along; he isn't going back to the farm. He has been in the game too long. It has become second nature to him. He isn't robbing the people, for his profits are reasonable. His trade demands high grade footwear, and, naturally under existing conditions, this kind costs him about 150 per cent. more than it used to. For instance, he was telling me the other day of a young woman who came in and ordered a pair of silver gray shoes to match a certain gown. My manager-friend had to order them, and they cost him \$13. His price to her was eighteen, which is not an unreasonable profit on shoes of that price.

Some Customers Hit Hard.

Until two years ago this shoe manager conducted, in addition to his main shoe department on the first floor, a cheap shoe department in the basement; but two years ago he discontinued it because he couldn't find any good cheap shoes on the market. He was unwilling to handle the commodities in that line that are now being shown. For that reason some of the old customers of the economical basement frequently drop into his upstairs department and ask to look at the regular lines. Sometimes when they hear the prices they don't look long. My friend it is for them especially that he feels so sorry.

And this is one angle to the present situation that makes a really conscientious dealer feel sorry. But of course the dealer is not responsible for these prices.

Cheap—or relatively cheap—plain shoes for women's and misses' wear may be found, and rough, heavy types of serviceable shoes, but the average

patron of the woman's popular-priced shoe section is not looking for this kind of a shoe. What they want is a snappy, good-looking cheap shoe—one that carries style, and looks to be of a much higher grade than it actually is. And it is that kind of a shoe that has largely disappeared. The increased cost of materials and labor have caused it largely to disappear—or, if it still exists, it must be sold for twice its former price.

Customers who are forced by circumstances beyond their control to stretch their dollars to the limit, naturally miss the pre-war basement bargains in shoes. They are not to be had to-day. It may be a long time before they re-appear—if, indeed, they ever do.

Of course there is this to be said: retail shoe prices in the days of which we are thinking were too low; that is to say, shoes as wear commodities, were almost universally marked disproportionately low—i. e. low as compared with other merchandise. It was a selling condition brought on largely by keen but unwise competition amongst shoe dealers—and perhaps the shoe managers of department stores were more to blame for this situation than exclusive shoe dealers. Anyhow that was the situation. And as we now look back on that period we can see that shoes were sold too cheaply. And that was what spoiled the average customer.

But all of that now is ancient history. He isn't being spoiled to-day.

Cleaning Up Odds and Ends.

As regards both the shoe manufacturer, jobber, and retailer, this is, we may say, a sellers' market; and one of the collateral benefits of this situation insofar as the shoe dealer is concerned is that it enables him to make a clean sweep as he goes.

There is little excuse to-day for an accumulation of unsalable stock. This incident came under my observation the other day. A woman and her daughter appeared in the shoe department of a big down-town store and the woman called for a pair of white canvas pumps for her little girl of fifteen. The clerk showed her two or three styles, ranging in price from \$3.75 to \$5.50. The pair priced at \$3.75 really fit the little girl better, but the right had been soiled somewhat. For another thing the toe was just a trifle broader than the nifty little pair at \$5.50. And, furthermore doubtless, the psychology of the higher price had its effect. Anyhow the little girl preferred the higher priced pumps.

"This pump really fits your foot better," said the clerk indicating the one slightly soiled.

Don't Govern Yourself By Last Year's Sales or Any Other Year

This is an unusual year. There will be more white low shoes sold in July and August this year than any other two years.

Don't forget when the women started wearing low shoes. They are going to wear them just as late.

See our ad in last week's Tradesman. Our stock is more complete today and more coming.

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids

Michigan

What style of

Tennis

do you need?

Without doubt we have it.

In Hood Tennis are all good selling styles.

In our stock are all styles of Hood Tennis.

Keep in touch with Michigan's
Largest Rubber Dealers.

This is the big tennis month.

Keep ready.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

"But is it as good a value?" asked the mother.

"It is," returned the clerk. "To tell you the plain truth, it is very much better than this one your daughter seems to prefer. The canvas is heavier and closer woven, and it is a welt shoe, while the narrower-toed last is a McKay. We have about two dozen pairs of this style from last year. It just happens that we have her size. She's one of the lucky ones. If we bought this shoe at present prices, we'd have to ask \$6.50 for it."

"Then you consider this the better value, do you?" asked the woman.

"I certainly do," answered the clerk fervently. "A little white liquid polish will make it as fresh as its mate, which is absolutely free from soils, as you see; and you'll get a real shoe bargain. It isn't every time we can offer our customers such a value. You've asked my advice; and I advise you to buy these, for they fit her perfectly."

Wise woman that she was, she bought the last summer's pumps at \$3.75.

All of which shows that this is a mighty good time for the shoe dealer to clean up his odds and ends. One doesn't have to resort to fiction, one can stick to facts and tell a story of ascending prices that will make leftovers, stickers, discontinued styles and all other slow-movers appear for what they are, namely, real values to those who can use them.

Cid McKay.

Shifting Unsalable Goods From Store to Store.

Falmouth, July 15—I have learned from ten year's experience that merchants pay too high a price for goods by buying entirely from wholesalers—so much so that small stores like mine have goods left on our hands which are impossible to move at a profit, and mighty hard sometimes to get cost out of. Goods which are not salable at some places meet with ready sale at others, therefore I am of the opinion that it would pay to move stocks from place to place by consigning them for a short period. Advertising the goods would be to advantage of many small merchants.

In fact, I think this is the best way to meet mail order competition. Having a variety of goods and changing stocks about every thirty days would create an interest in our stores with our buying public, and from the fact that our stocks are seen daily and are of about the same nature and price, the buying public want to try mail orders to get something new, as they say, and different.

I know from the money orders I write that there is a large amount of business getting away from us and believe when merchants begin to exchange stocks or consign goods more they will begin to do much more business, for certainly the state offers much more opportunity for business than any one locality.

J. W. Aldrich.

Getting the Crowd to Come.

To drum up business a merchant in a Western city decided to slash prices on some articles in stock to a point where he was practically giving them away. Accordingly he set in his window a household utensil valued at \$20, but marked at \$5. Several other articles that appealed to me as well as housewives were marked ridiculously low and displayed in the window.

The sale was scheduled for the following Monday morning at 8 o'clock. This gave the town a whole week to talk about it.

Of course the first person in the store on Monday morning would get the best bargain—no reservation would be made—and have a good opportunity to pick off some of the others as well. During the week the advertising created by the window display was reinforced by newspaper copy suggesting that people "try to get in" on the Monday morning of the sale.

"Try to get in" happened to fit the situation, for the sidewalk was blocked. The losses on the specially priced articles were accounted for many times over in the extra business done on that day and during the rest of the week.

Charles A. Singler.

The kind of energy that makes a success of a business is the kind that works every day, not by fits and starts.

R. K. L.

R. K. L.

Remember if there is anything in the shoe line you need, phone or wire us.

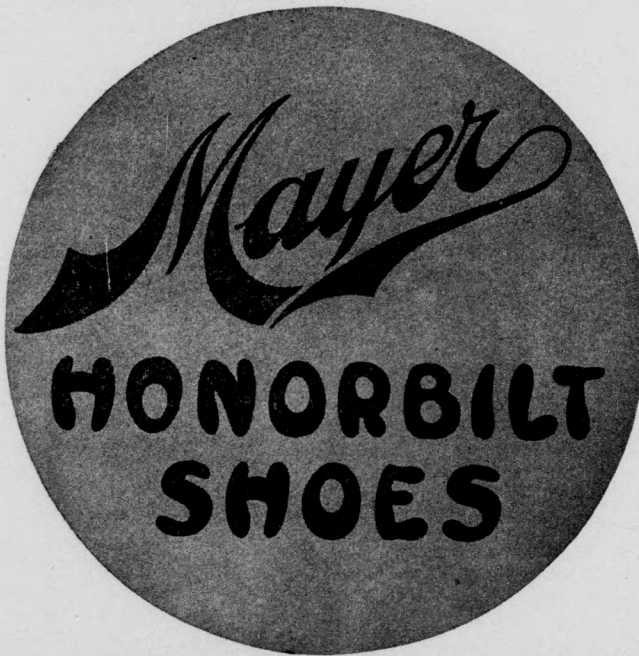
We have a complete line and take care of your requirements promptly.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.

R. K. L.

R. K. L.

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



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

F. MAYER BOOT & SHOE CO.

Milwaukee, Wis.



THE RENDEVOUS OF REFINED AMUSEMENT SEEKERS

The same popular prices 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.

Luxury Tax Repeal Bill To Be Urged

A quiet canvass of the House Representatives made by the Ways and Means Committee lead to the belief that the luxury tax repeal bill can be enacted whenever they are ready to push the button. In the interval, much evidence has been gathered by federal officials, and it all goes to show, not only that it will cost an enormous sum to collect this luxury tax, but also that this taxing system which depends upon the honesty, scrupulous care and unceasing vigilance of retail merchants and all their employes, may make a potential criminal of every salesman in the country.

The next bills to be considered are those relating to manufacturers' taxes and consumption imposts. These include the taxes on automobiles, sporting goods, cameras, cutlery, fire-arms, ammunition, furs, candy, soft drinks, etc.

Delegations of business men representing these various interests have maintained headquarters in Washington since the new Congress convened and are ready to descend upon the House as soon as it is apparent that the Ways and Means Committee is ready to report. However the rank and file of the House may view this legislation, the members of the Ways and Means Committee are now convinced that it is shortsighted and that it should be stricken from the statute books as soon as the condition of the Treasury will warrant, or as soon as some other form of taxation can be substituted for it.

The present leaders are opposed primarily to direct taxation, except so far as the income tax is concerned, and they have also become convinced, as a result of the financial legislation during the war period, that the imposition of taxes upon special industries is unjust and calculated to influence adversely the patriotism of the business men of the country.

It has been brought home to the leaders that the manufacturers of fire-arms, ammunition, automobiles, cutlery, etc., are paying their full share of income, excess profits and other taxes and that, therefore, it is unfair to load them up with a special burden which is a clear discrimination against a few comparatively small class of producers. In fact, there are some good lawyers in the House who believe that such taxes are repugnant to constitutional provisions against the enactment of taxes which discriminate between various classes of citizens. This is a fine legal point, but there can be no doubt about the moral aspect of a law which singles out a few manufacturers to pay very much more than their fair share for the support of the Government.

It may be found necessary to hold back some of these repeal bills until the tariff revision programme has been pretty well worked out. The enactment of all the proposed repeals would deprive the treasury of not less than \$300,000,000 of revenue, and while the pruning of the budget measures will save a lot of money, much of this saving is necessary to keep within the total of the absolutely necessary appropriations. On this account

Mr. Fordney desires to feel the ground firm under his feet before he launches his comprehensive repeal programme.

Acting in accordance with instructions from the Ways and Means Committee, the United States Tariff Commission, the Department of Commerce, and the Treasury have detailed numerous experts to gather information covering a variety of subjects. Much of the desired data will be ready before the end of the present year, but some of it will necessitate enquiry abroad, and will not be available until late in August.

The Tariff Commission is giving comprehensive attention to both industrial conditions in the leading industries of the United States and the foreign competition that must be met during the coming two or three years. The study of post-war conditions abroad is probably the most difficult feature of this work, as developments are moving rapidly and kaleidoscopic changes are occurring from day to day.

The Department of Commerce has already gathered a great deal of information through its agents abroad. Valuable data have also been assembled respecting foreign tariff treatment of American goods which will have an important bearing upon the reciprocity features of the proposed tariff law which promise to be of great importance to the industries of the country.

The work of the Treasury is being directed chiefly to determining total revenues under existing laws and especially with reference to the possible repeal of obnoxious tax provisions of the act of February 25, 1919. The Ways and Means Committee is particularly anxious to obtain the most reliable estimate of the cost of collecting the various manufactures and consumption taxes which it is proposed to repeal.

It goes without saying that no matter how much money a given tax schedule will produce, it is not worth while to retain it on the statute books if the cost of collection promises to absorb the revenue thus secured. Some of the schedules will hardly more than break even and as these are among the most unpopular of all existing forms of taxation, there is no reason why they should not be among the first to be eliminated.

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

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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.

Assets \$3,099,500.00



Insurance in Force \$55,068,000.00

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Has an unexcelled reputation for its

Service to Policy Holders

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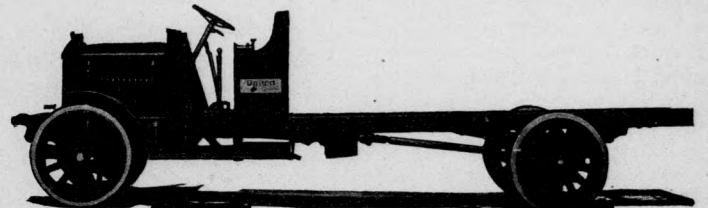
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We want responsible agents in every town. Write us for terms. In towns where we are not represented, we will make truck buyers an exceptionally attractive offer.

Send for illustrated catalogue.

690 North St.



Effect of High Prices Resulting From the War.

Business generally throughout the United States is active, and the outlook is good. The promise of large crops, the continuance of an active domestic demand for goods, and the prospective broadening of our export trade even beyond the present large volume, have encouraged bright hopes for the immediate as well as the remote future.

However, as might be expected under the circumstances of a post-war period, prices, wages and all the costs of doing business are so inflated that in our efforts to read the future we return repeatedly to the matter of prices. Prices of materials are high everywhere and in a great many instances business is held severely in check, just as has been the case ever since the armistice, eight months ago, because of a persistent fear that sooner or later they will collapse.

Up to this time no collapse has occurred; as a rule, since the opening of 1919 prices have been maintained with only a small decline, while compared with a year ago, when the war demand was at its greatest pressure, the recession, according to accepted "index numbers," has equalled no more than 5 per cent. Prices are well up to those of the war period,—which were the highest in our memory—while, going back five years to June, 1914, the month preceding the outbreak of the war, considerably more than a doubling of prices is denoted, the average increase having been 110 per cent.

Will Prices Come Down?

When a certain course of events, long expected, fails to develop, active enquiry is bound to occur regarding the possible development of another course of events. So that now in place of the question, "Is not an early and general decline in prices inevitable?" the question is coming to be more and more frequently asked, "Is not the combination of circumstances supporting prices so firmly established that prices will remain where they are, or go even higher?"

A careful canvass demonstrates a growing assurance among business men in an affirmative answer to the second question. It is coming to be agreed more and more that whatever fluctuations occur, whether prices do or do not go somewhat lower in the near future, as a general rule they are established on an elevated plane, and will remain there for a long time to come.

This assurance is based on a belief in the indefinite continuation of the world's currency and credit inflation

and the prevailing shortage of food, goods and transportation facilities. Broadly speaking, prices are determined, and will be determined henceforward, by,

The volume of money in circulation.

The expansion of bank credits.

The supply of raw and finished materials necessary for human life.

The facility of distribution, and

The rate of the world's consumption.

All of these factors operated during the war to lift prices. All of them are operating in conjunction to-day to maintain prices. And all of them are expected by a growing body of opinion to maintain prices for a long time to come. We know, of course, that no one can argue dogmatically on the various cross influences that make up the factors which determine present prices and will determine them hereafter, for no one is in a position to say just how far these influences are artificial, how far they are supported by temporary conditions, and how far, after all, they are permanent.

Influences for the Decline.

We know that powerful influences will be enlisted eventually in favor of a definitely downward turn in prices, bringing a return to some kind of a stable level. The experience of other post-war periods leads us to expect that. Eventually 20,000,000 men throughout Europe, now more or less idle, will return to their pre-war occupation, all eager to re-establish themselves. Every producer of food-stuffs and other materials necessary to life will be eager to increase his output, and will be encouraged and possibly—like our own farmers in the past two years—subsidized by his government to such a degree that ultimately the point will be reached

Kent State Bank

Main Office Ottawa Ave.
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Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$700,000

Resources

10 Million Dollars

3½ Per Cent.

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The Home for Savings

Our Foreign Trade Department Is Prepared To



Make Foreign Credit Investigations.

Negotiate and handle for collection Foreign Bills and Drafts.

Make cable payments and sell Drafts and Post Remittances on all parts of the world.

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Issue Travelers' Letters of Credit.

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WE ARE READY TO SERVE YOU.

THE OLD NATIONAL BANK
MONROE AT PEARL GRAND RAPIDS



"We Thought We Could Trust Him"

Too often this statement is made by the family of the man who left his estate in the hands of a friend.

Trusted people are responsible for most of the defalcation and loss which estates sustain. To trust people too much is to lay the unnecessary temptation in their way. It is just as unwise to trust the inexperienced and unequipped as it is to trust the dishonest or weak.

Your will appointing the GRAND RAPIDS TRUST COMPANY as Executor or Trustee, assures absolute fidelity and efficient service in the handling and settling of your estate.

We cordially invite confidential consultation on this important matter.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

where the world's shortage of food and goods has been remedied, and the old-time balance between supply and demand restored. Then, again, the development of entirely novel methods of production, distribution and substitution, by science and invention, must be counted upon. The possibilities for increasing efficiency and reducing the cost of production and distribution are large.

Influences for High Prices.

It is true that, with the war ended, the situation governing prices has changed greatly. The forces that made for inflation of the currencies and the exhaustion of the world's stock of food and goods have relaxed, to be replaced eventually by forces that make for a restoration of normal conditions. But it is also true that the forces that make for a restoration of normal conditions have not yet come into play in full swing. No intelligent observer can fail to recognize any longer that the paper money printed during the war and the resort by governments to bank credit, have resulted in chaotic conditions. Currency inflation and credit expansion in the United States are relatively less than in any country that took an active part in the war, but in Europe the supply of paper money—estimated to amount to \$50,000,000,000 as compared with \$5,000,000,000 when the war began—can not possibly be brought down to an amount that corresponds with business needs for a long time to come. Strive as they may to retire these obligations, the governments and banks will make inroads upon the huge mass of outstanding credit currency only up to their strength and ability, and until these inroads are successful in establishing some form of sound-money basis, prices abroad will of necessity be quoted in the debased currency that is in circulation.

No lengthy discussion is required here of the world's shortage of food, industrial equipment and transportation facilities. Because of the destruction of the war, a whole conti-

ment is oppressed by a most harassing situation—one in which industry is benumbed because tools and raw materials actually do not exist.

Having gone a long way down the road of destruction and waste, Europe must now pay the price of retracing its way back up that road. That the price will be high is the indication of to-day. There is a growing recognition that the dislocation brought about by the war was too far-reaching to be overcome as readily as it was brought about. Finance has to dispose of, or establish on a firm basis, the bond and currency obligations that are now outstanding in excess of the world's capacity to absorb or use. Industry has to replace what was destroyed. Commerce has to open avenues of new wealth. Agriculture has to feed famished populations.

Solution of the Problem.

Whatever the methods are by which the world seeks ultimately to correct its present dislocation, they will be helped or hindered according to the ability and willingness of people to produce and save. During the war the nations had to use goods more rapidly than people were able to produce them, and borrow faster than the people were able to save. That order has now been reversed. There is a point beyond which no people can go in using goods for current consumption, if production is restricted, for the world at any time is only a few months ahead of consumption in its stored-up supplies, and once these are used up, it can not continue currently to consume more than it currently produces. Large parts of Europe reached that point some time ago, and are now under a compulsion to restore again their surplus.

As for factories, machinery, railway equipment and all those things which, while not "consumed" literally, have worn out, these, too, will have to be restored through work and saving. All the belligerent nations have been forced for several years to go on

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CITY TRUST & SAVINGS BANK
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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.

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| Combined Capital and Surplus | \$ 1,724,300.00 |
| Combined Total Deposits | 10,168,700.00 |
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**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
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**A Case of
"Nerves"**

THAT nervous fear of impending misfortune, common to those who are left to gather up the threads of the estate, is so lamentably unnecessary, these days.

Wise foresight, and a very little time spent planning your family's future, will avoid bewilderment and false steps. Funds may properly be placed in trust any time. Consult our Trust Department.

**THE MICHIGAN TRUST CO.
OF GRAND RAPIDS**

Bonds—Mortgages—Money to Loan on Real Estate.
Safe Deposit Service for Liberty Bonds.



Fourth National Bank

United States Depository

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Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

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Capital Stock and Surplus
\$580,000

WM. H. ANDERSON, President
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without producing, improving or repairing their factories, machinery and transportation facilities, with the result that there is now a serious shortage of these things.

The cure for high prices that presents itself to-day is to reverse the process of the war period. Serious economy and the use of a smaller proportion of our energies for turning out goods to be immediately consumed, are needed. Efforts are required to produce goods like machinery and railroad equipment, that will restore and increase wealth producing powers of the former belligerents.

It is essential hereafter that the income of the people be spent less in satisfying immediate desires than in producing goods that will enrich the future. The principle will have its direct reaction on banking as well as industry. For if evil came during the war from spending freely and placing an unprecedented tension on credit, it stands to reason that profit will come during peace if economy rules and something like the old banking order is restored. Only by saving, in conjunction with active production, can a check be put upon advancing prices and the losing race between the cost of living and the level of wages that follows in their train.

Economy on the part of the rank and file of the world's people—economy and undiminished work—is the solution to the world's greatest economic problem of to-day.

Seven State Legislatures have passed laws this year against the use of German or other foreign tongues in elementary schools. In seventeen other states such bills were considered, and in some the issue is not yet decided. In Pennsylvania a haphazard enactment, which would have shut German out of even normal schools, was vetoed; while in California the defeat of another drastic bill was followed by a ruling by the State Board prohibiting German in all public schools but leaving it untouched in private schools and universities. It is noteworthy that the Middle Western States, despite their strong German-American population, have led in such law-making: Indiana, Iowa, Nebraska, Minnesota, South Dakota, and Oklahoma are on the list. The laws demand at the utmost that the sole medium of instruction shall be English, and that no foreign tongue shall be taught until the child has passed the eighth grade. None but Indiana restricts high-school teaching of foreign languages, and religious instruction in them seems generally permitted. The parochial schools resent the idea of what they are pleased to call dictation, but which thinking people properly attribute to pro-Germanism, because most Americans are unable to see why they should not be put on the same basis as public schools, in the matter of English.

You can restrain the bold, guide the impetuous, encourage the timid, but for the weak there is no help. You might as well undertake to stand a wet string up on end.

THE SAGINAW VALLEY.

Late News From That Center of Industry.

Saginaw, July 15—Jack Towney, the boy who always made you feel at home, while he was behind the desk at the Hotel Kerns, Lansing, is now day clerk at the Dresden Hotel, Flint. He is a natural born hotel clerk and if he does nothing more for the manager of the Dresden than stand behind the counter, he will prove a valuable asset to this hotel. Sad to say, the hotel situation in Flint the past few years has been all for the cold dollar and the many thousand visitors who go to Flint each year leave said city greatly enthused at her industrial growth, but invariably the recollections of the hotel hospitality accorded them stand as a joke. The Dresden is now under the management of E. L. Webb, formerly of the Ponchartrain. With his experience in the business, it is to be hoped that the Dresden will give the traveling public service unsurpassed and send them away with the feeling that it was not for the dollar alone that they were in business, but that the management endeavored to make it a home for them, thereby making it profitable to all concerned that they met. When in Flint, boys, stop with Jack and we feel safe in our prediction that you will leave the Dresden a booster.

At this point I want to back up the statement made by the Grand Rapids scribe in last week's issue of this paper regarding the Bryant Hotel. Truly, it is unfortunate for the fair Vehicle City to have such men in control of her hotels. I happened to be in the Bryant Hotel the same day the gentleman was who made the report to our friend, L. E. Stranahan, and that day I witnessed an incident that looked very small on the part of the hotel manager. An overseas soldier spent 15 cents for lavatory service, placing a nickle in the locker for the third time. He then made complaint to the manager, who replied that he didn't believe he (the soldier) had put any money in at all. The boy in khaki was very courteous, but left the hotel in disgust. This is the treatment accorded a soldier who went and did his bit. There is no towel service in the hotel at all, not even paper towels. However, if you go to the desk and ask the clerk for one, he will hand out one of the old time roller towels. If you care to place a coat or sample case in the check room, it costs you the small sum of 10 cents. I'll agree probably at times advantage is taken of such liberties, but to a traveling man who has spent dollars upon dollars at that hotel and perchance who does not happen to be there over night and is then charged for such services is mighty little. The writer happened to be caught this way and when I objected to it the reply was all that money went to the porter. All I have to say is, it is a pretty cheap house which cannot afford to pay outright for porter service. Mr. Stenger, the new manager is from the West, I understand, and I can assure him that the Western hotels are not in the habit of doing as he is doing. It is to be hoped that he will endeavor to do better by the public at large and thereby help do his part in upholding the fair name of Flint. I must say, in conclusion, that this may look rather strong in print, but I know whereof I speak and can produce the necessary witnesses to back me.

It is said Mr. Dempsey is running true to form, having entered vaudeville and signed a contract with a circus. The next question is, where can he start a saloon?

Mrs. M. Kahn, of Pigeon, is spending a few weeks in New York with relatives. Mr. Kahn is proprietor of a general merchandise establishment. E. M. Skinner, of Lapeer, has pur-

8%

Preferred Stock Investment

SIGLER PLAYER ACTION CO., GRAND RAPIDS, MANUFACTURING PLAYER ACTIONS, SOLD EXCLUSIVELY TO PIANO MANUFACTURERS.

Par value, \$10 a share. Price, par and accrued dividends. Dividends payable quarterly. Stock cumulative and participating.

Preferred Stockholders Protected

by Aetna Endowment Insurance policies equivalent to par value of preferred stock outstanding. The first consideration of this firm is to safeguard the investments of our customers. We have provided exceptional safeguards in this issue. Policies totaling \$75,000 have been taken out on the life of Mr. C. M. Sigler, president, to mature in ten years at date of preferred stock maturity. Premiums guaranteed for five years personally by both vice president and treasurer. Policies payable to Michigan Trust Co. as trustee, and proceeds can be used only to retire preferred stock.

8% - Possible Yield of 10%

8% dividends will be paid, and 10% in any year in which the earnings are equal to 10% of the preferred and common stock outstanding. As the company is equipped to manufacture annually, 6,000 player actions, for which the demand exists, at a profit of \$10 each, the earnings are conservatively estimated to be ten times in excess of 8% dividend requirements, assuring a 10% return.

FACTS ABOUT THE SIGLER PLAYER ACTION CO.

The Sigler Player Action Co. is a consolidation of the Metal Parts Manufacturing Co. of Grand Rapids, organized by Mr. I. Preston Rice and Mr. Gerald McCoy of the Rice Veneer & Lumber Co. and the Sigler Piano Player Co. of Harrisburg, Pa. Mr. Sigler spent five years and \$80,000 perfecting a superior player action, but the patents do not represent a dollar of the capitalization, thus showing the conservative methods used in financing the corporation. Mr. Sigler came to Grand Rapids because the machinery of the Metal Parts Com-

pany was adapted to the manufacture of the actions, and because 60% of all pianos are manufactured within 200 miles of Chicago, making this location advantageous to market. Sigler player actions are sold exclusively to piano manufacturers, concerns of large resources who contract for annual supplies, thus assuring fixed outlet for production. The future of the player action field is shown by the fact that 80% of all pianos manufactured at present are equipped with player actions, and the estimated 1919 shortage will be over 50,000.

In our judgment, the unusual security of principal, with exceptional returns, make this an ideal investment.

Phone, wire or write for stock reservations. Circular on request. Address Dept. A

HILLIKER, PERKINS, EVERETT & GEISTERT
BELL M. 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334

STOCKS

BONDS



chased the restaurant and confectionery business of Fred E. Stiles, at Columbiaville. Mr. Skinner was formerly in the mail service. He expects in the near future to open to the public a hotel, something the town is badly in need of and this will be welcome news to those travelers who have to spend the night in town.

Allen Cooley, 1305 Federal avenue, Saginaw, left the sales force of the Clark & McCaren Co., wholesale grocers of Bad Axe, about a year ago and took up the flour game, but evidently it was not to his liking, so he now represents Lee & Cady (Saginaw branch) West of Saginaw, the territory formerly covered by A. E. Donnelly, the later having accepted a position in Detroit.

All U. C. T.'s who would like another good cigar should be on hand next Saturday night. Yes, it is a boy. And who do you suppose is the proud daddy? Orin Leidlein, champion prune dispenser of the Saginaw Valley and our worthy and able Conductor of Saginaw Council. His home is at 1307 Federal avenue and to him and Lady Leidlein we extend hearty congratulations.

A. R. Meredith, of Caro, has purchased the interest of his partner in the A. R. Meredith & Co. grocery business, which from now on will go under the new proprietor's name. The former partner, J. L. St. John, is now manager of the Cadillac branch of the National Grocer Co. and became a member of the firm while traveling in the Saginaw Valley several years ago. Mr. St. John sold out owing to business conditions in Cadillac. Mr. Meredith has spent most of his life in and around Caro the past seven years devoted to his present business. He is one of the foremost merchants in his line in Caro and enjoys a fine and profitable business. We wish him success.

Henry Schaffer, grocer of Pigeon, has sold his grocery stock to E. A. Campbell. The latter will continue the business in the same location.

Mr. and Mrs. W. E. Johnson, of the Martin apartments, Janes avenue, Saginaw, have returned from a month's trip to Wisconsin, their former home. Mr. Johnson represents the James Manufacturing Co., of Ft. Atkinson, Wisconsin, dairy farm equipment specialists. He has charge of the entire State and enjoys a splendid business.

J. F. Flintoft, at one time superintendent and merchandise manager of Wm. Barie's department store, Saginaw, and for the past two years employed in the same capacity at Taylor Sons & Co., Cleveland, Ohio, has returned and purchased the grocery stock of B. G. Atherton, at Bridgeport, where he will continue the business. He contemplates several changes in the store and with his general experience should make a success in the line. We extend to him our best wishes.

I have been watching the State papers very closely the past ten days to see if I could locate a lost merchant of Bad Axe. Of course, he may not be lost, but George W. Littleton and wife (the former a member of the firm of Littleton & Graham, prominent general merchants of Bad Axe) left Bad Axe on what they termed a two week vacation. Since that time they have not been heard of. They left the keys and all troubles behind and away they went. I'll agree that is the way for a real vacation. No one is worrying about them and I am sure they are worrying about no one or their business. On Mr. Littleton's return, no doubt he will have many interesting experiences to relate, about how big the one was that fell back in or the number of miles made on a gallon of gasoline. Maybe how he found things down at Swanton, Ohio, his former place of business and of how Adrian has improved since living there, his former home. J. F. Graham, the partner he left behind at Bad Axe, has lost little sleep as to his whereabouts, figuring, no doubt, to play the same kind of a trick on Mr. Littleton a little later. The latter was, prior to his business relations with Mr. Littleton, a member of the Michigan sales force of the John V. Farwell Co., of Chicago.

We don't understand why scribe E. P. Monroe has to go around digging up bear stories when there are so many other important topics to talk and write about. Why, there is Dempsey, the H. C. L. and the League of Nations. A bear story from the fishing region is wasting time.

Says the Detroit News: "Little did we dream we would ever see the day when sowbelly would be a luxury." I might add that liver is an article of food now intended only for millionaires.

Have you made your reservations in London for attending Kaiser Bill's trial?
L. M. Steward.

Timely Hint To All Bankers.

The Vandalia State Bank owes to a quart of formaldehyde the preservation of a large sum of money in its safe. Robbers entered the Bank last Friday. The explosion broke the formaldehyde bottle which was inside and its fumes quickly drove the burglars away.

What with railroad administration officials telling the public to mind its own business and stay at home on holidays, and with expressmen more flip and carefree every hour, and mails and cables what they are—the sooner we get out of Utopia and back to the oppression of private ownership, the better.

Michigan Shoe Dealers Mutual Fire Insurance Company
Fremont, Mich.

Note the Wonderful Growth of This Company During the Past Seven and One-half Years

| | Members | Amount at Risk | Gross Premiums at Board Rate. | Losses Incurred. | Dividends or Savings to Policy Holders | Balance on Hand. |
|------------------------------|---------|----------------|-------------------------------|------------------|--|------------------|
| Dec. 31, 1912 | 91 | \$ 141,350.00 | \$2,232.78 | None. | \$ 744.26 | \$ 460.29 |
| Dec. 31, 1913 | 168 | 305,150.00 | 4,985.04 | None. | 1,424.30 | 1,258.98 |
| Dec. 31, 1914 | 211 | 401,450.00 | 5,316.22 | \$2,381.48 | 1,518.99 | 1,202.96 |
| Dec. 31, 1915 | 391 | 926,150.00 | 13,561.04 | 3,201.82 | 3,874.58 | 3,087.11 |
| Dec. 31, 1916 | 582 | 1,353,925.00 | 19,621.40 | 9,049.61 | 5,606.11 | 5,885.33 |
| Dec. 31, 1917 | 633 | 1,671,900.00 | 23,266.16 | 11,193.54 | 6,647.47 | 7,191.96 |
| Dec. 31, 1918 | 901 | 2,211,775.00 | 38,122.25 | 8,137.59 | 10,519.98 | 12,110.81 |
| For 6 months to July 1, 1919 | 1,040 | 2,667,475.00 | 27,032.04 | 7,594.15 | 9,010.68 | 17,110.71 |
| Total | | | \$134,136.93 | \$41,558.19 | \$39,346.37 | |

Increase for the Past Six Months: Members 139, Am't at Risk \$455,700, Increase in Reserve \$4,999.90

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.

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

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.

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE

Insurance

FREMONT, MICH.

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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.



Rich and Delicious Desserts For Warm Weather.

Lots of times last summer I wanted to write about nice things to eat; but it seemed out of tune with the restrictions made necessary by the war; so I left over for another year the question of "Frozen Desserts." It is all right to have them now, and even if the high cost of everything does compel economy, there is something in the air these summer days that makes it pleasant to talk about cool things, however conservative we have to be in carrying out the thought. And this story can be worked out in winter just as well.

Frozen things take no more time, and are no more expensive on the whole than cooked desserts, and if you have a modern freezer the work is light. But certain rules have to be observed. To make even freezing the ice and rock salt must be in lavera around the can of liquid. The proportions should be one part of salt to two parts of rather finely chopped ice; the crank should be turned slowly at first and then faster gradually up to full speed. You are lucky if you have an electric motor to turn your freezer and can make it work; but a current of one-boy-power, or a properly enlisted husband will answer very well. There are a few cooks left who are not above turning a freezer. A very small amount of housekeeping knowledge on the part of either boy or husband can be put to effective use in this endeavor.

The liquid should never be put into the freezer hot; it is not good anyway, and it wastes the ice—and the boy-voltage, to say nothing of its not being economical of husband-temper. The liquid must be cooled first, and if any kind of liquor were added—such as brandy or sherry if any by chance were left over from days when such things were available!—the cream must be frozen solid first, for the liquor will soften the mass.

A good foundation cream for all kinds of flavors is this: Scald a pint of rich milk in a double-boiler; mix half a cup of sugar, two teaspoonsful of flour and a dash of salt; beat the yolk of one egg and add to the dry mixture; then pour over it the scalding milk; beat until smooth. Put all in the double-boiler and cook for ten minutes, or until it coats the spoon. Then cool it, and when cool add one cup of cream, half a cup of sugar and a teaspoonful of vanilla and freeze.

This is your plain cream. But you can try other flavors in great variety, if you are interested in anything but routine. Blackberry ice cream is not only good to eat but beautiful to look

at, it is a soft lavender color. When your cream is almost solid, turn in blackberry juice sufficient to give a strong color of lavender. Any other berry juice—raspberry, blueberry, currant, strawberry—makes a good mixture.

When chopped fruits are added, they must be put into the hot mixture and cooled with it; otherwise they will make little icy chunks in your cream. Figs and nuts chopped will make a rich ice cream; raisins are good, especially in the winter when fresh fruits are scarce and expensive.

Tutti-frutti ice cream is good; if you can collect a cupful of all kinds of fruit, even bits of ripe watermelon or whatnot, pack your hot mixture, when you take it off the stove, full of fruit and let it all cool together; then freeze and see how good it is.

If you care to take the trouble and time—you can't do this sort of thing in a lazy, careless spirit and do it well—take half of your ice cream mixture, color it a light green with the harmless vegetable coloring, add chopped pistachio nuts, and when it is frozen line your mould with it. Then freeze the rest flavored and colored with a chocolate, vanilla, or raisin flavoring, and pack the center with this. Or the center can be filled with a plain whipped cream, flavored to taste, which makes a mousee filling.

A very unusual ice cream is made by adding to the plain foundation cream recipe a cup of orange marmalade, juice of a lemon and a tablespoonful of apple jelly. Freeze as usual, serve with chopped nuts sprinkled on top. When you use particularly sweet fruits, such as raisins or figs, you will of course need less sugar. It is easy to get these things too sweet.

Prune and grape-nut ice cream is often given to convalescents, and both are very palatable. Boiled rice can be used in ice cream and is wholesome and nourishing for a sick child. You may wish to flavor the rice with a pinch of cinnamon, or with lemon or vanilla. A cup of apple sauce flavored with lemon offers a pleasant change in ice cream for a patient. It is pretty good for a well person, too.

Bananas, a cupful pressed through a sieve with a cupful of chopped ginger and the ginger syrup, makes a good combination. Macaroon ice cream is made by adding powdered macaroons to the hot mixture and freezing.

The sherbets and ices are very easy to make, and take no milk, unless you want to make a regular milk sherbet. The proportions for the simple orange sherbet must be fol-

lowed exactly, substituting if you like other juices for the orange:

One pint of orange juice.

One cup of sugar.

One-half cup of boiling water.

One and one-half cups of cold water.

One teaspoonful of gelatine.

Soak the gelatine in one-half cup of the cold water for five minutes; add the boiling water, and when it is dissolved add the sugar, one cup of cold water, and the orange juice. Strain and freeze.

Strawberry, raspberry, grape, lemon, apricot sherbet are all made easily from this basic recipe. A little lemon juice added to some of these improves its flavor. With the gelatine this makes a smooth, foamy sherbet; but if you want just a water-ice, leave out the gelatine—as in this recipe for raspberry ice:

Two cups of water.

One cup of sugar.

Juice of two lemons.

One can of red raspberries.

Boil the sugar and water ten minutes, cool, add the lemon juice, juice of the red raspberries—a pint or a little less will do—and freeze.

Lemon and currant ice are both refreshing. Pineapple ice, made from the grated fruit, is always good.

There are many other rich and delicious desserts that can be made on these principles with a little ingenuity and spontaneous enthusiasm in the subject. You have to have brains and use them and you have to be interested in your work and in your homemaking. Prudence Bradish.

[Copyrighted, 1919.]

Distance Lends Safety.

Mr. McJones was driving through the country, trying to buy a mule. He was directed to a colored man who had one for sale.

"Do you want to sell a mule?" asked McJones.

"Yaas, sah," replied the owner. "May I ask whar yo' live, sah?"

"What has that got to do with it?" queried McJones.

"Well," explained the negro, "I ain't gwine ter transfer dat mule to nobody dat lives less dan two hundred miles away from here. When I sells dat mule I wants to get rid not only of de mule, but of all conversation appertainin' to him."

Blondine Now For Hats.

Blondine, after many years of obscurity, was recently re-introduced by a clever French feather manufacturer and widely taken up in this country. To-day, according to the bulletin of the Retail Millinery Association of America, it is virtually assured that blondine is to be used for fall to a considerable extent. Concerning it the bulletin continues:

"What is blondine? Because we felt that many of our members were not quite certain as to the source of this popular trimmings, we asked one of the foremost experts in the field to give us the answer. He says that blondine comes from the rhea, a South American bird. It is often called a vulture, but that is a misnomer. During the years when the millinery trade was not using blondine the coarser type of it was favored by the feather duster manufacturers. Now that this plumage has again been adopted by the millinery trade, feather dusters are getting scarce and blondine more prominent."

Typical Scotch Story.

The tickets for the raffle were selling in thousands. McGregor wasn't buying any, however. He called the whole thing a swindle. Eventually his friends persuaded him to buy one ticket. Who should win the pony but McGregor.

When the prize was brought to him he surveyed it gloomily, and finally said:

"I told you the whole thing was a swindle!"

"What's the matter?" asked his friends.

"Where's the whip?" hissed McGregor.

Having a good time as you go along is all right if you don't care about getting very far along.

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.

July Clearance Sale

Specials in
All Departments

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

“Apex” Underwear

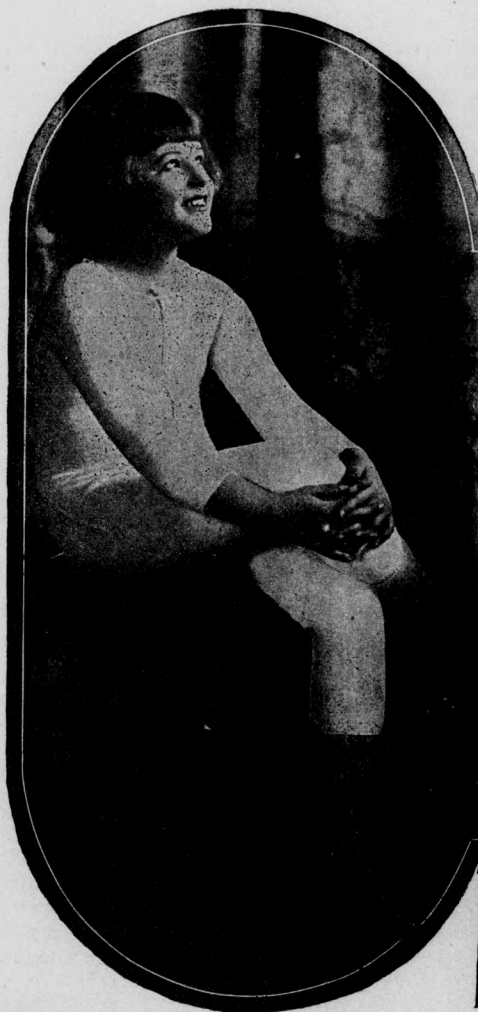
For Men, Women and Children
Are Proven Sales Getters

“APEX” garments have that unmistakable mark of value which is found only in high-grade merchandise.

“APEX” wearers like the snug manner in which the garments conform to the contour of the body; also the neat trimmings which are so evident.

Ask to see the “APEX” line NOW—it will promote sales and profits in your store.

The Adrian Knitting Co.
Adrian, Michigan



Many Departments of the Trade Wildly Excited.

The gray goods market is active in the print cloth division and some large sales are being made for deliveries carrying to the end of the year. Further purchases are also being made by some of the large manufacturing concerns, using cloths and the feeling in the markets was one of great buoyancy. To quote one merchant, "An experience of fifty years counts for nothing under present conditions."

There are reports about the markets to the effect that some large export business in cotton goods is pending with Europe to be financed within the next two or three months. English mills are unable to meet the demands made on them and costs there are certain to be high for a long time, the recent wage advance of 30 per cent. and the shortening of hours bringing values permanently nearer those current here than has been the case at any previous time. The prices that exporters will pay are equal to the prices that domestic jobbers will consider so that the preparations for a foreign trade are going on with the thought in mind that, for a time at least, sales abroad will be easily made for those who have goods to deliver. It is confirmed in some places that requests have come into this market for lots of brown and bleached cottons running into 1,500,000 yards of different staple constructions, but the matter of sales is not confirmed. Some of the recent buyers of gray cloths have been the houses that are in closest touch with recent foreign export developments.

Some of the regular United States foreign markets are short of merchandise—such markets as the Philippines, Mexico, Cuba, and other markets—where American goods are known and are being sold freely.

Another explanation offered of the renewed buying for late delivery was as follows: A great many goods were sold early in the year at low prices and they have been resold to those who have put the goods into consumption. Payments have been prompter than usual because of the desire of buyers to anticipate where they have actually resold the goods bought and delivered. This has placed many handlers in a place where they can operate for longer term delivery without any violence to their own financial arrangements. It is stated in this connection that while the buying was large in the second quarter of the year it at no time provided for the dearth of materials developed since through the active sales at retail.

Those who do not take kindly to the present situation point out that while recent purchases have run into large sums of money, and seem very large in the total of sales reported through credit and other agencies, the actual volume of merchandise passing on has been restricted greatly by the limited production, due in part to shorter hours but perhaps in as large part of the indifference or scarcity of workers.

The eagerness of many buyers to know more about aeroplane cloths of

linen and cotton increases. Dozens of enquiries were made concerning samples and qualities, showing that the trade is ready to handle the goods if it appears that they are as readily marketable as they seem to be to many merchants. While the cloths are different from many of the standard commercial fabrics the linens are of super-excellent quality and can be bleached and converted here. Some of the cottons have already been used in made up garments. Wherever a change is wanted from the inferior qualities of substitute merchandise to cloths that will give real service the goods will be found desirable.

Mills Buy Wools At Full Market Basis.

High prices in the domestic raw wool market have induced caution among many dealers, but the basis is being fairly well established by mill purchases, especially on the fine end. Local sellers have moved wool at over \$2 per pound on the scoured basis. It is said that further improvement is on foot in medium wools, but dealers do not find any marked change which could be taken as a reflection of this. The medium sorts have moved up during the last few weeks in keeping with the rise in the finer sorts. Dealers report the market strong and fairly active.

Conditions on the South American market are reported strong with prices mounting. For some time it has been reported that operations on behalf of German interests have been in progress. It is now stated that these have expanded and that they are the basis for the advancing trend. It is understood that most dealings are in old clip wools. New clip shearing does not begin until September and with the upward tendency growers will probably have little inclination to sell their wool on the sheep's back.

Why He Knew the Hat.

A well-known judge dined recently at a noted hotel, where the man who takes care of the hats is celebrated for his memory about the ownership of headgear.

"How do you know that is my hat?" insisted the bewildered judge, as his silk hat was presented to him.

"I don't know it, sir," said the man.

"Then why do you give it to me?" the judge asked nervously.

"Because you gave it to me, sir," replied the man, without moving a muscle of his face.

Not In Harmony With American Ideas.

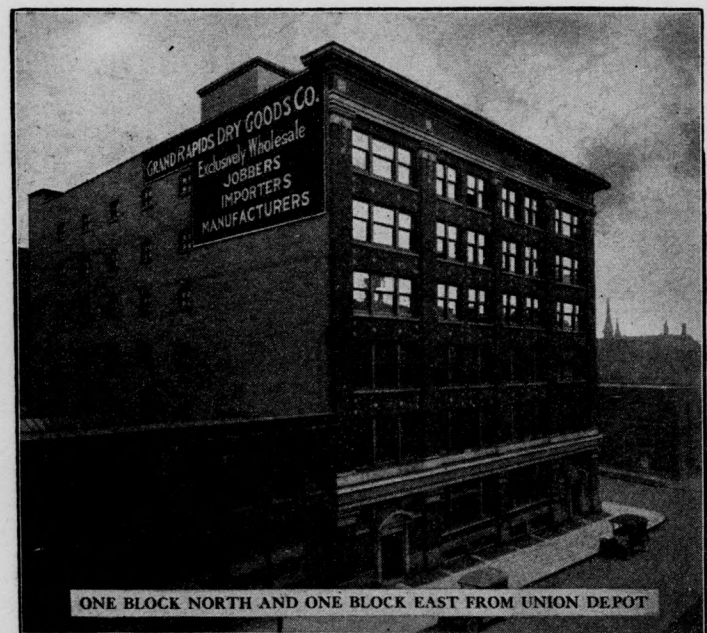
Mrs. H. Latsch, grocer at 271 Pine street, Muskegon, orders the Tradesman discontinued because she does not approve of the statements we have made regarding Germany and the brutal practices of the German people. She owns up to being 100 per cent. German and the letter she sends the Tradesman clearly shows that she is out of place in the land of the free and the home of the brave. She should be sent back to Germany to act as lick spittle for the Kaiser.

Co-operation Between You and Us Means Better Merchandising and Better Profits for Both of Us

Since we have effected a great many changes in our institution, it has been our policy to distribute well known standard brands of merchandise. Experience shows that the Manufacturer does not place his brand upon his merchandise until he is satisfied that he has the best product for the money and one which will run uniform all the time. This means quantity and quality production and the ability to sell at the lowest prices possible. It also means that those who sell his merchandise will have the benefit of his constant advertising and publicity and a strong steady demand created thereby, not only once but time after time. Repeat orders mean a smaller investment, a better turn-over and naturally a better profit. Hence, it is but the part of wisdom on your part and ours to take advantage of these circumstances and handle such merchandise.

Many of our men are merchandise experts and have helped a great many of our customers in properly merchandising their stores. We are gathering figures as to conditions and our salesmen are securing additional information as to each city and each customer, which we expect to use in the intensive merchandising service, we have adopted for the benefit of our customers to help them make better profits. We will appreciate and thank you for giving our salesmen such help and information as you can.

This is the Building That We Occupy
But **WATCH US GROW**



City Day Is One of the Reasons Why.

We are getting in a lot of new merchandise for Fall which you should take in at once, in order to take care of your customers later on. We will give you September 1st dating and regular terms thereafter. At this time of the year you often need a little merchandise for your July Clearance Sales and we have some lots which are broken or too small to sample to the salesmen, which we put on sale on CITY DAY at clean up prices. It is for out-of-town as well as city customers. On EVERY WEDNESDAY you will find REAL BARGAINS in EVERY DEPARTMENT.

If you can not wait for our salesman, phone or write us. Our SERVICE DEPARTMENT will see that your order is shipped exactly as you want it and at just as reasonable prices as if you bought from our salesmen or came in to the House personally. Don't forget that this is your headquarters and we want to see you whenever you are in Grand Rapids.

QUALITY MERCHANDISE
Exclusively Wholesale

PROMPT SERVICE
No Retail Connections

Outerall

REG. U.S. PATENT OFFICE

Outeralls for Summer— Work and Play



No. 037

THE STANDARD OUTERALL (at the right)

This is the Standard Outerall working garment, the Uniform of Modern Industry. For shop men, laborers, garage men, farmers, factory workers, and the man of the house.

Sample Assortment on Approval

Over 2400 dealers sell the Outerall line. Let us send you a sample assortment on approval. Look it over, and return if you do not wish to handle it. Write today. No cost, no obligation.

Here is the newest addition to the Outerall line of longest wearing one piece garments made.

It is the **SUMMER OUTERALL**, a standard garment in every respect, but containing special features appropriate for summer wear.

The low neck and short sleeves add greatly to its comfort in warm weather.

Stock is now ready for prompt delivery. Phone, wire or mail your order now.

Get these **SUMMER OUTERALLS** in your windows at once. Laborers and shop men will jump at the chance to work in these cool, roomy garments. Nothing need be worn underneath. A great relief from hot overalls, shirt and underclothes.

The **OUTERALL** is the most complete line of one piece garments. Made in various fabrics, colors, styles and prices, for both adults and children.

They give satisfaction because they are made better and wear longer.



No. 016

The Children's Vacation Garment

Our dealers are doing a big business in the Children's Outerall this summer.

All you need is to put the Children's Outeralls in your windows where mothers can see them.

Outeralls save children's clothes, save washing, save mending.

Outeralls wear longest.



MICHIGAN MOTOR GARMENT COMPANY

Home Office: Greenville, Mich.

FACTORIES:

Greenville, Carson City and Lowell
Michigan.

BRANCH OFFICES:

405 Lexington Ave., New York; 1016 Medinah Bldg., Chicago; 3429 Ashland Ave., Indianapolis; 222 Marion Bldg., Cleveland; 615 Locust St., Des Moines, Ia.; 147 Dwight St., Springfield, Mass.; 618 Lyceum Bldg., Pittsburg, Pa.; 661 W. Baltimore St., Baltimore, Md.; 45 N. Third St., Philadelphia.



Buttermilk Day Now a National Event.

Buttermilk, the United States Department of Agriculture thinks, is one of the best drinks in the world—nutritious, palatable and full of zest and vim. The man who drinks buttermilk regularly and copiously is doing a good turn for himself. That was one of the purposes of proclaiming National Buttermilk Day. The other was that the dairy industry in the United States will be encouraged.

Buttermilk Day (July 1) reminded many people of this drink, introduced it to others, and it is hoped will be the beginning of a greater consumption of buttermilk that will contribute to the health and happiness of the consumers and, at the same time, help dairy farmers to develop production.

To ensure an ample supply of buttermilk, both for homes and for hotels and restaurants, the Department of Agriculture requests creameries, milk plants, and other dairy establishments to co-operate in the plan to popularize the drink.

It is pointed out that, while straight buttermilk is an excellent drink, there are a number of delicious combinations. Buttermilk lemonade is obtained by adding the juice of two or three lemons to a quart of buttermilk, with sugar to taste. Buttermilk may be combined with lemon juice, orange juice or eggs and sugar for making frozen dainties.

Aside from its foods and beverage qualities, buttermilk is said to possess medical qualities. Many physicians prescribe it in the treatment of certain intestinal disorders. The bacteria that brings about the chemical change by which buttermilk is produced is believed by many physicians and bacteriologists to destroy certain other organisms that, in the human body, tend to hasten senility. Many prominent men drink buttermilk regularly as a tonic. One of the most widely known lecturers and writers in the United States drinks buttermilk as regularly as he brushes his teeth—and declares that he feels himself getting younger with every glassful.

When You Carry Another Brand.

A grocer who receives most of his orders over the telephone instructs his salesmen not to tell customers that the store does not have the specific brand for which the customer asks, when she requests a line that he does not carry in stock.

He sends what he knows is similar to the line the customer has requested, and takes particular pains to have the delivery man say to the housewife, in effect: "Mr. Blank sent

this instead of the brand you ordered. He hopes you will care to try this, because many of our customers like it so well."

If the customer then insists upon the particular brand she had in mind, the delivery man offers to return the article he delivered and obtain the other for her. But the customers rarely insist.

"A good deal depends," says the grocer, "upon the honesty of the merchant who makes the substitution. If a man tries to substitute inferior goods, then neither this nor any other plan will succeed. It is therefore important to know about the quality of goods we do not have, as well as the quality of the things we do have, so that it will be possible really to give the customer as good a product as what she asks for." Charles Hunter.

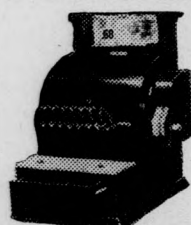
Laws and food or health department regulations requiring the candling of eggs bought from producers, and such improvements in cooling facilities at the plants of packers as have so far been installed, have not yet served to preserve a large part of the egg supply from the effects of a long spell of intense hot weather. Dark yolks, weak body, shrinkage and considerable dead loss characterize much of the supply recently arriving here and as these defects, when shown in a large percentage of a shipment, compel the acceptance of relatively low prices as compared with the value of high qualities, shippers should examine their goods closely to ascertain their character before determining a proper paying price.

If you have to oversee every bit of work done by your employes, you haven't the right kind of employes or you have trained them poorly.

SEEDS

BUY THE BEST

Reed & Cheney Company
Grand Rapids, Michigan



**Rebuilt
Cash
Register
Co.**

(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.



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.
Citz. Phone 4227 Bell Phone M. 4227
Grand Rapids, Michigan

Correspond with us regarding Huckleberries.
Located one block north of Union Depot—call
and see us.

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

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.

MONITOR AND GODFATHER.

Responsibility of Being Moral Mentor of World.

Grandville, July 15—President Wilson is in our midst again after an absence of several months' sojourn in foreign lands. He returns to his post, hale, hearty and more than ever determined to carry through his idealistic plan for a league of nations which will bring peace and brotherly love to a long suffering world.

We are led to believe, accepting the President's version of conditions, that the world's heart will be broken unless the United States becomes a party to the covenant Mr. Wilson has so cleverly engineered through the quicksands of foreign diplomacy. Moral leadership of the world is offered America. How heartless it would be not to accept the goods the gods have provided. To what a pinnacle the United States is invited by the glowing prospect outlined by our leader.

To become the moral leader of the world is not to be idly considered. Those recalcitrant senators who are so obtuse as not to see the grandeur of the situation ought to be penalized for their contrariness at this opportune moment when the whole civilized world is watching and waiting for the decision of the great western republic.

We should not be glued to our seats at a time like this. We ought to be up and doing lest the opportunity for making the whole world our debtor be lost forever. Opportunity knocks but once at any man's door. It may be with nations as with individuals, which, if true, behooves us to at once accept the position of monitor and godfather to the nations of the old world.

The picture as held up to view by Mr. Wilson is certainly a very agreeable one, with none of the after troubles that may come looming up to frighten us from doing, as the President sees it, our bounden duty. If we can become the moral mentor of the world, leading the old world nations along the path of Christian rectitude we certainly ought not to hesitate or shirk such a plain duty.

Among the nations most in need of moral suasion is that one which plunged the world into the most wicked war of all time. We should see to it while we are in the moral leadership business that Germany has a revival—a spiritual uplift which will cleanse her body politic from the dark and sanguinary stains that fairly saturate her garments. Furthermore, morality is at a low ebb in adjacent Russia, as well as in some of the lesser states of Europe. After we make over the Germans, we may well take under our moral wings the clashing, murdering Bolshevist clans and bring them speedily within the fold. To refuse to do these things will, Mr. Wilson assures us, serve to break the heart of the world.

That the great, throbbing heart of the world sees in America its only escape from the ills that beset mankind is truly a wonderful condition in mundane affairs. It certainly required an extraordinarily keen vision to discover all the ins and outs of America's position before the other governments of the world. Even we must not except Turkey from the general love feast of redeemed nationalities who are to be made morally clean under the tutelage of the United States.

It may well be admitted that the picture is an alluring one which Mr.

Wilson throws on the screen, and hard of heart must be the man who will not at once accept the conditions and urge the necessity for this league covenant which is to reform the world by the stroke of a pen. The only wonder is that someone had not thought of this beatific way out of all worldly troubles long years ago. Had this only come to pass before the fatal year 1914 what misery and untold suffering might have been avoided.

The arguments of the President are entitled to a respectful hearing as he shall swing around the circle in his country wide speech-making tour. Even the theories of our most academical executive are worthy of being noted.

Theoretically, some years ago, a gentleman high up in the esteem of his countrymen, laid himself out in a series of articles in the Saturday Evening Post to demonstrate the manifest destiny of the Muscovite empire, then considered the most powerful nation in Europe, if not in the world. It was pleasing reading, in which the march of the Russian bear was detailed as his paw reached out to the eastward, destined to cover and make tributary to Russia all that Eastern world included in China and Japan.

It seemed to the mind of this American statesman that nothing could stop the onward march of Imperial Russia, and when at length the war broke out between this great empire and the sea-bound islands of Japan, many there were who felt that the theories of the writer were about to be realized and that the insignificant Nipponese would ere long become a dependency of the larger nation.

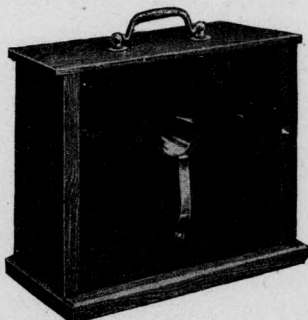
The outcome, as we all know, disproved the theories of Albert J. Beveridge, disappointing and surprising the great majority of Americans who thought they saw the future making of history in the Far East as it had been marked out by the Post writer.

We all at one time or another make mistakes. No one man has all knowledge, nor is it safe to pin one's faith entirely on the judgment of one man, be he ever so clever, even so wise a personage as Woodrow Wilson. Americans must learn to think for themselves. It is not the part of wisdom to let others do your thinking for you. Learn to put two and two together and note the result.

It is certainly not wise to accept the theory of one man when the facts of history are all against him. Better be wise in time than to act in haste and repent at leisure. Old Timer.

We Manufacture Five Different Styles of

EGG TESTERS



S. J. Fish Egg Tester Co.

Write for catalog. Jackson, Mich.

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

**Moore's Mentholated
Horehound and Tar Cough Syrup**

This remedy has gained an enviable reputation during the past 6 years. Grocerymen 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.

**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



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.

Hot Weather Hints for the Hardware Dealer.

Written for the Tradesman:

With the advent of hot weather, the normal human tendency is to let the energies slacken, and to take things easy. The spring rush is over, and the hardware dealer has more time on his hands than in April, May and June. It is an easy matter to let business run along in a rut.

This tendency the hardware dealer should fight. If he has "time to turn around" he has time for a variety of activities for which there was no time in the spring months and for which there will be little time between September and Christmas. And while it is easy to make only perfunctory window displays, to put merely half-energies into advertising copy, and to sell only what is asked for, the normal amount of summer business can be considerably increased by well directed effort.

Because business does not come as readily as in the spring, is all the greater reason why extra efforts should be made to attract attention to the store. One means is to link up your window displays with local events of importance. Race meetings, military events, the homecoming of the boys from France, ball games, conventions—all these are excellent pegs on which to hang good window displays. Your display is doubly effective for the reason that you get the benefit of the widespread public interest in the convention, race meet or other event with which it is linked up.

Take the return of the fighting men—even if the men coming home are only half a dozen. A lot of returned men are going on the soil. With your "Welcome" window, given a decided patriotic coloring, link up something suggestive of the farm. Or you could put on a different style of "Welcome Home" display—a corner of a home in midsummer, with table set, electric cooking devices, a refrigerator, ice-cream freezer, and similar accessories. Or a corner of a lawn with lawn seats, swings, and similar articles of summer comfort; and with real turf to give the display the appearance of reality.

The ingenious window trimmer can invent and devise innumerable good effects if he allows his fancy free rein. Of course, his invention must necessarily be limited by his facilities for display; but new ideas linked up with

local events can often produce a very effective window trim with very little effort or expense. The idea is the thing. An effective trim does not need to be elaborate.

On particularly hot days, try some displays especially suggestive of cool refreshment—refrigerators, ice cream freezers, etc., or lawn seats, hammocks, and similar lines, for out-of-doors.

It will be timely, also, to give your Swat the Fly campaign another boost. By mid-July the chance fly of April will have increased and multiplied to a tremendous extent. Yet there are a host of homes not yet equipped with screen doors and window screens. Now is the time to pick up some of this belated business; and nothing is more effective than a good display.

Another effective display, in places where there are manufacturing industries, is a "Made in Hometown" feature. If there is any line of hardware made in your town or city, you can co-operate with the manufacturers in putting on a display that will be of real value as a business booster. Such displays appeal to local patriotism, and are good business-builders.

The camping-out trade should be followed up. A good many campers-out have already gone, but the majority have still to go. Camping is a fine way to spend a holiday, and as the equipment all belongs in the hardware business, it is to your advantage to encourage this form of holidaying, to the extent of one good display at least. A tent, an imitation camp-fire, some camp enamelware and chairs, with fishing rods, picnic baskets and the like will stimulate this trade. Work in some artificial accessories, such as grass, branches, logs, etc.

In this connection do not rely solely on your display, or your newspaper advertising; try to get a line on people who make a practice of camping out every year. Perhaps you have a

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

A. B. Knowlson Co.
203-207 Powers Theatre Bldg., Grand Rapids, Mich.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

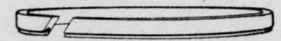
The Tisch-Hine Co.

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

A Special Ring for the Control of Excess Oil

McQUAY-NORRIS
Superoyl
RINGS

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



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

Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

Saddlery Hardware, Blankets, Robes, Summer Goods, Mackinaws,
Sheep-Lined and Blanket-Lined Coats, Sweaters, Shirts, Socks,
Farm Machinery and Garden Tools, Automobile Tires and
Tubes, and a Full Line of Automobile Accessories.

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

list of those who camped out last year. Get after these people personally. They will often be able to give you the names of other prospects, who should be followed up in the same way.

Warm weather goods of all kinds should be pushed now, and pushed hard. Hammocks, lawn seats, swings, lawn mowers, ice cream freezers and similar articles should be pushed for all they are worth. Frequent changes in your displays enable you to keep these summer lines before your customers.

Later, it may be necessary to clear out by means of special sales quite a bit of seasonable stuff that has not caught on, as well as broken lines. The money invested in these lines will be needed, while it is necessary also to make room for new stock. But it is a little early yet for this; and in the meantime it is still possible by pushful and persistent efforts to get rid of a great deal of seasonable stuff at regular prices.

Another word of seasonable warning: watch your collections. You will need the cash between now and Christmas, and in these changeable and uncertain times it is a good thing to keep close tab on your credit customers.

The books should be gone over carefully, and all long standing accounts put to one side for strong measures. Then either by a series of letters or by personal calls, get right after the overdue accounts. If a man has a good reason for non-payment, you are entitled to know it. If he has the money and won't pay, he ought to be made to pay. And if he has not the money and has not any intention of paying—if he is, in other words, a dead beat—the sooner you know it, the better. In any event, curtail credits as much as possible. If a man wants more time, make more time conditional on part payment. It isn't the pleasantest business in the world to get after overdue accounts, but the alternative is often worse even than the getting after them.

Incidentally, it is worth remembering that the best remedy for bad accounts is to never let credits run too long. Have a clear-cut understanding with every debtor as to the time-limit for his account, and see that settlements are made promptly. You may be afraid that keeping after your debtors this way will make enemies of them and lose you their business. In nine cases out of ten, it does not—they have a wholesome respect for you, and at the worse they stall off someone else in order to settle your bill, so that you are not the sufferer. By all means get after your collections now, when you have time to attend to the matter, rather than a couple of months from now, when you will need the money but may lack the spare time to hustle for it.

The keynote of the summer months is sustained effort—effort a bit difficult on account of hot weather conditions and general lassitude, but for that very reason all the more worth while.

Victor Lauriston.

The sun will shine after every storm.

The Old Order Changeth.

Another good old custom is attacked—that of "sweetening" employes of customers or prospective customers so that they will continue to become customers. The Federal Trade Commission, as reported last week, has sued thirteen soap concerns for doing this and the cases are to be heard August 11.

I have always regarded this business of bribing a buyer's employe as the meanest kind of underhanded competition. Fraud results in some form every time it is done. The seller who has the order sewed up because of a secret bribe to the buyer's employe, isn't going to be careful either with his price or with his quality. And honest competitors, possibly with better prices and better goods, are shut out. It is low business and I hope the Commission will be able to kill it.

Happily the retail grocery business doesn't get much of this. It happens sometimes in the large cities where the buying is done by servants. In

the average town or small city one never hears of it. In the wholesale grocery business where there are buyers not members of the firm, there are instances of it, but no so many as in other lines. I have reason to believe it is most prevalent in lines like machinery equipment, in other words, machinery and manufacturing lines. All these thirteen soap concerns sell manufacturing products rather than consumers' soaps.

Frank Stowell.

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.

SAVE MONEY by insuring in the

Michigan Mercantile Fire Insurance Co.

Mich. Trust Bldg. Grand Rapids, Mich.

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.

Kent Steel Company

Grand Rapids, Mich.

Structural Steel Beams, Channels, Angles

Christmas and Vacation Toys for Children

To Retail from 5c and 10c to \$10.00 Each

A Complete Line of Each Item Below

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| Assortment Wagons. | Kiddy Kars, Adjustable Kars, Wheelbarrows. |
| Fire Department Toys. | Dolls, Bureaus, Chiffoniers, Costumers. |
| Steel Safes, Trains, Ranges. | Ten Pins, Bowling Alleys, Fish Ponds. |
| Steel Mechanical Toys. | Nested Blocks, Paper Dolls, Puzzles. |
| Doll Beds, Bassinettes, Cradles. | Limp and Linen Picture Books. |
| Drums, all sizes and prices. | 10c Board Cover Books, Paper Novels. |
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| Tool Chests, Trunks, Kitchen Cabinets. | Painting and Drawing and Tracing Books. |
| Blocks. | Cut Out Picture Books of Objects, Dolls, Etc. |
| Toy Watches, Jewelry, Pocket Knives. | Sand Toys, Pails and Shovels, Tin Tea Sets. |
| Christmas Trees and Ornaments. | Steam and Electric Toys. |
| Toy Furniture, Doll Furniture. | Merry Go Rounds, Engines, Pumps. |
| Dolls Dresses, Doll Heads, Teddy Bears. | Friction Toys, Locomotives, Roadsters. |
| Celluloid Rattles, Toys, Dolls. | Cruisers, Fire Engines, Autos. |
| Celluloid Tea Sets, Toilet Sets, Photo Frames. | Combination Board Games, 67 Games in One. |
| Doll Carriages and Carts. | Finker Toys, Educator Slates. |
| Velocipedes, Bicycles, Tricycles. | Balloons, Basket Balls, Foot Balls. |
| Tables, Trunks, Beds, Boats. | Stuffed Animals, Trumpets, Motors. |
| Birthday Candles, Holders and Mottos. | Card Games, Board Games. |
| Ouija Boards, Harmonicas. | Backgammon, Bagatelle Boards. |
| Moving Picture Machines. | Mosaics, Bead Stringing, Maps. |
| Cannons, Soldiers, Tents. | Games of Tennis, Basket Ball, Base Ball. |
| Sleds and Coasters. | Books of Games, Sports, Travel. |
| Spelling Boards. | Books of War, Adventure, Campfire. |
| Dominoes, Checkers, Chess. | Boys and Girls Books, 7 to 11 Ages. |
| Kindergarten Crayons, Paints. | Boys and Girls Books, 10 to 15 Ages. |
| Needle Work, Knitting Sets. | Board Cover Toy Books, all prices. |
| Painting Sets, Printer Sets, Nursing Sets. | Bibles and Testaments. |
| Fancy Boxes, Flowers, Wreaths. | Masks for Men, Women and Children. |
| Christmas Bells, Garlands. | Fighting Tanks and Aeroplanes. |
| Children's Desks, Chairs, Blackboards. | Mechanical Trains and Tracks. |
| Aeroplanes, Flying Toys, Tops. | Boys Reins, Jumping Rope, Pacifiers. |
| Celluloid Combs, Tray, Manicure pieces. | Transparent Slates, Mirrors, Horns. |
| Big Bang Harmless Cannons. | Aluminum Tea and Kitchen Sets. |
| \$5.00 Phonograph's, Records. | Erector, Structo, Construction Toys. |
| Wood and Metal Express Wagons. | Rocking Horses, Shoo Flies, Scooters. |
| Balky Mule, Tap Tap, Coon Jiggers. | |

Don't forget to look at our 350 different samples of dolls. Hundreds of men and women have worked for months to get out this great variety. Prettiest faces ever shown on dolls have been made for us for this year's sale.

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.

Letter From a Self-Made Failure.

It is a great deal better for you to be friendless and out of debt than popular and in the hole.

You have been in and out of a half a dozen jobs in the last year and, to my way of thinking, without excuse. I am not one of those who believe in sticking to one thing for life. If a man has not got a good bank balance or an interest in the business after he has served a house for ten years, then there's something wrong with either the man or the job.

On the other hand you can make a change every six months, provided each movement is a step in advance.

A rolling stone gathers no moss, but a rolling stone is undirected energy; a speeding train, however, which is going somewhere, usually picks up a lot of dust.

People never question the ability of a man whose services are in demand; he can go from one place to another; but the fellow who slips in and out of positions, like he changes his clothes, is written down as a quitter, and the man who won't "stay put" is unpopular in all walks of life.

You hear a good deal of nonsense about certain people having drifted about in the byways of failure until they suddenly found their proper level. Then the rest was easy. With bearings well oiled they slid the gear on high, and passed everything on the road to progress until they finished first in the race and walked away with Fortune's diamond-studded trophy.

No doubt there is a short cut to most places we are trying to reach, but the days we waste and the energy we expend in seeking it are a greater loss of time and effort in the end than if we had struck out boldly through the underbrush.

Seek your proper sphere, but hustle while you look; sitting by the roadside and wishing you had a motor car won't get you home.

I believe with you that every man is fitted to do a certain thing better than some other man; but the trouble with that is that the work we are cleverest at, we often decline to do as a matter of pride. I never yet

have seen a man who didn't think his own line was the toughest in the world, and who didn't believe he would have been happier or more of a success had he followed another business or profession. Some poor lawyers are good mechanics; good mechanics leave the bench to read law; the surgeon aspires to literary honors; the literary success gets into trade and goes broke, and so it progresses ad infinitum.

Your theory—that of being unlucky is not getting with the right house—does not appeal to me. I might have sympathized with you a dozen years ago. I don't deny that the element of luck plays a part, and an important one in some cases. But good health, industry and frugality is a combination that has luck beaten to a standstill. Without those three factors no man can achieve any kind of lasting independence unless he is lucky, and just what chance you have to be that particularly fortunate individual is a question that may be answered by some trance-medium, but not by your affectionate brother.

Maurice Switzer.

The Ten Commandments on Salesmanship.

1. Thou shalt be a man first of all.
2. Thou shalt be all there.
3. Thou shalt smile even though there is pain in thy heart.
4. Thou shalt not radiate thy doubts to thy prospect's mind.
5. Thou shalt not talk down, nor speak disparagingly of a competitor.
6. Thou shalt size up thy prospect and adapt thyself to his mood.
7. Thou shalt have confidence in thyself and in what thou art selling.
8. Thou shalt always approach thy prospect like a conqueror, like a man in the habit of winning.
9. Thou shalt know thy goods and be able to speak convincingly about them.
10. Thou shalt keep thyself fit every day to tackle the most difficult prospect, to do the biggest thing possible to thee.

Economy is one thing, stinginess is another. Economy saves from extravagance, purchases wisely and spends money prudently. Stinginess buys cheap things because they cost little, goes without necessities and frequently saves money when it might be spent in such a manner as to bring returns that would increase itself in a short time. Mere money saving is a vice; economy is a virtue.

Talking about what you are "going to do" may be a pleasant occupation, but it gets nothing done.

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

HOTEL HERKIMER
 GRAND RAPIDS, MICHIGAN
 European Plan, 75c Up
 Attractive Rates to Permanent Guests
 Popular Priced Lunch Room
 COURTESY SERVICE VALUE

GRAND RAPIDS
MERTENS
 Rates \$1.00
 With Shower \$1.20
 Meals 50c
 FIRE PROOF
 WIRE FOR RESERVATION
 A Hotel to which a man may send his family

GOODRICH BOATS

To Chicago

Daily—8:05 p. m.

Daylight Trip Every Saturday.
 Leave Grand Rapids 7:30 a. 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.

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

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

CODY HOTEL

GRAND RAPIDS

RATES \$1 without bath
 \$1.50 up with bath

CAFETERIA IN CONNECTION

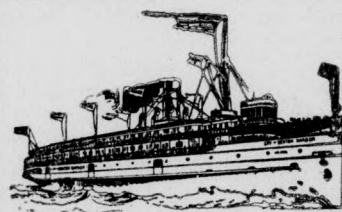
OCCIDENTAL HOTEL

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 MCKINNON

CADILLAC, MICH.

EUROPEAN PLAN

Rooms with Running Water... \$1.00 and up
 Rooms with Bath... \$1.50 and up
 DINING SERVICE UNEXCELLED

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

Gabby Cleanings From Grand Rapids.

Grand Rapids, July 16—Irving F. Hopkins, who traveled many years for the Hazeltine & Perkins Drug Co., died at his home in this city last Saturday as the result of an abdominal cancer. Funeral services were held at the residence of the deceased Sunday afternoon. The following morning the remains were taken to Muskegon, where services were held in St. Paul's church, being conducted by Rev. Walter Tunk. Interment followed in Oakwood cemetery. The pall bearers were E. P. Monroe, Mat. Steiner, Charles Oviatt, Herman Anderson, Harry Frost and Mr. Bower.

Mrs. J. Harvey Mann, 805 Madison avenue, an attendant and guild worker at Grace Episcopal church, died at Blenheim, Ont., Sunday night. Her husband occupies a responsible position in the wholesale department of Foster, Stevens & Co. and one son, H. Morris Mann, who served with the 339th ambulance unit, also survives. The funeral was held at Blenheim Wednesday afternoon. Many messages of condolence were sent to bereaved husband and son by Grand Rapids friends. Deceased was born at Blenheim July 12, 1865, but had lived in Grand Rapids since Jan. 1, 1886.

Howard Morley, the veteran Cedar Springs merchant, who has been convalescing at the home of his sister in this city from a recent serious run of pneumonia, has returned to his home in Cedar Springs, greatly improved in both health and strength. It is impossible to keep a good man down.

Show me a successful man who is not industrious, and I will show you a man whose success is a bluff.

John Doe is supposed to have died in England about 400 years ago, but such a supposition is entirely incorrect. John Doe exists to-day in the person of the Cashier of the Bank of Custer. Notwithstanding his ancient antecedents, the Custer man is thoroughly up-to-date and is rapidly building up a financial institution which is a great credit and convenience to the community it serves so acceptably.

Merchants are commenting on the fact that buyers no longer haggle over prices. Formerly country customers enquired carefully into prices and shopped all over town before buying. Now prices are scandalously high, but they buy.

Bottom Facts From Booming Boyne City.

Boyne City, July 15—S. A. Fleming (Boyne City House Furnishing Co.) is absent from town on a furniture buying trip to Grand Rapids and Chicago.

Mayor Jno. J. Bergy (Bergy Bros.) is taking a vacation trip, combined with business, to Detroit. The overburdened condition of the railroad service compelled him to go by the gasoline route. John says that Detroit real estate is moving very satisfactorily.

Queer condition, isn't it? When we get our tax receipts the biggest one item listed is "Schools" and still out of approximately 2,000 voters in Boyne City, only a bare 100 were present and voting at the annual school meeting. The school board is charged with the expenditure of the largest item of the city's budget and has the welfare of the majority of the population, the children, under its supervision. Still the election of the members of the board is invariably left to an insignificant minority of the citizens. However, a better selection for the new members could not have been made. W. W. Bailey and J. M. Harris are the men who are to help keep the schools in order for the next three years.

The Path Finders of the Michigan Tourist Association paid our town a visit on their route South from Mack-

inaw last Friday. We are wondering why it was necessary for a special committee of Boyne City men to intercept them on their up trip to ensure the inclusion of this town in their itinerary. No less than four of our most prominent industries are Grand Rapids organizations and we send to Grand Rapids a goodly bunch of money every year and there are more good roads leading to and from the popular resorts of three counties than any one town in the district. However, we are glad they came, were sorry that dinner prevented them staying longer and will certainly expect them to come again next year. Meantime, we will endeavor to fix our pace so that they may have still greater encouragement, as to their future health and longevity. Maxy.

Dry Goods Men to Meet at Lansing.

Lansing, July 15—Another big convention for Lansing is assured in the annual meeting of the Michigan Retail Dry Goods Association which is to be held in this city Sept. 9 and 10. According to Jason E. Hammond, newly elected Manager of the Association, the meet will bring over 200 members to Lansing in addition to their wives and representatives of the various members' clerical organization.

The programme committee consists of Oscar Webber, Detroit, representing the J. L. Hudson interests; J. W. Knapp, Lansing, head of the J. W. Knapp stores; D. W. Robinson, Alma, and C. W. Carpenter, Kalamazoo, representing the Gilmore Brothers' interests. The programme of the big meet is now being planned and will soon be ready for distribution.

The association's charter provides that, while members only have a vote in the convention, yet members' employes have the same floor privileges as members with votes. The nominating committee has submitted the list of candidates which are to be balloted upon by mail.

While the Association is but about a year old, it has made rapid strides in its membership growth. Its membership includes some of the largest houses in Michigan. Manager Hammond purposes to get all the dry goods dealers in the State into the organization within the next twelve months. There are, he says, 2,500 prospects in Michigan.

The Association will take up, among other matters, the plan for organization of a mutual fire insurance company. This proposition will be one of the main features of the business session and sentiment, according to Manager Jason E. Hammond, of this city, seems strong for it.

It is proposed to organize along the same lines as have the hardware dealers and other retail interests. It has been demonstrated that such insurance can be carried much cheaper than in the stock fire insurance companies.

Paying for Army Swells.

The National Cannery Association is advised by the Subsistence Division of the Army that canners have the option of either paying the swells and leakers in the hands of the Army on July 1, or, if they choose, they have the privilege of replacing the spoiled goods with sound goods of the same grade.

Jacob Jonker has engaged in the grocery business at 1057 Sherman street, the Worden Grocer Company furnishing the stock.

Owosso—Archie T. Beebe succeeds Ketchum Bros. in the grocery business.

Merit may not always win. But it can stand it if it does not.

Stock Fire Insurance Companies Show Cloven Hoof.

The stock fire insurance companies are still hanging onto the 10 per cent. surcharge granted them as a war measure. In its entirety more than a million dollars are represented.

The immediate effect clause of an act passed by the Legislature which prohibits insurance companies from making a surcharge on policyholders in addition to the regular published rates was held invalid by Judge C. B. Collingwood in Ingham Circuit Court last Thursday and unless the Attorney General succeeds in defeating the injunction suit of 145 interested fire insurance companies now pending in that court, the companies will continue to make such charges until the act in question goes into effect Sept. 23.

Last April Frank H. Ellsworth, State Insurance Commissioner, issued an order that on and after May 1, 1919, the surcharge of 10 per cent. granted the companies for the twelve preceding months to meet war conditions, should be abolished and the companies return to the regular premium. An injunction suit against the enforcement of this order was filed by the companies and a temporary restraining order issued by the court against the commissioner.

Pending final determination of the case the court required the companies to pay all surcharges into the State Treasury, and in event the suit went against them they would be required to refund that 10 per cent. to the policyholders paying it in.

The act of the Legislature was passed to put a summary stop to the whole matter and bar the companies from making such charge. It was given immediate effect, being signed by the Governor before the close of the extra session.

The constitution of the State empowers the Legislature to give immediate effect to any law it deems necessary for the "health, peace and safety" of the public, as follows:

No law shall embrace more than one object, which shall be expressed in its title. No law shall be revised, altered or amended by reference to its title only; but the act revised and the section or sections of the act altered or amended shall be re-enacted and published at length. No act shall take effect or be in force until the expiration of ninety days from the end of the session at which the same is passed, except that the legislature may give immediate effect to acts making appropriations and acts immediately necessary for the preservation of the public peace, health or safety by a two-thirds vote of the members elected to each house.

Attorneys for the companies attacked the immediate effect clause in this act on the ground it did not come within any of those meanings and the court so held. The result is the act will not become effective until ninety days after final adjournment of the Legislature which was on June 25.

The injunction suit is now at issue. The answer of the Attorney General for the Insurance Commissioner setting up that such charge is illegal, failing to meet the requirements of the law that all rates and charges be filed with the insurance department, and the matter will come on for trial

and final decision in the Ingham Circuit Court in the near future.

This surcharge means at least \$100,000 a month extra, paid in to the insurance companies by policyholders of the State. The companies have proposed to give a bond for the refund of this money to policyholders in lieu of paying it into the State Treasury, but it is pointed out that in all probability much of this big sum, running into hundreds of thousands of dollars, may never be claimed by the insured, and in that case if held by the State would remain with it. If held by the companies and unclaimed, they would be that much ahead.

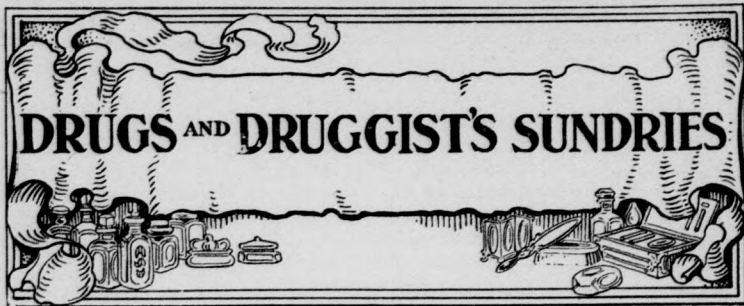
The presentation of Frank O. Lowden's name for the Presidency by an Illinois Representative gives a confident answer to the question, What's the matter with the United States? It needs a dose of the Middle West. For years literary men and sociologists have described the Middle West as spiritually the heart of the Nation—full of common sense, enterprise, patriotism and character. Mr. Smith discerns real political capital in the impressive tradition that between Indiana and Kansas is to be found our soundest Americanism. Lowden was born in Minnesota, educated in Iowa and became Governor of Illinois; and "because he is of the Middle West he is inspired by the unfrilled Americanism of the Mississippi Valley." The Middle West is "entirely surrounded by the United States." Lowden's "ideas have been fashioned in an environment purely American." While men on the Pacific Coast are obsessed by Japanese and Mexican prejudices and men from the East are swayed by European influences, we can remember with Lowell that to make the first American nature turned to prairie soil. Mr. Smith shows judgment. "Americanism" in this connection is meaningless, and one section has as much as another. But the Republicans see no commanding figure, and under just such a cry they may turn to just such a man as Lowden—who, for the rest, has shown administrative ability and political skill.

Eighteen million pounds of granulated sugar are now piled up in New Orleans warehouses and other storages, captive and idle. This was bought for the use of the army and navy during the war, but it is no longer needed for that purpose, although it remains under the jurisdiction of the Sugar Equalization Board, which has been swamped with requests and bids since news of the huge stock leaked out.

It is getting behind the hard tasks and pushing that makes them go through easily. Anybody can put through the easy things.

Don't merely give your clerks permission to read the trade papers that come to the store. Urge them to read them.

The strength of a nation is in the homes of its people.



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.

Efficacy of Some Forgotten Drugs.

Materia Medica is the armamentarium of the physician. It is the ammunition which he shoots at the patient and with which he combats disease. In these days of intensive advertising of proprietary and semi-proprietary medicines by which the newer remedies are constantly kept before the attention of physicians, the tendency has been to overlook the many "tried and proven" remedies of the past, some of which are far superior, therapeutically, to the much lauded synthetic and other remedies, the many antipyretics, sedatives, etc., that are nowadays being employed. The number of such preparations that have appeared on the market has been legion, still as I look back I see that so many of them have had what might be termed a meteoric flight and have disappeared beyond the medical horizon or have sunk into oblivion. Do not misunderstand me. Out of the great number of new remedies, good, bad and indifferent, that have appeared on the market many have proven invaluable and have taken the place they deserve in Materia Medica.

Every school of medicine has its good points—the aopathic, the homeopathic, as well as the eclectic, and one school can learn from the other. The homeopathic principle of "similia, similibus, curantur" is, up to a certain point, valuable, but it cannot be applied to all remedies. The aopathic usually treats according to symptoms. I am somewhat inclined to favor the eclectic school which, as a rule, uses long tried and proven remedies, generally of plant origin. We all know that there are certain drugs which produce certain effects, and they can be relied upon. I might mention Belladonna, Digitalis, Henbane, Cicuta, Collinsonia, Stramonium and a number of botanical drugs which are used to-day. There is a long list of other valuable drugs which have been more or less displaced by remedies of chemical origin. Many of them, and many good things, too, in the course of time have fallen in disuse simply because they have been forgotten, the medical colleges having failed to keep them before the attention of the students.

Let me give you an illustration. Some years ago a professor of pharmacy asked me if I could suggest some haemostatic different from the usual run, such as absorbent cotton, styptic cotton, iron salt, etc. He said

that a physician was treating a case of cancer and that he could not stop the flow of blood, notwithstanding having tried all the usual methods and every agent known to him. I was nonplussed for a time. I had mentioned all the blood stopping agents I thought I knew. Suddenly there came to my mind the recollection of an article which I had read was particularly effective, a forgotten old-time remedy, namely a silky hirsute growth of fibre of a fern which grows in Java and is known by the natives under the name of penghawar djambi or cibotium. This was formerly used to a large extent in European and Oriental countries and it is said was employed by the Roman Legions. The professor asked me to obtain some for him, which I did, and do you know that this stopped the hemorrhage, something which none other of the haemostatics would do? I could name a great number of drugs, chemicals and oils that formerly were used considerably, but somehow have dropped out of sight. Some of the drugs, such as agrimonia, drosera, bryonia, oxydendron and many others were esteemed for their therapeutic properties. Robert R. Lampa.

White Straw Hat Dye.

White shellac 4 ounces
 Sandarac 1 ounce
 Gum thus (white turpentine) 1 ounce
 Wood alcohol 16 ounces
 Zinc oxide 2 ounces

According to the condition of the straw, the amount of zinc oxide may be increased or diminished. The zinc oxide may also be replaced by other pigments, as white lead, calcined magnesia, starch, and so on. When a good white color (or dye) is obtained, the hat should be coated with the above varnish, omitting the pigment.

Chlorinated Salve.

Dichloramine-T 30 grains
 Camphorated oil 1 drachm
 Spermaceti 1 drachm
 Petrolatum, to make 2 ounces

Rub the chlorine compound with camphor liniment and incorporate with the spermaceti, melted and mixed with the petrolatum.

Household Ointment.

Liquefied phenol 2 mils
 Ichthyol 4 grams
 Calomel 4 grams
 Zinc oxide 25 grams
 Starch 25 grams
 White petroleum jelly, to
 make 100 grams

Birney's Chocolate Cabin, of this city, has installed a new soda fountain purchased from the Hazeltine & Perkins Drug Co.

Recent Transactions of the Bankruptcy Court.

Grand Rapids, July 15—Joseph Malone, of the city of Grand Rapids, has filed a voluntary petition in bankruptcy. The order of adjudication has been made, the matter referred to Referee Corwin and the first meeting of creditors called for July 24. The schedules of the bankrupt show liabilities amounting to \$911.41 and assets amounting to \$395.93, of which \$278.14 is claimed as exempt. Following is a list of the creditors:

James Benton, Grand Rapids \$ 22.60
 Noble Heft, Grand Rapids 15.00
 R. L. Burrell, Marne 22.00
 Blaik Brothers, Marne 25.00
 Cora Goodenow Estate, Marne .. 57.00
 John Kramer, Lamont 6.00
 George Root, Grand Rapids 60.00
 Stanley Kwitkowski, Marne 60.00
 Harm Bauwcamp, Lamont 25.00
 William Cappell, Grand Rapids .. 10.00
 Joseph Sylvestra, Grand Rapids .. 599.42
 W. Mohrhardt, Coopersville 10.00

In the matter of the Veit Manufacturing Co., bankrupt, Holland, the final meeting of creditors has been held. The trustee's final report and account was approved and allowed. An order for the distribution of assets was made, directing payment of administration expenses and a final dividend of 16.1 per cent. The first dividend amounted to 8 per cent.

In the matter of Suliman Sheehan, bankrupt, Grand Rapids, the assets of this estate were all sold to Abram Cattan for \$1,250. Order was made confirming the sale forthwith.

Mosquito Exterminator.

Oil of cinnamon 1 dram
 Oil of santal 1 dram
 Oil of pennyroyal 4 drams
 Alcohol 1 pint
 Water 3 ounces

This may be mixed with two drams of magnesium carbonate, allowed to stand twenty-four hours, and then filtered. Applied to persons, clothing, screens, and so on, with atomizer, is probably the most effective method to keep away mosquitoes. For mosquito bites, ammonia water or solution of formaldehyde, gives immediate relief if applied at once.

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

TAKING INVENTORY

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

Fiegler's

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

The 1919 Holiday Season

We have made our usual arrangements to care for the Holiday wants of our customers. The retail druggist should get the largest proportion of the Holiday business throughout this state. We have the merchandise and we should be delighted to have you inspect it.

In the Soo from July seventh to July twenty-second.

In Saginaw from the last of July to the twentieth of August.

In Grand Rapids from September first right up to Xmas.

Buy, Buy Enough, and Buy Early

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

Destroying Ants.

Solomon told some of us to go to the ant, but what is evidently needed in this case is something to prevent these industrious insects from coming to us. The following are recommended as discouragers:

Boil aloes in water, add camphor, and sprinkle around the places frequented by the ants.

Chalk on the shelves along which ants travel to and fro about the house will cause them to seek new routes. Perhaps their well-known habits of industry cause them to avoid the appearance of having been about a billiard or pool room. Some drug clerks would do well to take this "tip."

Cracked walnuts or hickory nuts will attract ants, and fire may be made to do the rest.

Bread crumbs soaked in tincture of quassia will poison such ants as eat it.

Smear a "dead-line" about the places ants frequent, with carbolated petrolatum.

Sprinkle the haunts of the insects with a mixture of one part of camphor and twenty parts of quick lime.

Spirit oil of turpentine into the cracks and holes in which the pests hide, by means of an ordinary sewing machine oil can.

Keep an ant eater.

Pour carbon disulphide down the burrows of the ants and then stop the entrance of the burrows. This liquid is also quite inflammable and should be used with caution.

To poison ants, feed them on borax and sugar, or yeast cake and sugar.

To drive ants out of a room and keep them out use good insect powder, ground mustard, sulphur, camphor, tobacco, cloves, oil of cedar, kerosene, persistence.

How Three Muskegon Merchants Regard the Tradesman.

Fred C. Taylor, 498 Lake street: "It is a good paper."

O. C. Sunquist, 258 Lake street: "It is a dandy paper I like it."

H. P. Williams, 369 Lake street: "I like the paper. Look for it as I look for my meals. Would not be without it. Like your stand on the Irish question. You certainly are dead right."

Retort Courteous Again.

Back in the old home town again, the young sailor had already wearied of answering fool questions about his service in foreign waters. So when the village gossip stopped him in the road and enquired: "Been a sailor, have ye?" he said: "Oh no! I've been a nurse maid; rocking the cradle of the deep, you know."

A Three-In-One Flavor is

Mapleine



It imparts the "maple" 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.

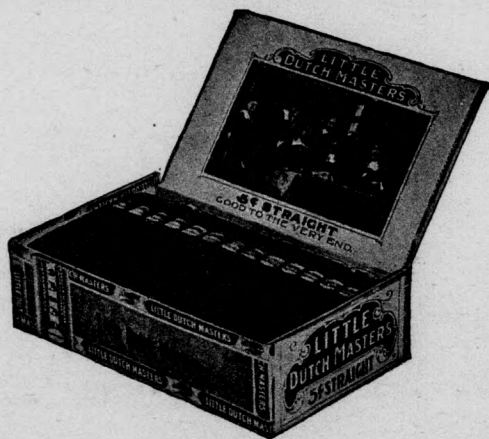
LITTLE DUTCH MASTERS CIGARS

Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers



They are so good we are compelled to work full capacity to supply the demand

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

WHOLESALE DRUG PRICE CURRENT

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

| | | |
|---|--|---|
| Acids | Cotton Seed ... 2 45@2 60 | Capsicum @1 95 |
| Boric (Powd.) .. 18@ 25 | Eigeron 12 50@12 75 | Cardamon @1 50 |
| Boric (Xtal) .. 18@ 25 | Cubebs 11 50@11 75 | Cardamon, Comp. @1 35 |
| Carbolic 23@ 27 | Eucalyptus 7 50@7 75 | Catechu @1 50 |
| Citric 1 15@1 25 | Bucalyptus 1 25@1 35 | Cinchona @1 80 |
| Muriatic 3 4@ 5 | Hemlock, pure 2 00@2 25 | Colchicum @2 40 |
| Nitric 10@ 15 | Juniper Berries 16 00@16 25 | Cubebs @2 60 |
| Oxalic 35@ 40 | Juniper Wood .. 3 00@3 25 | Digitalis @1 60 |
| Sulphuric 3 4@ 5 | Lard, extra 1 80@2 00 | Gentian @1 20 |
| Tartaric 1 12@1 20 | Lard, No. 1 1 50@1 70 | Ginger @1 50 |
| Ammonia | Lavender, Flow. 9 00@9 25 | Gualiac @2 65 |
| Water, 26 deg. .. 10@ 20 | Lavender, Gar'n 1 50@1 75 | Gualiac, Ammon. @2 40 |
| Water, 18 deg. .. 9 1/2@ 18 | Lemon 2 25@2 50 | Iodine @1 50 |
| Water, 14 deg. .. 9 1/2@ 18 | Linseed, boiled, bbl. @2 36 | Iodine, Colorless @2 00 |
| Carbonate 19@ 25 | Linseed, bid less 2 45@2 51 | Iron, clo. @1 45 |
| Chloride (Gran.) 17 1/2@ 25 | Linseed, raw, bbl. @2 34 | Kino @1 35 |
| Balsams | Linseed raw less 2 44@2 49 | Myrrh @2 25 |
| Copaiba 1 20@1 40 | Mustard, true, oz. @ 2 95 | Nux Vomica ... @1 95 |
| Fir (Canada) .. 1 75@2 00 | Mustard, artifi. oz. @1 25 | Opium @8 00 |
| Fir (Oregon) ... 50@ 75 | Nustardfoot 1 35@1 55 | Opium, Camph. @1 50 |
| Peru 4 75@5 00 | Olive, pure 4 50@5 00 | Opium, Deodor'd @8 00 |
| Tolu 2 00@2 25 | Olive, Malaga, yellow 3 75@4 00 | Rhubarb @1 80 |
| Barks | Olive, Malaga, green 3 75@4 00 | Paints |
| Cassia (ordinary) 40@ 45 | Orange, Sweet .. 4 00@4 25 | Lead, red dry ... 13@13 1/2 |
| Cassia (Saigon) 90@1 00 | Origanum, pure @ 75 | Lead, white dry 13@13 1/2 |
| Sassafras (pow. 55c) @ 50 | Origanum, com'l @ 75 | Lead, white oil .. 13@13 1/2 |
| Soap Cut (powd.) 40c 29@ 35 | Pennyroyal ... 2 50@2 75 | Ochre, yellow bbl. @ 2 |
| Berries | Peppermint ... 12 00@12 20 | Ochre, yellow less 2 1/2@ 5 |
| Cubeb 1 75@1 80 | Rose, pure ... 38 00@40 00 | Putty 5@ 8 |
| Fish @1 25 | Rosemary Flows 2 00@2 25 | Red Venet'n Am. 2 1/2@ 5 |
| Juniper 12 1/2@ 20 | Sassaalwood, B. l. 18 50@18 75 | Red Venet'n Eng. 3@ 6 |
| Prickley Ash .. @ 30 | Sassafras, true 3 30@3 25 | Vermillion, Amer. 25@ 30 |
| Extracts | Sassafras, artifi'l 90@1 20 | Whiting, bbl. @ 2 1/2 |
| Licorice 60@ 65 | Sparmint 12 00@12 25 | Whiting 3 1/2@ 6 |
| Licorice powd. .. 1 25@1 50 | Sperm 2 40@2 60 | L. H. P. Prep. 3 00@3 25 |
| Flowers | Tansy 5 50@5 75 | Miscellaneous |
| Arnica 1 20@1 25 | Tar, USP 48@ 60 | Acetanalid 60@ 65 |
| Chamomile (G.R.) 80@1 00 | Turpentine, bbls. @1 22 | Alum 15@ 18 |
| Chamomile Rom. 1 00@1 20 | Turpentine, less 1 42@1 47 | Alum, powdered and ground 16@ 20 |
| Gums | Wintergreen, tr. 12 00@12 25 | Bismuth, Subnitrate 4 02@4 10 |
| Acacia, 1st 65@ 70 | Wintergreen, sweet birch 7 50@7 75 | Borax xtal or powdered 10@ 15 |
| Acacia, 2nd 55@ 60 | Wintergreen, art 80@1 20 | Cantharades po 2 00@6 50 |
| Acacia, Sorts 35@ 40 | Wormseed 6 50@6 75 | Calomel 2 25@2 30 |
| Acacia, powdered 45@ 50 | Wormwood 7 50@7 75 | Capsicum 33@ 45 |
| Aloes (Barb. Pow) 30@ 40 | Potassium | Carmine 6 50@7 00 |
| Aloes (Cape Pow.) 30@ 45 | Bicarbonate75@1 00 | Cassia Buds 50@ 60 |
| Aloes (Soc Pow) 1 40@1 50 | Bichromate ... 42 1/2@ 50 | Cloves 57@ 65 |
| Asafoetida @ 75 | Bromide 70@ 75 | Chalk Prepared .. 12@ 15 |
| Camphor 3 25@3 50 | Carbonate 1 00@1 10 | Chalk Precipitated 12@ 15 |
| Guaiac @2 15 | Chlorate, gran'r 70@ 75 | Chloroform 45@ 55 |
| Guaiac, powdered @2 25 | Chlorate, xtal or powd. 45@ 50 | Chloral Hydrate 1 70@2 10 |
| Kino @1 00 | Cyanide 32 1/2@ 50 | Cocaine 12 20@12 85 |
| Kino, powdered .. @1 40 | Iodide 4 29@4 36 | Cocoa Butter 65@ 75 |
| Myrrh, Pow. @1 50 | Permanganate .. 1 50@1 75 | Corks, Lst, less 50% @ 2 1/2 |
| Opium 15 00@15 50 | Prussiate, yellow 1 20@1 30 | Copperas, bbls. @ 2 1/2 |
| Opium, powd. 16 50@17 00 | Prussiate, red .. 2 00@2 50 | Copperas, less 3 1/2@ 8 |
| Opium, gran. 20 00@20 50 | Sulphate @ 85 | Copperas, powd. 4 1/2@ 10 |
| Shellac 1 25@1 35 | Roots | Corrosive Sublm 2 07@2 10 |
| Shellac Bleached 1 30@1 40 | Alkanet 4 50@4 75 | Cream Tartar 68@ 75 |
| Tragacanth 4 25@4 50 | Blood, powdered 1 10@1 20 | Cuttlebone 95@ 1 00 |
| Tragacanth powder @4 00 | Calamus 60@2 50 | Dextrine 8 1/2@ 15 |
| Turpentine 15@ 25 | Elecampane, pwd. 22@ 25 | Dover's Powder 5 1/2@6 00 |
| Insecticides | Gentian, powd. 25@ 30 | Emery, All Nos. 10@ 15 |
| Arsenic 13 1/2@ 20 | Ginger, African, powdered 25@ 30 | Emery, Powdered 8@ 10 |
| Blue Vitriol, bbl. @09 1/2 | Ginger, Jamaica 35@ 40 | Epsom Salts, bbls. @ 3 1/2 |
| Blue Vitriol, less 10 1/2@15 | Ginger, Jamaica, powdered 32@ 35 | Epsom Salts, less 4@ 10 |
| Bordeaux Mix Dry 20@ 37 | Goldenseal, pow. 8 00@8 20 | Ergot @4 50 |
| Hellebore, White powdered 38@ 45 | Ipecac, powd. .. 5 00@5 50 | Ergot, powdered @4 50 |
| Insect Powder 45@ 70 | Licorice, powd. .. 35@ 40 | Flake White 15@ 20 |
| Lead, Arsenate Po 32@ 49 | Licorice, powd. 40@ 45 | Formaldehyde, lb. 27@ 30 |
| Lime and Sulphur Solution, gal. .. 20@ 25 | Poke, powdered 20@ 25 | Gelatine 1 75@1 90 |
| Paris Green 46@ 52 | Rhubarb @2 00 | Glassware, full case 58% |
| Ice Cream | Rhubarb, powd. 2 50@2 75 | Glassware, less 50% |
| Piper Ice Cream Co., Kalamazoo | Rosinweed, powd. 25@ 30 | Glauber Salts, bbl. @ 2 1/2 |
| Bulk, Vanilla 1 00 | Sarsaparilla, Hond. ground 1 25@1 40 | Glauber Salts less 3 1/2@ 8 |
| Bulk, Chocolate 1 10 | Sarsaparilla Mexican, ground 75@ 80 | Glue, Brown Grd. 20@ 30 |
| Bulk, Caramel 1 10 | Squills 35@ 40 | Glue, Brown Grd. 20@ 30 |
| Bulk, Grape-Nut 1 10 | Squills, powdered 60@ 70 | Glue, White 30@ 35 |
| Bulk, Strawberry 1 20 | Turmeric, powd. 25@ 30 | Glue, White Grd. 30@ 35 |
| Bulk, Tutti Fruiti .. 1 20 | Valerian, powd. .. @2 00 | Glycerine 24@ 40 |
| Brick, Vanilla 1 20 | Seeds | Hops 65@ 80 |
| Brick, Chocolate 1 60 | Anise 42@ 45 | Iodine 5 60@5 90 |
| Brick, Caramel 1 60 | Anise, powdered 47@ 50 | Iodoform 6 50@6 74 |
| Brick, Strawberry .. 1 60 | Bird, Is 13@ 19 | Lead, Acetate ... 25@ 30 |
| Brick, Tutti Fruiti .. 1 60 | Canary 28@ 35 | Lycopodium 1 75@2 00 |
| Brick any combination 1 60 | Caraway, Po. 75 60@65 | Mace 89@ 90 |
| Leaves | Cardamon 1 75@2 00 | Mace, powdered 95@1 00 |
| Buchu @3 00 | Celery, powd. 85c 75@ 80 | Menthol 9 50@9 75 |
| Buchu, powdered @3 25 | Coriander powder 22 1/2@ 25 | Morphine 14 30@15 00 |
| Sage, bulk 67@ 70 | Dill 30@ 35 | Nux Vomica @ 30 |
| Sage, 1/2 loose ... 72@ 78 | Fennel 1 00@1 20 | Nux Vomica, pow. 20@ 30 |
| Sage, powdered .. 55@ 60 | Flax 12@ 16 | Pepper black pow. 53@ 56 |
| Senna, Alex 1 40@1 50 | Flax, ground ... 12@ 16 | Pepper, white @ 50 |
| Senna, Tinn. 30@ 35 | Foenugreek pow. 15@ 25 | Pitch, Burgundy @ 15 |
| Senna, Tinn. pow. 35@ 40 | Hemp 11 1/2@ 15 | Quassia 12@ 15 |
| Uva Ursi 25@ 30 | Lobelia 70@ 75 | Quinine 1 09@1 59 |
| Oils | Mustard, yellow .. 45@ 50 | Rochelle Salts .. 55@ 60 |
| Almonds, Bitter, true 15 00@16 00 | Mustard, black .. 36@ 40 | Saccharine @ 45 |
| Almonds, Bitter, artificial 7 00@7 20 | Poppy @1 00 | Salt Peter 22@ 30 |
| Almonds, Sweet, true 1 75@2 00 | Quince 1 50@1 75 | Seidlitz Mixture. 43@ 50 |
| Almonds, Sweet, imitation 75@1 00 | Rape 15@ 20 | Soap, green 20@ 30 |
| Amber, crude 3 50@3 75 | Sabadilla @ 35 | Soap, mott castle 22 1/2@ 25 |
| Amber, rectified 4 00@4 25 | Sabadilla, powd. 30@ 35 | Soap, white castle case @25 00 |
| Anise 2 50@2 75 | Sunflower 22@ 30 | Soap, white castile less, per bar @2 65 |
| Bergamont 3 50@3 75 | Worm American @ 35 | Soda Ash 4 1/2@ 10 |
| Cajeput 1 75@2 00 | Worm Levant .. 1 65@1 75 | Soda Bicarbonate 3 1/2@ 10 |
| Cassia 4 50@4 75 | Tinctures | Soda, Sal 2 1/2@ 5 |
| Castor 2 60@2 80 | Aconite @1 70 | Spirits Camphor .. @3 00 |
| Cedar Leaf 2 00@2 25 | Aloes @1 20 | Sulphur, roll ... 4 1/2@ 10 |
| Citronella 80@1 20 | Arnica @1 50 | Sulphur, subl. ... 4 1/2@ 10 |
| Cloves 3 00@3 25 | Asafoetida @3 90 | Tamarinds 25@ 30 |
| Cocconut 5 60@5 75 | Belladonna @1 40 | Tartar Emetic 1 03@1 10 |
| Cod Liver 5 60@5 75 | Benzoin @1 80 | Turpentine, Ven. 50@6 00 |
| Croton 2 00@2 25 | Benzoin Compo'd @3 00 | Vanilla Ex. pure 1 50@2 00 |
| | Buchu @2 70 | Witch Hazel ... 1 35@1 75 |
| | Cantharadies ... @2 90 | Zinc Sulphate ... 10@ 15 |

HIDES AND PELTS

| Hides | |
|------------------------|---------|
| Green, No. 1 | 35 |
| Green, No. 2 | 34 |
| Cured, No. 1 | 37 |
| Cured, No. 2 | 36 |
| Calfskin, green, No. 1 | 70 |
| Calfskin, green, No. 2 | 68 1/2 |
| Calfskin, cured, No. 1 | 73 |
| Calfskin, cured, No. 2 | 71 1/2 |
| Horse, No. 1 | 12 00 |
| Horse, No. 2 | 11 00 |
| Pelts | |
| Old Wool | 75@2 00 |
| Lambs | 50@1 00 |
| Shearlings | 50@1 00 |
| Tallow | |
| Prime | @09 |
| No. 1 | @08 |
| No. 2 | @07 |
| Wool | |
| Unwashed, med. | @55 |
| Unwashed, fine | @49 |
| HONEY | |
| Airline, No. 10 | 4 00 |
| Airline, No. 15 | 16 00 |
| Airline, No. 25 | 8 75 |

HORSE RADISH

| | |
|----------|----|
| Per doz. | 95 |
|----------|----|

JELLY

| | |
|------------------------|------|
| Pure, per pail, 30 lb. | 4 40 |
| Pure, per pail, 10 lb. | 1 40 |

JELLY GLASSES

| | |
|-----------------|----|
| 8 oz., per doz. | 40 |
|-----------------|----|

MAPLEINE

| | |
|-------------------------|-------|
| 2 oz. bottles, per doz. | 3 00 |
| 1 oz. bottles, per doz. | 1 80 |
| 16 oz. bottles, per dz. | 18 00 |
| 32 oz. bottles, per dz. | 30 00 |

MINCE MEAT

| | |
|----------------------------|------|
| None Such, 3 doz. case for | 4 30 |
| Quaker, 3 doz. case for | 3 25 |

MOLASSES

| New Orleans | |
|-----------------------|----|
| Fancy Open Kettle | 65 |
| Choice | 50 |
| Good | 46 |
| Stock | 40 |
| Half barrels 5c extra | |

MUSTARD

| | |
|-------------------|----|
| 1/2 lb. 6 lb. box | 30 |
|-------------------|----|

NUTS—Whole

| Almonds, Terragona | 30 |
|--------------------------------|--------|
| Brazils, large washed | 3 40 |
| Fancy Mixed | 14@15 |
| Filberts, Barcelona | 22 |
| Peanuts, Virginia | 13 |
| Peanuts, Virginia, Roasted | 15 |
| Peanuts, Spanish | 15 |
| Walnuts California 36@37 | |
| Walnuts, French | 90 |
| Shelled | |
| Almonds | 55 |
| Peanuts, Spanish, 10 lb. box | 1 85 |
| Peanuts, Spanish, 10 lb. bbl. | 16 1/2 |
| Peanuts, Spanish, 200 lb. bbl. | 16 |
| Pecans | 1 50 |
| Walnuts | 90 |

OLIVES

| | |
|---------------------------------|------|
| Bulk, 1 gal. kegs, gal. | 1 70 |
| Bulk, 2 gal. kegs, gal. | 1 45 |
| Bulk, 5 gal. kegs, gal. | 1 35 |
| Stuffed, 5 oz. | 1 30 |
| Stuffed, 14 oz. | 3 00 |
| Pitted (not stuffed) | |
| 14 oz. | 3 00 |
| Manzanilla, 8 oz. | 1 45 |
| Lunch, 10 oz. | 2 00 |
| Lunch, 16 oz. | 3 25 |
| Queen, Mammoth, 19 oz. | 5 50 |
| Queen, Mammoth, 28 oz. | 6 75 |
| Olive Chow, 2 doz. cs. per doz. | 2 50 |

PETROLEUM PRODUCTS

| Iron Barrels | |
|---------------------------------|------|
| Perfection | 14 7 |
| Red Crown Gasoline | 22 7 |
| Gas Machine Gasoline | 44 3 |
| V. M. & P. Naphtha | 22 7 |
| Capitol Cylinder, Iron Bbls. | 39 8 |
| Atlantic Red Engine, Iron Bbls. | 22 8 |
| Winter Black, Iron Bbls. | 13 3 |
| Polarine, Iron Bbls. | 44 8 |

PICKLES

| Medium | |
|-----------------------|-------|
| Barrels, 1,200 count | 12 00 |
| Half bbls., 600 count | 7 50 |
| 5 gallon kegs | 2 50 |
| Small | |
| Barrels | 14 00 |
| Half barrels | 7 50 |
| 5 gallon kegs | 2 80 |
| Gherkins | |
| Barrels | 25 00 |
| Half barrels | 13 00 |
| 5 gallon kegs | 4 50 |

| Sweet Small | |
|---------------|-------|
| Barrels | 23 00 |
| 5 gallon kegs | 5 75 |
| Half barrels | 15 00 |

| PIPES | |
|------------------------|------|
| Clay, No. 216, per box | |
| Clay, T. D. full count | |
| Cob, 3 doz. in box | 1 25 |

| PLAYING CARDS | |
|------------------|------|
| No. 90 Steamboat | 2 25 |
| No. 808, Bicycle | 4 00 |
| Pennant | 3 25 |

| POTASH | |
|-------------------|------|
| Babbitt's, 2 doz. | 3 75 |

| PROVISIONS | |
|----------------|-------------|
| Barreled Pork | |
| Clear Back | 54 00@56 00 |
| Short Cut Clr. | 51 00@52 00 |
| Brisket, Clear | 55 00@56 00 |
| Pig | |
| Clear Family | 48 00 |

| Dry Salt Meats | |
|----------------|-------------|
| S P Bellies | 32 00@34 00 |

| Lard | |
|-----------------------------|--------|
| Pure in tierces 36 1/2@37 | |
| Compound Lard 26 1/2@28 1/2 | |
| 80 lb. tubs | 26 1/2 |
| 60 lb. tubs | 26 1/2 |
| 40 lb. tubs | 26 1/2 |
| 20 lb. pails | 26 1/2 |
| 10 lb. pails | 26 1/2 |
| 3 lb. pails | 26 1/2 |

| Smoked Meats | |
|----------------------|-----------|
| Hams, 14-16 lb. | 35 @36 |
| Hams, 16-18 lb. | 34 1/2@35 |
| Hams, 18-20 lb. | 33 @34 |
| Ham, dried beef sets | 41 @42 |
| California Hams | 26 @27 |
| Picnic Balled Hams | 35 @40 |
| Bolled Hams | 51 @52 |
| Mined Hams | 22 @23 |
| Bacon | 39 @52 |

| Sausages | |
|------------|-------|
| Bologna | 18 |
| Liver | 12 |
| Frankfort | 19 |
| Pork | 14@15 |
| Veal | 11 |
| Tongue | 11 |
| Headcheese | 14 |

| Beef | |
|-----------|-------------|
| Boneless | 25 00@27 00 |
| Rump, new | 30 00@31 00 |

| Pig's Feet | |
|--------------------|-------|
| 1/2 bbls. | 1 75 |
| 3/4 bbls., 40 lbs. | 3 40 |
| 1/2 bbls. | 3 00 |
| 1 bbl. | 16 00 |

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

| Casings | |
|--------------------|-----------|
| Hogs, per lb. | 50@55 |
| Beef, round set | 19@20 |
| Beef, middles, set | 45@55 |
| Sheep | 1 15@1 35 |

| Uncolored Oleomargarine | |
|-------------------------|-------|
| Solid Dairy | 23@29 |
| Country Rolls | 30@31 |

| Canned Meats | |
|-----------------------------|---------|
| Red Crown Brand | |
| Corned Beef | 4 25 |
| Roast Beef | 4 25 |
| Roast Mutton | 4 20 |
| Veal Leaf | 1 40 |
| Vienna Style Sausage | 1 40 |
| Sausage Meat | 3 65 |
| Potted Meat | 5 7 1/2 |
| Deviled Meat | 5 7 1/2 |
| German Deviled Ham | 3 00 |
| Hamburg Steak and Onions | 1 70 |
| Corned Beef Hash | 1 70 |
| Cooked Brains | 3 10 |
| Cooked Lunch Tongues | 3 35 |
| Cooked Ox Tongues | 15 55 |
| Chili Con Carne | 1 30 |
| Sliced Bacon, medium | 3 35 |
| Sliced Bacon, large | 5 55 |
| Sliced Beef, 2 1/2 oz. | 1 80 |
| Sliced Beef, 3 1/2 oz. | 2 25 |
| Sliced Beef, 5 oz. | 3 00 |
| Sliced Beef, 7 oz. | 3 90 |
| Sliced Beef, tin, 3 1/2 oz. | 2 25 |
| Sliced Beef, tin, 7 oz. | 3 90 |

| RICE | |
|------------|--------|
| Fancy Head | 12 1/2 |
| Blue Rose | 12 |

| ROLLED OATS | |
|-------------------------|-------|
| Monarch, bbls. | 10 00 |
| Rolled Avena, bbls. | 10 25 |
| Steel Cut, 100 lb. sks. | 5 20 |
| Monarch, 90 lb. sacks | 4 90 |
| Quaker, 18 Regular | 2 10 |
| Quaker, 20 Family | 5 50 |

| SALAD DRESSING | |
|-------------------------|------|
| Columbia, 1/2 pints | 2 25 |
| Columbia, 1 pint | 4 00 |
| Durkee's large, 1 doz. | 5 25 |
| Durkee's med., 2 doz. | 6 00 |
| Durkee's Picnic, 2 doz. | 2 90 |
| Snider's large, 1 doz. | 2 40 |
| Snider's, small, 2 doz. | 1 45 |

SALERATUS

| | |
|-----------------------|------|
| Packed 60 lbs. in box | |
| Arm and Hammer | 3 25 |
| Wyandotte, 100 3/4s | 3 00 |

| SAL SODA | |
|-------------------------|------|
| Granulated, bbls. | 1 95 |
| Granulated 100 lbs. cs. | 2 10 |
| Granulated, 363 pkgs. | 2 25 |

| SALT | |
|------------------|------|
| Solar Rock | |
| 56 lb. sacks | 55 |
| Common | |
| Granulated, Fine | 2 20 |
| Medium, Fine | 2 25 |

| SALT FISH | |
|------------------|------|
| Cod | |
| Middles | 23 |
| Tablets, 1 lb. | 25 |
| Tablets, 1/2 lb. | 1 75 |
| Wood boxes | 19 |

| Holland Herring | |
|------------------|--|
| Standards, bbls. | |
| Y. M., bbls. | |
| Standard, kegs | |
| Y. M., kegs | |

| Herring | |
|---------------------|-------|
| K K K K K, Norway | 20 00 |
| 3 lb. pails | 1 40 |
| Cut Lunch | 1 25 |
| Boned, 10 lb. boxes | 29 |

| Trout | |
|-----------------|----|
| No. 1, 100 lbs. | 12 |
| No. 1, 40 lbs. | |
| No. 1, 10 lbs. | |
| No. 1, 3 lbs. | |

| Mackerel | |
|-----------------|-------|
| Mess, 100 lbs. | 25 00 |
| Mess, 50 lbs. | 13 25 |
| Mess, 10 lbs. | 2 95 |
| Mess, 8 lbs. | 2 30 |
| No. 1, 100 lbs. | 24 00 |
| No. 1, 50 lbs. | 12 75 |
| No. 1, 10 lbs. | 2 80 |

| Lake Herring | |
|--------------------|------|
| 1/2 bbl., 100 lbs. | 7 50 |

| SEEDS | |
|-------------------|--------|
| Anise | 45 |
| Canary, Smyrna | 20 |
| Caraway | 55 |
| Cardamon, Malabar | 20 |
| Pork | 14@15 |
| Celery | 20 |
| Hemp Russian | 12 |
| Mixed Bird | 13 1/2 |
| Mustard, white | 40 |
| Poppy | 75 |
| Rape | 15 |

| SHOE BLACKING | |
|------------------------|------|
| Handy Box, large 3 dz. | 3 50 |
| Handy Box, small | 1 25 |
| Bixby's Royal Polish | 1 20 |
| Miller's Crown Polish | 90 |

| SNUFF | |
|----------------------------|----|
| Swedish Rapee 10c 8 for 64 | |
| Swedish Rapee, 1 lb. gls | 60 |
| Norkoping, 10c, 8 for | 64 |
| Norkoping, 1 lb. glass | 60 |
| Copenhagen, 10c, 8 for 64 | |
| Copenhagen, 1 lb. glass | 60 |

| SOAP | |
|---|------|
| James S. Kirk & Company American Family, 100 7 00 | |
| Jap Rose, 50 cakes | 4 30 |
| Kirk's White Flake | 6 00 |

| Lautz Bros. & Co. | |
|------------------------|------|
| Acme, 100 cakes | 6 25 |
| Big Master, 100 blocks | 7 00 |
| Climax, 100s | 5 55 |
| Climax, 120s | 5 00 |
| Queen White, 100 cks. | 5 40 |
| Oak Leaf, 100 cakes | 6 25 |
| Queen Anne, 100 cakes | 6 25 |
| Lautz Naphtha, 100s | 7 00 |

| Proctor & Gamble Co. | |
|----------------------|-------|
| Lenox | 6 00 |
| Ivory, 6 oz. | 8 00 |
| Ivory, 10 oz. | 13 40 |
| Star | 6 25 |

| Swift & Company | |
|--------------------------|-------|
| Classic, 100 bars, 8 oz. | 6 75 |
| Swift's Pride, 100 8 oz. | 5 75 |
| Quick Naphtha | 6 50 |
| White Laundry, 100 8 oz. | |
| Wool, 24 bars, 6 oz. | 1 60 |
| Wool, 100 bars, 6 oz. | 6 50 |
| Wool, 100 bars, 10 oz. | 11 00 |
| Classic, 100 bars, 8 oz. | 6 75 |

| Tradesman Company | |
|----------------------|------|
| Black Hawk, one box | 4 50 |
| Black Hawk, five bxs | 4 25 |
| Black Hawk, ten bxs | 4 00 |

| Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin. | |
|---|------|
| Scouring Powders | |
| Sapallo, gross lots | 9 50 |
| Sapallo, half gro. lots | 4 85 |
| Sapallo, single boxes | 2 40 |
| Sapallo, hand | 2 40 |
| Queen Anne, 30 cans | 1 80 |
| Queen Anne, 60 cans | 3 60 |
| Snow Maid, 30 cans | 1 80 |
| Snow Maid, 60 cans | 3 60 |

| Washing Powders | |
|----------------------|------|
| Snow Boy, 100 5c | 3 95 |
| Snow Boy, 100 14 oz. | 6 00 |
| Snow Boy, 24 pkgs. | 5 50 |
| Snow Boy, 20 pkgs. | 6 00 |

| Soap Powders | |
|----------------------|------|
| Johnson's Fine, 48 2 | 5 75 |
| Johnson's XXX, 100 | 5 75 |
| Lautz Naphtha, 60s | 3 60 |
| Nine O'Clock | 4 25 |
| Oak Leaf, 100 pkgs. | 6 00 |
| Old Dutch Cleanser | 4 00 |
| Queen Anne, 60 pkgs. | 3 60 |
| Rub-No-More | 5 00 |
| Sunbrite, 100 cans | 4 50 |
| Sunbrite, 50 cans | 2 30 |

| SODA | |
|---------------|-------|
| Bi Carb, Kegs | 3 1/2 |

| SPICES | |
|----------------------|-----|
| Whole Spices | |
| Allspice, Jamaica | @18 |
| Cloves, Zanzibar | @40 |
| Cassia, Canton | @30 |
| Cassia, 5c pkg. doz. | @40 |
| Ginger, African | @15 |
| Ginger, Cochinchina | @20 |
| Mace, Penang | @90 |
| Mixed, No. 1 | @17 |
| Mixed, No. 2 | @16 |
| Mixed, 5c pkgs. doz. | @45 |
| Nutmegs, 70-8 | @50 |
| Nutmegs, 105-110 | @45 |
| Pepper, Black | @30 |
| Pepper, White | @40 |
| Pepper, Cayenne | @22 |
| Paprika, Hungarian | |

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Big Savings Out of Little Things.

It was a wise man who first asserted that it is the little things in life which count. Almost every day there is proof of it in the business world, and in many cases it makes for the further enrichment of individuals or firms. Often these little things are, on their face, so small that they appear too trivial to give a second thought, but, given this thought, they turn out to be of considerable financial importance.

For years on end buyers of proprietary medicines have been afforded an opportunity of whiling away time by reading labels on the bottles, finding among the information given there everything from the formula of the contents to directions in Turkish as to the best manner in which the medicine can be introduced into the human system. Frequently, in fact generally, the literary efforts of the label writers are so extensive as to require more than one paster per bottle, with the attendant expense of turning them out.

Not so very long ago, however, some bright mind figured out a way of delivering the maker's message to the public with a considerable saving of time and money to the former. It is a method that can be used only on bottles containing colorless medicines, such as mineral oils, certain mouth washes, etc., but in connection with these it has saved thousands of dollars and promises to save many thousands more. The scheme is to print one label on both sides, thereby not only saving on paper stock—which is very expensive at the present time—but saving on labor by having to paste only one label on each bottle in place of two. It is surprisingly easy to read the printing on the reverse side of the label through the contents, the liquid, in fact, having a tendency to magnify the letters. While there might be some objection to this plan where there was need of considerable matter on the back of the label, and it is limited in scope, there is no question of its saving money in cases where it can be used.

A certain manufacturer of high grade shoes for men, about two years ago engaged an active young man as production manager. His chief duty was to see that the factory turned out as many pairs of shoes a day as possible, but no obstacles were placed in his way in case he sought a way to save money without lessening the quality of the shoes. The young man, being eager to show his mettle, figuratively went over the premises and processes of the factory with a fine comb.

For some time his best efforts to save money were fruitless, but one day an idea occurred to him suddenly. Without saying much about it he had a special pair of shoes made for the head of the business and induced the latter to give them a thorough trying out. After the "big boss" had worn the shoes long enough for them to show any defects that might be expected to appear in a really good shoe, the production manager asked his chief what he thought of them. Still in the dark as to where

a change had been made, the latter admitted that they seemed all right to him. Then the young fellow uncovered his hand. What he had done was to back the tongue with a somewhat less expensive fabric than had previously been used, and the general adoption of the cheaper cloth which followed saved the company considerably more than his salary within a year. It was not a case of lessening the value of the shoe to the wearer, even to the slightest extent, for later experiments showed conclusively that the first cloth was too good for the purpose to which it had been put and that it had not been a wise thing to use it that way in the first place.

Some years ago, as much as to prevent crowding of its files as to save the cost of the paper involved, one of the best-known of the trade associations hit upon the plan of having carbon copies of letters received by it made on the backs of these letters, rather than on separate sheets. While a comparatively little thing, as business goes, this scheme fulfilled a triple duty. Not only did it save space, which in turn saved rent, but it did away with the loss of separate carbon copies—a thing which often happens in the best regulated offices and which generally causes considerable less of time temper, and effort to overcome. In addition to this, with the coming of the war and the consequent increase in the cost of paper, the scheme had the virtue of actually saving a lot of money that otherwise would have had to be spent. So well did the War Industries Board think of the plan that it suggested it be employed as generally as possible.

Also along the line of saving money in relation to their correspondence, although some critics of the plan aver that it is made at the expense of courtesy, is the practice that has been adopted by some business houses of omitting all "complimentary" salutations and endings to letters. Among the terms tabooed are the "Dear Sirs," "Gentlemen," "Yours truly," etc. By defenders of the plan it is pointed out that to write the first and last of the foregoing terms in each of the thousands of letters sent out in the course of a year takes up considerable time—which also means money—without adding anything to the value of the missives.

Perhaps less directly a money saver than the instances related heretofore, but worthy of mention because of the number of complaints it saves his employer, is an idea conceived by a delivery boy for one of the so-called neighborhood dry goods stores. This young man, who made the bulk of his deliveries after school hours, frequently found the customer not at home when he called with the goods. Not wishing to carry the merchandise back to the store and make a second delivery later—and also not wishing to leave the customer in doubt as to the whereabouts of her purchase—he hit upon the plan of writing a note in which he stated with whom he had left the package.

Build Now

The U. S. Department of Labor is making a strong plea for a build-now campaign related to home, factory, church, school and road building.

The prosperity of the building trades brings prosperity to grocers generally and it therefore should be encouraged by the food trades.

Build Now

In your own business this is a good slogan, for many grocers build one month and tear down the next. They build when they sell high quality goods bearing standard brands and they tear down when they sell poor quality goods under little known brands.

You build when you buy and sell Lighthouse and Red Cap brands, for these are high grade goods and are largely advertised so that consumers call for them.

To build steadily a gradually increasing grocery business you must sell Lighthouse and Red Cap brands, month in and month out; so that people may know they are sure to get goods of standard quality and uniform excellence when they buy at your store.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City

If he had to return the package to the store, he said so.

This not only made it possible for the customer to locate her stuff at once but, in case it was not possible to leave it with any one, it saved the store from the charge that no attempt to deliver it had been made. Possibly because he did not realize its value, the boy did not make the scheme known to the owner of the store. When it was called to his attention by a pleased shopper, however, the proprietor took up the idea at once and had cards printed in order to reduce to a minimum the time and work of telling a customer where her purchase had been left. These cards are now used by all of the store's delivery men.

Looks Like Too Great Disparity in Price.

Forty cents a pound is demanded for Oregon prunes in the East.

They are necessarily last year's Oregon prunes, for which the highest price paid Oregon growers was eleven cents.

Here you have example of profiteering of the rankest kind. For all his toil, all his investment, all his years of nonprofit in prune growing, the grower got eleven cents, while the transportation companies and mostly the speculators and food gamblers take the twenty-nine cents between the grower's price and the consumer's price.

The Pacific coast produces all the prunes grown in America. The Pacific coast is entitled to the fruit of its industry. There is a reasonable profit that the East should receive in handling the Oregon prunes. But there is no reason why Eastern speculators should take three times as much profit out of Oregon prunes as the grower gets.

Here is a profit of 300 per cent. between the time the prunes leave the farm and the time they reach the consumer. The New York housewife sighs as she pays the price for a few pounds of prunes and supposes the high price is accounted for in the general advance in the high cost of living. Out here in Oregon, where the prunes are grown, we know that there is not the slightest excuse for the price she is compelled to pay and that it is a case of outrageous and extortionate profiteering.

And here is the point: On how many articles for which all of us are paying outlandish prices is there the same kind of profiteering and gouging?

Is the Government not under obligation to deal with the situation? If the gambling goes on, will there be a limit reached, against which the people will rebel?

In Oregon fruit growers have organized a state-wide association for marketing their own product. It is an effort to circumvent the gamblers and establish sane distribution. It will combat the highly speculative and gambling practices from which both producer and consumer suffer. The association merits the support and good will of all Oregon.—Oregon Journal.

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.

WANTED CLOTHING BUSINESS WILL PAY CASH

Will pay spot cash for a good established Clothing, Hat & Gents Furnishing business. Must stand the strictest investigation and has been a money maker for years. Give all particulars to

No. 1001, care Michigan Tradesman.

For Sale—Variety and wall paper stock, located in a good up-to-date town of 3,000 people. Full particulars given to any interested party. Address No. 367, care Michigan Tradesman. 367

GARAGE EQUIPMENT—Ford and Dodge parts; also accessories and complete set of tools. R. P. Jeavons, New Boston, Michigan. 368

WANTED—Tinner for inside and outside work. Steady job. National Cornice Co., Lima, Ohio. 369

For Sale—Best small stock of shoes, rubbers and men's furnishings, in best location and best city of its size in Southern Michigan. Selling reason, ill health. Live wire proposition. Investigation solicited. Address No. 370, care Michigan Tradesman. 370

Administrator's Sale—Stock of general merchandise and store fixtures, belonging to the late W. B. Fishbeck of Howell, Michigan, for sale to close up the estate. This stock is in first class condition. Address Fred P. Dean, Administrator, Howell, Michigan. 371

FOR LEASE—STORE ROOM 30 x 100—THREE floors and basement in the heart of the retail center. Wonderful opportunity for furniture, shoes, general store, millinery and ready-to-wear. For further particulars, address J. J. Reib, Quincy, Illinois. 372

Wanted—Tinner. Must be good furnace man. Union shop. Steady work. Telephone or write at once to G. B. Watrous Sons, Waukegan, Illinois. 373

Wanted—Hustler traveling retail grocery trade, Grand Rapids, Kalamazoo and adjacent territory to handle attractive line on liberal commission basis. Will arrange for interview. Address No. 374, care Michigan Tradesman. 374

Wanted—Creamery or cheese factory, running or idle, or good location. Address No. 375, care Michigan Tradesman. 375

For Sale—A live and growing drug store, established 25 years; exchange for real estate; part payment, on time; controls the American Druggists' Syndicate Branch; building and conditions suitable to establish wholesaling. Address P. G. Lucas, 717 So. Alamo, San Antonio, Texas. 376

FOR SALE—1 GOOD MCGUL ROAD GRADER, 5 Russell wagons, suitable for hauling with a tractor; all in first class condition. INGRAM-DAY LUMBER COMPANY, Lyman, Mississippi. 377

For Sale—One of the best equipped places in Michigan; wholesale and retail bakery, no foreign bread sold in town; restaurant, only eating place in town; confectionery; soda fountain. Located in best building on busiest corner of town of 1,700 population. Must be seen to appreciate. G. W. Lutz, 246 Garfield Ave., Battle Creek, Michigan. 378

Do you want to locate in rich agricultural section? Have two 2-story brick stores, 66 x 20 ft. each, located at Reading, Michigan, which I will sell at low price, on terms. Stores could be made double. Live business town of 1,100 with splendid trading territory extending from five to eight miles. B. J. Kingston, Jackson, Michigan. 379

For Sale—Prosperous general merchandise business in live town. Address No. 380, care Tradesman. 380

For Sale—Going out of business, will sell our entire stock at invoice or job it at \$25,000. Will sell or lease store 25 x 90. Store and fixtures, \$5,000. A profitable business, but have served my time and want to get out. Stock includes 3,000 pairs shoes, standard quality. Good stock of groceries bought right. Business of \$50,000 per year can be handled at 10 per cent. net profit. Ideal location. Harmonious business relations and good will of prosperous community go with the job. A. H. Abrams, Lawrence, Michigan. 381

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, Ubyly, Michigan. 386

For Sale—General stock and store building. Property worth \$15,000. Stock can be reduced. Will sell on easy terms. Reason for selling, other business. V. Thomsen Estate, Gowen, Mich. 382

FOR SALE—GROCERY AND MARKET; \$10,000; one-half cash; stock and fixtures, \$13,000; \$150,000 yearly business. H. S. SNYDER, JR., Gary Ind. 383

STOCK of general merchandise for sale, a business opportunity for any one with from \$25,000 to \$30,000, located in the best and most thriving town in Kansas, population 7,000. This stock consists of dry goods, men's furnishings, shoes and groceries. Would sell any portion and stock could be reduced to suit purchaser. Reason for selling, closing an estate. Business established since 1898. Address Box 16, Wellington, Kansas. 384

FOR SALE—FOR CASH ONLY, GROCERY AND MEAT MARKET located in the best lead and zinc town in the world. Population 9,000. Stock and fixtures will invoice about \$6,000. Doing \$100,000 cash business a year. Also new concrete building, two story, size 25 x 100, will sell or rent. Must sell at once on account of poor health. Address E. P. M. GROCERY, PICHER, OKLAHOMA. 385

For Sale—Hardware and furniture stock. Two-thirds of wholesale price. 11 E. Springfield Ave., Champaign, Illinois. 386

Wanted—Small stock merchandise, Northern Michigan, preferably Upper Peninsula. A. E. Greene, Mechanic & Pearl, Jackson, Michigan. 387

Special Sales Conductors. A. E. Greene Sales Co., Jackson, Michigan. 388

For Sale—Have complete outfit for manufacture of ice cream. Bargain if taken now. Box 52, Northville, Michigan. 388



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—ONE SIX-DRAWER RIBBON CASE, two good Weiss counter cases. Address J. E. Lugbill, Bluffton, Ohio. 384

EXPERIENCED merchant, age 25, wants place as traveling salesman in Arkansas with dry goods or gents' furnishing or overalls, shirts, etc. ELTON BRONSON, Atkins, Arkansas. 389

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

Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 767

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—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. 384

Wanted—Meat cutter at once. Prefer all around meat man. Good wages. Wire my expense. Chas. H. John, Northport, Michigan. 361

For Sale—Shoe stock and business in live city of 5,000 population; stock in fine condition, about \$9,000; will reduce to suit purchaser. Reason; owner has other interests. Lock Box 81, Ladysmith, Wisconsin. 363

SPARTA Pike Garage for sale, one of the best paying garages in the State, full equipment, tires, accessories, etc.; terms to suit. Address Sparta, Michigan. 364

For Sale—Serviceable cotton khaki breeches, all sizes, bought from Government salvage department. \$6 dozen, cash with order. No C. O. D. George J. Mann, Spartanburg, South Carolina. 385

COLEMAN (Brand) Terpeneless LEMON and Pure High Grade VANILLA EXTRACTS
Made only by **FOOTE & JENKS** Jackson, Mich.



Bel-Car-Mo Peanut Butter

A product that pleases the customer and brings you a good return. Advertising campaign now on. Link up with it.

Ask Your Jobber

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

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.

Keep FELS-NAPTHA 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.



ESTIMATING THE CROP.

The Government's estimate of an aggregate wheat crop of 1,161,000,000 bushels for this year indicates a loss of 75,000,000 bushels during June, due to rust and other causes. The reduction is larger than was expected, but it leaves a promise of an unprecedented crop, 244,000,000 bushels in excess of last year's and 135,000,000 bushels above the bumper yield of 1915. In Ohio, Indiana, Illinois and Missouri there are 232,000,000 bushels, or 33,000,000 bushels more than were harvested last year; Kansas has a yield of 193,713,000 bushels. All these are record figures for the States mentioned.

The fact that combined yields in Kansas, Oklahoma and Nebraska aggregate 319,011,000 bushels; 151,893,000 more than last year, indicates that the Gulf ports, which are to get a good part of the export business in that section, will be kept very busy this season. In the three big wheat States, Minnesota and the Dakotas, the indicated crop is 200,261,000 bushels, or nearly 4,000,000 bushels more than suggested a month ago.

Taking the winter wheat crop, which is practically all cut, of 839,000,000 bushels, there was a loss last month of 54,000,000 bushels, which still leaves it the largest yield yet recorded. In spring wheat the crop is 322,000,000 bushels, a loss of 21,000,000 bushels last month, and of 37,000,000 bushels compared with last year.

With a wheat crop of 1,161,000,000 bushels and a carry-over of 57,539,000 bushels, there is in prospect a total supply of 1,218,000,000 bushels, which is sufficient to allow 618,000,000 bushels for domestic consumption and an exportable surplus of 600,000,000 bushels. This is more than can be shipped. If export are actually 400,000,000 bushels, there would be a carry-over in July 1, 1920, of 200,000,000 bushels, which would place the trade in a healthy condition and reduce the cost of bread to consumers, unless there should be a material falling off in the crop next year. Such a falling off is likely, as there is not the stimulus for farmers to put in as much wheat as this year when 71,526,000 acres were seeded. This is the largest acreage known.

PRICE REGULATIONS.

What makes for caution in the minds of many is the possibility of a check being put to inflated prices by some form of official regulation in case restriction of buying is not caused by the inability or unwillingness of large numbers of people to pay what is asked. In Italy the other day the authorities put a stop to food profiteering, and they have also intervened to fix the prices or profits of certain articles of wear. France and Great Britain are doing more or less in similar directions. In Massachusetts last week punishments were meted out for inflating fish prices. While the war was on, certain maximum prices were fixed for a number of commodities virtually at the request of the producers, who were afraid of the consequences of a

runaway market, and these prices—by no means moderate—have now been exceeded in many instances. There is always a chance that the consuming public, if goaded far enough, will rebel and insist on official regulations to curb profiteers. An example in this sentiment may be taken from Canada, when the House of Commons, after getting the report of a special committee which investigated the high cost of living, has passed a bill for the appointment of a tribunal somewhat similar to the Federal Trade Commission in this country, but with greater powers. The tribunal will have authority to restrain and prohibit "the making or taking of unfair profits for or upon the holding or disposing of the necessities of life and all such practices with respect to the holding or disposition of necessities of life as in the opinion of the board are designed or calculated to unfairly enhance the cost or price." Regulation of this kind is apt to spread, and it is not safe to reckon on the continued good-natured toleration of the general public when it is getting exploited.

POLITICAL CHICANERY.

Governor Sleeper sent a representative to a Grand Rapids man with this enquiry:

"Will you support Governor Sleeper for United States Senator to succeed Senator Townsend if he will appoint you a member of the Utilities Commission?"

As the Grand Rapids man happened to be a personal friend of Senator Townsend, he spurned the offer.

This action confirms the opinion the Tradesman has frequently expressed regarding Governor Sleeper—that he is a political shyster, because he makes no denial of the statement frequently promulgated that he undertakes to prostitute the high office he disgraces by using his appointive power as a club to further his own political ambition.

A man who will resort to such methods is unfit to hold any office of public trust or responsibility.

His appointments have been uniformly bad because they have been dictated by political expediency, personal ambition and party degradation.

His administration has been the cheapest one from which Michigan has ever suffered—and we have had some mighty cheap men in the Governor's chair in the past.

Not content with the havoc he has wrought and the miserable record he has made, Sleeper now threatens to become a candidate for a third term. It is to be hoped that his friends will dissuade him from such a course.

Michigan has suffered enough in the past from men who make promises they do not keep; who misuse their position to foist themselves into jobs they are not qualified to fill because of their mediocrity and mendacity.

Don't rush to the door and open it for Mrs. Banker when she goes out unless you are prepared to do the same for Mrs. Washlady who goes out soon after.

THE SITUATION IN COTTON.

In the main, the trend of cotton quotations during the past week was upward. Sometimes this was because of and sometimes in spite of the weather conditions and indications in the growing districts. From all accounts the crop is in better shape than it was at the time the Government estimates were prepared. It also seems certain that the carryover to the new cotton year beginning Aug. 1 will exceed 3,500,000 bales. Thus far no large consumption in either domestic or foreign mills is indicated. But against these statistical data are the large possibilities of what may occur now that trading with Germany may be resumed. Another circumstance that may have a bearing in upholding prices is the formation of the bodies to control the financing and storing of cotton. The latest of the projects, under the direction of the American Cotton Association, calls for subscriptions of \$100,000,000. The fund is to be used to market and handle domestic cotton, including provision for storing at least one-third of the crop. This is to be distinct from the export organization which will attend to the financing of shipments abroad. The goods market has continued exceedingly buoyant. Sales have been made by the mills for deliveries in volume up to the end of the year, and, in combed yarn goods, up to the winter of next year. Finished goods are being rapidly advanced in value to correspond to the prices for those asked in the gray. Gingham and other colored fabrics, as well as voiles and similar goods, have been in strong request. In knit goods, sales for spring of certain kinds have been made, and more could be if the mills were willing.

Review of the Produce Market.

Apples—Transparents, \$3.75 per bu. Asparagus—\$1.25 per doz. bunches for home grown.

Bananas—\$7.50 per 100 lbs.

Beets—New command 40c per doz.

Beet Greens—85c per bu.

Butter—The market is steady, quotations having advanced 2c per pound, due to an increase in the consumption of fresh creamery butter and a slight decrease in the daily receipts. There is a good demand for all grades of creamery butter and the average quality is showing up well for this time of year. We look for continued firm prices and do not see very much relief from the present high prices in the immediate future. Local dealers hold fancy creamery at 51c in tubs and 53c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 37c for packing stock.

Cabbage—Louisville, \$4.75 per 100 lb. crate; Kankakee, \$2.75 per 50 lb. crate; home grown, \$2 per bu.

Cantaloupes — Arizona, \$2.50 for Flats, \$5 for Ponies and \$5.50 for Standards.

Carrots—25c per doz. for new.

Celery—Home grown, 40c per bunch.

Cherries—Sweet, \$3.50 per 16 qt. crate; sour, \$3; California, \$2.75 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, due to a scarcity of strictly fancy eggs. Receipts are normal for this time of year, but the receipts of good eggs are very light. There is a good active demand and we look for continued firm market on eggs in the near future. Local jobbers are paying 41½c for fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$3.25 per crate of 16 qts.

Green Onions—20c per dozen.

Green Peas—Telephones, \$3.75 per bu.

Green Peppers—60c per basket for Texas.

Honey Dew Melons—\$3.50 per crate of either 6 or 8.

Huckleberries—\$4.50 per 16 quart crate.

Lemons—California, \$7 for choice and \$7.50 for fancy.

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

Onions—California, \$4.50 per crate for yellow or \$7.75 per 100 lb. sack; Louisville, \$4 per 4 lb. hamper.

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

Peaches — California Triumphs, \$1.65 per 6 basket crate; Georgia Elbertas, \$3.75 per crate.

Pieplant—5c per pound for home grown.

Plums—\$3.50 per box for California.

Potatoes—Old command 90c per bu.; Virginia Cobblers, \$8.50 per bbl.; Louisville, \$7.50 per 150 lb. sack.

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

Raspberries—\$5 per crate for red; \$4.50 per crate for black.

Spinach—85c per bu.

String Beans—\$2.75 per bu.

Tomatoes—Home grown, \$1.50 for 7 lb. basket.

Water Melons—40@50c apiece for Georgia.

Wax Beans—Home grown command \$2.75 per bu.

Recent electrification of a railway stretch in our Northwest attracted much attention, but it will look small beside the Italian project—the electrification of 4,000 miles by use of Trentino waterfalls. In two of Italy's greatest manufacturing cities, Milan and Turin, there is already extensive use of water power. The available horsepower was in 1914 less than Austria-Hungary's, but territorial acquisitions have changed the balance, and Italy should now be able to develop more hydroelectric energy than any other European nation save Norway and Sweden. Even before the war she utilized more water than any other countries except France and Norway. Italy was then importing nearly \$40,000,000 worth of coal a year from Britain, and her chief complaint has ever since been that she could not get enough. To dig coal in England and laboriously transport it to the Po Valley while river energy there runs unused to sea typifies a kind of waste of which the world will hereafter be more impatient.

The Grocer and His Problems

Peace brings many problems. There are nearly four hundred thousand distributors of our product in this country. They co-operated loyally and patriotically with the Government. They made many sacrifices. Among the blessings of Peace is the return of

Shredded Wheat

to normal production, which enables all our distributors to supply the demand for the world's standard cereal breakfast food. Shredded Wheat comes out of the war pure, clean, wholesome and unadulterated. There is no "substitute" for it. It is the same Shredded Wheat you have always sold, made of the whole wheat, nothing added, nothing taken away.

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

Judson Grocer Co.

Wholesale Distributors
of

Pure Food Products

Grand Rapids, Michigan

Blessings on the Good Cook

She certainly makes life worth living.

What is money, or position, or popularity, or anything else to any one where food is unobtainable?

To a man in that position any cook would be satisfactory, or the cook could be dispensed with altogether and the food taken, without preparation.

But why not appreciate our good cooks in this land of plenty without waiting until we lose them before we come to an understanding of their real value.

Appreciate them enough to provide them with the really good materials with which to work. Encourage them with a little warranted praise occasionally.

Tell them what a splendid meal they prepared and how you enjoyed it, then see to it that they have

Lily White

"The Flour the Best Cooks Use"

on hand at all times, and you will be amazed at the goodness of your Breads, Biscuits and Pastries.

A little appreciation and the right kind of materials will make a lot of difference.

Of course a good cook will be able to bake good Bread from the ordinarily good flour, but if you desire something a little better, more light, flakier, with a delicious flavor and splendid color LILY WHITE FLOUR should be used.

Remember, LILY WHITE FLOUR is sold with the understanding that the purchase price will be refunded if it does not give as good OR BETTER satisfaction than any flour you have ever used.

This guarantee is backed up by thirty-five years of successful milling and an investment of more than a million dollars.

Anyway, show your cook you appreciate her by providing her with 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.

An Easy Seller —A Money-Maker

Good Profit, based on steady, sure demand



You get it in KELLOGG'S, the original toasted Corn Flakes—not only profit, but real food-value and delicious taste which make its sale as staple as sugar or flour.

Stock KELLOGG'S; push it in your neighborhood. Let this more than famous food work for you.

Kellogg Toasted Corn Flake Co.

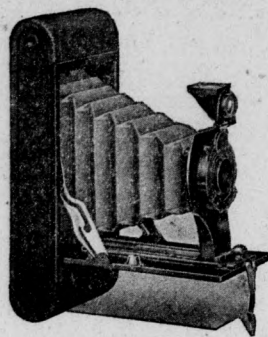
Battle Creek, Mich.

Makers of Krumbles, Kellogg's Cooked Bran and Drinket—all money-makers for the dealer.

Kellogg's

REPEATS - - NO DEAD STOCK

Another Popular Premium



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 $2\frac{1}{4} \times 3\frac{1}{4}$ in.

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

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?

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?

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

What We Might Do What We Don't Do What We Do Do

AND WHY

We might make matches out of cheaper wood . . . *But We Don't.*
 We might save money by using cheaper chemicals . . . *But We Haven't.*
 We might shut down our scientific department and cease trying to make the BEST match ever made BETTER . . . *But We Won't.*

BECAUSE

40 years of pre-eminence as the leading match makers of the world is something to live up to, so . . . *We're Doing It.*
 The safest match science can produce is none too good for the greatest nation on Earth, and so . . . *That's What We Make.*
 There's no such thing as standing still if one is determined to march at the head of the procession nowadays, so . . . *We're On The Move.*

Any American grocer who is progressive enough to place duty and responsibility above a mere fraction of a cent in price, in giving his customers the best and the safest and the greatest value for the money will pin his destinies to

DIAMOND MATCHES

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.