

The Man of Morn

The Man of Morn came down the way
With laughter in his eyes of light;
He saw the world a sunny day,
He helped the world forget the night.
He took the care and took the grief,
And fled with them and cast them out,
And brought the world a new belief
And sang and rang a battle shout.

The Man of Morn was good to see
Because of smiles that decked his face.
He broke men's gyves and set them free
And made the world a sunnier place.
He grasped the shadow, rolled it back,
And put the vision in men's hearts,
And lifted them from off the rack
And swept old sorrow from the marts.

He played and danced, he was a beam
From hills of beauty and of dawn;
He showed the world the way to dream,
And put its rainbow colors on.
He took the greed and hate and scorn,
And cast them down, and with the sun
Of hope and cheer relit the morn
In spirits that had cried them done.

The Man of Morn came down the street,
And all the weary and the old
Turned young and gay and blithe and sweet
And traveled back from gray to gold.
He took the sighs and sobs and tears
And turned them into smiles and song,
And stayed the doubt and healed the fears
And steeled the right against the wrong.

He loved and suffered and was true,
He gave and served, and answered death
With spring, and on his trumpet blew
A challenge with his morning breath.
A piper of the peace of earth,
He led the legions, and they came
With dance and song and smiles of mirth
That sprang from his auroral flame.

A Material Aid to Digestion

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

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

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

Recommend—

Fleischmann's Yeast

to your customers for this purpose.

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

Ask our salesman or—

Write for a supply of our booklets—

"Fleischmann's Yeast and Good Health."

THE FLEISCHMANN COMPANY

CANDY The Universal FOOD

Who's Candy?

Putnam's

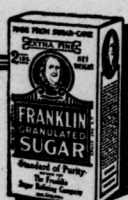
"Double A"



CANDY

Made by

Putnam Factory Grand Rapids, Michigan



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.

SNOW BOY

Washing

Powder

Family Size 24s

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,

DEAL 1910

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

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 23, 1919

Number 1870

MICHIGAN TRADESMAN

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

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OF BUSINESS MEN.

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TRADE WITH GERMANY.

Naturally enough, the topic which attracted most attention in many business circles during the last week was the declaration opening up trade with Germany. There seemed a disposition in some lines of business to lay an undue stress on the volume—and, consequently, on the importance—of this trade in the immediate future. As against this view was another of the opposite character purporting to show how impossible it is to expect with reason any large increase in the imports from or the exports to the former Kaiser's realm. While both opinions are in the nature of prophecies, each is supported with plausible reasons, and the event will doubtless show a fair measure of accomplishment in favor of the two. The optimistic view is based on the fact that Germany, after several years of commercial isolation, has not only exhausted her stocks of the many raw materials which came from outside and which furnished the staple for her industries, but has also been pretty well depleted of finished goods for wear. Substitutes for textiles, leather and the like, while tolerated in wartime from necessity, must sooner or later give way to the standard articles which the world has found best for the purposes for which they were designed. In the long run, paper can ever be made to take the place of cotton or leather any more than any other metal can be substituted for copper in electrical equipment. The lack of the real things must be made up by shipments from without if the German industries are to be set going.

It has been said that German needs are so pressing that it will be necessary for them to import also a lot of finished goods, especially apparel of divers kinds, because they can not wait long enough for their own factories to make them. There will, doubtless, be a certain quantity of such articles called for, but the amount will be limited to the de-

mands from the wealthier classes. For economic reasons, it seems likely that the great bulk of the population will have to continue to skimp itself for quite a while to come. And then, too, in paying for whatever is bought from foreign countries, the Germans will be at a decided disadvantage because of the low purchasing power of the mark. This drawback may be mitigated by financial arrangements or credits to some extent as regards the raw materials needed for industries, but there promises to be somewhat rough sledding when it comes to other merchandise. Indeterminate factors in the problem are the quantity and variety of goods held abroad in German interests, and also German credits in various foreign countries which have not been uncovered. These may yet play an important part in aiding Germany to secure the goods it needs.

KILLING THE GOOSE.

There seems to be a wave of criticism arising in the fur trade against the practice of retailers in charging enormous prices and at least one large furrier is of the opinion that while the American public as a whole likes to be "humbugged" the time is fast approaching when a halt should be called to the abnormal profits that are now being made by retailers.

One instance is reported where a fur set that cost at wholesale \$6 was sold at retail for \$45 and this is but one of many cases where abnormal profits were made. It is reported that some of the large New York City stores with fur departments pay \$400 to \$500 for a fur garment and sell them for at least \$1,000. Big profits are being made by retailers on the expensive garments but the cheaper ones bring even greater profits.

Just what course the situation will take is a question. There seems to be some foundation for the belief that stores may be organized by the furriers themselves so that the public can obtain good furs at fair prices, allowing a fair profit. On the other hand and there are many furriers who do not like the retail end of business and prefer to sell wholesale and let the retailer do as he thinks best. They argue that the consumer will in the long run take care of the retailer who obtains an unfair profit.

Inspection in California under the National Cannery Association has increased until it now includes fifty factories. It is the consensus of opinion of cannery men in California that the programme as handled in Southern California has been successful, and to such an extent that there is contemplated a similar organization in Northern California, and also one among the olive cannery men.

A GOOD APPOINTMENT.

State Highway Commissioner Frank F. Rogers has appointed as a member of the advisory board of the State Highway Commission William H. Anderson, President of the Fourth National Bank of Grand Rapids. If Mr. Anderson accepts this appointment Mr. Rogers will have secured one of the best men in the State to act in this capacity for the reason that Mr. Anderson knows how to build good roads and, what is of equally as much importance, he knows how necessary it is to maintain them and just how to do it and that last is something that very few road commissioners know, judging by the way the most of the roads are not maintained after they are built.

Mr. Anderson not only knows the practical side of road building, but he is a man of force and character and if he consents to give his time to this work he will do it with a desire to do his bit in making the roads of Michigan a pride and a joy to the residents of the State. He was never known to go at any work half heartedly or to stand for poor or slipshod methods and he will put his best effort into this road work if he goes at it at all.

Mr. Rogers certainly showed good judgment in selecting Mr. Anderson if he wants strong men to advise with him and Mr. Anderson will be doing the State of Michigan a favor in giving of his valuable time to the consideration of the road needs of the State and the spending of the millions of dollars voted by the taxpayers.

SHOULD BE FRIENDS.

Life without growth is a violation of Nature's laws, and our growth must not be wholly material. Our highest development includes a spiritual and a social growth. Man cannot live by bread alone. He is primarily a social being. While a gold mine in the wilds may attract him for a time, yet sooner or later he refuses to make it a place for permanent abode.

And yet merchants in the smaller towns and cities who know these truths do not mingle with each other as they should. They are, in many instances, unfriendly. Competition keeps them apart—but not so much competition in itself, as methods in competition—methods born of selfishness—and with a flagrant disregard of what is right, just and fair.

There are many merchants who believe in co-operation with their brother merchants—there are many merchants who know and feel keenly that merchants should work together for the good of the home town and the community. There are many merchants who realize that the socialization of these small-town communities,

depends on their co-operating with each other and working together. There are many merchants who believe in and advocate "buying at home" for the good of the community and in a community spirit—the spirit of brotherhood and co-operation, and yet—

Some merchants overlook their brother merchants when it comes to making personal purchases. Sometimes, it is said, a dry goods merchant while in the market will buy a piece of furniture through his wholesale house for his personal use instead of buying it from his brother furniture merchant at home. And sometimes it is said a grocer will buy a range for personal use through his wholesale house instead of buying it from his brother hardware merchant in his home town.

Such practices on the part of merchants in many lines are breeders of unfriendly feeling. They are grounded in selfishness and disregard what is fair and just.

Some merchants who follow these practices complain about the farmer who sends his money away from home for merchandise easily secured in his home town—and yet, the farmer is the fairer of the two.

Such practices keep merchants apart, prevent and make impossible the much needed leadership and co-operation in building up the community. They stifle community growth and welfare. They are destructive rather than constructive and should be avoided for the good of the cause, for the good of the Home Town and the community round about it.

BOSS LIAR OF THE AGE.

Sam Gompers' blatant statement that Detroit is a hotbed of crime since Michigan went dry has met the same reception which lies of this class usually meet with—denunciation of the strongest kind from every decent man in the State except Governor Sleeper, who has not been heard from up to date. Every man who has a particle of sense knows that Reds, radicals, socialists, anarchists and trade unionists—all creatures of the same ilk, representing different stages of the same disease—find their favorite resort in the saloon and that abolishing the saloon has done more to destroy the demons of unrest than any other thing which ever happened.

Any man who accepts an insurance policy on which the agent has added the surcharge is an accessory to a criminal act, because by so doing he encourages the stock fire insurance companies to defy the law as promulgated by the State Insurance Commissioner and enacted by the Legislature.

FIFTEEN STORE LEAKS.

Close Survey Brings To Life Many Losses.

Lakeville, Ind., July 22—Right at this time it is indeed most opportune that every retail merchant should take a walk around the block and, after returning, take a careful look into his business, and particularly the methods in the store, with a view of cutting out waste and economizing. This seems to be the order of the day. It is in harmony with what business in general is doing.

A close survey of business in general will bring to life many losses. Some of these losses are known to people who are not in the retail business and some of the losses are known to the trade itself, but few steps have been taken to shut them off, yet it is recognized that many stores are suffering severely from insidious losses.

Forgotten Charges.

Forgotten charges is and has been for years a source of loss in many retail stores. Every dollar's worth of business done in the store, every sale, should be recorded in some manner by some system of accounting and there should be some clerk on the job that this may be made possible. A sale made but not recorded is a six-cylinder loss, the cost of the goods, the profit that should have been made, the time to make the sale, the labor of handling the goods, the tendency to carelessness, and then the loss of time in tracing losses, also it is a disorganizing element—an element that produces inefficiency.

So it is very clear that the forgotten charge is a greater loss than if the goods were destroyed by fire or taken by burglary, and yet these things are happening every day in retail stores. Much of this comes during rush times when clerks try to wait on two or three customers at

one time. Remember, it is just as important to get the money for the goods sold as it is to sell.

In general stores in particular a good many goods are sold outside of the store in the warehouse or the basement, or elsewhere. The clerk too many times fails to make a record of the sale and usually such sales run into money very rapidly. So, the safe rule, the way that charges may be recorded, the way to stop forgotten charges, is for every clerk to be provided with a sales book that shows a complete record of the transaction. This sales book should not be left on the counter but should always be in the possession of the clerk.

Disputed Accounts.

Perhaps next to forgotten sales, as a source of loss in the store, is Disputed Accounts. Many merchants settle disputed accounts according to record, offend the customer, and cut off future sales indefinitely. Some stores have adopted the rule, now recognized the world over as a good rule—"the customer is always right." Most every successful merchant now concedes that the merchant must settle a difference with his customers the customer's way. It is short-sighted to offend customers and the question of disputed differences are always costly to the merchant when the customer goes elsewhere to trade. It means a continuous loss of profit, and success in retailing depends upon permanent progress, and permanent progress depends on holding the trade and a continual profit.

Dishonesty.

Dishonesty is also a source of loss in many retail stores. A system that fails to check dishonesty, that fails to see that the goods sold are properly recorded or paid for, that fails to see that the goods are sold for the right price, that fails to see that all the goods that go out are paid for

or charged, is conducive to dishonesty. It is the merchant's duty to see that a system is devised that provides a complete check against the transaction.

Errors in Posting.

Another source of loss, in too many retail stores, is due to errors in posting. Charges are made to the wrong account and while the adjustment is made the goods are then lost. The other account to which they properly belonged having been settled—such matters can be opened up only with extreme difficulty. A double check against posting should therefore be devised because such mistakes are annoying to the customers, cast suspicion on the store and create real losses.

Errors in Footing.

Errors in footing on the sales slip and on the journal and ledger is another source of serious loss to retail stores where much credit business is done. While errors in footings may usually be corrected, they have a tendency to displace the confidence of the customers and they hurt even as much as the losses. So, all footings on sales slips should be verified and checked before being carried on the journal or ledger.

Errors of Clerks.

Errors of clerks cover a long list of errors. Some clerks are careless, some of them are incompetent, some are paid so little that they take no interest in the business, some are dishonest, some are lazy, some are worn out—from long hours. Clerks make many errors and in so many different ways that it is hard to establish a rule that will prevent errors. The better plan is to keep constantly checking up until they become accurate or hopeless.

Bad Accounts.

Losses from bad accounts are due too many times to the fact that the customer buys more than he can pay

for. The customer may be able to pay for \$4.00 worth of goods but not able to pay for \$8.00 worth. So the bill to be paid is an important check on credits. It is not always a question of honesty, it is more a question of resources, health, etc. So accounts with credit customers should be kept to a point of reasonable limit.

Liquid Goods.

Another loss occurs in liquid goods—the handling of oils, gasoline, denatured alcohol, vinegar, turpentine, all goods sold in bulk and measured. Such goods are usually stored in the basement or the back end of the store and a great many losses occur because of the lack of an accurate system of measuring. With the present inventions on that score for measuring pumps, etc., there is little need for errors in measuring out coal oil, gasoline, etc. Use up-to-date equipment.

Loaning Containers.

A great many losses come from the practice of loaning containers—baskets, jugs, etc. Unless these things are charged to the customer and credited when returned, very few customers will return them, and this going on from day to day and week to week amounts to many dollars at the close of the year. It has been estimated that, aside from the losses already enumerated, that there are a number of petty losses occurring in retail stores running from 50c to \$2 per day.

Petty Losses.

They creep in from such instances as cash customers paying it the next time, or where a customer forgets her purse and wants to buy a spool of thread and she will just remember, as she doesn't want to charge it. The safe check against petty losses is a complete record of all transactions.

Wrong Costs.

Take the question of wrong costs. No doubt, errors in figuring costs are



Barney Langelier has worked in this institution continuously for over forty-eight years.

Barney says—

I thought it was expensive to hire that high-priced chemist to analyze spices before we reorganized our spice department.

But, by Golly our great big increase in sales shows that our customers and the consumers appreciate Quaker spices.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

responsible for many losses and many failures in retailing. There are two ways of figuring costs, but we shall not go into the question in this article, but shall treat this in a future issue as a separate discussion.

Time Wasted.

Another source of waste in retail stores is loss of time—time wasted. Clerks should be kept doing something. Department should be rearranged, goods redisplayed. There is always something for the clerks to do and it is up to the proprietor that they find that thing to do.

Unnecessary Labor.

Lack of proper arrangement of the store and goods is another source of waste and may be expressed in unnecessary labor. This applies also to expense in the office, if the store is large enough to have an office force. It applies more particularly to the efficiency of the selling force.

Cut Prices.

There is a tremendous loss in many stores in cut prices. Too many stores cut prices indiscriminately without even knowing when or where they are going to get a gross profit. A profit sheet is a continuous and very forceful check on this practice of price cutting. When goods are cut in price for special sales, transactions should be recorded and the loss noted accordingly. Wherever there is a cut in price there is also a cut in profits. This reduction may be charged to advertising and should be so charged.

Stock Depreciation.

Stock that has become soiled or injured in handling should always be moved rapidly. There should be a continuous regular method of checking stock and all goods that have a tendency to depreciate should be pushed to the front and moved. It is equally important to safeguard the depreciation by the right kind of care of stock.

There are other leaks in business besides these enumerated. Wrong

buying, over-buying, carelessness in marketing goods, and slow turning stock. These will be treated in future articles.

It is not intended in this article to urge a remedy for each one of these leaks in detail, but the purpose of this article is to remind the merchant of the possible avenues and loss of waste. Most merchants know the remedy and it is up to them to apply it.

E. B. Moon.

Fixing the Responsibility for the Murder.

Saginaw, July 22—Last Friday morning a second attempt was made by Prosecutor Roy E. Brownell, of Genesee county, to fix the blame on some one for the death of W. Park Warner.

The court house was filled with friends of the deceased and members of the Saginaw Rotary club and U. C. T., who chartered a special car for the occasion, the delegation being headed by Mayor Mercer and Chief McCoy of Saginaw.

Two great surprises were sprung by the prosecution, first in presenting a heretofore unknown witness and also in producing a letter written by one of the supposed assassins while in jail, the same falling into the hands of Prosecutor Brownell. It was written in Italian and the prosecutor had it translated by two Flint Italians and the letter is said to be of great importance. However, the fact that they were unable to procure someone to translate same in court was the cause for another hearing to take place next Friday morning at 9 o'clock in Judge Tanner's court at the city hall, Flint.

Prosecutor Brownell had to promise the Flint Italians who translated the letter that he would not cause them to appear in court or give out their names, as they feared that friends of the accused would blow up their homes and kill them.

Donald Graham, of Saginaw, a truck

driver between Saginaw and Flint, positively identified John Missurach in court as one of the men he saw the night Warner was killed, near where the murder took place, and also recognized the Warner car which was in possession of three or four men. Mr. Graham stuck to his story under severe cross examination made by Attorney O'Neil, of Detroit, who represents the defendants.

"Red" O'Brien, an ex-convict, was in the Genesee county jail and occupied the same cell as Missurach and Frank Felicca. It was Felicca who wrote the letter that was produced in court and he gave it to O'Brien to hand to his mother (O'Brien's) and have it mailed to his wife. Here O'Brien proved a hero by keeping the letter in his possession and, when released two days later, he went and handed the letter to Prosecutor Brownell. The contents of same, no doubt, will be brought out in court Friday morning.

There will be a special car leave the interurban station about 7 o'clock Friday morning and every U. C. T. who can is urged to go. Two weeks ago at the first hearing the court room was crowded by foreigners, but not so last Friday and I can assure you it meant much to Prosecutor Brownell to see such a splendid bunch of real Americans present. He is making a splendid fight and deserves all the support we can lend him. Don't forget the date and I feel sure when the truth is known it will be found that Genesee county jail holds behind her bare the murderers of our beloved brother and citizen, W. Park Warner.

The following resolution was read at the meeting of Saginaw Council Saturday night. During the reading of some the members in respect stood in Council fashion, with bowed heads:

Whereas—Our brother, W. Park Warner, has been done to death by the hand of an assassin; therefore be it

Resolved—That Saginaw Council extend their most sincere and heartfelt sympathy to the bereaved wife and daughter and to assure them that we sorrow with them, for as they mourn a kind and loving husband and a wise and indulgent father, we mourn an honorable and upright brother, one whose wise counsels will be sadly missed by us; and be it further

Resolved—That we each and every one pledge ourselves to spare no effort or expense in bringing the assassin of our brother to swift and merited justice; and be it further

Resolved—That our Secretary be instructed to spread their resolutions over the minutes of our Council and to send a copy thereof to the bereaved family of our deceased brother.

L. M. Steward.

July 31 the Last Day for Flour Licenses.

In view of the uncertainty prevailing in regard to wheat and wheat flour licensing, and in answer to many enquiries, the National Wholesale Grocers' Association is sending out to members a circular of information in part as follows:

"We refer to our letter of June 26, 1919, and the matter appearing on pages 16 to 18 of the July, 1919, Bulletin of your Association, upon the subject of wheat and wheat flour licensing, and confirm the information therein given.

"The United States Wheat Director, Hon. Julius H. Barnes, is of the opinion that distributors of wheat flour and also distributors of products containing wheat flour, such as mixed flour sold in packages, bags, cartons, barrels, etc., are required to be licensed, except as to pancake flour, herein after mentioned.

INCREASE YOUR BISCUIT PROFITS



Advantages of an IDEAL SUNSHINE BISCUIT DEPARTMENT

Perfect Display—Clean—Neat—Attractive

A Complete Stock with Smallest Investment

It Creates Interest and Consumer's Demand

Ask the Sunshine Salesman—He Knows

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits
CHICAGO



Movement of Merchants.

Shepherd—Willis F. Best succeeds C. D. Dodge in the grocery business.

Smyrna—Charles E. Condon succeeds Milo Dickens in general trade.

Saranac—M. A. Wilkinson succeeds Wilkinson & Ogilvie in the hardware business.

Pontiac—The Pontiac Savings Bank has increased its capitalization from \$100,000 to \$500,000.

St. Johns—D. C. Thomas has purchased the Leland block which he occupies with his bakery.

Kalamazoo—C. W. Warner succeeds M. H. Harris in the grocery business at 711 Douglas avenue.

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

Dundee—L. E. Perkins is now conducting his business as the Riverside Bakery, having re-opened recently.

Lowell—William F. Murphy succeeds Murphy & Simpson in the garage and automobile accessories business.

Detroit—Klein & Lipshitz succeed Charles A. Stenius in the bakery and confectionery business at 880 Woodward avenue.

Grass Lake—The Farmers' Co-Operative Elevator Association has been organized with an authorized capital stock of \$30,000.

South Haven—The Dulcitone Phonograph Co. has been organized and taken over the phonograph business of the Cable-Nelson Piano Co. here.

Detroit—John Weiler, the Broadway baker, who has a summer home at Romeo, is being boosted for mayor of the village because of his business ability.

Ovid—The Ekenberg Milk Co. has installed a new vacuum feed at its plant which will enable it to better handle the large amount of milk it receives.

Parma—The Parma Farmers' Co-Operative Grain Elevator Co. has been organized. The company has purchased the grain elevator of the Parma Mercantile Co.

Olivet—The Olivet Co-Operative Elevator Co. has purchased the elevator, grain and fuel stock of Long, Cobb & Co., at Ainger and will continue the business.

Flint—H. H. Hodges, recently of Detroit, has purchased the B. Wooden grocery stock and will continue the business at the same location, 211 West Kearsley street.

Shepherd—John Williams has purchased an interest in the general store of C. E. Wilson. The business will be conducted hereafter under the style of the C. E. Williams Co.

Bay City—The Craney House, a landmark at Sixth and Adams streets, vacant for years, has been sold and will be torn down to be replaced by an automobile sales house.

Detroit—The Quality Tire & Repair Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Vermontville—The Vermontville Threshers Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Flint—J. M. Horning, formerly with the New Orleans Fruit Co., has purchased the grocery stock of W. F. Miller and will continue the business at the same location, 1401 North street.

Beaverton—The C. V. Morton Co., Ltd., has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Detroit—The Grand River Painting & Decorating Co. has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and paid in in cash.

Jackson—T. S. Rogers has purchased the old Union Bank building and will remodel it and occupy it with his stock of shoes. Mr. Rogers will rent that portion of the building which he does not use.

Detroit—The J. L. Brown has been incorporated to conduct a retail optical and jewelry business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Nashville—George C. Deane, who has been honorably discharged from service in the army, will open a clothing and men's furnishing goods store in his old location in the Kocher block, about August 30.

Detroit—The H. T. Thurber Co. has been organized to deal in automobiles, tires, gasoline, etc., with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—The Standard Glass Co. has been incorporated to deal in glass, paints, oils, etc., with an authorized capital stock of \$5,000, of which amount \$2,650 has been subscribed and \$2,050 paid in in cash.

Ionia—Walter B. Powell, who has been employed by Charles Lauster & Son, grocers, for the past twelve years, has resigned his position and purchased the grocery stock of A. W. Nichols, taking immediate possession.

Gobleville—The Frank Co. store will soon be opened again with a full stock, by Frank Friedman, who thinks there is no place like Gobleville. It is rumored that wedding bells will soon be ringing. He has rented Deo Thayer's house.

Detroit—The Asche & O'Dell Co. has been incorporated to do a general contracting, construction business, specializing in plumbing and steam fitting, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Shelby—O. A. Wood has sold a half interest in his stock of bazaar goods to B. R. Miller, formerly with the Shelby Flour Mills Co. The business will be continued under the style of the Shelby Variety Store. A complete line of groceries has been added to the stock.

Kalamazoo—The William A. Kuhns Milling Co., of Coldwater, has purchased the Glen B. Kent Grain & Produce Co. stock, elevators and warehouses on Water and Main streets and will continue the business as a receiving and distributing center for its Southern Michigan business.

Mt. Clemens—Fred Epley has sold his interest in the grocery and meat stock of Epley & Sons, to Mr. Pringel and the business will be continued under the style of Epley & Pringel. Mr. Epley will remove to California in the near future and says: "I want the Tradesman every week, whether I am in the grocery business or not."

Detroit—Bernard Zabawski, shoe dealer at 1428 Chene street, filed an involuntary petition in bankruptcy in the Federal court Monday, scheduling liabilities of \$11,255.51 with assets of \$42,277.63. Among the liabilities are merchandise bills amounting to \$10,408, and notes and bills, \$700. Among the assets are real estate worth \$33,927, and stock valued at \$6,000.

Lakeview—N. H. Youngman & Sons have merged their hardware, furniture and undertaking business into a stock company under the style of the N. H. Youngman & Sons Co., with an authorized capital stock of \$16,000, all of which has been subscribed and \$3,000 paid in in cash. The company has added lines of agricultural implements and automobiles to its stock.

Plainwell—F. D. Travis has merged his garage and automobile business into a stock company under the style of the F. D. Travis Co., with an authorized capital stock of \$150,000, of which amount \$88,260 has been subscribed, \$1,112 paid in in cash and \$78,620 in property. The company has added lines of agricultural implements, tractors, ice machines, seed, lime, etc., and will conduct its business in Plainwell, Wayland and Allegan.

Muskegon—Walter D. Christie, 32 years old, until recently with the grocery firm of D. Christie & Co., and well known among the younger people of the city, having resided here all of his life, died at the home of his mother, Mrs. D. Christie, after a lingering illness. He is survived by a widow, a daughter, Elsa, his mother,

one sister and five brothers, Miss Dorothy Christie and Ralph, Edwin, Paul, Arthur and Wilson, all of this city.

Marquette—"Eddie" Holmgren, who has been employed by the Stafford Drug Co., during the past year, has returned to the city, after a brief vacation, during which his marriage to Miss Manila Freethy took place, at the bride's home in Ishpeming. The young couple will reside in Ishpeming, where Mr. Holmgren will be druggist for the Red Cross Pharmacy, at the expiration of his contract with Stafford's in the early part of September.

Bay City—Federal Judge Arthur J. Tuttle will shortly hear contempt proceedings brought by George E. Brand, of Detroit, attorney for David B. Lichtog, trustee in bankruptcy of the estate of Erwin Schleger, of Farwell, against Charles W. Calkins, for failure to obey the court's order requiring him to turn over to the trustee of the estate certain monies belonging to the estate. Calkins, formerly a merchant of Lansing, was in business with a nephew, Erwin K. Schleger, in Farwell, under the name of the Calkins, Schleger Mercantile company. After about nine months, Calkins dropped out and sold the business to this nephew, who had no money, but who was to purchase the same with payments of \$50 a week. Schleger made only one payment to Calkins. When Calkins left the firm he put \$1,300 more into it so that all debts were paid. Schleger purchased about \$2,000 worth of goods on credit. When his creditors forced him into bankruptcy Calkins came forward and claimed he held a mortgage on the stock. In the meantime the store burned and Calkins collected the insurance. It is said that he then went down to Ohio and invested it in an oil well which proved a failure. The trustees are now trying to collect from John W. Calkins and David Ward, who signed Charles Calkins' note.

Hide Market Wild.

The local hide market is crazy, owing to competition among the local hide buyers. As high as 45c has been paid for No. 1 green hides, although there is nothing in either the New York or Chicago market to warrant any such price. Chicago tanners are reported to have pulled out of the market until the present competitive excitement—which exists at other markets besides Grand Rapids—subsides.

Mercantile Change at Howe.

Ray S. Moore succeeds J. A. Moore in general trade at Howe, Ind.

The Ideal Clothing Co. has leased the Van Kammen store building in Grandville and will convert it into a branch factory, employing from twenty-five to fifty girls to begin with.

O. A. Wood, of the Shelby Variety Store, writes us as follows "I am a subscriber to your valuable paper and do not know how we could get along without it."



The Grocery Market.

Government propaganda urging retailers to order their sugar supplies in time to have full allotments for consumers' use at canning time seems to have started hysterical buying by housewives and in several parts of the country it is found they are hoarding supplies.

No other reason for this state of affairs, which has caused the sugar board to stop exports and jobbers to begin regulating allotments on orders, has transpired. The Tradesman several weeks ago mentioned a mysterious circular campaign which had induced retailers to order sugar in large lots, more than they could hope to need for a long time, thus tying up large sums of money and making themselves bound to lose through vigorous competition to meet the buying hysterics of home makers.

Prices are set at to maximums and no shortage is probable, so far as can be learned, and the situation seems to be psychological. The jobbers' action is to equalize the situation and to provide that every section will get its due share of sugar and no more than is needed, while others may not suffer because of a hoarding craze in some other section of the trade territory.

The embargo is due in August, meanwhile shippers have to supply beet where there is little or no cane, and this is a substitution that seems justifiable, whether the general principal of substitution of goods is a good one or not. Some jobbers have shut down on a maximum of 25 bags per customer, and this may be smaller with other dealers, as the necessity may bring it about. With the embargo not due to show its effects until some time in August crazy sugar buying is going to be held down by wholesale holders of sugar.

Strikes and the Cedar Rapids fire unite to delay shipments of syrup and starch indefinitely. The Douglas fire was a serious one and the Corn Products labor troubles have been a great hindrance to operation.

It will pay the retail merchant to make his first look at the advance column these days through colored glasses. Better make them rose colored to take the edge off the shock. If the gait keeps up there may come a reaction through decreased consumption in some lines, although it is hoped that such a condition as to soaps will not reduce the country to a bolshevik unwashed basis. More advances are expected in this line.

Sugar—The demand for sugar still continues. Jobbers report selling probably twice the normal volume for this season. There is considerable

evidence of housewives hoarding, this being regarded as an important factor in the present scarcity. Prices show no change anywhere. An appeal to the power of popular publicity to check the hoarding of sugar by housewives will probably be the recourse of the Sugar Equalization Board if the recommendation of the New York Wholesale Grocers' Association is followed. In a letter suggested by F. C. Lowry, of the Federal Sugar Refining Company, Secretary Foster, of the Wholesalers' Association, has written the United States Food Administration as follows: "According to complaints and reports reaching this office about the present stringency of the sugar supply, it would seem that earlier rumors of a sugar shortage have tempted consumers to hoard sugar. To whatever extent this is true, and by such hoarding the consumers are creating the very shortage they fear and which otherwise might be averted, it seems to the writer that a full statement of the present conditions, made by the Food Administration for release by the press throughout the country might allay the fears of the consumers and so eliminate that factor of hysterical buying as an aggravation of the present difficulties. A warning to the public of a shortage generally has the effect of increasing the shortage and, therefore, it is my thought that if the public were taken into the confidence of the Food Administration, and told what steps were being taken to ameliorate conditions, and that the present available supply is adequate for the season's demand, the housewives might be induced to buy only their normal requirements."

Tea—The market is much firmer and stronger than it was a few weeks ago, apparently due to buyers changing their idea about the market. Today they seem to have confidence in the market and are buying at top prices. Anything in black tea is wanted at full rates. Some green teas, such as Moyune Gunpowders, have practically disappeared from the market. Low-grade Congous have also advanced 3 or 4 cents a pound and the general situation is very firm. Sellers have practically stopped shading prices and are feeling very much encouraged.

Coffee—No particular change has occurred in coffee during the week, unless it is a little better supply and a trifle easier feeling, although without decline. All grades of Rio and Santos are still ruling at excessive prices and most of the trade are declining to buy more than they need at the moment. Milds are also very

scarce and very high, Bogotas having passed the 30c mark, green and in a large way, sometime ago.

Canned Fruit—Kiefer pears, new pack, have been sold in considerable lots at \$2.50@3.25. Private wires from the Coast say that future canned peaches and apricots are selling there at 25 per cent. advance over the opening. There appear to be some speculative future contracts still available in this market, although the inferior markets seem to have nothing to offer.

Canned Vegetables—There appears to be a strong probability of a short pack in almost everything. This includes tomatoes, the pack of which, according to the prediction of one authority, might not exceed 10,000,000 cases, which is a little more than half last year's. Prices of tomatoes, both spot and future, are steady to firm, but unchanged for the week. Corn is about unchanged and the market is very strong. Wisconsin peas are in a strong position, fancy Alaska being reported a complete failure, with scant prospects for fancy sweets, the bulk of which will be packed this week. The pack of sweets is now reported little better than 50 per cent., with the certainty, therefore, of a shortage in the standard grades, as well as in fancies.

Canned Fish—Salmon shows no particular change, demand being fair; prices about as they have been for some time. Domestic sardines of the new pack have taken a tremendous slump. They opened the season at \$5.75 per case, in a large way, due to the very high price which packers said they were compelled to pay for raw fish. In most cases they declined to pay this price and fishermen therefore reduced their ideas to such an extent that packers are now quoting around \$4.75 per case, in a large way. Imported sardines are not cutting any figure, although there are some about.

Dried Fruits—The Association's opening prices on prunes are generally considered in the dried fruit trade to be reasonable in their relation to the market on outside supplies. Jobbers, however—and with them were many brokers—feel that the "firm at opening prices" system has dealt itself a hard blow; and jobbers who have relied more or less on getting their supplies from the Association feel that they are being victimized by the announced prices. Many of these jobbers could have met their requirements at much lower cost if they had bought early in the season from the independents. Not all of them could have bought at bottom prices, but, naturally enough, each one now feels that he, at least, might have been one of the fortunate ones to get in on a low market. Feeling among jobbers in regard to the allotments of peaches is pretty sharp. Some have not hesitated to say that this small allotment, and the policy of the peach growers in making no contracts, is a piece of profiteering. They predict that more peaches will be offered later at higher prices.

Nuts—There is a good enquiry for all varieties for early fall shipment. Walnuts are in light supply; filberts are in fair supply and moving out well

for prompt shipment at 25@26c. The supply of almonds on spot has been augmented by arrivals on the Roma of hardshells and Tarragonas, quoted at 15½@16c in round lots, ex dock. Old crop Californias appear to be exhausted.

Rice—It becomes more and more difficult for brokers to find stock in the better grades with which to supply even the more urgent needs of buyers. The marine strike is having more or less influence to check export activities, but there is already more business in sight than can be well taken care of. Under the circumstances prices are nominal, but it is safe to say that nothing can be bought at less than the figures quoted.

Cheese—The market is very firm, with quotations slightly higher than last week. There is a moderate supply on hand at this writing and a fair consumptive demand, which takes all the current receipts. We look for continued high prices.

Soap—Advances are made again this week and more are coming and there were some last week. End of the war is one cause of the rapid upward movement. While ammunition making was on glycerine, a byproduct, helped pay the cost of soap. That has dropped and soap has to pay more itself. It is said 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 4c per pound on tallow and fats. Fats and oils declined in price in the early months of this year, but are now held at and above wartime figures. The better grades of tallow are fully 5c per pound higher than during the period of the war.

Provisions—The market on lard is very firm, due to a good consumptive demand and a moderate supply. The market on lard substitutes is firm at unchanged quotations. There is an active demand with a fair supply. The market on smoked meats is very firm, with no material change in quotations. There is a good active demand and a light supply. The market on dried beef is very firm, due to an extremely light supply and an active demand. The market on barreled pork is firm, with quotations unchanged. The market on canned meats is very firm at unchanged quotations.

Salt Fish—The fish market shows no change for the week. Mackerel is wanted to some extent at about unchanged prices.

The Wolverine Storage Battery Co. has been incorporated with an authorized capital stock of \$25,000 common and \$25,000 preferred, of which amount \$39,000 has been subscribed and paid in in cash.

Snow & Ngivva succeed L. Jex in the grocery business at 575 Straight avenue.

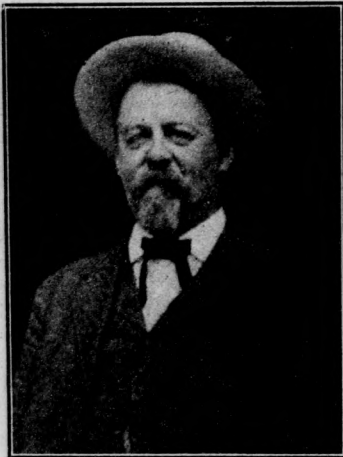
W. Whitaker succeeds Ira Hay in the grocery business at 109 Gold street.

SUCCESSFUL SALESMEN.

R. D. Warner, Sr., the Well-Known Grocery Salesman.

Richard D. Warner, Sr., received the felicitations of his associates at the Worden Grocer Company last Saturday on the occasion of his reaching the fiftieth milepost in his career as a traveling salesman. The next day Manager Rouse sent him fifty beautiful roses and a letter which the recipient will cherish as long as he lives.

Mr. Warner was born in this city Aug. 20, 1849, and was educated in the public schools of Grand Rapids.



Mr. Warner in His Fighting Clothes.

In early youth he entered the employ of J. H. Thompkins, who at that time conducted the New York photograph gallery on Canal street, to learn the trade. On the destruction of the gallery by fire in 1865, he worked for Mohl & Schneider six months as cigarmaker, returning to the photograph business as soon as the gallery with which he had been identified had been re-established. In 1869 he entered the employ of L. H. Randall & Co. as porter, rising rapidly in the estimation of the house until May 20, 1870, when he was made city salesman. A year later he was given outside territory, covering the G. R. & I. from Petoskey to Mendon, the D. & M. from Grand Haven to Owosso, and the Michigan Central from Grand Rapids to Eaton Rapids, seeing his trade every four weeks. In 1875 he formed a copartnership with Jas. McSkimin, under the firm name of McSkimin & Warner, and engaged in the coffee and spice business at 91 Canal street, inaugurating the Enterprise Coffee & Spice Mills, which continued in existence under various owners for several years. Mr. Warner remained in the firm only six months, selling his interest and returning to the employ of L. H. Randall & Co., with which house he remained through its various changes until April 9, 1883, when he resigned to accept the position of manager for the new firm of L. H. Randall & Co. When this business was wound up at the end of a year, he sought a new alliance with the Clark-Jewell-Wells Co., with which house he remained from 1884 to 1889 as city salesman. During the year 1900 he was identified with the Telfer Spice Co., both as city salesman and

stockholder. Jan. 1, 1901, he entered the employ of the Lemon & Wheeler Company as city salesman, with whom he remained until that house was taken over by the Worden Grocer Company, since which time he has served the latter in the capacity of city salesman.

Mr. Warner's personal characteristics are a matter of common knowledge with almost every dealer who buys at this market. A German by birth and a fluent conversationalist in that language, he has a large trade among tradesman of German descent, which he is able to hold indefinitely. His aggregate sales during 1882—the last year he was with the firm of Freeman, Hawkins & Co.—were \$157,764.65, and his collections during the

same period amounted to \$115,165.09, which is one of the best—if not the best—records made by a Grand Rapids traveler up to that time. He was one of the first members of the Michigan Commercial Travelers' Association, was the second Vice-President of that body elected from this city, and has always been identified with every move intended to benefit the "boys," by whom he is held in high esteem.

Mr. Warner is a member of Doric Lodge, F. & A. M., and all of the higher orders, including the K. T. and Shrine. He is also a member of Valley City Lodge, K. P.

Mr. Warner's one hobby is the collection of coins, of which he has assembled upwards of 2,000, including many of the rarest pieces coined by the United States mints. He values his collection at \$2,000 and, in order that he may not receive the attention of burglars, he keeps the collection in the safety deposit vaults of the Michigan Trust Co.

Mr. Warner attributes his success

Every Soldier Who Receives Punishment Not a Criminal.

Grandville, July 22—The officers of the American army are in the main honorable gentlemen. Taking an army of such vast numbers as composed the A. E. F., we may suppose that there were exceptions to the rule. During the Civil War numerous in-

stances cropped out where military martinets were unjust in their treatment of the private soldier.

stances cropped out where military martinets were unjust in their treatment of the private soldier. An instance in point came under the observation of the writer. An upstanding young man, the son of a widow, enlisted for three years or during the war. He became a member of the Army of the Potomac, and with glad eyes, glistening with the proud tears of a patriotic mother, this boy was bidden Godspeed on his way to the battle front.

One sanguinary battle was fought. News came of those who had fallen and of those who acquitted themselves as brave American soldiers. Among the latter, and slightly wounded, was the widow's only son. How proud that day when the poor woman saw the name of her boy given honorable mention.

Three months later there fell a blow that came near being the death of the soldier's mother. Harry Braden was pilloried as a deserter from the Army of the Potomac. Braden is not the soldier's name, which we suppress for obvious reasons. The receipt of that news cut to the poor widow's heart. Her boy, in whom she had such pride, a deserter. As a girl she had read of the infamy of Benedict Arnold, and

next to that traitor she classed a deserter from his post of duty in the face of the enemy.

"Oh, why did Harry not die in the battle in which he was wounded?" moaned the widow when those of her friends came to try and comfort her. There was no ameliorating circumstances and the poor woman was cast into the lowest depths of despair. She did not know in that hour why and how it had come about that her bright boy had taken upon himself such a load of shame. Afterward came a long letter from Harry in which he detailed the humiliation and hardships through which he had been made to pass through the instrumentality of an overbearing officer.

"I could stand it no longer, mother dear," he concluded. "I was dying a thousand deaths daily under the vile treatment of Captain Strang. I wished to die in battle rather than submit further to his tyranny and treatment that was degrading to my manhood. I chose to desert the regiment, but not my country. You will hear from me again, dear mother, before long."

Some weeks later the widow received a note from her son from the Western army. Harry had, under an assumed name, enlisted in an Illinois regiment with which he participated in some of the most strenuous campaigns of the Southwest, passing through to the end of the war; rising in rank to a major, doing his full duty to his God and his country.

It may well be assumed that every soldier who receives punishment is not, because of that, a criminal. Some of the brightest, most patriotic men in the American army have been branded by their superiors with the mark of disgrace, and punished as became a malefactor. That such things can be in our army is perhaps most regrettable.

We read that one Sergeant Barnett makes grave charges as to the conduct of some American officers at Verneuil, France. It is charged that, aside from destroying millions of dollars' worth of goods by fire, those in charge of the station abused American soldiers and pampered German prisoners. In two instances two Michigan soldiers were driven to suicide.

Such statements would seem incredible were it not for the fact that similar accounts of conditions in the French encampments are coming from many sources since American soldiers are getting their discharges, thus being no longer subject to court-martial. It is a startling, almost unbelievable charge being made against American officers. Can these things be true?

In view of the fact that a surplus of evidence seems overwhelming, and the further fact that Sergeant Barnett appeals to the Senate Committee on Military Affairs for a hearing, seems to assure the public that there is truly a mare's nest hidden somewhere, and it is the plain duty of the Military Committee to make a thorough investigation to the end that justice may be done.

If American officers accused are guilty of the half that is said about them, they should be court-martialed and given the full limit of punishment, that the military arm of Government may be purged once and for all of such monsters in uniform.

If the accused can exonerate themselves, they should be only too glad of an opportunity to do so.

It is well understood that where so many men as compose our overseas army are gathered together there are sure to be some black sheep, and these should be sifted out and made an example of in strict conformity with justice and right. Old Timer.

Your show cards will attract more attention if they look different from those of neighboring store windows.



Mr. Warner in His Sunday Best.

Congress Driving for Early Adjournment.

Congress has begun a drive for final adjournment about September 15. Making due allowance for unjustifiable optimism, some conservative leaders declare they will be satisfied if the session can be brought to a close by October 1.

This will give the weary senators and representatives two months in which to recuperate before the first regular session of the Sixty-sixth Congress convenes in December. The respite will be most grateful, for a summer in Washington is not the most delightful experience in the world with the mercury shooting above the 100 mark every few days—and Washington a dry town at that.

To get away in sixty days, or even in seventy-five days, Congress will have to abandon any programme for general legislation that may have been formulating in the minds of the leaders. With the peace treaty and the league of nations and the Franco-American alliance up for discussion in the Senate and a battle over the prohibition laws afoot in both Houses, it will not be practicable to tackle any big legislative projects, especially as some time must be given to consideration of revenue re-adjustments and to the auditing of the war expenditures of the Government for which a special committee has already been appointed.

So far as the tariff revision programme is concerned, it now seems probable that the Ways and Means Committee will be authorized to sit during the Congressional recess and continue hearings that are expected to begin some time next month on the general tariff schedules. It is quite in accord with precedents that this committee should devote three to four months to hearings and to the framing of a revision bill; hence there is to be no abandonment of plans heretofore made in order to permit Congress one or two months recess by October 1.

Of course the consideration of legislation on the floors of the two Houses will not prevent the committees from taking up pending bills, and a number of important measures are thus likely to be discussed and reported to both Houses, before the end of the session. The committee calendars of both House and Senate are heavily loaded with measures of great importance, so there is plenty of grist for the committee mills to work on.

The revenue re-adjustment problem now under consideration by the Ways and Means Committee is giving the majority leaders considerable anxiety. While there is a general desire for early action, there is so much diversity of opinion even among the Republican leaders themselves that it will require a great deal of diplomacy to bring the discordant elements together and secure the united front which will be necessary for the passage of any of the pending bills.

The clerks' feet are usually found sticking to the bottom of the ladder who is willing only to do the things he is paid to do.

Petoskey Portland Cement Company

Authorized Capital Stock \$1,500,000

No Preferred Stock or Bonds

Offers a Limited Amount of Common Stock
At \$14.50 Per Share

This is a gilt-edge investment and it has demonstrated its ability to make a good annual profit from the crushed stone business alone. Prospects for the very near future are for a *Material Increase* in profits because the Company is expanding its present crushed stone business on a large scale. It already has been offered contracts totaling over 1,000,000 tons of crushed stone per year. This business alone can pay a large annual dividend.

Behind the above statement is ten years of operation of the Crushed Stone business.

ADDED PROFITS

To properly judge this investment offer to the above profits must be added the profits that will surely come from the manufacture of cement.

We say *surely* because other cement companies are making large profits after paying thousands of dollars for raw material and thousands of dollars in freight for hauling same to their plants, while the Petoskey Portland Cement Company saves these two important items of expense.

STRONG REASONS FOR SUCCESS

for the Petoskey Portland Cement Company are its unequaled transportation facilities, unlimited supply of every raw material entering into manufacture of cement, recognized substantial management, a large local market, as well as a large market that can be reached most easily by water or by rail, and the fact that *Cement* is to-day the greatest All-round Construction material known and the knowledge that many times as much cement will be used annually than ever before.

Do not postpone your investigation of this investment offer.

We invite your investigation of this proposition and to those who are interested we will send all particulars so that you can satisfy your own judgment.

F. A. Sawall Company, Inc.

405-6-7 Murray Bldg.

Grand Rapids, Michigan

F. A. SAWALL COMPANY, Inc.
Grand Rapids, Mich.

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

Name.....

Address

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

GERMANS CHILD MINDED.

Because the Germans are child minded—like the beasts of the jungle—they are quite incapable of understanding our way of thinking, even when they live among us as observers and are sent here for that purpose as diplomats. That anybody should think of propitiating us by sending Maximilian Harden here as Ambassador shows that the German mind has not changed since the Kaiser sent us a statue of Frederick the Great, since he sent Prince Henry of Prussia to make a tour of the United States. Empire or republic, the German rulers seem to have the same infantile ideas of how to please us. There is no doubt that the Kaiser would not have taken these steps without the knowledge and presumably the advice of his Ambassador to the United States at that time, von Holleben. His residence among us had taught von Holleben nothing; and Bernstorff, an abler man, but one of the most unscrupulous whelps this side of hell, seemed during the war to have learned little more.

He has learned some things, as is evident from the cabled extracts from his article. He speaks words of sense when he tells the Germans that socialism is unpopular in the United States and that if they wish to cultivate our friendship they must show that they are not only unmilitaristic but non-socialist, at least so far as the present European tendency of socialism—that of a world revolution—is concerned.

This can mean nothing else than that by coddling America he hopes to get us to grow so complacent toward Germany that we shall use our influence with the other Powers to change the Peace Treaty in a way favorable to Germany. It is his idea of how to get the work done at Versailles undone. This notion that we can be flattered and tickled into giving up our ideas of justice is characteristically German and Bernstorffian. It implies that we are an easy-going lot who did not know what we were doing when we insisted on reparation for the past and guarantees for the future. This notion of coming it over America by flattery, as if this country were populated by children, seems to have taken strong root in the German mind, and was undoubtedly first put there by Germany's ambassadors, secret service agents and other official observers during a long period of years. The idea of the raw Yankee, staring open-mouthed at old Europe and ready to be tickled with a compliment, must have been of early origin. It lay behind the visit of Prince Henry, which was expected to bring us to our knees in admiration of his royal condescension; behind the gift from the Kaiser himself of a statue which, even at that time, aroused merriment instead of adulation; behind Bernstorff's idea that anything can be done with us if we are only patted on the back, even to a retreat from the principles for which we fought; behind the idea that we can be conciliated by sending over to us as ambassador a man whose chief qualification is that his attacks on the

imperial government were read here with interest and generally with approval.

The German mind mystified us during the war. Perhaps some of us thought that the great conflict had temporarily deranged it. But in peace as in war it seems ever the same.

MR. WILSON SHOULD EXPLAIN

There have been gross misunderstandings and misrepresentations of the Treaty's transfer to Japan of German rights in Shantung. Even with these cleared away, the agreement is one that requires explanation and defence. It is plainly intimated at Washington that the President will soon issue a statement about the whole transaction. This surely ought to be done. We do not yet know exactly what official assurances Japan gave to the Peace conference respecting her intention to restore Shantung to China. If these are as explicit as alleged, they will put a new face on the entire dispute.

Meanwhile, it is just as well to recall what happened in the immediate past. Japan was heartily welcomed as an ally against Germany. When, early in the war, she took, after a short but costly campaign, the German fortress in Shantung and drove Germany out of China, there was great rejoicing. It meant the downfall of hateful German imperialism in the Orient. That Japan would expect compensation for what she had done, and what she did later to help win the war, was universally taken for granted. At the pitch of the desperate struggle against Germany, no aid was refused even on hard terms. And it was all along no secret that Japan expected to accede to German rights in Pacific islands north of the equator and in Shantung. The United States did not make the agreement, but there is no doubt that, if we had been asked to enter into it late in 1917 or early in 1918, when the issue of the war looked dubious, and it had been represented to this country as a military necessity, the people would have readily agreed to it.

On the question of this country becoming mandatory for Armenia philanthropic and commercial interests coincide. Armenia has always made a special appeal to the chivalry of America, and the chance to aid that country in raising itself from the slough of despond in which the Turks have plunged and left it is one to touch the imagination. At the same time there will be legitimate opportunities of opening up new markets for American enterprise in a country that is singularly rich in natural resources. A mandate for Armenia alone is a very different thing from a mandate for Armenia plus other Turkish provinces. The Armenians want us to themselves, and on that basis would welcome the arrangement as they would welcome the mandate of no European Power; but they do not want to be associated in any degree with their late oppressors. Wrongs such as they have endured preclude any such association.

WHERE THE BLAME RESTS.

It is naturally a source of pleasure and satisfaction to be able to announce that the \$13 egg claim referred to in the Tradesman last week has been adjusted by the American Railway Express Co.—after a delay of eight months. The Tradesman feels no hesitation in stating that the claim would never have been paid if the matter had not been brought to the attention of this publication, because it is clearly the practice of the Detroit claim agent to permit claims of that character to die a natural death unless they are taken up by some one who will prosecute the cases vigorously. The promptness with which old claims are adjusted when the Tradesman gets after them shows very clearly that the validity of the claims were long ago determined and that they were then pigeon holed, never to be disturbed so long as the claimants confine their actions to writing letters of enquiry or making personal calls on the claim department.

This week another claim is exploited by a Trenton merchant. The amount involved is only \$9, but the fact that about eighteen months have been allowed to lapse since the claim was presented indicates that the claim has been approved and patiently awaits the action of some one with a club in his hands before it is taken out of the pigeon hole, dusted off and settled.

The frequency with which such cases are brought to the attention of the Tradesman naturally leads to the enquiry:

Is this policy due to downright dishonesty on the part of the company or to the laziness and incompetence of the claim agents?

There can be but two horns of the dilemma. In order to determine which theory is the correct one, the Tradesman herewith requests Mr. George C. Taylor, President of the American Railway Express Co., to inform the Tradesman—for the benefit of its readers—where the fault lies.

In all references to claim agents the Tradesman wishes to exclude the Grand Rapids claim agent from criticism. Mr. Charles H. Lilley has always aimed to do his full duty and has usually succeeded in meeting all reasonable demands of claimants, notwithstanding the unfortunate handicap he is under in being unable to pay any claims in excess of \$200 without the written order of his superior officer at Cleveland, who is always exceedingly tardy in his movements and ought to be equipped with an accelerator by President Taylor. If all the claim agents were as faithful, reliable and honest as Mr. Lilley, there would probably never be any cause for complaint.

PRO-GERMAN IRISH.

Concerning the present mission of "President" Valera in the United States, it is to be hoped that some of his more sagacious Irish-American friends will give him good advice. If they do, they will tell him that many Americans, who have been in favor of Irish Home Rule all their lives, were made sick at heart by the

course of Sinn Fein during the war. The utter want of political and moral perception which many Irish leaders showed; their determination that Germany should win the war if only that meant the downfall of England; their conferring and conspiring with German emissaries and readiness to accept German money and German arms—all this filled with amazement and pain Americans who had steadily championed Ireland's cause. Even a criminal like Valera ought to know that this cannot be forgotten or forgiven in a day. They have to encounter in this country a feeling like that displayed by President Wilson when he refused to meet a delegation of Irish-Americans if Judge Cohalan were at its head. Still with the heartiest sympathy for Ireland, Americans are not going to shake the hand of Irishmen who were on the side of Germany in the war. Nor are they going to listen with patience to the preposterous demand that our Government "recognize" the bogus Irish republic established by criminals like the Sinn Feiners. Even Senator Borah, when driven into a corner, confessed that he was not prepared to take a step which would mean war with England. So that President Valera, if he is well advised, will refrain from identifying himself with political movements openly hostile and insulting to President Wilson, and will see the necessity of placating, instead of further inflaming, a large body of American opinion that the pro-German Irish deeply offended.

Erzberger's proposal for a levy on German wealth, rising to 65 per cent. on fortunes above three-quarters of a million dollars, is of course not confiscation. A "seizure" of wealth which is spread over thirty years becomes merely a tax, and all taxation is the taking of private property for public purposes. The German millionaire who hands over 65 per cent. of his fortune in the course of thirty years is merely paying a 2 per cent. capital levy every year. This may well be equal to a 20 per cent. annual tax on income, but the war has seen income taxes in England carried to more than three times that amount. The Erzberger scheme establishes a mortgage on private property in favor of the Government, but here again we find no radical departure from the fundamental principle of taxation. The purpose of the German Finance Minister in speaking in terms of a levy on wealth instead of in terms of taxation is to bring home to the German people the heavy task which confronts the country for a generation to come. It asserts bluntly the nation's interests above those of the individual, and so lays the foundation for whatever tax burdens the future may find necessary. The German government can not seize the wealth which the nation needs for the restoration of its economic life. In essence the Erzberger scheme is like every other financial scheme which every other nation must adopt in liquidating the cost of the war; it consists in distributing the burden through the years.

STILL YOUNG AT EIGHTY-TWO

Oscar F. Conklin Has Made Land Values a Study.

Jacksonville, Ill., July 22.—There are few citizens of Jacksonville who have seen so much of the world as O. F. Conklin. This is true in several ways, because Mr. Conklin has been a great traveler and for the further reason that while still young he has spent so many years on earth. Mr. Conklin is not a bit sensitive about his age, in fact, doesn't care who knows that he is 82 years old and still very vigorous.

It was just about twenty years ago that Mr. Conklin came to Jacksonville and Morgan county from his home in Grand Rapids, Mich., where for many years he had been a successful merchant, real estate broker and operator. Within a few days after his coming to Morgan county the visitor was known as "the man with the auger," for wherever he visited a farming community he had with him an auger, and it was soon found that he was using it to bore down into Morgan county soil.

At first there were some people who thought the visitor was looking for oil or mineral deposits, but it was not long until they learned that Mr. Conklin was using a soil auger and that his investigations were for the purpose of finding out something about the subsoil in the various localities of the counties that he visited.

Mr. Conklin said in conversation recently: "In those days I visited a number of farms where the owner said, 'Why, this black dirt is many feet deep and if you can dig down through it with that auger I will give you the farm.' Now these men thought that they were telling the truth, but that soil auger of mine indicated that in very few instances was the black soil in this county deeper than eighteen inches—and that is deep enough if the top of the soil is treated in the proper way."

The investigations of Mr. Conklin were by no means confined to Morgan county, for he came here after making some similar enquiries in other corn belt counties of this State and also after a like expedition into the corn country of Iowa. As a result of these trips Mr. Conklin evidently decided that the opportunities for investment were better here than elsewhere and consequently it was not long afterward before he made the purchase of a number of farms.

This was not done until he had visited practically every section of Morgan county. At that time he in several instances paid prices for Morgan county farms which local residents thought were considerably in excess of their value. In fact, Mr. Conklin at that time paid the highest prices ever known for Morgan county land and his discretion was justified by later events.

With passing years Mr. Conklin sold some of his farms and bought others, although he is not engaging in real estate particularly as a speculative proposition. He found sometimes that changes were desirable and in such instances he has usually sold small farms in order to buy larger acreages of land in one tract.

So throughout the eighteen years of his residence Mr. Conklin has continued to be a land buyer and seemingly is always in the market for a good farm. His last purchase was made two or three months ago, when he bought from M. F. Dunlap the Dunlap farm located about four miles east of Jacksonville. A number of the Conklin farms are really the property of Mr. Conklin's brother, living in Grand Rapids.

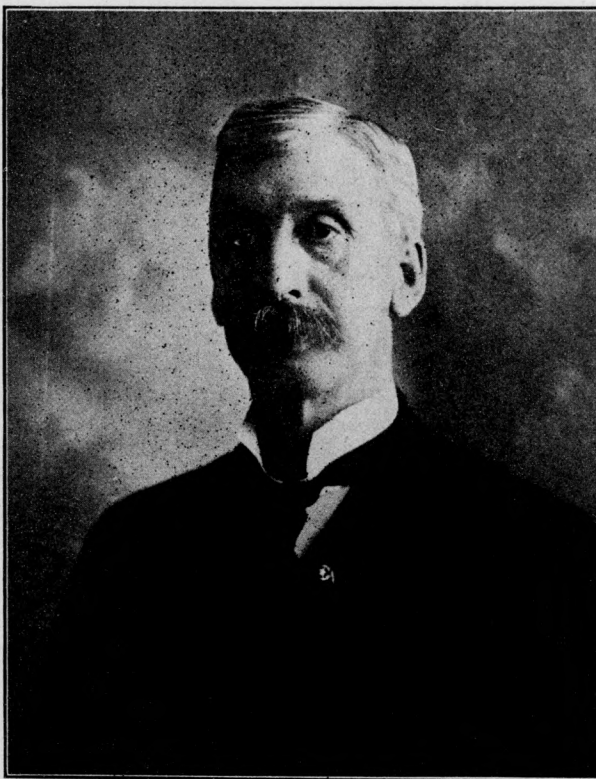
Though past four score years of age, Mr. Conklin is ready at any time for a day's work—that is in making a long cross country journey or in supervising farm work. Of course he does not attempt to get out in the

hot sun and take actual part in farming operations, but there is no farm owner in this country who has a better or more accurate knowledge of what is being done on the farms under his supervision, or the manner in which it is being done. He knows farming "like a book" and the men who rent from him understand that the right methods of agriculture must be followed, that the land must not be robbed and that fertility must be kept up.

Mr. Conklin makes no prophecies about what the future holds for agriculture. In fact, when asked for an opinion about what he thinks along these lines Mr. Conklin invariably replies with the greatest conservatism: "I do not know." It is known to be his view that everything looks very prosperous for the farming industry with promise of continued high prices for a period at least, but he feels that there is some uncertainty

by cutting his hours of sleep, and for good health real attention to the diet is essential. To men who feel old at 55 or 60 years and think that they are about through business affairs, certainly Mr. Conklin is an inspiration. He is thoroughly interested in business matters, is posted on those things to which he has given attention and his judgment is sound and worth while. It is a wonderful thing to know that a man can so preserve his faculties as to be in virulent strength of mind and body after 82 years have passed.

In this connection it is interesting to note that Mr. Conklin's land experiences began long before he came to Jacksonville. In Grand Rapids he engaged for many years in the real estate business with his brother and very frequently served as an inspector of land for an insurance company doing a large business in making loans.



Oscar F. Conklin.

and that later on there is very likely to be a drop in the prices of farm products. If that time comes it seems to be his belief that if farm values do not fall that there will at least be sluggishness in the real estate market and farms will not be changing hands rapidly.

"Money is cheap," said Mr. Conklin "There are more dollars now than ever before and the purchasing price is less. So it is not surprising that farm valuations have increased in a rapid way. I buy farms for investment because I know the money will be safe there for myself or those who hold my property after me, and whether or not the market values change the land will still be there and the value returns will probably be very much the same from year to year—that is, relatively speaking. The price of the land may not be so high, the price of the products may not be so high, but in their relation to other values the farm returns will probably be just as satisfactory as they are now."

Mr. Conklin attributes his good health to the fact that he keeps busy and further that he has taken good care of himself in the matter of diet and sleep. Following his theory, no man makes anything in the long run

Changed Sentiment as to Repealing Luxury Taxes.

An amazing change has come over the situation in Washington with respect to the repeal of the so-called luxury tax imposts of section 904 of the War Revenue Act of February 25, 1919. Rarely has there been so radical a revision of sentiment and the House leaders who are planning to urge this measure find themselves in a serious quandary.

In the closing days of the last Congress, the Ways and Means Committee, by unanimous vote, reported the luxury tax repeal bill and put it through the House without the formality of a roll call. If it had not landed in the Senate during the filibuster that lasted until adjournment it would have passed that body about as easily as it went through the House.

When the present special session convened on May 19, the House Committee again reported the bill without a dissenting vote, and Chairman Ford-

ney announced that he would call it up immediately, declaring that its consideration and passage would not occupy more than an hour or two.

Mr. Fordney's prediction was literally true so far as the length of time to be consumed in debating the bill was concerned. It took only an hour or two to convince the committee leaders that the bill could not possibly pass at that time and they therefore withdrew it, promising to come back and fight another day.

Many "another day" has since rolled around but thus far Mr. Fordney is undecided as to the advisability of bringing up the luxury tax repeal bill, and as this measure has the right of way over other repeal bills, including those providing for the elimination of the taxes on automobiles, sporting goods, cutlery, cameras, firearms, ammunition, etc., the way of revenue re-adjustment is blocked and nobody seems to know what the next move will be.

Of course the revenue problem is an uncertain factor in this equation. For a good many years to come the Federal Treasury will need at least four billion dollars per annum, which is a lot of money and which cannot be obtained from ordinary sources plus the income tax.

It is a good guess that the revenue repeal bills will have to wait until the Ways and Means Committee has decided how much additional revenue can be obtained by revising the tariff schedules upward. Mr. Fordney believes that three hundred million dollars can be had from this source, but he admits that boosting tariff rates to prohibitory levels will reduce rather than increase the customs receipts. It will take some very nice discrimination in the way of rate re-adjustment to add a couple of hundred million dollars to the present tariff revenues.

The repeal of the luxury tax provided by Section 904 will cost about \$85,000,000, while the elimination of other manufacturers' and consumption imposts under Title 9, and the soft drinks tax under Title 6, will carry the total up to a round three hundred millions. This makes it clear that tariff revision must be very carefully worked out so as to actually produce a large increase in current customs receipts in order to justify the revenue re-adjustment now projected.

Helpless Man.

The ladies were talking in the humorously indulgent way in which they usually tackle the topic about their husbands and other women's husbands.

"John is perfectly helpless without me," said Mrs. A.

"Henry's that way, too," said Mrs. B. "I don't know what would become of him if I'd leave him for a week."

"Isn't it the truth!" sighed Mrs. C. "You'd think my husband was a child, the way I have to take care of him. Why, whenever he is mending his clothes or sewing on buttons or even darning his socks, I always have to thread the needle for him!"

Tact never hurts anybody. It is a product of brains and sensibility.



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.

Why White Footwear Is Increasingly Popular.

Written for the Tradesman.

Reports from various sections of the country indicate that white footwear is going stronger than ever this summer. Dealers report that their stocks of white shoes both for men, women and children are melting away, and quite naturally the dealers are elated.

All of which calls to mind a time when white footwear was a precarious commodity—in that sometimes it would move briskly, and sometimes it wouldn't; but generally speaking, the big calls for white bootery went in clyces. Consequently the dealer who anticipated a big white season and stocked up accordingly found himself on easy street, while the more conservative merchants who were dubious about the matter had to take what was left from such in-stock and jobber reserves as were available at the eleventh hour. In such cases the styles and the prices were often not to the dealers' liking, but even so the local demand for white shoes was often sufficiently strong to enable even the tardy ones to get in on the picking.

All this, to be sure, antedates the time when white footwear became a staple summer commodity. While even in this period there were good reasoners who endeavored to establish the point that white shoes were the proper thing for summer comfort, and prophetic voices that foretold the time when they would become as staple for hot weather as black shoes have ever been for fall and winter, the rank and file of dealers realized that there was an element of chance in white stuff.

But the situation has largely changed. The demand for white footwear is now a contingency that the shoe dealer can now count upon as confidently as he can on any other season's favorite. White shoes have become with American consumers a hot weather staple.

Long before "mere man" had been completely won over to the idea of white shoes for summer, the women and children had been converted; but now last of all, as one conservative by nature and tardy ever in his adoption of new ideas, the masculine party has finally been led to see and appreciate the charm, comfort, and appropriateness of white shoes of sizzling weather.

priateness of white shoes of sizzling weather.

What would a vacation be without white shoes? What is more appropriate for sport purposes—for wear in the alleged cool of the evening at one's favorite summer-place on the seashore, at the lake, or in the provincial country burg whither one has gone to evade the blistering shafts of the sun? Even if one must remain in the city and stay on the job, getting the equivalents of a vacation on his own lawn or veranda or by visiting the pleasure parks, why not enjoy some solid comfort by easing into a fresh, cool pair of buck or canvas low-cuts? Is there any law against such thoughtful consideration for one's feet? Nay verily, Percival, there is none.

Two Arguments for White Footwear.

On the other hand there are two very substantial—although not exactly co-ordinate—reasons why everybody ought to wear white footwear for summer.

In the first place white shoes are actually cooler and more comfortable than any other color for summer wear. The darker the color of the material of which shoes are made the more sunshine and heat are absorbed by them. Black shoes absorb the greatest amount of heat; white shoes the least. This isn't theory, it's fact.

Moreover white shoes are made of soft, flexible material—usually either buck or nu-buck as soft as chamois, or cool, yielding canvas.

And the merit confessedly sought by the producers of such shoes is comfort—comfort along with style it is true, but primarily comfort. Hence extreme lasts are not used for this type of shoe, but lasts that are known as good fitters.

Furthermore the materials used in white shoes—particularly is this true of the upper stock—is such as could not be used in other sorts of footwear. Consequently the increased production of white footwear helps to relieve the strain on other shoe materials, and that fact alone would entitle it to favorable consideration at this crucial period.

Some people imagine the white shoe isn't a sensible shoe, but it is. It is a dress-up shoe, of course, and not designed for rough wear; but, if it is a good shoe to start with, and properly taken care of, it contains a great deal of service along with its comfort. A good pair of canvas or bucks should wear two seasons. The writer has known many pairs of high grade bucks that wore three seasons.

White shoes require to be polished frequently, and they ought to be freed

This Heel

ON

Hood Wurkshus

has had much to do with the popularity of the

Wurkshu

It makes the shoe **LIGHTER** and gives **RESILIENCY** and comfort.

Heavy Brown Duck. Leather insole. Gusset to keep out the dust.

Men's Wurkshus are **NOW** only \$2.05 per pair.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

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.

when not in use. An untidy white shoe is a very unsightly thing; but with white dressing materials in liquids, pastes, and powders so plentiful, inexpensive, and effective, there is no excuse in any one's having untidy white shoes ever.

Now is the time for the dealer to push all white goods strongly. Help along the popularity of whites; for it will not only mean cleaning up stock that will soon be unseasonable, but it will help just that much to relieve the strain on other leathers.

Cid McKay.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, July 22—Stanley Harrison returned from the Mexican border last week, after having done his bit for Uncle Sam, and will enter into business with his father, D. E. Harrison, tinsmith. The business has been very successfully carried on by his father for the past five years.

The Soo came near having a hot time last Saturday, when fire destroyed the large ice houses of the Alf Richards Ice Co. The prompt action of our local fire department saved a large portion of the ice which is being recovered, but the loss may cause some inconvenience in the way of an ice shortage later in the season.

The Soo Hardware Co. has purchased the Soo Times building and property which they expect to utilize as an additional warehouse for their rapidly expanding business.

The Soo City and Commercial Association elected new officers at its last meeting. Wm. Snell, one of the Soo's live wires, is now President. He expects to put new pep into the Association and, with his carefully selected committee, something unusual in the Soo's business activities will be looked for. We can stand several new factories and there will be ample room for improvement. One of the objects already accomplished by the new Association, in conjunction with the Automobile Club, is the car ferry rates across the Straits being reduced. We now have a flat rate of \$4 for transportation of autos across the Straits of Mackinac, with a dockage charge of \$1 at each end of the route.

P. P. Huffard, for the past year Superintendent of the Union Carbide Co., of this city, has been transferred to Niagara Falls, his successor being John White, at present in charge of the Welland, Ontario, plant. Mr. White is an old Soo boy, starting in at the bottom and working up to the present position by making good and his many friends are more than pleased to note his success.

Forest fires have been doing much damage in the surrounding country, especially around Salt Point. W. J. Bell, our local photographer, tells of an exciting trip through forest fires last week. Accompanied by his wife and son, he motored to Salt Point and, upon making the return trip, they found terrific fires raging all along the road. Flames were shooting fifty feet in the air, the heat becoming so intense that the party were obliged to put on the side curtains of the car to protect themselves. While this would make a beautiful picture for Mr. Bell's studio, business was forgotten and they were thankful for their escape.

H. H. McIntyre, proprietor of the general store at Oak Ridge Park, made a business trip to the Soo Monday. William G. Tapert.

Novel Claim By Shoe Purchaser.

Rather a novel case, and one having no small degree of interest to shoe retailers was recently brought before the Conciliation Court of Min-

neapolis. A woman purchased a pair of shoes at a local store, wore them on a fishing trip, got them nicely soaked, and within a day or two returned to the store where the purchase was made with the demand that a new pair be given her, asserting other things that the shoes in question had paper heels, were so poorly made that they had lost their shape, etc.

Despite the fact that the claim was an unfair one, the manager offered to have the shoes put in good shape without charge, at the same time advising the customer that the heels which she claimed were of paper were composition heels with leather toplifts. This offer did not satisfy her and she took the matter to court.

A number of shoe buyers of Minneapolis took advantage of the opportunity to hear the case when it was called, and are rather pleased at the manner in which it was handled by the judge who, while not a shoe man, evidenced that he was not entirely unfamiliar with the manner in which footwear is made.

The woman stated her side of the case, the judge calling her attention to the fact that the shoes which were naturally in evidence did not seem to have the paper heels and other material makeup which she claimed. The manager of the department in which they were purchased related the offer which he had made to her. The judge decided that the customer should leave the shoes with him, assuring her that the repair offer was entirely fair to her interests. He said he would turn the shoes over to the manager, and that after they were repaired they then to be returned to the customer by the court.

The sublime public confidence that transoceanic air expresses will soon be setting out regularly might be traced by a malicious psychologist to a consciousness of the ridiculous light which plays about our ancestors who laughed at steamboats and locomotives. We do not wish posterity to behold us skeptical of the promise of the R-34. Better the nod, the yawn, the smile, than that we should seem incredulous of the imminent complete conquest of the skies. Sail over the Pacific to Australia in a week or two? Of course. The inevitably "palatial" air train is on the very point of bearing people, spices, and purple dyes to and from Cathay, and it will cause no more excitement than the autumn journey of the wild goose. The scurrying to predict tremendous things for the airplane has been amusing. We have learned our lesson thoroughly—it is never safe to laugh. The Gargantuan caprices of the R-34 may perhaps have moved some to doubt the immediate possibility of taming such a monster for genteel use. So few millionaires, even, have five hundred men available for keeping it down to earth. Almost no one can guarantee to induce Providence to station a schooner upon that patch of ocean wherein one's biplane may elect to sink. Yet who dares doubt?

Ideal Electric Co.

128 Division Ave. So. Grand Rapids

Everything Electric

Hirth-Krause Co.

Shoes stocked in sizes and widths.

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



SAVE MONEY by insuring in the

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Mich. Trust Bldg. Grand Rapids, Mich.

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1000 Sheet Manila Tissue

SNOWWHITE

6 oz. Bleached Crepe

Stocked by all progressive dealers.

Write for prices and sample rolls.

The Dudley Paper Company, Lansing, Mich.

We furnish you with blotters to distribute to your trade.

The "Bertsch" Shoes for Men are real Reputation Builders---Profit makers too---and are going stronger every day.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.



Review of Business by Irving National Bank.

With a remarkable half year of accomplishment ended and only favorable views expressed as to the outlook for the coming six months, it would seem necessary to guard against excessive use of superlatives, alike in telling of the past and in any forecast of the future. Certainly it is far easier now than at any time since the armistice, to find good features to notice and fewer unfavorable elements to dilate upon. Briefly stated, the turn of the year finds retail trade more than cheerful, wholesale trade expanding instead of contracting—the usual tendency at the beginning of the vacation season—industry taking on a faster pace rather than considering shut-downs or stops for repairs, and financial activities growing instead of losing in interest as mid-summer approaches.

It is one of the peculiarities of the present boom (for that is really what is now in progress) that the improvement now so manifest began at the smaller end—with final distributive trade rather than with producers and wholesalers. Retail buying was stimulated first by the letting down of the bars erected by the National will to economize and save. The large earnings of industrial employes, the abundant harvests sold at unprecedented prices and the return of millions of demobilized soldiers to civil life, each with a discharge bonus, together supplied an extraordinary purchasing power long held in check. Release of this purchasing power, coupled with the most careful buying of spring supplies and "fill ins" has resulted in a general cleaning up at good prices of stocks left by the rather slow trade of last fall and the succeeding mild winter.

The best proof that manufacturers, wholesalers and jobbers did not in the main, foresee the expansion which has come has been the constantly growing complaints of slow deliveries of goods and of delayed filling of orders by the mills. Contributing to the latter difficulty, it must be admitted, has been the failure of output to increase with the granting of higher wages; the shorter hours run in many industrial plants seeming to have more than balanced any gain which might have been expected from the incentive of increased compensation. Thus it is that instead of needs anticipated and supplies on hand, there is still a lively effort making to provide for the immediate demand for seasonal goods and to prepare at the same time for autumn requirements which are already taking shape.

Quite notable also in many lines like wearing apparel, shoes and jewelry, is the variety of articles bought. Just as the war and its long continuance in the face of staggering costs upset a lot of current economic theories, so the unexpected end of the struggle, coming last fall instead of this summer caught the country unprepared for peace. Neither the enormous call for goods abroad nor the pent-up demand for civilian supplies at home was foreseen by the business community in time to get together anything like adequate stocks of merchandise.

Other elements, too, are now entering into the situation. Belated and in some cases grudging recognition of the foreign and domestic "necessity buying" of the past six months has been of late accompanied by predictions that with the ceasing of this demand, reaction was likely. This view, however, seems to lose sight of the new factors which are now making themselves felt. The prosperity of the farming regions, containing one-third of the country's population, with an enormous wheat yield and high if not record prices for corn, hogs, cotton and other products, has opened up a new vista of demand. This condition, reinforcing the industrial activity, the present large export trade and the prospect for its further extension with the lifting of the war embargoes, apparently guarantees another season of heavy buying of all commodities at close to maximum prices. With more ships every day to carry our goods abroad, with our products sought after in all countries and with no visible lack except means and methods of securing payment, it would be a bold prophet indeed who would set a definite limit to the progress of American trade and industry. As reflecting the view taken of com-



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Early in the Day

when the
possibilities
in

Foreign Trade



began to appear, we sent our Mr. Cornelius Wagenaar to New York where he spent several months familiarizing himself with the details of Foreign Trade as practiced in American financial centers.

We are ready to co-operate with you to the fullest possible extent.

THE OLD NATIONAL BANK

MONROE AT PEARL



GRAND RAPIDS

A Wise Father

The father of a youthful and irresponsible son realized that any share of his estate which might be paid now to his heir would soon be "run through."

Accordingly, in his will the father created a trust, under which certain securities are separated from his estate and left with this Company for the future benefit of his son.

The Trust stipulates that the income from the securities shall be paid to his son in quarterly installments, and that one-half of the principal shall be paid to him at the age of twenty-five and one-fourth each five years after.

Our Trust Officers will be glad to explain any trust matters without creating any obligation on your part.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

Send for booklet on Descent and Distribution of Property and blank form of Will.

mercial conditions, it is worth noting that while the mercantile community showed little or no numerical growth during the war—conscription, war work and non-essential employment regulations all operating to this end—the last quarter of the fiscal year just ended witnessed a tremendous increase in the number of new firms and corporations entering business in the United States.

That due weight may be given to potentially unfavorable features of the situation it may be well to point out that some of this demand and perhaps a great deal of the present so called "vicious circle of high prices," is due to inflation of the basic elements of credit both by our immense emissions of Government securities, by recent issues of stocks and bonds of new enterprises, and by the enormous trade balances of the past four years, partly settled for by the greatest gold imports in all history. Just what remedies can be applied for this inflation movement is not the concern of this survey. The one thing certain is that there has been no lack of warning of the unhealthy side of the price situation and of its bearing upon the costs of all future production.

For a time last month surface indications were that a period had been set to the rise in the stock market and that a decided reaction, if not the actual culmination of the boom in securities, was at hand. The approach of the signing of the peace treaty, which was expected by many to mark the limit of the rise; the sharp advance in call money to ten and even fifteen per cent.; the knowledge that in some stocks the pace was getting dangerously fast; and the fear that conceded inflation in money and credit was being reflected in a risky stock movement, all conspired to support his view. More recent happenings, however, have seemed to negative these opinions, and the stock market after a breathing spell seems to be pluming itself for another flight. Many professional predictions have been disappointed thereby, although

the public, so called, has been rather careful of its ventures recently.

Coal production excepted, the industrial pace is swifter than at any time since all effort was concentrated upon war work last autumn. Our textile factories are booked ahead at least six months on the average, while our automobile, jewelry and agricultural implement factories, tanneries, machine shops and lumber mills are all fully occupied. Despite the absence of war work and of railroad buying, the metal industries are rounding into form.

Both iron and steel buying definitely turned the corner early in June; unfilled orders of the Steel Corporation at the end of the month show a gain of 610,545 tons over the end of May. Bar iron and pipe mills are actively employed, as are tinplate and wire mills, at between 80 and 90 per cent. of their capacity. Iron furnaces have been blowing in instead of out as in April and May, the June gain in production over May amounting to 300,000 tons. Basic pig iron is up a shade and scrap material, an old-time index of conditions in the iron and steel trades, is advancing. The sale of steel rails to the Glasgow street railways following Birmingham's similar purchase and the sales of tin plate in British

KEEP UP WITH THE TIMES



"THE CLOCK CORNER"
PEARL & OTTAWA

It
is
time
to
be
disappearing

EVEN a short vacation for a busy man implies a little "arranging" of affairs.

For your ultimate "long vacation," however, from which you do not expect to get back, you realize the need of very explicit arrangements in the way of bequests, and an Executor or Trustee.

You won't be able to come back and check up the doings of your Executor, so it is well enough to choose a corporate one, and avoid changing.

For this duty and service it would be eminently proper to choose the oldest and best qualified institution in Michigan

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

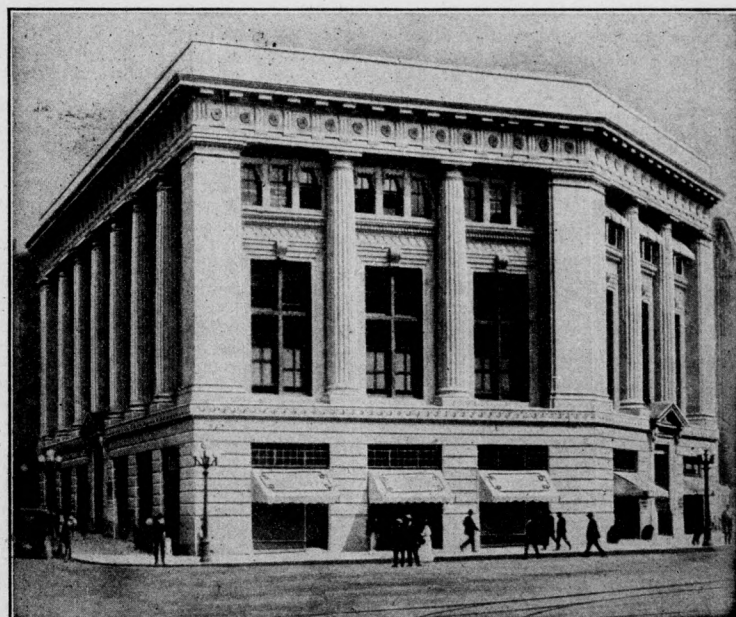
Resources
10 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

The Home for Savings

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED



CAMPAU SQUARE

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

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

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

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

Fourth National Bank

United States Depository



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

Savings Deposits

Commercial Deposits

3
Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3½
Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

LAVANT Z. CAUKIN, Vice President
ALVA T. EDISON, Asst. Cashier

markets are symptoms of the advantages which American steel men indubitably possess at present over their British colleagues.

Coke production is improving and prices are better. The only lagging industry to-day, indeed, is coal mining, the output of which for the half year is 67,000,000 tons or 25 per cent. less than a year ago, when every nerve was being strained to increase output for industrial purposes. For this the sag in general industry, especially iron and steel, early in the year is held responsible, although the falling off of the demand due to the mild weather of 1918-19 and the return of large numbers of alien miners to Europe are blamed for a measure of the decrease. In some districts this emigration, it is said, threatens to cripple the industry. A general advertising and selling campaign is being conducted by bituminous operators to induce the buying of coal now rather than later.

Copper continues the creeping advance previously noted while spelter and pig tin are higher. In leather everything from the raw hide to the finished shoe is higher. Part of this increase is due to French and British buying of leather and part to delay in arrival of large supplies of hides said to be held in South America and India by lack of ships. Other raw materials of industry maintain their old strength. Practically all the Government holdings of wool of staple character have been sold and the demand is steady with tremendous prices—60 cents per pound for wool off the sheep's back in primary western markets. Cotton is very strong. Here the smallest area planted in all but two of the past ten years, the wet weather of May and June and the prospect of large buying by former enemy countries and new states are the causes assigned. Raw silk is not far from double the prices of a year ago.

The automobile trade is said to be still the largest customer for iron and steel. While deliveries of the cheaper cars are freer than of late, the waiting lists of buyers are said to resemble those of some first class clubs. Oil-well supplies, pipe and steel sheets for storage tanks are also active.

The unemployment question has all but dropped out of sight in the past month. Scarcity of skilled labor for automobile and machine-tool factories has been added to the shortage of farm help in all sections. Kansas wheat growers, facing the largest yield in the state's history, 230,000,000 bushels, were reported as offering 70 cents per hour and board for competent help.

The corn crop, favored by hot June weather, has regained much lost ground, but the area is probably 5,000,000 acres under last year's. This important factor in pork and beef production is now at its highest price level. Hogs are selling above \$22 per 100 pounds, equivalent to \$30 per 100 pounds dressed. High prices have reduced meat consumption. The lower quotations for cattle are more apparent than real, the latter represent-

ing grass-fed stock of rather inferior grade. A record hay crop, and a large oats yield, contrasted with a cotton crop 1,000,000 bales below 1918 and 5,000,000 bales below the 1914 maximum of 16,000,000 bales, are among the other crop features. A side light on the influence of prices upon export values is the vast increase shown in the money value of the wheat exported in eleven months of 1918-19, \$612,000,000, against the previous record of \$428,000,000 for the entire year, 1914-15. The quantity shipped last year, however, was 70,000,000 bushels less than in 1914.

American commodity prices showed an upward surge in June, a movement sharply at variance with the drop reported by cable in the London Economist index number. Bradstreet's number shows an advance of 4.4 per cent. as of July 1 over June 1, with textiles, hides and leather, miscellaneous products and oils showing the chief strength. In view of the strength of cotton and cotton goods, wool and other textiles here, the report from London that textiles there show weakness is of marked interest.

Significant happenings at home and abroad have been so numerous that a noteworthy change affecting millions of people and billions of invested capital has attracted only semi-humorous attention in the public prints. Reference is to the practical imposition of prohibition, partial in the case of wines and malt liquors, total in the case of spirits. The distillery industry five years ago had \$91,000,000 invested in it and the brewing trades, \$792,000,000, a total value of close to \$883,000,000. This capital in the wholesale and manufacturing branches, plus that invested in hundreds of thousands of saloons, cafes and clubs—estimated at perhaps \$1,000,000,000—it has been virtually proscribed as illegal. Nothing like this wiping out of property rights has been witnessed since the manumission of the southern slaves in 1863. Yet its effect in a business way seems to have been negligible.

Open Letter To President American Railway Express Co.

Grand Rapids, July 23—I send you herewith three clippings from the Michigan Tradesman, as follows:

1. Editorial published July 16 entitled "A Mockery of Words."
2. Editorial published this week entitled "Where Does the Blame Rest?"
3. Series of letters setting forth the wretched condition of some of the claim departments in your system, especially the Detroit office, which is in a deplorable condition, either through the incompetence of the agency of dishonest instructions from headquarters.

I think you owe it to me, as the unofficial representative of 10,000 retail merchants, to state plainly and unmistakably whether the holding up of legitimate claims is due to orders issued by the head of the claim department or to the cussedness and incompetence of the district claim agents.

I realize fully that either admission will necessarily be a reflection on your company and its management, but the sooner the present method of adjusting claims is abolished and fair and honorable methods substituted, the better it will be for all concerned.

E. A. Stowe.

Fire Insurance that Really Insures

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

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

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

Bristol Insurance Agency

FIRE, TORNADO AND AUTOMOBILE Insurance

FREMONT, MICH.

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

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

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

Write us for further information. All letters promptly answered.

C. N. BRISTOL, Manager and State Agent.

What is Mutual Fire Insurance?

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

Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

INSURANCE AT COST

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

No membership fee charges.

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State

State's Fire Loss Reduced One-Sixth.

Michigan's fire loss ratio for the year 1918 was 55.23 per cent., or 16.17 per cent. lower than in 1917, and during the year more fire and marine insurance was written than ever before, as shown by the summary of the annual report of the state insurance department, just completed.

During the year \$1,776,935,095 was the amount of net fire risks written, with net premiums of \$16,201,005. This is an increase over 1917 of approximately \$168,000,000 of insurance, making an increase in net premiums received of about \$2,200,000.

The average rate or cost of fire insurance a \$100 in 1918 was \$0.9876, which is an increase over 1917 of \$0.0819, due principally to the 10 per cent. surcharge which companies have received since May 1, 1918.

Old-line life insurance companies in Michigan during 1918 wrote \$123,285,079.08 ordinary, and \$28,914,000 industrial insurance. For the same period the fraternal wrote \$34,764,008, and the assessment life association, \$3,192,465, making a total of \$195,155,552.08, which is a decrease over 1917 of \$9,451,321.68.

The decrease is attributed to the large number engaged in military and naval service, of the ages at which a large part of the business has been written in the past.

There was in force in Michigan as of December 31, 1918, life insurance written by old-line companies of \$820,434,532.60, fraternal societies of \$378,855,823.26, assessment life associations \$13,040,851.75, making a total of \$1,212,331,207.61.

Premiums on casualty and surety business showed an increase of \$1,520,301 in 1918 over 1917, and the losses increased for the same time by \$190,563. The total premiums received was \$10,450,442, and the losses paid were \$4,048,440.

Increase in the wages of employees is indicated by the increase in compensation premiums, which is \$1,196,756, as is also the fact that a greater number of persons have been employed. The total amount of compensation premiums shown is \$4,885,737, for insurance of workmen's compensation policies.

Premium taxes collected by the insurance department for the State for the fiscal year ending June 30, amounted to \$1,109,442.29, and retalia-

tory and statutory fees \$66,959.11. The increase in receipts by the State over the preceding year was \$133,710.90.

The net disbursements of the insurance department for the year were \$35,726.72, being a reduction of \$4,576.87 from the expenses of the preceding year.

The annual report of the State accident fund for the year ending June 30, shows a very material growth in this department. The net premiums written were \$237,877.33, an increase of \$59,954.09. The total income was \$248,170.07, an increase of \$63,375.23. The total admitted assets were \$334,888.63, an increase of \$109,888.72. The reserve for unpaid claims was \$136,604.35 and the total liabilities \$228,243.09. The catastrophe reserve was \$106,645. The total number of subscribers was 1,288, an increase of 210 over the previous year.

Picture Film Fires Serious.

The Boston fire department, at its headquarters, gave an exhibition of the very serious fire hazards of moving-picture films. Under the direction of Massachusetts State Chemist Wedger and the supervision of Fire Chief McDonough about fifty pounds of reels, condemned for further use for various reasons, were consumed. Half a dozen chemical extinguishers, the chief ingredients in the composition of which is carbon tetrachloride, were used, but had little effect in quenching the flames. A stream of water from a hydrant was used with no better result. Many serious fires have occurred in various cities of the country due to the unquenchable nature of burning picture films and the experiment was to discover, if possible, what agency would quench them.

Cooks are the leading ladies in many domestic dramas.

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
Gunter Bldg. - 1018-24 S. Wabash Avenue

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

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

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

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

SURPLUS TO POLICY HOLDERS \$477,509.40

BUILDING OR BUNGLING?

The one who wins is the one who works wisely.

It is a mistake to undertake to market little known and poor quality brands of goods when standard brands of high quality can be obtained from any branch of our corporation.

Gain a reputation for handling the best and most popular brands and new comers will become new customers and old residents will gradually seek your store.

A good reputation can only be gained by choosing the best and most popular goods and pushing them consistently, day in and day out, week in and week out.

The grocer who pushes good goods one month and poor goods the next month is gradually pushing customers away from his store and helping his competitors.

Handle the proprietary brands of the National Grocer Company, for these are the best quality on the market. This will give you a reputation for selling the best goods and lead to increased business.

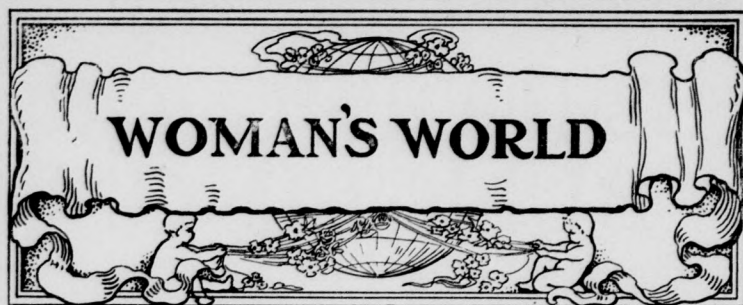
Do not commit business suicide by selling poor goods in these days when competition is crowding so strongly.

Build business each day by consistently pushing our standard brands and specialties.

Stick to our Lighthouse and Red Cap brands and you will not get stuck.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City



Help Children See Wonders About Them.

Written for the Tradesman.

"What can I do with Billy? He seems to have no respect or feeling for man or beast—to say nothing of God. How can I teach him reverence?" This from a mother to me.

"How old is Billy?"

"Fourteen."

My heart sank. Fourteen is terribly late for beginning to teach any person any fundamental thing. When my first child was born my own mother said to me:

"To save yourself hours of worry and discouragement when your child is in his 'teens, and years of heartache and disappointment afterwards, never neglect a moment before he reaches ten."

Some one else said to me: "A mother dare not be 'off her job' one single hour before her child is twelve." And we are all familiar with the saying, attributed to various dignitaries of the Roman Catholic Church, to the effect that—

"We are not much disturbed about what becomes of Catholic children, so far as their religion is concerned, if we can have them until they are seven."

Reverence—it is established as a habit, an instinct of the soul, very, very early; or it never comes at all. I am not talking about ceremonies or genuflections or any sort of outward observance or obsequiousness. You can have all those things with punctilious exactness, without a flicker of real reverence. The thing I am talking about is as involuntary and spontaneous as breathing; it is the expression of one's whole attitude toward the rest of the universe. It is a very subtle thing, complex of respect, great love, awe perhaps, and the recognition of the fact that there is something indescribable, beautiful, ineffably superior to the individual self, in the person, the landscape, the wonderfully great or quite as wonderfully infinitesimal work of the Creator, that commands the spirit!

Not at fourteen, nor at seven, nor at four years, but say at four months, is the time to begin to awaken reverence. The more self-assertive and objective the child, the more important, and the more difficult perhaps, it is to do it. Some children seem to have it instinctively. I have heard a story of a child whose parents were aggressively irreligious, and carefully kept him from having any contact with conventional religious expression. One day the father found the child out in the garden bowing down and praying to the rising sun. Doubt-

less there is something in us all which, if it is not smothered, makes us feel instinctively the existence of a Power above self.

One simple way to begin is to teach your child the love of flowers. This sounds very simple and banal; but I have recently seen a woman—mother of several children—who is perfectly indifferent to flowers, absolutely blind to them. She has, so far as I can detect, not a trace of reverence for anybody, being or thing whatever. It is a terrible defect, not so much for itself, as for what it signifies, of blindness in the soul.

Begin when your child is a baby to show him flowers, to let him hold a single blossom in his hand and smell it, and teach him to treat it gently. As he grows older, take him into the garden or the country with you, sit down with him among the flowers and other growing things and talk to him about them. Show him that you love them yourself. Help him to realize that his own life is only a part of the Great Whole, harmonizing with it as a necessity of continued living; that his love and kindness toward and understanding of "all things, great and small" are active means to mental and physical health.

Show him, and appreciate yourself, that when one breaks or bruises a living thing, he cannot fix it himself; that its growth depends upon something that we call "life" that he cannot make, or restore, or more than partially comprehend. Reverence will awaken and develop very early in a child if he is given something to reverence, something that will speak to him of the Power beyond himself, resident in and sovereign over all things. Show it to him, first in this plant and then that flower; then perhaps in an insect or larger animal or bird. From that it is an easy step to speak of that same inscrutable Something abiding in each fellow man and answering to that same Power.

The love of flowers is universal in normal children, and through it much can be taught. But do not label it "instruction." I heard a mother say to her little girl:

"To-morrow I am going to begin giving you some lessons in sewing."

Of course the child bristled up at once, saying pettishly:

"I'm out of school now, and tired of lessons, and I do not want to sew."

Just that word "lessons" did all the mischief, with its suggestion of something disagreeable, a task to be labored over. Never, if you live to be a hundred years old, can you catch the heart of a child in any such way. And

it is, oh, so easy, when you approach the child's heart along the right path!

The flowers, the stars in the sky, the fleecy clouds, the wondrous tracery of the frost on the windows and the delicate forms of the snowflakes; the ceaseless beat of the waves upon the shore and the myriad things that they bring up out of the mystery of the sea; the tireless alchemy by which the leaves bud and spread and rustle in the breeze and then fall to earth to go back into the soil become leaves again—how can one see all these things which open eyes and heart, and not acquire reverence for the limitless Power that does them?

But one can go through life blind to them all, deaf to the music of the universe; going by rote through the motions and forms of "worship" so-called, and getting out of it for himself or any one else—nothing. The people who have no love of nature in any intimate way are by just so much defective; they are devoid of something absolutely essential for mere moral normality.

The whole question of reverence lies right there, in the spirit one exhibits towards life in its infinite forms of expression. My friend's 14-year-old Billy never has learned to love anything or anybody but himself; he never was taught to see or feel the throbbing life that abides in flowers, trees, birds, people. He has been taught to say certain words associated with religion, but there is little within him that really answers to them. They mean no reality to him. Presently he will be going through the world, ignoring and perhaps trampling upon the beautiful things which others reverence, and very likely wondering why it seems to hurt them.

Think about this, this summer in the country; keep your eyes open as you pass over the fields and through the woods and under the open sky, and try to help your children's eyes to see the wonders about them "in earth and sea and sky." Then reverence in their hearts will take care of itself.

Prudence Bradish.

[Copyrighted, 1919.]

Can a stingy man get the reputation for running a store in a generous way and with a generous policy? Will a stingy man ever run a store in that way?

Sanguine as to Stevens Bill.

Friends of the Stevens bill are very sanguine that this measure will become a law before the end of the regular session beginning next December. In fact they are talking about obtaining a favorable committee report on the bill before the fall recess.

There can be no doubt that the decision of the United States Supreme Court in the Colgate case has had a most salutary effect in bringing the necessity of this legislation home to the average senator and congressman. The court's decision has effectually dissipated the erroneous idea, so carefully fostered by the price cutters, that price maintenance is ethically unsound, and, this bugaboo out of the way, it only remains to induce Congress to pass a law giving manufacturers the right to make formal contracts to maintain resale prices.

Such contracts are now illegal, although not fundamentally immoral. With a proper safeguard for consumers' interests, as is proposed by the Federal Trade Commission, there is no reason why Congress should not promptly stop the gap which, in view of what the court has said in the Colgate case, is the only difficulty in the way of protecting reasonable prices from predatory cutting.

The Puzzled Ducky.

The last time Herbert G. Smith (Chase & Brown) was in New Orleans, he chartered a vehicle owned by a venerable ducky and asked to be driven to the best haberdashery in the city.

The old colored man evidently failed to get the destination desired through his noodle, because he stopped after he had gone a couple of blocks and, turning around in his seat, enquired:

"Boss, where did you say you wanted to go?"

"To the best haberdashery in the city," was the reply.

The old gentleman drove on a couple of blocks, apparently in deep study. He finally stopped and, turning in his seat, enquired in a quiet tone of voice and confidential manner:

"Boss, are you looking for liquor or women?"

The man who gets whipped is usually the one who claimed to be a wild and woolly fighter.

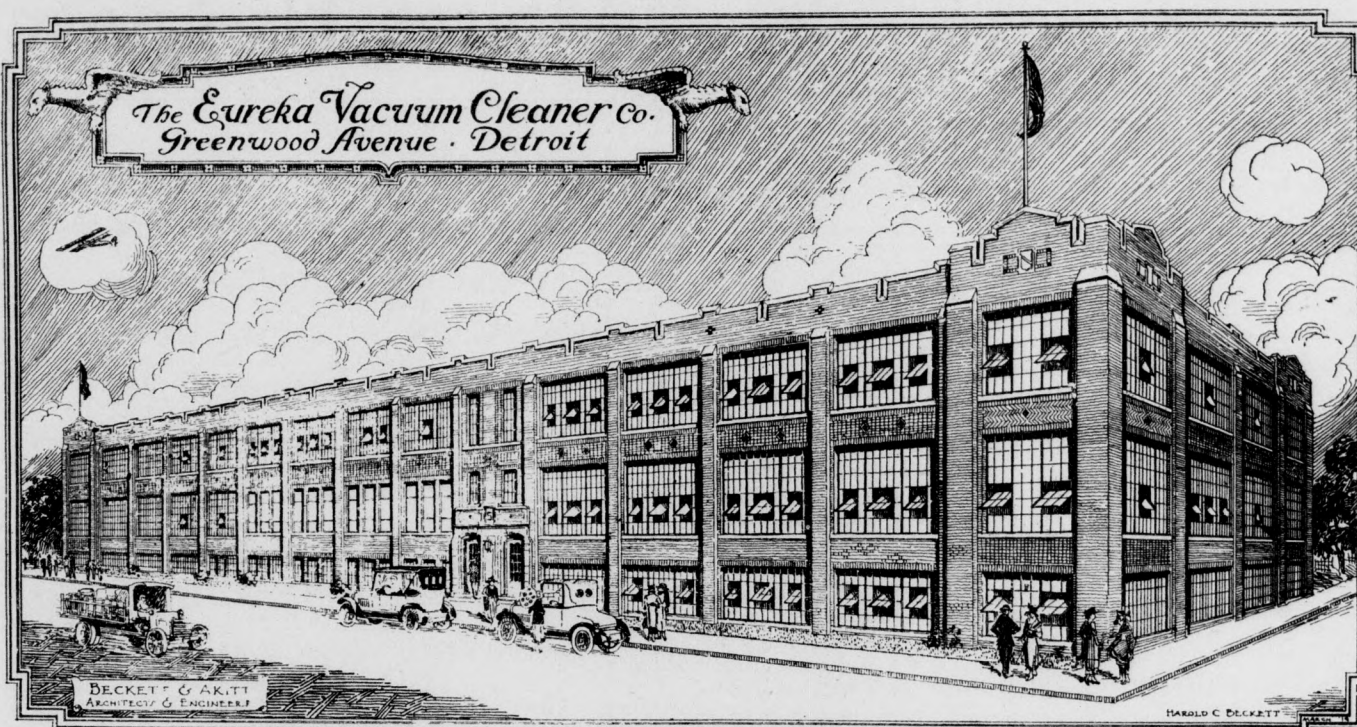
United Motors Co., Grand Rapids



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

Send for illustrated catalogue.

690 North St



1,000 Eureka Vacuum Cleaners Daily! Output of Largest Factory in the World

The first unit of our new factory—the largest of its kind in the world—is now in operation for the greater production of Eureka Vacuum Cleaners.

By January First our output will reach 1,000 machines each working day.

Overwhelming, world-wide demand compelled us to build this great, modern plant on Greenwood and Holden Avenues and the M. C. Railroad. Three acres will be used when all units are completed.

Oversold for Three Years

For the past three years there has been a far greater demand for Eureka Vacuum Cleaners than we could possibly supply.

No new accounts could be opened. No solicitations were made.

Yet we were constantly oversold.

A great expansion in manufacturing facilities was absolutely necessary.

Now we are ready. Our new plant with its greater facilities and new and better methods for quantity production of a quality product enables us to vastly multiply our output.

Now we shall be able to accommodate housewives at home and abroad and all others who need and appreciate this superior labor-saving, time-saving, money-saving device.

The fact that Eureka Vacuum Cleaners are the largest, fastest sellers in the cleaner field is the best proof of their superior quality—in effectiveness, convenience and durability.

Proofs of Superiority

The fact that our new factory, with its huge production, is necessary to meet the immediate and ever-increasing demand is the best testimony that Eureka Cleaners have been given world wide indorsement.

Wherever cleaning must be done—carpets, rugs, upholstery, mattresses and the like—

Wherever rooms must be freed of disease-breeding dust and dirt—whether in residence, hotel or office—a vacuum cleaner is indispensable.

For the best results, the greatest satisfaction and the greatest economy use the Eureka.

Eureka Vacuum Cleaner Co.

Present Executive Office, 1211 David Whitney Bldg.

Detroit, Michigan



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

Take the Children's Department Seriously.

Ten per cent. of the stores in this country do not take their children's business seriously.

Ten years ago a young girl would wear starched and frilled knee dresses at a few dollars each. Now she's dressed like a woman just out of a fashion magazine, and I'll bet she does not buy her clothes from the local store where her mother formerly traded.

Why this change of feeling? There are at least two reasons. Either the store made no effort to impress upon them the desirability of buying in it, or they did something to antagonize the young Yanks and Yankesses.

A little girl or boy is pleased with new clothes and pretty styles, but nothing so implants a store's name in its young mind as a little gift. Perhaps a book, a rattle or a balloon. I remember as a boy that the Grand Store in Zanesville, Ohio, my home town, used to give a ball and bat with every suit of clothes. That ball and bat once or twice a year meant more to me than all the fine fixtures, velvet carpets, etc., in the world. If my mother insisted on taking me elsewhere for my blue serge, none of them fit because I wouldn't let them. But at the Grand most anything looked good on me. I stood up straight, smiled, helped the salesman close the deal and looked happy. Even to-day I have a soft spot in my heart for the Grand Store, and always go to visit it when I am home on a visit.

There is another store that I never think of without a feeling of antagonism. The hair on the back of my head just naturally stands on end, and yet a very small incident gave me that resentment years ago. One of the salespersons, who was showing me a suit I did not want, said, "Little boys don't know what they want. Get what your mother says and keep still." Worst of all, she didn't smile when she said it.

A child's mind is so susceptible to flattery or offense that no store should employ other than the most tactful women for its children's sections—women who know "kids" and love them.

I recall a woman who once said, "Every time I go to Barr's I remember, as a child, how scared I used to be of the elevator because the conductor told me it would cut off my toes if I didn't watch out."

If you've got an elevator man who says such things to children, or drops the elevator full speed to make the little girl or boy cry, "fire him." The quicker the better. He can do your store more harm than most any other member of the entire organization.

Do you realize how fast your store would grow if you could keep the boy or girl from infancy up trading with you?

Let us figure it out with some numbers that are easy. Let us assume that you have five thousand customers on your list representing that many families, all the proud parents of their first baby. In six years those infants will have passed into the children's department; in fifteen years into the juniors' section and in eighteen into the fashion salon for grown-ups.

According to the present law of averages each of the above parents would have three youngsters to clothe through all the sections of your store from infancy to man or womanhood. In other words, if you could please and keep your original 5,000 customers and add only their children, your patrons would have increased to 15,000, or 300 per cent., in twenty years. An average increase of 15 per cent. per year, or more than the supposed normal increase of gross sales.

Financially speaking, a \$100,000 business could have leaped to \$400,000 in twenty years—a rapid growth. As a matter of fact, the increase would have been much more since the cost of infants' or children's clothing per year is nothing in comparison with that of a young man or woman.

We could carry these facts and figures still farther. A business man's average active life is from twenty to sixty, or say forty years, which means that at the end of the first twenty years the cycle will have started on its second turn, with the 15,000 mentioned above as a base.

Don't forget that these deductions have not taken into consideration the addition of one patron outside the ones that come as children of the families represented by the first 5,000 customers. But if these 15,000 children are happy to go to your store, what a tremendous advertising influence they will exert from the time they begin to talk to maturity!

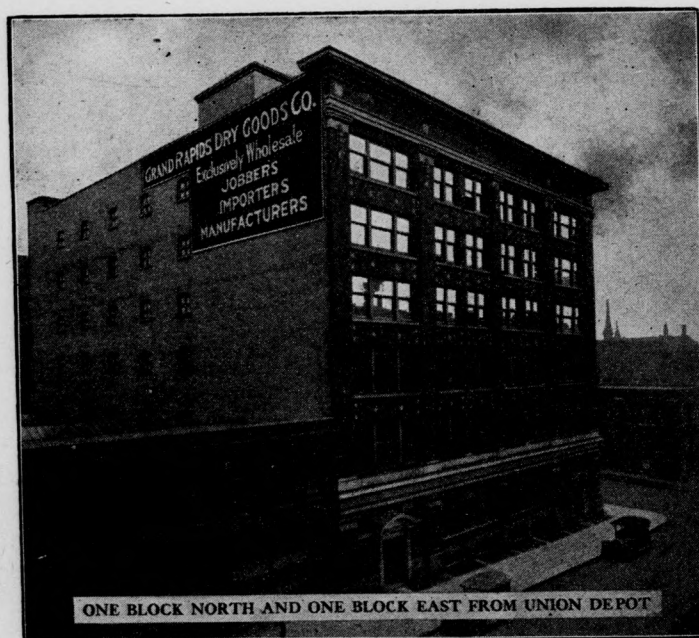
Surely it would pay us to take a deeper and more sincere interest in our children's sections than has been our custom. Ernest C. Hastings.

Your only permanent customers are those who want to trade with you.

Watch Us Closely

Our buyers have been in New York for the past week and will probably have to tarry an additional week, as merchandise is getting scarcer and higher in price nearly every day. We have, however, through the influence of our buyers and our New York office succeeded in making some extraordinary purchases of STANDARD merchandise, about which you will be notified upon the return of our buyers next week.

We are doing everything possible to serve you and we know that we have put over the biggest and best purchase this House has ever made, so be prepared to look forward to the most extraordinary announcement you have read in years.



QUALITY MERCHANDISE
 Exclusively Wholesale

PROMPT SERVICE
 No Retail Connections

Late Business News From the Saginaw Valley.

Saginaw, July 22—I feel it my duty at this time to come to the aid of C. A. Bliss, former manager of the Bryant Hotel, at Flint. I said some very unpleasant things about Mr. Stenger, the manager, last week, and rightfully so. However, in the same issue of the paper was a letter from Mr. Bliss, saying he had fired Stenger and was back on the job himself. Mr. Bliss stated to the writer last week in an interview that he wanted and needed a rest and decided to sublet the hotel. Stenger had come well recommended to him from reliable Chicago hotel men. After a few weeks' trial, he saw that if the good name of the Bryant was to be upheld he would have to get rid of Stenger, which he summarily did. Mr. Bliss has always conducted a good hotel and is very popular with the great majority of the boys. He expects to do the very best he can from now on and you can rest assured of the very best treatment at his hands. He has his old clerks back—Fred W. Woodard as day clerk and Fred Bates looking after the desk at night. The house is being cleaned up and towels supplied in the lavatory—something that was neglected during the Stenger regime. We extend Mr. Bliss our best wishes and feel sure the old bunch will be back on the job and, like us, be glad to see him back.

Stanley Jaroch, member of the firm of Jaroch & Jaroch, popular grocers at St. Charles, has been spending a few days at his old home in Point Austin. Stanley is a specialist with the rod and, no doubt, he will have immense fish stories for the boys on his return.

Bill J. Boland, for a long time representing Wilson & Co., Saginaw, has resigned his position with that company and accepted the Sales Managership for the White House Preserving Co., located at 80 Larned street, Detroit. The boys will all be glad to hear of his good luck, which he rightfully deserves, for he is a worker, and with one accord wish him success. Mr. Boland and wife have just returned from Scranton, Pa., where they have spent the past three weeks at their former home. They leave for Detroit this week, where he expects to have his headquarters, living at 440 Pallister street, Sophia Apartments, No. 21.

William Meader, city salesman for the D. A. Bentley Co., Saginaw, is spending a week at Long Lake. The fact that the writer is hoping for a nice mess of fish on his return keeps me from saying much relative to his ability for handing out fish stories.

The issue of issues is "Pure water for the city of opportunity."

William C. Moeller, P. S. C. of Saginaw Council, is back in good old Saginaw again, living at 1715 Clinton street. He has been traveling Indiana territory the past two years and only recently returned and accepted a position with the Cornwell Co., covering the Alpena territory. He was present at the Council meeting Saturday night and received a warm welcome.

Neil Harper, formerly in business in Saginaw, is now located at Watrousville, where he opened a general store.

Saginaw Council held a hot weather meeting Saturday night and it was fairly attended. The weather was too hot for any special excitement, although there were times when it would have been useless to try to sleep. Mr. Leidlein, true to form, was there with a box of "Decisions," compliments of the junior member of the family. Every officer was at his station and remained there throughout the session, except P. S. C. Frank Bremer, who asked to be excused that he might go downstairs and

light the tail light on his car, a very strict order in force now from the police department. Well, so far as we know, he got it lighted. Anyhow, he didn't return and the police records show no arrests.

There were four fellow travelers who signified their willingness to live up to and abide by the rules of the great commercial army and become members of 43:

Francis J. Keenan, living at Mt. Pleasant, and traveling for Cudahy Bros.

N. R. Kennedy, Deford, representing the J. D. Adams & Co., of Indianapolis.

John A. Golly, 2021 North Michigan avenue, Saginaw, and Earl Smith, 2021 North Michigan avenue, Saginaw, both members of the Cornwell sales force.

G. A. Pitts, Secretary, reported that Graham Morehouse was sick at Bayfield, Ont. Kindly remember this brother with a line of encouragement. He will appreciate it.

A communication was read from Howard A. Sowerby, who just arrived from overseas. He is living at 2 Stow Road, Marlboro, Mass., expecting to return to Michigan soon.

Grand Junior Counselor H. D. Ranney, of Saginaw, was in Detroit, on business last week and, incidentally, happened by Navin field just as the umpire yelled, "play ball." You can guess what happened. "He was detained in the city longer than he expected."

L. M. Steward.

Cotton Prospects and Fabrics.

When the last week opened cotton quotations took a jump because of the expectations of large exports to Germany. Later on, when it became apparent that no big shipments could be hoped for within a reasonable period, there was a recession. Following this came alterations due to weather and other reports, but a high level was maintained. At one time some spoke seriously of the possibility of 40-cent cotton. A blow to some of the optimism was the failure to secure support for the organization to finance cotton exports. The figures of cotton consumption in domestic mills during June were also not reassuring. They showed a drop of about 40,000 bales from the corresponding month last year, although the number of spindles operating was about 300,000 more. The amount of cotton on hand at mills and in public storage on June 30, exclusive of linters, totals 4,148,068 bales. This, taking everything into consideration, means a very large carry over to the new cotton year which begins on August 1. The new crop is likewise showing up much better, and its yield will be very much larger than the estimates unless the boll weevil or an early frost prevents it. Just now the possibilities are great. The goods market continues to be active in all directions. Convertibles for spring are in great demand and prices keep being pushed up by the eager bidding. This is just now being helped by orders that have been received from Germany and Holland. There is also a continuance of the raising of prices on finished fabrics to place them on a parity with those in the gray. Nearly all kinds of constructions are finding a ready sale, and about the only complaints are of slow deliveries from the mills. Cotton goods profits are now at the highest point they have been in the history of the trade.

TAKING INVENTORY

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

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.

Opportunity Awaits the Manufacturer

AT

Marquette, Michigan

THE Logical location for Woodworking Industries, Steel Mills, Trap Rock Crushers, Paint Factories, Metal Working Plants, and Diversified Manufacturing.

Write to-day to the Marquette Commercial Club.

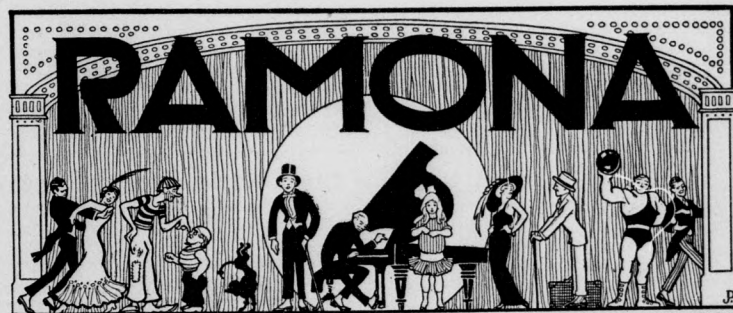
Our salesmen are on their vacations. In about two weeks they will be ready to show you a full line of Fall Merchandise.....

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

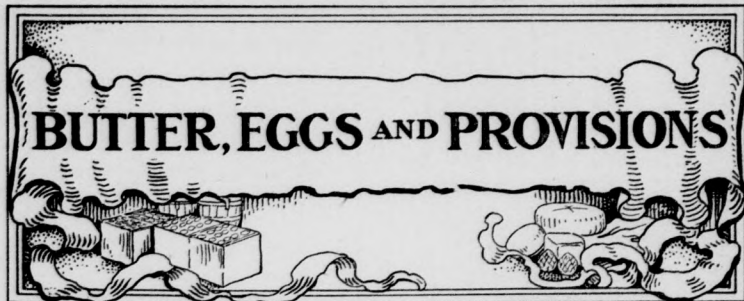
WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.



THE RENDESVOUS 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.



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

Dishonest Action of the Old American Express Co.

Trenton, July 22—Dear Sir—With reference to your article in the Tradesman of July 16, regarding the attitude of the American Railway Express Co., we have had an experience similar to the one you mention in that article, but it dates back further to a time a few months before the Government took control of the express companies.

Early in the spring of 1918 we ordered from a firm in Western New York, four bags of seed corn to be sent via American Express.

One of the bags was lost in transit and was so stated on the voucher for express charges.

We paid the express charges on four bags, received three bags, and put in a claim for the loss of one bag and express charges on it; a matter of \$9 or a little more.

This claim was filled with our local express agent and all proof showing the price charged us, the receipt they gave the shipper submitted, including the invoice from the shipper and the receipt they gave us for delivery, showing one bag short. A short time after they asked for more information, which we supplied.

We have heard nothing from them since. We have asked the local agent several times about it, but he says he knows nothing about it and that is all the satisfaction we get.

I say we have had satisfaction, which is not quite correct, for we have had a little satisfaction in diverting every pound of merchandise we possibly could to other channels. They have lost that \$9 ten times over and we will try and see that they lose it many times more. There is no dispute over the loss. There could be none, as their receipt acknowledged it. It is just a case of dishonesty. I wonder how many fighting enemies they have made by such a foolish business policy. A time will come when they will need every friend they can get. What will they have to say then to the people whom they have swindled in the years past?

In this connection, allow us to say a good word for the railroads, so far as their adjustment of claims goes. For several years now they have practiced a policy of adjusting and paying claims which should make them friends everywhere. We have found that all that is necessary is to submit your proof, made out in regular way and we invariably get a check for it within two weeks. Grant H. Otis.

Open Letter to Federal Railway Administration.

Grand Rapids, July 21—Enclosed herewith find two extracts from the Michigan Tradesman—one published July 16 and one to be published July 23—which shows the handicap Michigan merchants are under in dealing with the American Railway Express Co.

Can you suggest any way in which such claims as these can be adjusted at once without resort to legal proceedings?

Take the Detroit case for instance, which involved only \$13 for eggs sent C. O. D., but delivered on open account. Eight months elapsed without any adjustment being made. The matter was brought to my attention and I succeeded to getting the claim paid within a week.

How?

By publishing a strong condemnatory editorial in the Tradesman and sending a copy to Mr. Hives.

Take the Trenton case, which has now been pending about eighteen months. There is no question as to the loss of the bag of seed, because the loss was distinctly stated on the voucher for express charges. Is there any sense in holding up such a claim for so long a time? The delay, as it looks to me, is due either to dishonesty on the part of the company or carelessness on the part of the claim agent.

Which is it?

My knowledge of the situation leads me to believe that there are fully 500 such unsettled claims in the hands of the American Co. owned by Michigan merchants and shippers. The only way the shipper can get satisfaction is to appeal to me and the only way I can be of any assistance is to go after the claim agent rough shod and at the same time appeal to the district and State superintendent. These duties are not pleasant for me to perform and I think you ought to take radical measures to put the settlement of these claims on an honest and business like basis.

Don't you think so also?

E. A. Stowe.

Open Letter to Congressman Mapes. Grand Rapids, July 21—Possibly you are not aware of the fact, but it is a fact that there are hundreds of unsettled claims held by Michigan merchants and shippers against the American Express Co. and the American Railway Express Co., similar to the two cases described in the enclosed clippings from recent issues of the Tradesman.

These claims are mostly small in amount, ranging from \$5 to \$250, and

Grand Rapids Forcing Tomato

Selected for use in our own greenhouses
\$5 per oz.

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.

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.



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

in all cases there is no controversy as to the justice of the claim. The claim agents, as a rule, pay no attention to the enquiries of the owners of the claims and the local agents are powerless to help, because they have been instructed that they must not be solicitous in such matters on penalty of being dismissed from their positions. The result is that the shipper is utterly powerless. In desperation he usually presents his grievance to me and I usually succeed in ultimately securing payment of the claims, not by argument or entreaty, but by threatening to present a detailed statement of the cases to our readers. Ridicule is one of the things the claim agents do not appear to be able to face.

Thousands of dollars in claims have died in the hands of the claim agents, because the owners have themselves died or moved out of the state or because they have grown weary of writing letters of enquiry and never getting any response and have finally given up in despair.

You will agree with me that this policy is a dishonest one and that the general managers and superintendents are quite as much to blame as the claim agents, because the latter would never pursue such a policy if they did not know that it met the approval of their superior officers.

As the express company business is now under Government control, I write to enquire what steps can be taken to bring the company to time and compel it to reverse its present dishonorable and disreputable policy in the settlement of claims.

I ask this in behalf of the 10,000 retail merchants and produce shippers who read my paper every week and depend on me, to some extent, for guidance and advice. E. A. Stowe.

How Claims May Be Legally Collected.

Grand Rapids, July 21—The American Railway Express Company is under Federal control and within the purview of the Federal Control Act. Actions for loss of or damage to property may be brought against the company the same as though it were not under such control, but judgments cannot be collected by the seizure of the property of the company. They have to be collected in another way, namely, by presenting them as claims to the proper authorities.

Enquiries respecting claims should be addressed to President George C. Taylor, 65 Broadway, New York City. Reuben Hatch.

Received Pay for the C. O. D. Eggs. Pigeon, July 19—We have just received a check of \$13 from the American Express Company due us on the crate of eggs which we wrote you about last week.

We certainly appreciate the prompt attention you have given this matter; also the interest you take in the merchant's welfare at all times and under all circumstances.

A. Hirshberg & Son.

Letter to Hirshberg & Son.

Grand Rapids, July 21—I am pleased to receive your letter, announcing that you received the \$13 from Detroit. I knew the machinery I set in motion could not fail to secure prompt action, because I had five different officials at work on the case.

I am frank to state that if I had not interceded in the matter you would probably never have received your money. E. A. Stowe.

How Muskegon Merchants Regard the Tradesman.

H. C. Northrop, 63 McKinney avenue: "Think the paper is fine. Would not do without it."

H. J. Baresma, 144 Sixth street: "I like the paper first rate."

Arthur G. Brainard, 1424 Sanford avenue: "I like the paper. It pays me well to take it."

A. S. Krause, E. McKinney avenue: "We like the paper. There are so many good things in it."

Emil Haas, 36 Bidler street: "It certainly is a good paper."

A church inside of a modern skyscraper is less of an innovation for Christian Scientists than it would be for any other denomination. In communities where Christian Science is not strong enough to have its own edifice, the Christian Science "reading room" in secular buildings, often in a modern office building, is familiar. The architectural problem is not novel. New York's second largest musical auditorium is contained within an office building. The plan, if imitated, promises a revolution in ecclesiastical finance. It is conceivable that with good business management a church so housed can make itself more than self-supporting. It is true that a new taxing problem would also have to be met with the advent of a church that is at the same time a commercial structure. It will be interesting to see whether a solution has been found for the historic and tragic problem of the church mortgage which keeps trustees awake at night.

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.

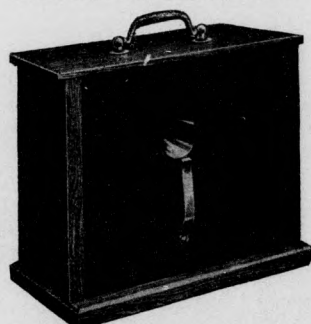
It's a tempting savor in gravies, soups, sauces, meats and vegetables.

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

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

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

Moore's Mentholated Horehound and Tar Cough Syrup

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

WE ARE HEADQUARTERS WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment



Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN



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.

An Early Start for the Fall Stove Campaign.

Written for the Tradesman.

There are always certain days during the summer when there is little to do around the hardware store. Few customers drop in during the warm afternoons, and about all the salespeople have to do is to keep cool.

One trait of the successful merchant is that he is never idle. He finds something to occupy every spare moment. If he is not busy with his work, he is at least engaged in healthy recreation. Still, there are times in the hot, wilting days of July and August when even the most intensely ambitious of men are apt to sit around in their shirt sleeves in preference to indulging in manual exercise.

Still, there are things—short of lugging around packing cases and rearranging the stock—which the hardware dealer can do on such days. Among other things, there is a great deal of preliminary work to be done in connection with the fall stove campaign. There is the advertising to be arranged, the prospect lists to be compiled, the orders to be placed. All this requires considerable thought and attention.

Many dealers leave these necessary preparations until the last moment. They doze through the slack spells in the summer months and do not begin to get ready until the stove season is upon them. Then there is a mad rush of last-minute preparation, but in nine cases out of ten the campaign is rendered ineffective through lack of preliminary work. Then the dealer lets things slide, and just takes what trade comes his way.

Much of the work in connection with the stove campaign can be done well in advance. The advertising matter can be prepared, at least in outline. It takes considerable thought to write a series of good advertisements, and thought requires time. If this work is left until the last moment, the time will not be available, and the advertising matter will be "just dashed off" as opportunity arises.

The better method is to select some quiet July or August afternoon when there is little doing in the store and give a few hours' careful study to the subject. Look over the literature supplied by the manufacturers and pick out the strongest selling points to be found. With this material it should

be possible to draft up some forceful copy. Then take pencil and ruler and figure on lay-outs.

Most retail merchants pay little attention to the manner in which their advertising is arranged. They leave that to the printer. It is better to plan a lay-out in advance, however, when time permits. By utilizing spare moments during the summer, all the necessary time can be obtained.

The prospect list is an adjunct to every successful stove campaign. The stove dealer can divide his public into two categories: those who are not in the market for stoves and are not likely to be under any circumstances, and those who are good prospects. If he can find out just what individuals belong to the latter class, he can concentrate on them instead of scattering his efforts.

Many dealers send out the literature supplied by manufacturers to people whom they think may be induced to buy. This is an excellent means of creating business, but care is needed. To send out literature to a promiscuous list, of names not selected with an eye to probable sales, is apt to be a wasteful process. It should be borne in mind that the most effective form of advertising is the follow-up variety; involving a series of letters, perhaps three or four, perhaps more. It is better business to send four different circulars to one individual who is actually in the market for a new stove than it is to send the same circular to four individuals, three of whom may not be in the market for years to come. And it is better to concentrate your selling campaign upon a few hundred definite prospects than to scatter your efforts broadcast over the whole community.

The drawing up of a prospect list will provide occupation for a dull afternoon or two.

It is not necessary to enlarge on the methods of securing names of

Sand Lime Brick

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

Brick is Everlasting

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

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, Aut mobile Tires and Tubes, and a Full Line of Automobile Accessories.

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Kent Steel Company

Grand Rapids, Mich.

Structural Steel
Beams, Channels, Angles

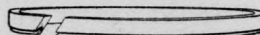
Boston Straight and Trans Michigan Cigars

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

A Special Ring for the Control of Excess Oil

McQUAY-NORRIS
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



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.

prospects. Every live retailer nowadays keeps such a list. The names are picked up in the ordinary course of trade. People enter the store to buy something and show interest in the stove stock—get their names, if you don't make a sale at the moment. Again, an order for repairs may come in. Find out if the stove is old and in poor repair; if so, here is the liveliest kind of prospect. Then new families come to town; and spring and summer brides have started housekeeping but are putting off the purchase of the heater until cold weather comes. Jot down these names.

It is not difficult to compile a lengthy list by such means. The dealer who has a good number of definite prospects will be justified in confining his ultimate mailing list very largely to these names. He will be working in fruitful soil.

The sending of stove literature and personal letters to these prospective customers is educational work. It may be some time, it may require several circulars or letters or booklets, before you get any definite response. Therefore, the dealer should begin his campaign some little time before the active buying season opens. Educational work done in August results in a harvest of sales in September and October.

Incidentally, make the keynote of your circulars, letters and other advertising "Come in and see what I have to offer." Once you get the prospect inside your store, the battle is a good way toward being won. Personal salesmanship and the merit of your goods will do the rest.

It will pay every dealer to devote a little time every now and then all through the summer to mapping out the fall stove campaign. In addition to the newspaper advertising, your circular letters can be drafted. Window displays can be sketched on paper, and ideas for displays jotted down. Give some study, too, to your prospective floor arrangement of the stove stock. Are there any improvements you can make in last year's arrangements?

Then, too, get a line on the new models; and take time to post your salespeople in regard to the strong selling points of the stoves and ranges you intend to feature. This work is not merely helpful in the stove campaign, but it is good training for the salespeople along other lines. One hardware dealer has a representative of the manufacturers spend an afternoon, more or less, coaching his salespeople in regard to stove selling. Another merchant takes each member of his staff in turn, personifies a difficult customer, and drills that salesman thoroughly in the art of selling.

This sort of training takes time, but it is immensely helpful in business-getting. I have known a dub salesman lose the sale of a package of brass-headed tacks through ignorance of the goods and inexperience in the handling of customers. If that happens once in connection with a small sale, it is apt to happen a score of times when a range or heater is

under consideration. It is poor business, after devising a splendid mailing list campaign that brings customers flocking to the store, to lose 90 per cent. of the results of that campaign for lack of a little training of the people whose business it is to ultimately clinch each sale.

The stove salesman can not afford to "guess" or "think." He must know the goods—know them thoroughly—and know just what argument to use. More than that, he must know what arguments not to use in each particular situation. Training takes time, but it is time well spent. It will help immensely to make the fall stove campaign the success you want it to be.

Take time by the forelock and get busy now. A few minutes spent now in preparations will help materially to make sales in September and October.

Victor Lauriston.

A load of liquor merely adds to a man's load of trouble.

Trade Commission Working On New Lines.

The Federal Trade Commission, since the decision of the Supreme Court in the Colgate case, which amounted to a wholesome spanking for the Commission, has been steering clear of price maintenance cases and has issued no more orders citing producers who have sought to maintain fixed prices. No further attempt has been made by the Commission to justify the orders against which the court has ruled but, in the language of the street, the Commission is "laying off" price-maintenance cases.

Nevertheless the Commission headquarters is a busy little hive of industry and its mill is working overtime on several new types of injunction. In the main these activities are house-cleaning stunts of a wholesome character.

For some time past the Commission has been investigating a number of lumber companies which have been

operating advertising campaigns designed to slash each other's throats and incidentally to create false impressions in the minds of their customers. A series of formal complaints of unfair competition have recently been issued by the Commission directed against companies advertising knock-down or ready-cut houses.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261



Think About Your Oil Room

Think of the many minutes you lose in a day, handling gasoline and oil, minutes you could save by the use of up-to-date equipment.

Has each sale made, actually paid you a profit, or have the profits gone glimmering, because of over-measure, oil spilled or lost through leakage and evaporation and too much time spent in handling?

A

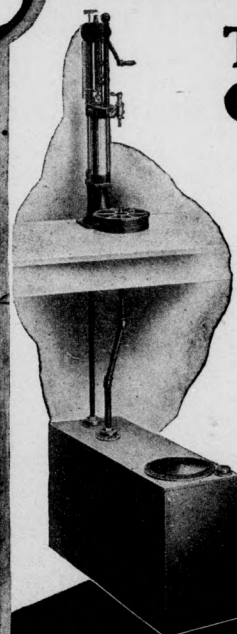
BOWSER
ESTABLISHED 1888

OIL STORAGE OUTFIT

will put your oil business on a clean profitable basis. It is leak and evaporation proof, accurate, convenient, absolutely clean and attractive and a great time saver. It will sell more oil with less effort. No loss of any kind. No odor.

LET US SEND YOU LITERATURE
PROVING OUR CLAIMS

S. F. BOWSER & CO., Inc. FORT WAYNE, IND. U. S. A.
Toronto Office and Factory
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CELLAR
OIL STORAGE



Grand Council of Michigan U. C. T.
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Successful Broker's Talk to Salesmen.

Have you ever stopped to think how essential resistance is to progress and accomplishment?

The importance of resistance is everywhere and in all things apparent. It's the resistance of the water against the propeller that makes navigation possible—it is the resistance of the steel rails against the wheels of the great mogul engine that makes it possible for the Twentieth Century Limited to run the 1,000 miles between New York and Chicago in eighteen hours—the resistance of the road-bed to the rubber was essential to Resta's automobile record of nearly two miles a minute.

If there were no resistance in selling then there would be no place for salesmen. If there were no resistance on the part of the trade we could pack up our stock and ship it to our list in alphabetical order until our supply was exhausted. But there would be no fun in the game if it were so easy to do business. The contest is what makes it interesting to us all and the glory of being victorious often means as much as the sordid remuneration represented by our stipends.

Business is a conquest—selling is a battle of brains—the pitting of one intellect against another—in which we have resistance, procrastination, doubt, lethargy and stubbornness on the one side—with aggressiveness, diplomacy, enthusiasm and determination on the other.

It would be hard to enumerate the different forms of resistance displayed in the many temperaments of business men—their resistance is often cunning. For instance, there is the buyer who tries to handle a salesman as if he were a child—smiles in his face, pats him on the back in a familiar way and closes the interview by "kissing him out the door." How foolish a fellow feels when he has had it "slipped into him" like that—he has met with a peculiar style of resistance in disguise and sometimes has to snap his fingers in his own face to wake himself up.

A healthy, red-blooded salesman

would much rather have the buyer grab him by the collar and seat of the pants and throw him out bodily because he would then have a good excuse to rush back and start something—but finding himself counted out without any open resistance he is likely to feel incapable of bucking the tiger until he comes around on his next trip.

Such experiences are necessary to sharpen your wits—the salesman with "sand" doesn't place the blame for his "fall down" on the buyer, but begins around his own doorstep for the trouble and to draw plans for the necessary trenches he will use to get that fellow the next time he calls.

The head of a million dollar concern once told me he believed the most common weakness among salesmen as a class was their lack of "grit" to stick to the buyer until they get acquainted.

Getting acquainted means the deliberate presentation of your proposition to an interested listener—and that is not a condition to be brought about by the buyer but by the salesman himself.

Don't accept the resistance you meet with as an unnatural and insurmountable obstacle, but merely as the necessary "traction" by which you will move forward.

And don't pick out too carefully the kind of resistance you will overcome in your efforts by passing up certain fellows who make it hard for you to sell them. Take them as they come and strengthen your skill and ability as well as your income by really taking them.

You are never licked by a prospective buyer until you give up.

He Could Not Hear.

Mr. Blobbs, who is somewhat deaf, dined one evening with friends. When the guests were seated the host bent his head and began speaking in a subdued tone.

"What's that?" demanded Blobbs, who sat beside him.

The host smiled patiently and began in a louder voice.

"Speak a little louder; I don't catch what you say," Blobbs persisted.

A low ripple of laughter went around the table.

The host, his face crimson with embarrassment, raised his voice still higher.

The poor old man did his best to hear, but failed. "What did you say?" he demanded, irascibly.

The host cast an angry glance at him. "Hang it, man," he shouted, "I'm saying grace."

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.
Reth. 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.

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Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
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GRAND RAPIDS, MICHIGAN

NEW
MERTENS
FIRE PROOF
One half block East
of the Union Station
GRAND RAPIDS MICH.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

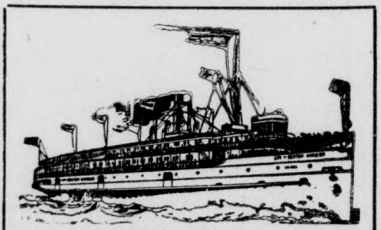
FIRE PROOF

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
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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

HOTEL HERKIMER

GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

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

Live Notes From a Live Town.

Owosso, July 22—Gird De Shone and wife, of Detroit, made a week end visit with Fred Hanifan and wife Saturday and Sunday. Mr. De Shone is the man of Signal shirt fame and an old friend of the Hanifans.

The Old Home restaurant, formerly run by Mrs. Doan, at Pompeii, is now closed for want of help. This place has for several years been an oasis in the desert of our existence. Ma Doan's cooking has been a drawing card for the city of Pompeii for several years and next to a funeral is the closing of this particular canteen.

Fred Hanifan has been laid up for the past two weeks with an ulcerated tooth which brought on chills and fever to the extent that he was obliged to hand over his biscuit grip to the doctor. He is recovering now and was up around Saturday, but unable to attend a committee meeting of the U. C. T. He was elected a committee of one on sports and games and we hope to meet him Monday morning on the motor.

R. P. Bigelow, who has been confined to his home for over a year and for the past ten weeks to his bed with illness, is improving and able to sit up and walk around at intervals. It has been a long pull, but indications are now favorable for recovery.

We read with considerable interest of Ed Hart's ride in a side wheeler of motor cycle design. We had read Sheridan's ride, but from what we gather from Gabby Gleanings' description, Sheridan had it all over Hart, for Sheridan could go wherever he wanted to and stop long enough to holler, while Ed. was obliged to spit on his hands and hang on, with no time to holler; in fact, nothing to holler about. Well, Ed. is some good scout as well as a good judge of tea. We had the pleasure of his society last week on one trip and after rubbing up against his keen mentality for a week, we feel fitted to take the Prince of Wales on a trip on his arrival. If he would like to make the territory with me, I will undertake to entertain him with eclat. Longfellow says "Lives of great men all remind us, we can make our lives sublime," and as Ed. has a phiz that strongly resembles that of President Wilson and the writer has a few times been taken or mistaken for William J. Bryan, we certainly hooked up into a pair of quite considerably more than ordinary distinction.

Honest Groceryman.

Surcharge Fight Now In Supreme Court.

The filing of a petition by the Attorney-General's department in the Supreme Court may transfer the entire case, involving the validity of the 10 per cent. surcharge made on all fire and tornado insurance premiums in this State and now pending in the Ingham Circuit Court to that tribunal and hasten disposition of the case.

It is a peremptory mandamus for the 145 insurance companies in Michigan to show cause why the orders of the Ingham Circuit Court and the temporary injunction which prevents the State Insurance Commissioner from abolishing this surcharge should not be vacated, that is asked by the Attorney-General.

By the filing of this petition the question of the jurisdiction and power of the Circuit Court to determine the surcharge issue as well as the validity of the immediate effect clause of the extra session act, which makes all surcharges unlawful, will come squarely before the higher court. Judge C. B. Collingwood has held the immediate effect clause of

the recent act invalid, which stays its effect until September 23, and with a temporary injunction against Frank H. Ellsworth, State Insurance Commissioner, preventing him from enforcing his order abolishing the surcharge after May 1, 1919, thus far gives the insurance companies a clear right of way to collect the extra 10 per cent. whether they get to keep it or not in the final outcome of the case.

In the assignment of the error, the petition filed by Assistant Attorney Generals Masters and Retan, contends that the court was without jurisdiction to issue an injunction, such action amounting to the unlawful establishing and fixing of a rate by judicial proceedings when the law provides the manner in which all legal insurance rates shall be fixed and filed with the State Insurance Commissioner; that the injunction restrains a public officer from performing his official duties as prescribed by law; that the action of the Circuit Court restrains and controls the exercise of the discretion placed with the Insurance Commissioner by law; that the surcharge becomes in effect a rate; and that the immediate effect clause of the recent act abolishing surcharges is valid.

Monthly Fruit Report.

A 50 per cent. decrease in the commercial peach forecast for New York, Michigan and Ohio during the month of June is the salient feature in the July special peach report for the United States, released by the Bureau of Crop Estimates July 9. The heavy drop in the northern peach belt was due to peach leaf curl and brown rot in New York, peach leaf curl in Michigan, and decreased acreage and peach leaf curl in Ohio. Conditions have been generally unfavorable in all three states.

The Southern peach crop turned out about as indicated in earlier estimates. The Georgia crop will approximate 7,400 cars, as compared with 8,300 cars last year. Brown rot has caused considerable loss among early varieties in the Middle West, particularly in Arkansas, Oklahoma and Texas. The conditions in the Western States continue favorable, and almost a full crop is forecast for the regions west of the Rocky Mountains. California has prospects for a bumper crop.

The July report indicates a total crop of 30,082,000 bushels for the United States as compared with 20,797,000 bushels last year, or 44.6 per cent. increase over the light crop of 1918.

A heavy pear crop in California and the West generally, contrasted with poor conditions in such important pear States as New York, Michigan, Illinois, New Jersey and Delaware, is the most important fact brought out in the special commercial pear report released by the Bureau of Crop Estimates on July 9.

The total commercial pear production for the United States is now estimated at 7,691,000 bushels, as compared with 7,589,000 bushels last year, or 1.3 per cent. increase as compared with 1918.

No Place For Gloomy Gus In Grocery Trade.

It is all very well to "keep an eye to windward" in the matter of evolutionary trend, especially in grocery trade matters, but some very earnest and very honest—to themselves as well as others—men are wondering if a lot of the weeping and wailing and gnashing of teeth by people who are being "eliminated" and forced out of business by various agencies and practices isn't, after all, "a case of nerves."

Two men who are remarkably well equipped to know the ins and outs of the grocery trade fell to discussing it one day last week. They went over the whole field of evolutionary pests—chain stores, buying exchanges, quantity prices, pet lists, municipal markets, direct sales to consumers, "coops," private brands and all the rest and agreed that they possessed alike elements of unfair trade, preferential treatment and real economy. Then they sincerely scanned the field for weeks by the wayside—merchants who have been driven out of business by the resulting unfairness. The outcome was that they could not discover a single case where a really efficient merchant had—from these competitive conditions independent of all others—been forced out of the field when he had the nerve to "swim for his life" instead of drifting to oblivion.

Just think it over, whether you be a retailer, a manufacturer, a jobber or anything else, and see if a lot of people are not more scared than hurt. After all, it's more a matter of individuality than of environment. Price isn't all there is in merchandising and the buying motive can be cultivated in more ways than cutting prices. The retailer who really knows his business and is a wise, shrewd merchant, with his eyes open, isn't easily driven off the stage by a chain store. If he is the chances are that he ought to be, because of his incompetency or because he isn't as good a grocer as the other fellow. Read what John A. Green said about "personality" to the recent Cincinnati convention of wholesalers and its application to certain Cleveland retail grocers.

I called on a retailer recently who had increased his business from fifty to one hundred and thirty thousand in five years. Within one hundred and fifty feet of his store are located two chain stores. This merchant does a service business. In 1917 his business was \$90,000. His delivery was done on three trucks. In 1918 his business amounted to \$130,000 and his delivery was all done on two trucks. The secret—"Efficiency and Personality."

Of course, it's annoying for a manufacturer to spend money advertising his product into demand, only to find the jobber pigeon-holing the order and substituting a "private brand." It's rough for a manufacturer to sell to retailers direct and rob the jobber of his field to dispose of the goods that manufacturer sold him—to sell again. It's unfair to the jobber for the retailer to bank on him for 90 per cent. of his stock and then cut him out of the most profitable 10 per cent. by buying it direct from a cupid-

ity-mad manufacturer. But just how many people are really floored by such incidents in the game of trade?

Why not study the economics of the whole field, and, having arrived at the facts, stick to them with abiding faith and optimism. In well co-ordinated trade it is very doubtful if any very vital function of distribution can really be eliminated. Can the buying exchange or the chain system really do the work of the jobber—and it has to be done by some one—any more cheaply or economically than the jobber does now? If he does it for, say, 10 per cent., can the chain or the exchange do it for less? How much less? Let us suppose it is 2 per cent. less. It takes more than that—if unsupported by other things—to create a revolution in system.

How much can the "coop" of consumers on a "do-it-yourself" basis beat the actual co-operative service of the efficient, serviceable retailer? And if there isn't any real saving, it won't prevail in the long run against prudence, intelligence, service and personality.

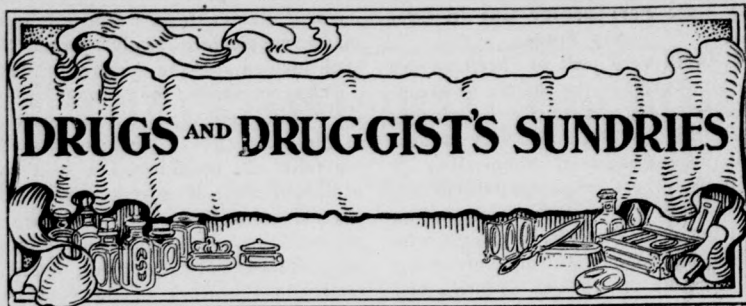
What proportion of the "get rich quick" schemes, municipal markets, company stores, etc., really survive? And when did anyone ever see any marked falling off in the number of retail grocers—of the worth-while type? Cheer up, Mr. Grocer. Buck up, polish up, wake up. It isn't as bad as some gloomy souls try to make out.

To Place the Responsibility.

A simple, yet effective, accounting method has been used by a Canadian grocer for his branch store—a grocerteria. It enables him to keep a check on operations without spending much time in the store. It puts the profitable conduct of the store up to the man in charge.

The branch is charged up at the retail selling price with the goods taken into stock. Stock is taken at the end of each month, also at retail selling price; and the management must show goods or cash for the amount charged up against it. When goods are put in stock a selling price is set and the branch is charged up at that price. No reduction in price can be made except on order of the proprietor, when a credit for the reduction is put through and the management has that amount reduced from the sum that it must show in goods or cash at the end of the month. In the same way a credit must be asked for in connection with any losses, so that the matter of leaks which cut into profits is brought directly to the attention of the proprietor. The method tends to reduce leaks to a minimum. W. J. Bryans.

Edward Frick and H. T. Stanton (Judson Grocer Company) accompanied by their wives, left the city via automobile last Thursday for a tour of the East. They reached Detroit the first day, took the boat from there to Buffalo and then headed Eastward through the Genesee and Mohawk valleys for the Adirondack Mountains, where they will put in most of their vacation.



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.

Wherein the Druggist Excels the Department Store.

Everywhere with the men. A man does not like such directions as these: "Fourth floor, second counter, third aisle to the left." People like to know the proprietor. Did you ever see the proprietor of a big department store? If you did see him, you probably would not know him.

In "atmosphere." A drug store is a "homey" sort of place. A department store is not.

In your clerks. Your clerks are professional men, not cogs in a big machine.

People like to be able to get the proprietor on the telephone. We shudder to think of trying this on the head of big department store.

Your cigar case brings in a lot of men.

Any man who knows something about human ailments is bound to have a large following.

In accessibility. Your business is on the ground floor.

In traditions. The drug store has always held a high place in the public's affections.

Your relations with your clerks are different. They are your pupils, not automatons.

A colossal emporium creates so much "rush" that many people are made timid thereby. A drug store can do a big business and still avoid this.

You get to know your neighbors. Most department stores have no neighbors.

Your soda counter affords a natural meeting place for young people. This can never be equalled by the department store soda fountain.

Americans are great readers. You can supply newspapers and magazines readily.

Every drug store casts a spell of fascination over children.

You are supreme in the compounding field, although some department stores have tried it.

People like to talk about their ailments. Who is going to listen to you in a bustling department store?

Nobody goes into a department store to consult a directory.

The druggist is the guide, philosopher and friend to many people. The department store man would doubtless gladly emulate him but conditions will not permit it.

You catch your customers early. Many of them you knew when they were babies.

You share the joys and sorrows of your people. A department store is necessarily an impersonal sort of proposition.

So why shouldn't you get your share of the business?

Wm. S. Adkins.

Queer Facts About Your Hands.

Why do all screws turn to the right? It is not a mere matter of convention. They turn to the right because the hand can twist much more powerfully in that direction than the opposite way.

In reality, however, the hand serves merely as a grip to hold the screw-driver. The twisting force is exerted by the muscles of the forearm, importantly supplemented by the biceps muscle of the upper arm.

You often speak of a "turn of the wrist." But your wrist does not turn; it is the lower arm that turns, at the elbow.

Hand and forearm are all one piece of structure. The real wrist is the elbow joint; and every movement of the fingers is controlled by the muscles of the forearm.

When you bend your arm, in what direction does your hand move most naturally and easily? Toward your mouth, does it not? Try it and see. Obviously the arrangement of the bones of the arm is primarily for that purpose; for to eat is the prime necessity of existence.

A good many bones of very ancient human beings have been dug up—some of them belonging to individuals who probably lived much more than 100,000 years ago—but not one fingerbone. These persons (one of them a woman) had ape-like characteristics; their teeth were huge, their jaws extraordinarily massive, and their legs short. It would be most interesting to know something about their thumbs.

It is his thumb that has made man what he is to-day. Our cousins, the great apes, have relatively small thumbs, not "opposable" to the palm, and therefore, even if they had the requisite brains, they could not make use of tools.

Presumably, the apelike people who walked the earth 100,000 years ago—it is interesting to reflect that we are their direct descendants—had thumbs less well developed than ours. The native black Australian of to-day, who is a very primitive human type, has a thumb set far back on the hand, so as to look like the toe-thumb of an anthropoid ape.

The thumb is the king finger; the other four are merely auxiliary. Its muscles are extraordinarily strong,

and are so arranged as to give it more independent action than is enjoyed by any of the other fingers.

Of all the fingers, the fourth, or "ring," finger is least independent; and the reason is that its extensor tendon is attached to those of the third and fifth fingers by crossbands which restrict its movements.

A vein arising directly at the root of the ring finger runs over the back of the hand and finds its way through the "royal" vein, the "axillary," and the "innominate" to the heart. Hence there is truth in the ancient idea that a bloodvessel connects this finger with the heart—the "vena amoris," or "love vein"; and the choice of it for the wedding ring is not, after all, inappropriate.

Fiegler's

Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

SOME merchants tell us that they wouldn't take a hundred dollars for their package of Lac-a-Fly if they couldn't get another.

The only difference between the man who feels that way, and the one who doesn't, is the first package. Buy it today from your jobber. Guaranteed to please, unconditionally.

Pontiac Exterminating Company
 Pontiac, Michigan

Ice Cream Cones

To keep pace with the steadily growing demand, we are prepared to fully supply your wants along this line, no matter the size of your order.

Eagle Vanilla Cones

100 cones to the box
 \$1.25 a box or \$12 per M

Cremo Cake Cones

100 cones to the box
 \$1.15 a box or \$10 per M

Hall's Sweet Crisp Cones

250 cones to the box
 \$8.00 per M 5 M less 5% 10 M less 10%

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

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

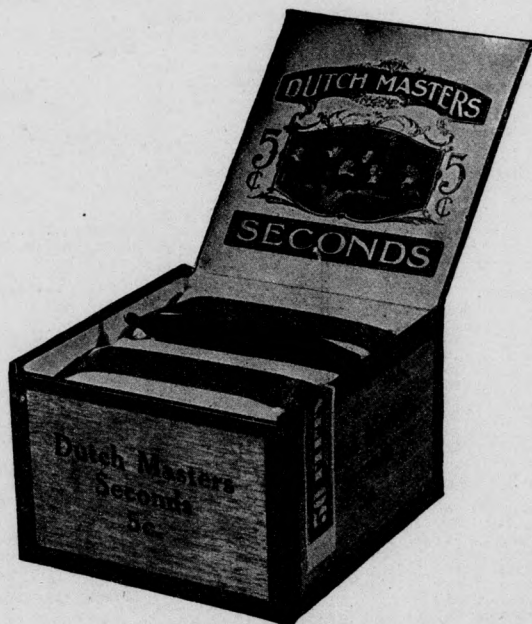
STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.

DUTCH MASTERS SECONDS



Will stimulate your trade

Handled by all jobbers

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 50@2 70	Capsicum	21 95
Boric (Powd.)	18@ 25	Eligron	12 50@12 75	Cardamon	1@ 50
Boric (Xtal)	18@ 25	Cubeb	11 50@11 75	Cardamon, Comp.	1@ 35
Carbolic	23@ 27	Eligron	7 50@7 75	Catechu	1@ 50
Citric	1 15@1 25	Eucalyptus	1 25@1 35	Cinchona	1@ 80
Muriatic	3 1/2@ 5	Hemlock, pure	2 00@2 25	Colechicum	2@ 40
Nitric	10@ 15	Juniper Berries	16 00@16 25	Cubeb	2@ 60
Oxalic	35@ 40	Juniper Wood	3 00@3 25	Digitalis	1@ 20
Sulphuric	3 1/2@ 5	Lard, extra	1 80@2 00	Gentian	1@ 50
Tartaric	1 12@1 20	Lard, No. 1	1 50@1 70	Ginger	2@ 50
Ammonia		Lavender, Flow.	9 00@9 25	Gualac	2@ 65
Water, 26 deg.	10@ 20	Lavender, Gar'n	1 50@1 75	Gualac, Ammon.	2@ 40
Water, 18 deg.	9 1/2@ 18	Lemon	2 25@2 50	Iodine	1@ 50
Water, 14 deg.	9@ 17	Linseed, boiled, bbl.	2 36	Iodine, Colorless	2@ 00
Carbonate	19@ 25	Linseed, bld less	2 46@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 90	Nux Vomica	1@ 95
Fir (Canada)	1 75@2 00	Mustard, artifil, oz.	1 25	Opium	8@ 00
Fir (Oregon)	50@ 75	Neatsfoot	1 35@1 55	Opium, Camph.	1@ 50
Peru	4 75@5 00	Olive, pure	4 50@6 00	Opium, Deodor'd	8@ 00
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	1@ 80
Barks		yellow	3 75@4 00	Paints	
Cassia (ordinary)	40@ 45	Olive, Malaga,		Lead, red dry	13@13 1/2
Cassia (Saigon)	90@1 00	green	3 75@4 00	Lead, white oil	13@13 1/2
Sassafras (pow. 55c)	4@ 50	Orange, Sweet	4 00@4 25	Lead, white dry	13@13 1/2
Soap Cut (powd.)		Origanum, pure	2@ 50	Ochre, yellow bbl.	2@ 2
40c	29@ 35	Origanum, com'l	7@ 75	Ochre, yellow less	2 1/2@ 5
Berries		Pennyroyal	2 50@2 75	Putty	5@ 8
Cubeb	1 75@1 80	Peppermint	11 00@11 25	Red Venet'n Am.	2 1/2@ 5
Fish	21@ 25	Rose, pure	38 00@40 00	Red Venet'n Eng.	3@ 6
Juniper	14@ 20	Rosemary Flows	2 00@2 25	Vermillion, Amer.	25@ 30
Prickley Ash	2@ 30	Sassafras, E.	18 50@18 75	Whiting, bbl.	2@ 2 1/2
Extracts		Sassafras, true	3 30@3 25	Whiting	3 1/4@ 4
Licorice	60@ 65	Sassafras, artifi'l	90@1 20	L. H. P. Prep.	3 25@3 50
Licorice powd.	1 25@1 50	Spearment	12 00@12 25	Miscellaneous	
Flowers		Sperm	2 40@2 60	Acetanald	60@ 65
Arnica	1 20@1 25	Tansy	5 50@5 75	Alum	15@ 18
Chamomile (Ger.)	80@1 00	Tar, USP	48@ 60	Alum, powdered and	
Chamomile Rom.	1 00@1 20	Turpentine, bbls.	1 33	ground	16@ 20
Gums		Turpentine, less	1 43@1 48	Bismuth, Subni-	
Acacia, 1st	65@ 70	Wintergreen, tr.	12 00@12 25	trate	4 02@4 10
Acacia, 2nd	55@ 60	Wintergreen, sweet		Borax xtal or	
Acacia, Sorts	35@ 40	birch	7 50@7 75	powdered	10@ 15
Acacia, powdered	45@ 50	Wintergreen, art	80@1 20	Cantharades po	2 00@6 50
Aloes (Cape Pow.)	30@ 35	Wormseed	6 50@6 75	Calomel	2 25@2 30
Aloes (Soc Pow.)	1 40@1 50	Wormwood	7 50@7 75	Capsicum	38@ 45
Asafoetida	6@ 50	Potassium		Carline	6 50@7 00
Pow.	7@ 50	Bicarbonate	75@1 00	Cassia Buds	50@ 60
Camphor	3 35@3 40	Bichromate	42 1/2@50	Cloves	57@ 65
Guaiac	2@ 15	Bromide	70@ 75	Chalk Prepared	12@ 15
Guaiac, powdered	2@ 25	Carbonate	1 00@1 10	Chalk Precipitated	12@ 15
Kino	85@ 85	Chlorate, gran'r	70@ 75	Chloroform	45@ 55
Kino, powdered	1@ 00	Chlorate, xtal or		Chloral Hydrate	1 70@2 10
Myrrh	1@ 40	powd.	45@ 50	Cocaine	12 30@12 85
Myrrh, Pow.	1@ 50	Cyanide	32 1/2@ 50	Cocoa Butter	65@ 75
Opium	12 00@12 50	Iodide	4 29@4 36	Corks, 1st, less 50%	2 1/2@ 3
Opium, powd.	15 00@15 60	Permanganate	1 50@1 75	Copperas, bbls.	3 1/2@ 4
Opium, gran.	18 00@19 00	Prussiate, yellow	1 20@1 30	Copperas, less	3 1/2@ 4
Shellac	1 25@1 35	Prussiate, red	2 00@2 50	Copperas, powd.	4 1/2@ 10
Shellac Bleached	1 30@1 40	Sulphate	85	Corrosive Sublim	2 07@2 10
Tragacanth	4 25@4 50	Roots		Cream Tartar	68@ 75
Tragacanth powder	4@ 00	Alkanet	4 50@4 75	Cuttlebone	95@ 1 00
Turpentine	15@ 25	Blood, powdered	1 10@1 20	Dextrine	8 1/2@ 15
Insecticides		Calamus	60@2 50	Dover's Powder	5 75@6 00
Arsenic	13 1/2@ 20	Elecampane, pwd.	22@ 25	Emery, All Nos.	10@ 15
Blue Vitriol, bbl.	10 00@12	Gentian, powd.	25@ 30	Emery, Powdered	8@ 10
Blue Vitriol, less 10%	10 1/2@ 12	Ginger, African,	25@ 30	Epsom Salts, bbls.	3 1/2@ 3
Bordeaux Mix Dry	20@ 37	powdered	25@ 30	Epsom Salts, less	4@ 10
Reliebore, White	38@ 45	Ginger, Jamaica	35@ 40	Ergot	4@ 75
powdered	38@ 45	Ginger, Jamaica,	32@ 35	Ergot, powdered	4@ 75
Insect Powder	45@ 70	powdered	32@ 35	Flake White	15@ 20
Lead, Arsenate Po	32@ 49	Golden seal, pow.	8 00@8 20	Formaldehyde, lb.	27@ 30
Lime and Sulphur	20@ 25	Ipecac, powd.	5 00@5 50	Gelatine	1 75@1 90
Solution, gal.	20@ 25	Licorice, powd.	35@ 40	Glassware, full case 58%	1 75@1 90
Paris Green	46@ 52	Licorice, powd.	40@ 50	Glassware, less 50%	1 75@1 90
Ice Cream		Orris, powdered	40@ 45	Glauber Salts, bbl.	2 1/2@ 3
Piper Ice Cream Co.,		Poke, powdered	20@ 25	Glue, Brown	20@ 35
Kalamazoo		Rhubarb	2@ 00	Glue, Brown Grd.	20@ 30
Bulk, Vanilla	1 00	Rhubarb, powd.	2 50@2 75	Glue, White	30@ 35
Bulk, Chocolate	1 10	Rosinweed, powd.	25@ 30	Glue, White Grd.	30@ 35
Bulk, Caramel	1 10	Sarsaparilla, Hond.		Glycerine	24@ 40
Bulk, Grape-Nut	1 10	ground	1 25@1 40	Hops	75@1 00
Bulk, Strawberry	1 20	Sarsaparilla Mexican,		Iodine	5 60@5 90
Bulk, Tutti Fruiti	1 20	ground	75@ 80	Iodoform	6 59@6 74
Brick, Vanilla	1 20	Squills	35@ 40	Lead, Acetate	25@ 30
Brick, Chocolate	1 60	Squills, powdered	60@ 70	Lycopodium	1 75@2 00
Brick, Caramel	1 60	Tumeric, powd.	25@ 30	Mace	85@ 90
Brick, Strawberry	1 60	Valerian, powd.	2@ 00	Mace, powdered	95@1 00
Brick, Tutti Fruiti	1 60	Seeds		Menthol	9 50@9 75
Brick any combination	1 60	Anise	42@ 45	Morphine	13 30@14 00
Leaves		Anise, powdered	47@ 50	Nux Vomica	2@ 30
Buchu	23@ 00	Bird, 1s	13@ 19	Nux Vomica, pow.	20@ 30
Buchu, powdered	23@ 25	Canary	28@ 35	Pepper black pow.	53@ 65
Sage, bulk	67@ 70	Caraway, Po.	60@ 65	Pepper, white	5@ 15
Sage, 1/4 loose	72@ 78	Cardamon	1 75@2 00	Pitch, Burgundy	1@ 60
Sage, powdered	55@ 60	Celery, powd.	85@ 80	Quassia	12@ 15
Senna, Alex	1 40@1 50	Coriander powder	30@ 35	Quinine	1 09@1 59
Senna, Tinn.	30@ 35	Dill	1 00@1 20	Rochelle Salts	55@ 60
Senna, Tinn. pow.	35@ 40	Fennell	15@ 20	Saccharine	45@ 45
Uva Ursi	25@ 30	Flax	15@ 20	Salt Peter	22@ 30
Oils		Flax, ground	15@ 20	Seidlitz Mixture	43@ 60
Almonds, Bitter,		Foenugreek pow.	15@ 25	Soap, green	20@ 30
true	15 00@16 00	Hemp	11 1/2@ 15	Soap mott castile	22 1/2@ 25
Almonds, Bitter,		Lobelia	70@ 75	Soap, white castile	25@ 00
artificial	7 00@7 20	Mustard, yellow	45@ 50	case	25@ 00
Almonds, Sweet,		Mustard, black	36@ 40	Soap, white castile,	
true	1 75@2 00	Poppy	1@ 00	less, per bar	2 1/2@ 15
Almonds, Sweet,		Quince	1 50@1 75	Soda Ash	4 1/2@ 10
imitation	75@1 00	Rape	15@ 20	Soda Bicarbonate	3 1/2@ 10
Amber, crude	3 50@3 75	Sabadilla	20@ 35	Soda, Sal	2 1/2@ 5
Amber, rectified	4 00@4 25	Sabadilla, powd.	30@ 35	Spirits Camphor	2@ 10
Anise	2 50@2 75	Sunflower	22@ 30	Sulphur, roll	4 1/2@ 10
Bergamont	8 50@8 75	Worm American	3@ 75	Sulphur, Subl.	4 1/2@ 10
Cajuput	1 75@2 00	Worm Levant	1 65@1 75	Tamarinds	25@ 30
Cassia	4 50@4 75	Tinctures		Tartar Emetic	1 03@1 10
Castor	2 60@2 80	Aconite	1@ 70	Turpentine, Ven.	50@ 60
Cedar Leaf	2 00@2 25	Aloes	2@ 10	Vanilla Ex. pure	1 50@2 00
Citronella	80@1 20	Arnica	1@ 50	Witch Hazel	1 35@1 75
Cloves	3 75@4 00	Asafoetida	3@ 90	Zinc Sulphate	10@ 15
Cocunut	40@ 50	Belladonna	1@ 40		
Cod Liver	5 60@5 75	Benzoin	1@ 80		
Croton	2 00@2 25	Benzoin Compo'd	3@ 00		
		Buchu	2@ 70		
		Cantharadies	2@ 90		

GROCERY PRICE CURRENT

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

ADVANCED

Chocolate

Milk

Mazola

Barley

Roller Oats

Syrup

Hides

Pelts

Rice

Bl Carb. Soda

Cigars

AMMONIA

Arctic Brand

12 oz. 16c, 2 doz. box

16 oz. 25c, 1 doz. box

32 oz., 40c, 1 doz. box

2 70

1 75

2 85

AXLE GREASE

Mica, 25 lb. pail

1 60

BAKED GOODS

Loose-Wiles Brands

Krispy Crackers

L. W. Soda Crackers

L. W. Butter Crackers

Graham Crackers

Fig Sml Bar

L. W. Ginger Snaps

Honey Girl Plain

Honey Girl Iced

Coconut Taffy

Vanilla Wafer

Subject to quantity discount.

18

17

17

18

18

17

23

24

27

35

BLUING

Jennings'

Condensed Pearl Bluing

Small, 3 doz. box

Large, 2 doz. box

2 55

2 70

BREAKFAST FOODS

Cracked Wheat, 24-2

Cream of Wheat

Pillsbury's Best Cerl

Quaker Puffed Rice

Quaker Puffed Wheat

Quaker Brkfst Biscuit

Quaker Corn Flakes

Ralston Purina

Ralston Bran

Ralston Food, large

Ralston Food, small

Saxon Wheat Food

Shred Wheat Biscuit

Triscuit, 18

4 60

7 50

2 50

4 85

4 30

1 90

2 90

4 00

2 20

3 30

2 30

4 80

4 50

2 25

Kellogg's Brands

Toasted Corn Flakes

Toasted Corn Flakes

Individual

Krumbles

Krumbles, Indv.

Biscuit

Drinket

Peanut Butter

Bran

4 20

2 00

4 20

2 00

2 00

2 00

3 65

3 60

BROOMS

Fancy Parlor, 25 lb.

Parlor, 5 String, 25 lb.

Standard Parlor, 23 lb.

Common, 23 lb.

Special, 23 lb.

Warehouse, 34 lb.

9 00

8 75

8 50

4 25

5 50

9 00

BRUSHES

Scrub

Solid Back, 8 in.

Solid Back, 11 in.

Pointed Ends

1 50

1 75

1 25

Stove

No. 1

No. 2

1 10

1 35

Shoe

No. 1

No. 2

No. 3

90

1 25

2 00

BUTTER COLOR

Dandelion, 25c size

2 00

CANDLES

Paraffine, 6s

Paraffine, 12s

Wicking

17

17

40

CANNED GOODS

Apples

1 lb. Standards

No. 10

@1 60

@6 40

Blackberries

2 lb.

Standard No. 10

14 00

Beans—Baked

Brown Beauty No. 2

Campbell, No. 2

Fremont, No. 2

Van Camp, 1/2 lb.

Van Camp, 1 lb.

Van Camp, 1 1/2 lb.

Van Camp, 2 lb.

1 35

1 50

1 35

75

1 25

1 60

1 85

Beans—Canned

Red Kidney

String

Wax

Lima

Red

1 35@1 45

1 35@2 70

1 35@2 70

1 20@2 35

95@1 25

Clam Bouillon

Burnham's 7 oz.

2 50

Corn

Country Gentleman

Maine

1 75

2 00

Hominy

Van Camp

Jackson

1 35

1 20

Lobster

1/4 lb.

1/2 lb.

1 lb.

2 25

4 00

7 50

Mackerel

Mustard, 1 lb.

Mustard, 2 lb.

Soused, 1 1/2 lb.

Soused, 2 lb.

1 80

2 80

1 60

2 75

Mushrooms

Buttons, 1s, per case

1 25

Plums

California, No. 3

2 40

Pears in Syrup

Michigan

California

1 75

2 35

Peas

Marrowfat

Early June

Early June siftd

1 75@1 90

1 65@1 90

1 80@2 25

Peaches

California, No. 2 1/2

California, No. 1

Pie, gallons

4 00

2 40

7 50@9 50

Pineapple

Grated, No. 2

Sliced No. 2 Extra

3 00

4 00

Pumpkin

Van Camp, No. 3

Van Camp, No. 10

Lake Shore, No. 3

Vesper, No. 10

1 35

4 50

1 35

3 90

Salmon

Warrens, 1 lb. Fall

Warrens, 1/2 lb. Flat

Warrens, 1 lb. Flat

Red Alaska

Med. Red Alaska

Pink Alaska

2 65

3 65

3 75

3 00

2 65

2 10

Sardines

Domestic, 1/4s

Domestic, 1/2s

Domestic, 3/4s

California Soused

California Mustard

California Tomato

16 75@8 00

7 00@8 00

7 00@8 00

2 25

2 25

2 25

Sauerkraut

Hackmuth, No. 3

1 40

Shrimps

Dunbar, 1s doz.

Dunbar, 1 1/2 doz.

1 85

3 40

Strawberries

Standard

Fancy

Tomatoes

No. 2

No. 3

No. 10

1 35@1 60

2 00@2 35

7 00

CATSUP

Snider's, 8 oz.

Snider's, 16 oz.

Nedro, 10 1/2 oz.

1 80

2 85

1 40

CHEESE

Brick

Wisconsin Flats

Longhorn

Michigan Full Cream

36

37

37

37

CHEWING GUM

Adams Back Juck

Beeman's Pepsin

Beechnut

Doublemint

Flag Spruce

Juicy Fruit

Spearmint, Wrigleys

Yucatan

Zeno

70

70

75

70

70

70

70

70

70

CHOCOLATE

Walter Baker & Co.

Premium

Caracas

Walter M. Lowney Co.

Premium, 1/4s

Premium, 1/2s

40

35

40

39

CIGARS

Peter Dornbos Brands

Dornbos Single Bndr.

Dornbos Perfecto

Van Dam, 5c

Van Dam, 6c

Van Dam, 7c

Van Dam, 10c

48 00

42 50

37 50

42 50

50 00

70 00

National Grocer Co. Brands

Antonella Cigars, 50

Antonella Cigars, 100

Antonella Cigars, 25

El Rajah, Diplomat-icas, 100s

El Rajah, corona, 50

El Rajah, Epicure, 50

El Rajah, Epicure, 25

El Rajah, Ark, 50

El Rajah, President, 50, per 100

Cdin, Monarch, 50,

wood, per 100

Odin, Monarch, 25 tin

Mungo Park, 2500 lots

Mungo Park, 1000 lots

Mungo Park, 500 lots

Mungo Park, less than 500

Mungo Park, 25 wood

37 50

37 50

37 50

7 00

7 75

74 00

8 30

7 30

10 00

5 00

67 20

68 87

70 56

73 00

73 00

Johnson Cigar Co. Brands

Dutch Masters Snyd

Dutch Masters Club

Dutch Masters Banq

Dutch Masters Invle

Dutch Masters Pan

Dutch Masters Spec

El Portana

Dutch Masters Six

Little Dutch Masters

S. C. W. (new size)

Dutch Masters Seconds (new size)

105 00

90 00

90 00

90 00

75 00

70 00

50 00

50 00

36 50

36 50

43 00

Worden Grocer Co. Brands

First National

Worden's Hand Made

Partello

Qualex

Hemetet Champion

Court Royal

Boston Straight

Trans Michigan

Kuppenheimer, No. 2

Royal Major

La Valla Rosa Kids

La Valla Rosa Blunt

B. L.

Valla Grande

35 00

37 50

47 00

48 00

48 00

51 00

45 00

45 00

45 00

48 00

48 00

48 00

49 00

CLOTHES LINE

Hemp, 50 ft.

Twisted Cotton, 50 ft.

Twisted Cotton, 60 ft.

Braided, 50 ft.

Braided, 80 ft.

Sash Cord

2 00

3 25

3 90

3 75

4 25

2 75@4 00

COCOA

Baker's

Bunte, 10c size

Bunte, 1/2 lb.

Bunte, 1 lb.

Cleveland

Colonial, 1/4s

Colonial, 1/2s

Epps

Hersheys, 1/4s

Hersheys, 1/2s

Huyler

Lowney, 1/4s

Lowney, 1/2s

Lowney, 5 lb. cans

Van Houten, 1/4s

Van Houten, 1/2s

Van Houten, 1s

Wan-Eta

Webb

Wilbur, 1/4s

Wilbur, 1/2s

43

88

2 20

4 00

41

35

33

42

37

35

36

38

37

37

37

36

33

33

33

33

COCOANUT

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

COFFEES ROASTED

Rio		Santos	
Common	30	Common	38
Fair	31	Fair	39
Choice	32	Choice	37
Fancy	33	Fancy	38
		Peaberry	39

Maracaibo		Mexican	
Fair	39	Choice	39
Choice	41	Fancy	41
Guatemala		Java	
Fair	39	Private Growth	46
Fancy	41	Mandling	48
		Ankola	48

San Salvador		Mocha	
Good	45	Short Bean	53
		Long Bean	53
Bogota		Package Coffee	
Fair	48	New York Basis	
Fancy	48	Arbuckle	36 00

McLaughlin's XXXX		Extracts	
McLaughlin's XXXX package		N. Y., per 100	9 1/2
coffee is sold to retailers		Frank's 250 packages	14 50

CONDENSED MILK

Eagle, 4 doz.	11 00
Leader, 4 doz.	8 50

EVAPORATED MILK

Carnation, Tall, 4 doz.	7 15
Carnation, Baby 8 doz.	6 50
Pet, Tall	7 15
Pet, Baby	4 95
Van Camp, Tall	7 15
Van Camp, Baby	4 95

MILK COMPOUND

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

CONFECTIONERY

Stick Candy		Pails	
Horehound	26	Broken	25
Standard	25	Cut Leaf	25
		Grocers	20
		Kindergarten	29
		Leader	25
		Novelty	26
		Premio Creams	35
		Royal	24
		X L O	22

Mixed Candy

Specialties		Pails	
Auto Kisses (baskets)	26	Lozenges, Pink	26
Bonnie Butter Bites	32	Manchus	27
Butter Cream Corn	32	Molasses Kisses	25
Caramel Bon Bons	32	Baskets	25
Caramel Croquettes	38	Nut Butter Puffs	25
Cocoanut Waffles	30		
Coffy Toffy	30		
Fudge, Walnut Maple	30		
Fudge, Walnut Choc.	31		
Fudge, Choc. Peanut	28		
Champion Gum Drops	25		
Raspberry Gum Drops	25		
Iced Orange Jellies	27		
Italian Bon Bons	27		
AA Licorice Drops	25		
5 lb. box	2 25		
Lozenges, Pep.	26		
Lozenges, Pink	26		

Chocolates

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

Pop Corn Goods

Cracker-Jack Prize	5 00
Checkers Prize	5 00

Cough Drops

Putnam Menthol	1 50
Smith Bros.	1 50

COOKING COMPOUNDS

Mazola	
Pints, tin, 2 doz.	9 10
Quarts, tin, 1 doz.	8 65
1/2 gal. tins, 1 doz.	16 30
Gal. tins, 1/2 doz.	15 80
5 Gal. tins, 1-6 doz.	22 50

COUPON BOOKS

50 Economic grade	2 25
100 Economic grade	3 75
500 Economic grade	17 00
1,000 Economic grade	30 00
Where 1,000 books are	
ordered at a time, special-	
ly printed front cover is	
furnished without charge.	

CREAM OF TARTAR

6 lb. boxes	65
3 lb. boxes	66

DRIED FRUITS

Apples	
Evap'd, Choice, blk.	17

Citron

California	35
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Peel

Lemon, American	30
Orange, American	30

Raisins

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

California Prunes

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

FARINACEOUS GOODS

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

Farina

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HIDES AND PELTS

Hides	
Green, No. 1	42
Green, No. 2	41
Cured, No. 1	45
Cured, No. 2	43
Calfskin, green, No. 1, 80	
Calfskin, green, No. 2, 78½	
Calfskin, cured, No. 1, 80	
Calfskin, cured, No. 2, 78½	
Horse, No. 1	16 00
Horse, No. 2	15 00

Pelts	
Old Wool	75@2 00
Lambs	50@1 00
Shearings	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 50

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 doz.	18 00
32 oz. bottles, per doz.	30 00

MINCE MEAT	
None Such, 3 doz.	4 30
case for	4 30
Quaker, 3 doz. case	3 25
for	3 25

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

NUTS—Whole	
Almonds, Terragona	30
Brazils, large washed	26
Fancy Mixed	22
Pilberts, Barcelona	22
Peanuts, Virginia raw	13
Peanuts, Virginia	15
Roasted	15
Peanuts, Spanish	15
Walnuts California 36@37	
Walnuts, French	15

Shelled	
Almonds	55
Peanuts, Spanish	1 85
10 lb. box	1 85
Peanuts, Spanish	1 85
10 lb. bbl.	1 85
Peanuts, Spanish	1 85
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	5 50
Queen, Mammoth, 28	6 75
Olive Chow, 2 doz. cs.	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	49.8
Bbls.	49.8
Atlantic Red Engine	22.8
Iron Bbls.	22.8
Winter Black, Iron	13.3
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	28 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.	2 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 36¼@37	
Compound Lard 26¼@26½	
50 lb. tubs	advance ½
60 lb. tubs	advance ¾
50 lb. tubs	advance ¾
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	35 @36
Hams, 16-18 lb.	34½@35
Hams, 18-20 lb.	33 @34
Ham, dried beef	
sets	41 @42
California Hams 26	@27
Picnic Balled	
Hams	35 @40
Balled Hams	51 @52
Mixed Hams	22 @23
Bacon	39 @52

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

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

Pig's Feet	
¼ bbls.	1 75
½ bbls., 40 lbs.	3 40
¾ bbls.	9 00
1 bbl.	16 00

Tripe	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00

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

Canned Meats	
Red Crown Brand	
Corned Beef	4 25
Roast Beef	4 25
Roast Mutton	4 20
Veal Loaf	1 40
Vienna Style Sausage	1 40
Sausage Meat	3 65
Potted Meat	57¼
Deviled Meat	57¼
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	1 55
Chili Con Carne	1 80
Sliced Bacon, medium	3 35
Sliced Bacon, large	5 55
Sliced Beef, 2½ oz.	1 80
Sliced Beef, 3½ oz.	2 25
Sliced Beef, 5 oz.	3 00
Sliced Beef, 7 oz.	3 80
Sliced Beef, tin, 3½ oz.	2 25
Sliced Beef, tin, 7 oz.	3 80

RICE	
Fancy Head	14
Blue Rose	13

ROLLED OATS	
Monarch, bbls.	10 00
Rolls, 100 lb. bbls.	10 40
Steel Cut, 100 lb. sks.	5 20
Monarch, 90 lb. sacks	5 00
Quaker, 18 Regular	2 10
Quaker, 20 Family	5 50

SALAD DRESSING	
Columbia, ½ 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 ¼s	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, ½ lb.	1 75
Wood boxes	19

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

Herring	
K K K K, Norway	20 00
8 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	
½ bbl., 100 lbs.	7 50

SEEDS	
Anise	45
Canary, Smyrna	20
Caraway	55
Cardamon, Malabar	1 20
Celery	55
Hemp, Russian	12
Mixed Bird	13½
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 85	
Jap Rose, 50 cakes	4 30
Kirk's White Flake	7 00

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	7 75
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	7 25

Proctor & Gamble Co.	
Lenox	6 00
Ivory, 6 oz.	8 00
Ivory, 10 oz.	13 40
Star	7 85

Swift & Company	
Classic, 100 bars, 8 oz.	6 75
Swift's Pride, 100 8 oz.	5 75
Quick Naptha	6 50
White Laundry, 100 8	
oz.	5 90
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, 1c	
is a most remarkable dirt	
and grease remover, with-	
out 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	4 10
Snow Boy, 100 14 oz.	6 50
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
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	4

SPICES	
Whole Spices	
Allspice, Jamaica	@18
Cloves, Zanzibar	@40
Cassia, Canton	@30
Cassia, 5c pkg. doz.	@40
Ginger, African	@15
Ginger, Cochín	@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	@22

Cassia, Canton		@30
Cassia, 5c pkg. doz.		@40
Ginger, African		@15
Ginger, Cochín		@20
Mace, Penang		@90
Mixed, No. 1		@17
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Pepper, Black		@30
Pepper, White		@40
Pepper, Cayenne		@22
Peppike Hungarian		

Manufacturing Matters.

Detroit—The Detroit Felt Co. has increased its capital stock from \$10,000 to \$16,000.

Fowler—Sturgis & Sons are installing new machinery in their flour mills, thereby doubling the capacity.

St. Charles—Fire of unknown origin damaged the bakery of Charles Clipper, July 19, entailing a loss of about \$3,000.

Kalamazoo—The Health Baking Co., 1602 North West street, has increased its capital stock from \$7,000 to \$15,000.

Coopersville—The Peerless Glove Co., of Grand Haven, has opened its branch factory here with a full force of employees.

Detroit—The Central Motor Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Central Gear Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Central Axle Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The W. G. Doherty Bakery at 1863 Hamilton boulevard, has been sold and the new owner will conduct it as the Brandt Quality Bakery.

Scottville—Bekker Bros. proprietors of the Scottville creamery, have purchased the creamery of Weinert Bros. at Ludington and will continue it as a branch to their business.

Detroit—The Superior Safety Furnace Pipe Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,500 has been subscribed and \$5,000 paid in in cash.

Monroe—The Monroe Butter & Cheese Factory has closed its doors and retired from business after twenty-six continuous years. High prices paid by near-by condensaries is said to be the cause.

Lansing—C. R. Madison has organized the Madison Milling Co., with an authorized capital stock of \$25,000. The company has purchased a site in the northern part of the city and will erect a modern mill on it.

Detroit—The Lord Manufacturing Co. has been organized to manufacture and sell various automobile devices and accessories, with an authorized capital stock of \$12,000, all of which has been subscribed and \$1,200 paid in in cash.

Detroit—The Detroit Floor-Board Co. has been organized to manufacture automobile floor-boards, running boards and other automobile body parts, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Saginaw—The Standard Oil Company has begun work on its improvements in this city, which include erection of storage and garage buildings at its present plants and service stations at several points. This is preliminary to the erection of a large

office building on a site recently acquired in the east side business district.

Lansing—The old Lansing Brewing Co. property, in the rear of the Auto Body Co. plant, is being razed by the latter concern. The brewery was erected twenty years ago and has been used by the Auto Body Co. for storage purposes. The site will be used for shop buildings.

Channing—The Mentzer-Bowden Co. has been organized to conduct a general manufacturing and mercantile business at Mentzer Siding, with an authorized capital stock of \$10,000, of which amount \$5,200 has been subscribed and paid in, \$2,500 in cash and \$2,700 in property.

Detroit—The F. D. Sheill Baking Co. now has big signs in front of its stores announcing "hot bread" every morning and afternoon, and giving the exact hours. Fred Sheill says he finds there is a certain demand for this, and that there are always people waiting at the advertised hours for the hot bread.

Detroit—The Security Trust Company, receiver in bankruptcy for the Regal Motor Car Co., is making a first partial payment of nearly \$250,000 to secured creditors. Of total liabilities amounting to about \$700,000, near \$400,000 is represented by secured claims, not all of which have yet been approved. The Regal Co. property was sold by the receivers in 1918 to M. Rothschild, of Chicago, but litigation has delayed distribution of assets.

Detroit—Fred Weiss has sold his retail bakery at 1089 Kercheval avenue and the business will be continued under the style of the Stahl bakery. Mr. Weiss is to manage the new retail branch bakery to be established about August 1 at Woodward and Connecticut avenues by the Weiss-Kemnitz Baking Co. It will make the third retail store for this prosperous concern while a fourth location on the West side is now under consideration. Fred Weiss is a brother of Charles Weiss, of the Weiss-Kemnitz Co.

Refrigerated Bananas From Colon.

The green fruit trade, which is trying to secure better shipping conditions for incoming fruit, is interested in the resumption of banana imports from Colon, after a ten-year suspension, by vessels of the Panama Railroad Steamship Co., whose cold storage space for bringing supplies from the United States for the commissary department in the Canal Zone will now be utilized for bananas to New York. The bananas are grown up the Chagres River and along the arms of the Gatun Lake, just outside the limits of the Canal Zone, where there is a good deal of land that is suitable for growing bananas. While for some time the exports of bananas from this district may not be large, it will be an easy matter to increase the production of this fruit in case it is found to be profitable to export it regularly to the United States.

The only sure way to please the hard-to-please is to know all about the goods, and be pleasant yourself.

Review of the Produce Market.

Apples—Transparents and Dutchess, \$2 per bu.

Asparagus—\$1.25 per doz. bunches.

Bananas—\$7.50 per 100 lbs.

Blackberries—\$3.50 per 16 qt. crate.

Beets—35c per doz.

Beet Greens—85c per bu.

Butter—The market is steady, with quotations slightly higher than previous quotations. There is a fair demand for all grades of creamery and receipts are moderate for this time of year. We look for continued good trading and no material change in the quotations. Local dealers hold fancy creamery at 55c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and pay 38c for packing stock.

Cabbage—Home grown command \$1.50 per bu. or \$4.50 per 100 lbs.

Cantaloupes—Arizona, \$1.75 for Flats, \$3.25 for Ponies and \$3.75 for Standards; Arkansas, \$3.25 for Standards, either 45s or 36s.

Carrots—25c per doz.

Celery—Home grown, 40c per bunch.

Cherries—Sweet, \$4 per 16 qt. crate; sour, \$3; California, \$3 per box.

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

Cucumbers—\$1.10 per doz. for No. 1 and 80c for No. 2.

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

Eggs—The market is very firm for particularly fine eggs, which are in very light supply. There is a good demand for good eggs at this time and the quotations are very firm, being slightly higher than last week's quotations. The market on under-grade eggs is about the same as previous quotations. Local jobbers are paying 42c 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—\$3.25 per crate for 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, \$1.50 per bu.

Onions—California, \$4.50 per crate for yellow or \$7 per 100 lb. sack; Louisville, \$3.75 per 40 lb. hamper.

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

Peaches—St. Johns, \$1.50 per 6 basket crate; Georgia Elbertas, \$3.50 per crate; Texas Elbertas, \$4 per bu.

Pieplant—5c per pound for home grown.

Plums—\$3 per box for California.

Potatoes—Old command 70c per bu.; Virginia Cobblers, \$8 per bbl.; Louisville, \$7 per 150 lb. sack.

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

Raspberries—\$4.50 per crate for red; \$4 per crate for black.

Spinach—85c per bu.

String Beans—\$2.75 per bu.

Tomatoes—Home grown, \$1 for 7 lb. basket.

Water Melons—40@50c apiece for Missouri.

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

Sales of Wool and Woolens.

In the wool auction sales now in progress in London, evidences are beginning to appear of an easing in prices as well as in demand which seem to indicate that the most pressing wants have been satisfied. Good varieties still sell well, but others are not called for so much, and the discrimination is becoming more marked with time. Something of the same kind is apparent here where the wants of the mills have been pretty well supplied. Apparently the Government authorities are beginning to realize that a mistake was made in canceling the contract under which a large lot of Australian wools were to be released for this country. Now efforts are being made to secure about 50,000 bales. The wool is needed for mixing with the domestic. In the manufacture of fabrics, Government orders are now pretty well wanting and the entire production is for the trade. Each month, furthermore, shows less idle machinery and more double shifts. Labor troubles are still said to cause delays in filling orders, and it seems certain that more yardage could be sold if it could be produced. The garment manufacturers are trying to expedite deliveries because they are behind in their work. Their orders for fall have been exceptionally heavy, and they will have to string along their own deliveries to the retailer to later periods than usual. The makers of women's garments for fall are quite optimistic over their sales and are already importuning mills for supplies for next spring. But most fabrics for both men's and women's wear for that season are not likely to be shown until very late, and then it may be a question of making allotments instead of filling orders that will be put in.

Recording the Balance.

The average balance of the individual depositor, month by month, is recorded by the Grand Rapids National City Bank, on a card 3 by 5 inches. Besides taking care of the figures in the smallest space possible, the card and the arrangement of the information permit of quicker reference than the usual larger card.

On the one side of the card the name, address, and business of the depositor, and the other usual information, are entered. The cards are filed alphabetically by name. On the opposite side is a column for the yearly average balance for ten years, and next to it are columns for the average balances month by month for three years, the last, the present, and the next.

J. S. Bailey.

STORE for RENT

821 Division Ave. S., 20x70

Has been occupied successfully as a shoe store for years. Best location in city for continuance of same business.

B. S. Harris, 819 Division Ave., S.

Lily White

"The Flour the Best Cooks Use"

Its superb quality and thorough goodness has created a demand which, at certain times of the year, we have found almost impossible to meet.

By placing LILY WHITE under a powerful magnifying glass you will be greatly impressed by the absolute uniformity of the granulation.

This evenness of granulation insures the uniform baking qualities which have made LILY WHITE famous and "The flour the best cooks use."

Ask your dealer to reserve your requirements.

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.

Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

DIAMOND CRYSTAL

*The Salt
that's all salt.*



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

White House Coffee

—IS—

A Big Asset in Any
Grocer's Stock

The Leader in Quality and Deliciousness, its Uniformity adds a very important feature to its desirability, and makes its legion of friends and admirers persistent in their use of it.



Mr. Dealer: We announce Sauer's Old Virginia Fruitti-Punch, something new and something the people have been looking for.

Sauer's Old Virginia Fruitti-Punch is a new temperance beverage and a new flavor, always ready for any occasion as a beverage—serve with plain or carbonated water. A base for fruit punch—blends with any fruit or can be combined with Sauer's Pure Strawberry, Raspberry or Pineapple flavors for sherbets, water ices, milk shakes, etc.

Sauer's Old Virginia Fruitti-Punch

is a new flavor which is adapted for any flavoring purpose.

We are running one of the largest advertising campaigns in the women's magazines and newspapers ever put behind a new food product. We are using full pages, in colors, in the **Christian Herald** and the July issue of

The Delineator
The Woman's Magazine

The Designer
Vogue

In the same month (July) we will have smaller space in such magazines as

Pictorial Review
American Food Journal
Journal of Home Economics
Forecast
Table Talk

and the fifty most prominent religious weeklies, covering the entire United States, as well as various trade papers.

This advertising, commencing in July, will be followed by a schedule which will include all the prominent women's magazines each month.

The stupendous advertising campaign on *Sauer's Old Virginia Fruitti-Punch* is sure to create an immediate demand from your customers. We want you to be in position to supply this demand.

Sauer's Old Virginia Fruitti-Punch costs you \$3.00 per dozen (east of the Rockies) and sells for 35c per bottle—paying you a handsome profit. Order from your jobber today—or if he cannot supply you send your order direct to us, with name of jobber, and we will see that you are promptly supplied. The demand is immediate. Put yourself in position to cash in.

Fruitti-Punch is primarily for the Housewife. A two oz. bottle makes one-half gallon of syrup which is ready at any time to serve and under all conditions. A half gallon of syrup makes two gallons of Fruitti-Punch—served with or without ice.

Also manufacturers of 32 other flavors including Vanilla, Lemon and Spice Flavors.

THE C. F. SAUER COMPANY
RICHMOND, VIRGINIA

Largest Selling Brand in the United States

Quality has won for Sauer's Seventeen Highest Awards for Purity, Strength and Fine Flavor