

WANTED---A MAN

Wanted, a Man; "A Regular Man,"
With an eye to see and a head to plan,
With a steady nerve and a heart that's clean
A patient soul and a mind serene;

A Man of utterance clear and true
Who knows the value of silence, too;
A Man to laugh in the face of fate
A Man to dare---and a Man to wait!

Wanted, a Man whom men can trust
Whose smile is kindly, whose wrath is slow,
But a terrible wrath for men to know
Whose plans are evil, whose cause unjust;

Wanted, in brief, a big true Man,
And for one who's formed on that sort of plan,
The world will offer---in fame and pelf---
The price he chooses to name himself!

Berton Braley.

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.

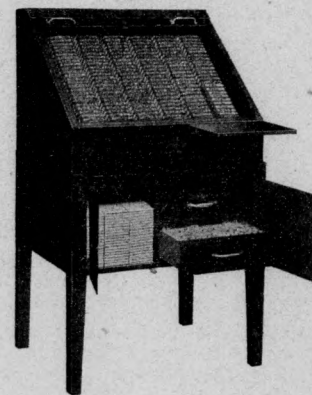
The Franklin Sugar Refining Company
PHILADELPHIA

"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,

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

DEAL 1910

MICHIGAN TRADESMAN

Thirty-Sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 30, 1919

Number 1871

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids.
E. A. STOWE, Editor.

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in advance.

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advance.

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payable invariably in advance.

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

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

NOT A MENACE TO TRADE.

Further sales of Government textiles indicate that buyers are willing to pay unusual salvage values for cloths bought practically "as are." The course of the sales has not been such thus far as to make merchants nervous concerning the possible effect on general values. Predictions were made during the day that the coming sale at auction in the Manhattan Opera House would disclose higher prices for some goods than the Government paid. Reports continue plentiful about the markets that the Government has \$100,000,000 worth of textiles to dispose of and the auction next week means only \$4,000,000. If the reports are true it must be remembered that the values on which the large estimates are based are from two to three times normal values as the Government paid handsome profits on what it secured last year.

Another way of putting it is that the total textile output of this country has more than doubled in value in the past few years without any corresponding increase, if any increase at all, in the volume. In other words, if the textile output in 1914 was roughly worth \$1,000,000,000, it was worth last year and is valued this year, at \$2,000,000,000, and even some men say the figure should be even higher. In any case, the value of goods represented in 1914 by \$100,000,000 meant a tenth of the textile product, but last year it only meant a twentieth. It is therefore possible that the absorbing power of the current market is greater than is estimated so far as values and volumes go. The bulls in the market certainly do not regard Government distributions as of much consequence to-day and many of them admit they were badly frightened by the thought of them three months ago.

The idea that consuming interests should have been considered by the Government in its disposition of products does not receive very serious or very long attention in the mercantile

world to-day. More complaints are heard about the dilly-dallying of the Government boards about getting the goods on the markets at some price than there is heard of complaint based upon the fight of the Government boards for good prices. While many contractors of other days have not secured Government goods, many men in the trade have bought them for speculative profit, while a great many others have bought them from time to time because they could not get goods elsewhere for their own business.

France, before the war, was a nation whose export trade consisted largely of luxuries. Fine handiwork and expensive wines were the chief items. Short of both coal and iron, she had been forced to build up the kind of industry in which quantity was ever sacrificed to quality, where the skill of the individual workman counted more than efficiency of organization or amount of output. The French ouvrier was a craftsman in the old sense, not the efficient and speedy machine specialist who is typical of American industrial ranks. To-day France faces a new regime, as different from the old as a bee from a butterfly. The restoration of Alsace and Lorraine and the control of the coal of the Sarre Valley give her an opportunity for industrial expansion in the sense in which that term is usually used in this country. She lost, moreover, so great a proportion of her skilled workers that she will be forced to adopt changed methods of production, those which, fortunately enough, are best applied to the heavier industries. Thus it is not surprising to see the French planning to turn out an automobile almost on a par in first cost and in operation expense with the cheap and popular American makes. Compare such a product with the types of motor with which we associate France to-day, and the changed outlook of the nation is made graphic. There is another force making for the development in France of an exportable surplus of a magnitude hitherto undreamed of. The great external debt can be paid, in the last analysis, only in goods. Great changes will have to be made in the government's fiscal policy, and future dependence and the future budgets of the country will almost surely be financed with greater weight laid upon taxation than upon bond issues.

The hand knitting craze is said to be at its height in England at present. All the skill which has been developed among women in knitting garments for soldiers is now being turned to the production of sweaters for themselves or their friends. Vivid colors in knitting yarns are in demand.

THE SIGN ON THE DOOR.

At the door of a hospital is the sign: "If you can't smile don't go in." Whosoever conceived of that sign was not far from being a good physician, although he may have been serving as a janitor. Better than medicine is the smile of friendship to those who are set apart by their infirmities. And the smile of cheer and helpfulness is not only the passport to the hospital, but to all the world, if we but knew it.

Someone remarks: "Who is beyond the ministry of a kindly smile? It is a tonic to the discouraged. It helps the little child for whom the world holds so much that makes afraid, and it cheers the aged who find life un-speakably lonely. As King Arthur's court was built by music, so the happier life we all hunger for here on earth is built in large part by the cheerful faces we see, as we bear the load appointed for us."

Let us take time to be pleasant. The small courtesies, which we often omit because they are small, will some day look larger to us than the wealth which we covet, or the fame for which we struggled.

Let us take time to get acquainted with our families. The wealth you are accumulating, burdened father, busy mother, can never be a home to the daughter whom you have no time to caress.

Since we must all take time to die, why should we not take time to live—to live in the large sense of a life begun here for eternity.

To place the United States in economic and financial relation to various developments, it must be remembered in the first place that before the war the United States, despite its growing foreign trade, was still more of an agricultural than trading Nation. The world in those days looked to us more for raw materials than for manufactured products. Except for certain specialties, there were few lines in which we did not hold second, third, or fourth place, with England, Germany, France, Italy, or Belgium leading the procession. We were importing capital, and exporting goods to pay for it. Financially we were dominated by Europe, although not to a tremendous extent. We followed the European lead, and rarely ventured on our own initiative into the field of foreign exploitation. To-day the situation is changed to an extraordinary degree. We have liquidated our indebtedness and in addition have invested in Europe to the extent of some ten billion dollars. We have acquired a marine tonnage second only to that of England, and a shipbuilding capacity

much greater than hers. We have goods to export in greater quantities, and our private capital, grown used to large operations during the war, is showing a tendency to trust itself beyond the borders of the country. Judged by figures, we have become the financial center of the world, and the nations look to us for the capital which is the great need of the time. It is an interesting outcome of the war that by the lending of our assistance to a good cause we have been enriched in enterprise, in spirit, and to no small degree in actual wealth.

News of the race rioting in Chicago comes accompanied by reports that Federal officers have been accumulating evidence of a communistic and I. W. W. propaganda among Southern negroes. But why should we pay attention to dubious and obscure reasons for alarm when there is a glaring one in front of us? The efficacy of tons of "red" literature and platoons of speakers in inflaming negroes is not to be compared with a single hour of such outrageous violence as it required the whole Chicago police force to suppress. White bathers began stoning negroes; they chased one man who drew a revolver, and the struggle was carried from the beach into a negro quarter of the city. Events of recent weeks would show that it is not the negro who is to be feared as trouble-maker, but the irresponsible white man. The Southern negro has gained much in recent years and has every right to look forward to gaining more. He has come into our Northern cities in growing numbers. Treat him well and we can laugh at tales of violent propaganda, as we laughed at those of German propaganda; treat him unjustly, and no propaganda will be needed to arouse him.

A series of tests to determine whether Pennsylvania can grow a potato which will be immune to the potato wart which has caused heavy loss and necessitated quarantine against potato shipments in the lower anthracite fields will be made by Federal and State experts. Results of efforts in the same direction in England have been made available, and will be tried out.

The anxiety of several managers of well known branded lines of cotton goods to hold prices down arises from the conviction that consumers will not pay at the retail counters such prices as will be charged for the merchandise now selling from first hands.

The man who turns his fire into smoke will never be warm.

THE SAGINAW VALLEY.

Late News From Eastern Michigan Towns.

Saginaw, July 28—The Towar Milk Co., a large Detroit corporation, has just completed a \$20,000 plant at Otter Lake, which will be one of the finest plants in the State, with a 40,000 pound daily capacity. Frank Mortimer is in charge of the plant at present, but will turn it over to some one else later. The building is of brick and concrete and is so constructed that the capacity can be doubled to put in a condensary. This plant should prove a fine asset to Otter Lake and the surrounding farming community.

L. E. Dickenson, of Cass City, and four friends motored to Lakeview, in the Western part of the State, last week on a fishing trip. As a fishing sport you can't beat him and he knows how to get 'em. Mr. Dickenson's son, lately returned from the service, is in charge of his father's grocery while he is away.

T. W. Jamieson, grocer, and J. W. Yough, meat dealer of Gageton, have consolidated their stocks and entered into a partnership. Mr. Jamieson only recently opened a grocery in Gageton.

B. F. Benkleman, prominent Cass City grocer, is spending a much deserved vacation in the West. He left a week ago and will visit in Kansas, where he used to punch cattle eighteen years ago. He expects to be gone a month, making points of interest in several Western States. He is accompanied by Mrs. Benkleman. His business is ably looked after by Mr. Rice, his chief clerk.

J. E. Cramer and family of Pigeon, made a pleasure trip to Detroit Sunday, driving through in their machine. Except for the loss of sleep no ill effects of the trip were experienced

and I think J. E. has made that up by this time.

Albert Palmer and wife, of Gageton, spent Tuesday and Wednesday of last week in Detroit on business. Mr. Palmer is the senior member of the firm of Palmer Bros., general merchants.

The Morrow Hotel, Bad Axe, has undergone a change of managership. William Thourlby, owner and proprietor, has turned the management over to his sons, William Howard and Leo J. Thourlby. The policy of this popular hostelry will remain the same, except that it will be conducted on a straight \$3 per day plan. It has always been a pleasure to stop at the Morrow, as the management has at all times endeavored to give the boys the best to be had and it goes without saying that the boys will not be found wanting in following up the good things provided for the traveling public in past years. Here's wishing them the best of luck!

Somewhere in this great State of ours, motoring over her fine highways, maybe rambling through some park or lounging in the shady nooks of a fishing pond, will be found J. F. Graham, of Bad Axe, member of the firm of Littleton & Graham, general merchants. He, like his partner, left for parts unknown for a vacation and should be apprehended by some honest traveling man. Please remind him of the fact that if he will return to his post in Bad Axe at the end of two weeks, we will give him no notoriety.

Silence is golden and some remarks are very brassy.

The new manager at the Gageton Hotel has closed the dining room, going over to the European system. Instead of the dining room service, he has opened a restaurant in connection, adding much to the comfort and convenience of his patrons.

B. L. Gripp, Huron county's oldest meat dealer, of Bad Axe, and senior member of the firm of Tripp & Sons, is spending the hot days at his summer home up near Port Austin.

The foundation for a new meat market and grocery building is being put in now at Cass City for Rieker & Krohling. They expect the building to be finished by the holidays. It will be one of the best equipped plants in the Thumb.

The highway explorer in a speeding automobile seldom fails to find the pole.

Frank Spagnuolla, Saginaw fruit merchant, has purchased the property at 117 North Water street and expects to enlarge his business. The building was formerly occupied by the Workers Voice Publication Co.

"Cy" Wattles, member of the firm of Wattles & Smith, Lapeer's finest and most up-to-date meat market, has gone somewhere, for a few days' vacation. "Cy," beware of those twelve ounce net signs.

A strong point of many a woman is at the end of her hat pin.

Mrs. A. F. Kruth, of Lapeer, who was taken seriously ill about ten days ago, is reported as being much improved. She is the wife of A. F. Kruth, manager of H. Kruth & Sons, who conduct a baking business in connection with their grocery—one of the most enterprising concerns in the thriving little city.

The packers continually assure us that they are very good men and for all we know definitely they are, but they don't seem to get very popular.

E. W. Jones, President of the Michigan Retail Grocers and General Merchants' Association and grocer of Cass City, is spending his vacation with relatives up at Gladwin.

Schwartz Bros., produce wholesalers of Saginaw, have purchased the building at 303 North Water street,

where they will continue their business.

H. Tuttle, senior member of the firm of Tuttle & Son, grocers of Lapeer, is spending a two weeks' vacation at Lake Pleasant. From what I could learn he is "just resting," for he has no bad habits and, unless I am misinformed, is a poor fisherman. Naturally then there's nothing to do but rest.

When we finally bury the hatchet with the Germans it will be just as well to note carefully where we bury it.

W. G. Pool, Flint grocer, is resting and taking treatment at the sanitarium at St. Louis. Mr. Pool is one of the very well-known delegates always in attendance at the State conventions and very active in local association affairs. He has been in failing health since last February and we are sorry indeed that conditions are as they are and sincerely hope that he will soon find relief and quickly improve in health and strength. His grocery on Asylum street is in charge of Fred Ford, his chief clerk.

A terrible epidemic has befallen thousands of Saginaw citizens; in fact, hundreds of outsiders who chance to be in the city soon become affected. They call it "Walkitis." There is but one common cure for it; put all the striking street car men—yes, and I might as well include the street car company—in jail and start the cars again. A strike was called last Friday morning, but the city is still growing. Nothing can stop that.

Peter Pappas, grocer and restaurant proprietor of Columbiaville, was in Lapeer Monday on business.

L. M. Steward.

The best way to get more pay is to earn more. You will not be given a voluntary raise until you deserve it.



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

Barney says—

There are two facts that stand out in my mind regarding last week.

It was the hottest spell of weather I have seen in almost a hundred years, but, By Golly, the Company did the biggest business it has done any week in its history!

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS

Graft and Greed Are In the Saddle.

Grandville, July 29—In Civil War days there was some excuse for high prices because of the depreciation of the paper currency of that time. No such excuse, however, prevails today. With the country on a specie basis, with plenty of everything which goes to make up the needs of the daily lives of our people, prices are abnormally high and are continuing to climb.

For this state of affairs there is but one explanation—grafters and heartless profiteers are in the saddle and seem bent on riding to a fall. The greed and grasp of the heartless price-booster is in the ascendancy. Even when the horn of plenty is full to overflowing; with warehouses and stores full of everything that goes to make up the needs of humanity, the price of almost every article of human consumption goes steadily upward.

Where is it to end?

We may well ask this question when we see the old rule of supply and demand thrown into the discard and prices fixed by those who, not content with a fair profit, are bent on taxing the pocketbooks of the people all that they will stand.

The present prices of almost everything in the line of household economics are in some instances, quadruple that of a normal state of society. This is wholly artificial, wholly speculative, wholly outside the proper sphere of business ethics, and is sure to result in a turn of the wheel the other way—a turn which may result in sorrow and disaster to more than one who has counted on the guileless nature of his countrymen to stand for anything short of highway robbery.

There is a constant irritation going on underneath the surface of the body politic. This does not mean Bolshevism, but it does mean that the American man has become quite surfeited with this high-handed manner of fixing prices for the depletion of his income. How long will the consumer stand for it someone asks? Then another chips in with, "I'd like to see him help himself?" Well, it does look a little dubious doesn't it? We have viewed so long with equanimity the doubling and thriffling of profits which all filched from the pockets of the consumer to fill to bursting the coffers of the profiteering leeches who have no souls, that we are regarded with a grin of commiseration by our robbers.

It is a long road that has no turn. It may well be a matter of concern for honest men when they see how matters are trending. The turn in the road to this wholesale profiteering is not far off. We may well fear for the result, which portends a break all along the line. If the business interests of the country escape wholesale bankruptcy when the crash does come, it will be a matter for wonderment.

It is not in the nature of sound common sense for this wicked robbery to long continue unopposed. The righteous indignation of a people held up by these modern Claude Duvals will finally assert itself and those who have been guilty of taking unjust toll of his neighbor will be fetched to taw with a suddenness that will surprise them.

Not everyone is a Midas. There are thousands of people who are not making the enormous wages of some classes of labor. Because wages are hoisted along with the prices of products there are those who excuse the looters. But this in no way justifies these profiteers in their wicked and inhuman course.

The wickedest man in the United States is he who seeks to get rich at the expense of his less fortunate neighbor. Some of these grafters seem to think it legitimate to take all they can lay hands on so long as the robbed citizen raises no protest. That is hardly human is it? Yet such creatures exist, and in large numbers, judging from the way the prices of

products necessary for human existence climb upward.

The writer is not out after the scalp of the legitimate dealer. There is such a thing as an honest profit, which, however, does not consist in adding unduly to the cost of an article. The men who work and strain to make both ends meet in marts of trade and labor are not the only ones to be considered. These can stand the racket for a long time. It is those who have passed the stage where earning capacity is possible. Little children, old men and women, with small, fixed incomes, well enough in normal times, but sadly inadequate to meet the inroads of the Dick Turpins who fix prices far above the legitimate demands of honest business, these are among those who suffer.

Enormous profits have made many American millionaires during the past four years. Men there are who are willing to take advantage of their country's necessities to coin money. Such creatures are not to be classed with the Aaron Burrs and Benedict Arnolds of our past history; instead they line up several degrees lower in the estimation of honest men than those early traitors to their country.

Day by day, week by week, month by month prices climb. When will they stop? The end must come sooner or later, and if a stop is not put to the reckless villainy of the profiteers something is sure to be heard to drop and it will not be the robbed and despoiled consumer either.

At one time the war was made the pretext for much illegitimate exploiting of the people. The war closed nearly a year ago while the exploitation goes on more consciencelessly than ever, and doubtless will go on until patience on the part of the innocent bystander ceases to be a virtue.

It would not be nice to call down another 1896 panic on the country, yet it is just this and worse these soulless mites of men, so advantaged as to hold the reins of supply and demand in closed fist, are not only inviting but assuredly working to bring about.

Old Timer.

Ask Ban on German Goods.

Resolutions pledging the Mothers of Aviators "to refuse to buy any goods made in Germany and to request the merchants of their cities to instruct their buyers not to purchase any merchandise manufactured in and coming from Germany" are being circulated by the members of that organization. The resolutions were adopted at the final meeting of the society.

The society particularly decries the introduction in American homes of toys and other objects made in Germany which might fall into the hands of children. This action was taken, the society explains, as a result of the sinking of the German fleet at Scapa Flow and the burning of French flags by German mobs, these acts showing, they say, that the German people are still unrepentant. The Mothers of Aviators have urged other women's organizations to adopt similar resolutions.

Holds False Teeth In.

A "non-skid" powder for artificial teeth has been put on the market by an Ohio concern, and is now being sold by druggists. The object of the powder, which is sprinkled on the dental plates, is to keep them firmly and comfortably in place, so that the person with false teeth does not run the risk of losing them through sneezing or chewing a sticky substance.

Bright Colors are Due.

The bright and gay colors which were in evidence in women's apparel in the pre-war days are coming back to their own, according to a statement issued yesterday by Executive Director M. Mosessohn of the United Waist League of America. During the war period somber colors were in vogue, but present indications point to a revival of shades in keeping with the new times and in harmony with the peace period.

The first of a series of conferences to discuss the color question, so far as women's waists are concerned, will take place on Wednesday at the headquarters of the league, 29 East Thirty-second street. This conference will be participated in by a committee of waist manufacturers, to be followed later by conferences with the manufacturers of silks and cottons. When a decision is reached on the most desirable shades for the spring of next year, a color card will be issued by the league for its members in every city of the country where waists are made. The color card of the league has come to be recognized as the authentic guide for the manufacturers as well as the retailers in the waist trade.

Raw Silk Prices Rising.

The activity in the Japanese raw silk market continues, and prices have advanced sharply. Shinshiu No. 1 is now quoted at 2,400 yen. The visible stock at Yokohama is estimated at about 12,000 bales, and it is

claimed that about 40,000 bales of new silk have already been sold.

Canton is also very strong and advancing, owing to large purchases by European and American buyers. A further advance for all grades is expected in the near future, according to A. P. Villa & Bros., Inc. In Shanghai the tendency is also upward, and all prices have advanced about 30 cents a pound. Practically all silks for nearby delivery have been taken up, and it is difficult now to obtain shipments for this year.

The Italian market, in sympathy with the other markets, is also advancing and latest quotations are 181 lire per kilo for extra classical for single weaving. America is buying exceptionally heavy in Milan, as these silks are now cheaper than the Japanese and Chinese materials, due to the fact that the exchange at present is rather low.

In the American market business continues good, and manufacturers are buying now up to the end of the year. In some instances they are operating into 1920. It is expected that the present activity will continue here, as the outlook for the manufacturers is exceedingly good and they are daily refusing orders.

Making Crime Fit Fine.

Country Judge—"Ten dollars."
Motorist—"Can you change a twenty-dollar bill?"
Judge—"No, but I can change the fine. Twenty dollars."

Come to Saginaw

Our 1919 Holiday Line will be on display there for three weeks after August 1st.

Choose your time and come where you will get individual attention from men who have been associated with the Holiday Business for a quarter of a century.

We have a record for long and continuous service which should attract to Saginaw every Eastern Michigan Druggist who handles Holiday Goods.

Headquarters at the Bancroft.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan



Movement of Merchants.

Hemlock—The Hemlock Elevator Co. is erecting a potato warehouse.

Carlshend—G. A. Johnson succeeds his father, C. P. Johnson, in general trade.

Chelsea—William G. Kolb succeeds H. J. Smith in the restaurant and cigar business.

Caro—The State Savings Bank has increased its capitalization from \$50,000 to \$62,500.

Birch Run—The Birch Run State Bank has increased its capital stock from \$20,000 to \$26,000.

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

Port Huron—The Fenner & Balentine Shoe Co. has changed its name to the Fenner Shoe Co.

Clinton—J. E. Earl has remodeled and enlarged his bakery, adding an ice cream parlor and restaurant.

Hartford—The Hartford Fruit Growers & Exchange is erecting a modern cannery which will be ready for the peach crop.

Hillsdale—Thieves entered the hardware store of Payne & Green, July 23, and carried away stock to the amount of about \$300.

Westphalia—William H. Bohr, dealer in hardware, is remodeling his store building and repairing the damage done by fire, July 3.

Marquette—Edwin Larson, wholesale and retail baker at 730 Washington street, has opened a branch bakery at 313 West Washington street.

Horton—Henry Laughlin has sold his ice cream parlor and confectionery stock to Eric Fowler, who will continue the business at the same location.

Lansing—The Lansing Coal & Coke Co. has taken over the stock of the Liberty Fuel & Supply Co. and will continue the business as a branch to its business.

Flint—Joe Linden & Son have purchased the grocery stock of John Clarence and will continue the business at the same location, 3403 Industrial avenue.

Marcellus—Thieves entered the grocery store of Chesebrough & Andrews, July 25, carrying away considerable stock and the contents of the cash drawer.

St. Johns—F. E. Hendershott has sold his cigar and tobacco stock to E. H. Monroe, who has taken possession and will continue the business at the same location.

Lansing—The Lansing Auto Parts Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$14,100 has been subscribed and \$5,000 paid in in cash.

Parma—The Parma Co-Operative Elevator Co. has been organized with an authorized capital stock of \$13,000, of which amount \$6,500 has been subscribed and \$1,300 paid in in cash.

Flint—Hawley & Youngs have sold their stock of meats and groceries to M. A. Olds, recently of Elkhart, Ind., and will continue the business at the same location, 2110 North street.

Whitehall—Frank D. Glazier has sold his grocery stock and store building to J. P. Jacobson, who conducted a grocery store in Montague for nine years up to two years ago.

Detroit—The Frank H. Foster Tire Co. has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and \$10,000 paid in in cash.

Allegan—Glenn Gordon has sold his undertaking stock to H. H. Cork of Allegan and Clay Benson, of Otsego, who have formed a copartnership and will continue the business.

Ypsilanti—John F. Maegle has purchased the Myers store building on East Michigan avenue and will occupy it with his stock of bazaar goods as soon as he has remodeled it.

Owosso—John H. Evans, dealer in ice cream and confectionery on South Washington street, has sold his stock to O. A. Brown, a former Lansing salesman, who has taken possession.

Chelsea—Fire of unknown origin damaged the grocery stock and store fixtures of Chauncey Freeman and the men's furnishing goods and shoe stock of Walworth & Streeter, July 23.

Detroit—The Bucklin Shoe Co. has been organized to conduct a retail shoe store, with an authorized capital stock of \$15,000, all of which has been subscribed and \$10,000 paid in in cash.

Union City—Merritt Moore and Sam Bater have formed a copartnership and purchased the grocery stock of Clyde Keagel and will continue the business under the style of Moore & Bater.

Stanwood—M. D. Crane has sold a half interest in his stock of general merchandise to Orlo Tillyer, formerly of Lowell and the business will be continued under the style of Crane & Tillyer.

Allegan—Clay C. Benson, of Otsego, and H. H. Cook, of this city, have bought the undertaking business and equipment of Glenn D. Gordon, and these men have taken an option on the real estate as well. Mr. Benson and his wife are both licensed embalmers and have been in Otsego a number of years where they have earned the esteem of many friends. Mr. Cook sold out his undertaking

business about three years ago after twenty-five years of service in the city. Mr. Gordon will travel for the Owen-Arnold Casket Co., having Ohio for his territory.

Detroit—The G. Coplan Co. has been organized to conduct a dry goods store with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in in cash.

Detroit—The Supersalesmen Corporation has been organized to sell novelties and specialties, with an authorized capital stock of \$2,000, all of which has been subscribed and \$520 paid in in cash.

St. Joseph—The Universal Pulp & Paper Co., which has taken over the Wells-Higman warehouse, will open for business Sept. 1, manufacturing air dried boxboard. The company has been incorporated for \$50,000.

Owosso—The Carland Farmers' Co-Operative Elevator Co. has petitioned the court to dissolve the corporation. The assets are placed at \$4,000 and the liabilities at \$313.56. Cash on hand is given in the bill as \$17.50.

Muskegon—John Q. Ross, President of the Muskegon Traction & Lighting Co., and President of the Michigan Steel Foundry company, has been elected President of the Union National Bank. Mr. Ross was President of the American National Bank, previous to its merger with the Union National Bank.

Manufacturing Matters.

Ithaca—William Kinsel has sold his bakery to H. J. Razor, who has taken possession.

Greenville—The Moore Plow & Implement Co. is building an addition to its plant.

Allegan—The Lanz Furniture Co. is building an addition to its plant also a modern dry kiln.

Holland—The Farrand Piano Co. has increased its capital stock from \$10,000 to \$50,000.

Detroit—The Northern Chemical Co. has increased its capitalization from \$5,000 to \$15,000.

Kalamazoo—The Standard Paper Co. has increased its capitalization from \$300,000 to \$360,000.

Bancroft—W. T. Robertson has added a new oven to his bakery which has doubled his capacity.

Detroit—The Lipphardt & Heyman Clothing Co. has increased its capital stock from \$50,000 to \$100,000.

Lake Odessa—The Lake Odessa Canning Co. now employs 72 people and has a capacity of 3,000 cans per day.

Three Rivers—C. L. Seekell & Son are installing new machinery in their flour mill which will triple its capacity.

Saginaw—The Herzog Art Furniture Co. is building two additions to the plant of the Berst Manufacturing Co., which it recently purchased.

Detroit—Ritter's, Inc., has been organized to conduct a bakery, confectionery store and restaurant, with an authorized capital stock of \$7,000, all of which has been subscribed and paid in, \$3,500 in cash and \$3,500 in property.

Concord—The flour and grist mill of A. K. Tucker was destroyed by fire July 23, entailing a loss of about \$30,000, which is partially covered by insurance.

Detroit—The Wanner Oil Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$12,500 paid in in cash.

Iron River—The Gilbertson Motor Co. has been organized with an authorized capitalization of \$5,000, all of which has been subscribed and paid in in cash.

Benton Harbor—The Palace Lamp Corporation is the newest industry in Benton Harbor. It makes a complete line of floor and table lamps and silk shades. Between 75 and 100 are employed.

Kalamazoo—The stock and equipment of the Kalamazoo Shoe Manufacturing Co., purchased by the William Maxwell Merchandise & Salvage Co., will be sold at public auction July 30.

South Haven—The Dulcitone Phonograph Co. has been incorporated with an authorized capital stock of \$50,000, \$31,000 of which has been subscribed, \$1,600 paid in in cash and \$13,949.39 in property.

Bay City—The American Road Machinery Co. has been incorporated with an authorized capital stock of \$150,000, of which amount \$75,000 has been subscribed, \$11,300 paid in in cash and \$7,500 in property.

Chelsea—F. S. Goebel, formerly general manager of the United Garment Co., of Canton, Ohio, has organized the Goebel Garment Co. and will commence manufacturing about Sept. 1, with a force of 50 women.

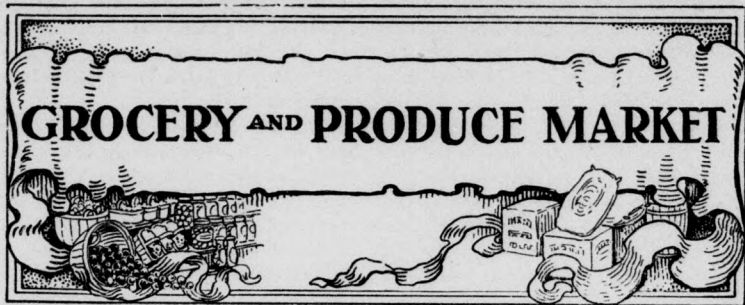
Detroit—The Domestic Appliance Co. has been organized to manufacture and sell electrical supplies and appliances, with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$10,000 paid in in cash.

Jackson—The Jersey Farm Dairy Co. has been organized to manufacture and sell butter and kindred foodstuffs, with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and \$2,500 paid in in cash.

Detroit—The Frank M. Foster Truck Co. has been organized to manufacture and sell automobile trucks and accessories, with an authorized capital stock of \$200,000, of which amount \$100,000 has been subscribed and \$20,000 paid in in cash.

Lansing—E. H. Ward & Co. has merged its sheet metal, furnace and heating apparatus business into a stock company under the same style, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed and paid in in property.

Bay City—Business men of Bay City, at the instance of the Hundred Thousand Club, have decided to get behind the stock issue of the Union Motor Truck Co. and join the stock selling campaign. The drive will consist in not only purchasing shares of the stock, but also advising their patrons, through newspaper advertising, to do likewise.



Review of the Produce Market.

Apples—Transparents and Dutchess, \$1.75 per bu.

Bananas—\$7.75 per 100 lbs.

Blackberries—\$3.50 per 16 qt. crate.

Beets—35c per doz.

Butter—The market is firm and healthy with a good consumptive demand at 1c per pound lower than a week ago. The make of butter is falling off to some extent. From some sections of the country butter is showing some defects and the percentage of fancy butter is growing lighter every day. Local dealers hold fancy creamery at 52½c in tubs and 54c in prints. Jobbers pay 45c for No. 1 dairy in jars and 38c for packing stock.

Cabbage—Home grown command \$1.40 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; Turlock, \$1.85 for flats and \$4.50 for Standards.

Carrots—25c per doz.

Celery—40c per bunch.

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

Cucumbers—75c per doz. for No. 1 and 50c for No. 2.

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

Eggs—The market is firm at about 1c per dozen higher. There is a falling off in the production, as well as in the percentage of fancy eggs, owing to the weather conditions. The market is in a healthy condition at the moment and if we do experience any change it is likely to be another advance. Local jobbers are paying 43c for candled fresh, loss off, including cases.

Garlick—60c per lb.

Gooseberries—\$3.25 per crate of 16 qts.

Grapes—California Malagas, \$4.50 per case.

Green Corn—35c per doz.

Green Onions—20c per doz.

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 white, or \$7 per 100 lb. sack; Louisville, \$3.75 per 40 lb. hamper.

Oranges—Late Valencias, \$6@6.50; Sunkist Valencias, \$6.25@6.75.

Peaches—St. Johns, \$1.50 per 6 basket crate; Texas Elbertas, \$4 per bu.; Oklahoma Elbertas, \$3.75 per bu.

Pears—California Bartletts, \$5 per box; Early home grown are beginning to come in fully on the basis of \$3 per bu. The crop of pears in this vicinity promises to be large.

Pieplant—5c per pound.

Plums—\$3.25 per box for California.

Potatoes—Old command \$1 per bu.; Virginia Cobblers, \$8.50 per bbl. and market conditions indicate higher prices; Louisville, \$7 per 150 lb. sack.

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

Spinach—85c per bu.

String Beans—\$2.75 per bu.

Tomatoes—Hot house, \$1 per 7 lb. basket; home grown, \$1.50 per ½ bu. basket.

Water Melons—40@50c apiece for Missouri.

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

The Grocery Market.

While the packers' campaign is strong against the Anderson-Kenyon bills in Congress, calculated to break down all monopoly in food product handling, the jobbers, who are a unit in favor of the bill, seem to have contented themselves with writing their senators and representatives in strong terms. The packers are said to be devoting their time to arousing sentiment against the bills and to be getting by means of salesmen throughout the country signatures of retail grocers and merchants to petitions in their behalf.

Naturally the jobbers believe the retailers are signing these petitions under misapprehension of the effect of the proposed laws.

"Wholesalers and retailers must rally to the defense of the distributor of food products against the inroad of the big Chicago packers," said one of these jobbers. "We must all do this by supporting the Kenyon bill in the Senate and the Anderson bill in the House. The Kenyon bill will prevent packers from having advantages that enable them to control food distribution. The retailer is just as much interested as the jobber, because if the packers get control of food distribution there will be no competition.

"The packers' control of food distribution has come to a point where it threatens our business existence and we must use every effort to support this bill, which will prevent packers from having unfair advantage over us. The packers have been putting the matter up to the retailer in such a way that he will think the bill

is intended to prevent him from buying his goods as cheaply as he could otherwise. We have got to offset this propaganda.

"If the packers get control of food distribution it means elimination not only of the jobber but of the retailer and salesmen."

One paragraph in the proposed law affects the use by packers of their refrigerator cars to carry groceries, the jobbers charging that on "sailing days" the packers ship groceries every day in these cars and constantly have shipping advantages over the straight jobbers. This reads: "No carrier subject to the provisions of such act (the Interstate Commerce act) shall, after the expiration of six months from date of this act, employ in commerce any refrigerator cars which are not owned or controlled by such carrier, except on the condition that they shall be furnished by the carrier to any person making reasonable request for such cars."

Sugar—The reports and warnings of sugar scarcity sent out several months ago have created an artificial condition which has resulted in about twice the usual demand, but, happily, without the usual advance in price which accompanies that. Jobbers are all selling about twice as much as usual, although the consumptive demand is surely not more than normal, if that. Refiners are all behind hand in deliveries, as the export demand is very heavy. They are compelled to devote part of their time and stock to that. No change has occurred anywhere in sugar prices, except by profiteers. Chicago jobbers are holding granulated at 12c.

Tea—The market shows a very firm undertone without general change during the week, although some grades of black teas are perhaps ½c higher for the week. It looks now as if the general line of black teas would show an advance up to 3c per pound during the present season, owing to scarcity and excellent demand. Some grades may advance on account of individual scarcity. The export demand is looking up and the whole situation is very firm.

Coffee—The coffee market does not show very much change for the week. Rio 7s are perhaps 1@1½c lower from the highest point. There appears to be no special reason for it except the peculiar sensitiveness which exists all through the market just now. Other prices of Rio coffee also a shade weaker. Santos 4s are perhaps ½c below the highest point. Other grades of Santos in proportion. Milds are still scarce and firm, with Maricaibos a trifle off. As a matter of fact, good grades of washed coffees can now be bought cheaper than Santos. Consumptive demand for coffee fair under the circumstances.

Canned Fruits — California fruits are still fairly active, but most of the business is from second hands at prices which show a strong advancing tone. The entire canned fruit market is very firm.

Canned Vegetables — Tomatoes show an advance of about 10c per dozen for No. 3s, this being due

largely to bad weather. Peas are firm, the pack is nearly over everywhere and as to fancy grades is reported very nearly a failure. Standards are also short. Fancy peas have advanced from 35@50c per dozen over opening prices in second hands. Corn shows no particular change for the week, but the situation is very firm. The trade are generally ridiculing the Government's loose and foolish way of disposing of its surplus stock of canned goods. Nobody seems to expect that the market will be very much affected.

Canned Fish—Salmon shows no particular change for the week. The situation is still very firm, especially on account of news from the coast that the opening prices on Alaska reds will probably be at least \$3, in a large way, f. o. b. coast, which is strengthening the spot prices on red a little. Fancy Puget Sound salmon is also expected to be in short pack and the market is tending upward. Domestic sardines are still very much depressed and low in price. There seems to be a fairly plentiful supply of Norwegian sardines, averaging for the ordinary brands about \$20 per case, which is twice the normal price. There are no French sardines and apparently will be none this season. Portuguese sardines are coming over, but are not very much wanted on account of the very high price.

Dried Fruits—The prune market is having the time of its life. Sales of new prunes, or rather of contracts for new prunes, have been made during the week at a premium of 5c for size 40s. This size has sold straight on the coast at 19c in bulk and 50s at 16c in bulk. The market is higher than ever before in the history of the industry. Spot prunes are quiet, but very firm. Apricots continue very high and fairly active under the circumstances. Other dried fruits remain about unchanged without feature, except that everything is tending higher.

Molasses—There is little demand but no pressure to sell and prices are unchanged.

Cheese—The market is firm at ½c per pound higher than last week, with a light consumptive demand and a reported good demand for export. The market is fully up to last year, but a large percentage of the receipts are being sold to go out of the country. The market is firm at present prices and we do not look for any further change in the immediate future.

Provisions — Everything in the smoked meat line is firm, with a light consumptive demand. The stocks are also reported to be light and considerable provisions are being shipped to Europe. Future prices depend considerably on the export demand. Dried beef, barreled pork and canned meats are firm, with a light consumptive demand. Pure lard and lard substitutes are unchanged and in light local demand.

Salt Fish—Irish mackerel is in little better demand on account of scarcity of Shores. There are a few new Shores, but the fishermen's strike is still affecting the situation.

NO TIME FOR PATERNALISM.

Soundness of the Hands Off Principle in Business.

To license or not to license; that is the question. It has had Washington busy—very busy—of late, and as the tide of battle moved backward and forward the uncertainty of just what the outcome should be has been diverting.

The packers knew just where they stood; they didn't want to be licensed, either by the Kenyon bill formula or the Jones bill plan or by any other process. The great mass of the "deer peepul" and the all-wise politicians at Washington did want the packers licensed. They fondly guessed it was the key to the whole problem of old H. C. L.

The wholesale grocers wobbled; now for licensing, now opposed, and generally very uncertain just where to take their stand. The Southern wholesalers in their letters to their members hesitated some, but finally came out in favor of licensing. Anything the packers did want they didn't, and that was a good, safe rule of conduct. So they threw their influence for licensing the packers.

The National Wholesalers, in their official correspondence, told all about the various plans, but did not commit the association either way. Members individually held all shades of opinion and have been longing for guidance which way to flop. For, io, while the wholesalers don't love the packers, some of the wiser heads recognize that licensing is a recourse full of pitfalls and not to be entered into ill-advisedly or hastily. Licensing that worked well enough in wartime might be, in peace time, the most insidious instrument of paternalism. And so hundreds of wholesalers are all up in the air with uncertainty what to do about the Kenyon-Jones et al. bills.

For instance, some say, suppose the principle of licensing the packers is established, how long will it be before the grocers would also be brought under the subjugation of Uncle Sam's amateur economic experts? If it is necessary to license food packers why not food sellers—or scores of other factors of essential service? It is no use to imagine that the dear people, or the yellow press, or the reformers love grocers any more than they do packers. In fact, all food traders look equally black or yellow to them.

If the grocers come out against the packers the latter might easily fix it to have grocers included in the net, for "misery loves company;" probably would. If they came out for the packers and against licensing the politicians would make it the pretext for further assaults on an imaginary "grocery trust." And besides, the grocer knows very well that licensing won't cure anything complained of, however much of animosity might be tickled by the scheme. Even in wartime the license would not have worked but for the fact that production costs were stabilized and profits held uniform on a "cost-plus" basis. Once let the law of supply and demand work and

no one could unify grocery prices or profits or conduct—and it is working now very sharply. It is no time for paternalism, and probably never before has trade and public been so convinced of the soundness of the "hands off" principle in business. And if the grocer, complaining of packer competition, urged licensing the "Big Five" he would be in an anomalous position of urging Congress to "license my competitor but let me alone." And so some very wise grocers have been hung up "between the devil and the deep sea" as to what to do or not to do regarding the Congressional attack on the packers.

The recent attacks on the "Big Five" have had a curious effect, that some think may defeat the very purpose aimed at. For instance, if the "Big Five" were the target, the effort was to curb them in order that their monopoly might be broken in favor of the small and independent packers.

Actually, the bills that aimed at licensing all packers—and any Federal law must treat all alike—has been as much an assault on the 200 or more small packers, as well as the "Big Five," and forced them all to unite in common cause. If there was bitter controversy before, they are all linked together for common defense now. The formation of an "Institute" a few days ago shows that this effect has already been accomplished and henceforth all meat packers will work as a unit instead of as a "Big Five" and a lot of diversified independents. Not a very good start for promoting competition.

And as for the "Big Five," it looks from the facts set forth in another column as though it is likely to be a "Big One" by the time any bill is enacted, and grocers are wondering if it is necessary to use such large calibre legislative artillery to shoot one lone offender. "Because one autocrat refuses—in the face of the advice of his best legal and business advisers—to get right with public opinion," should the principle of independence in merchandising be throttled by a law of paternalistic control?" say many grocers.

The information from the stockyards tends to show that the jobbers have already won a notable victory and that it may soon become complete. The packers have evidently seen just what was pointed out in these columns a few weeks ago; that too much efficiency isn't efficient if it produces more trouble than joy. And so they have agreed to change front and bow to public opinion.

Wilson has sold out to Austin-Nichols. Swift has passed his grocery lines over to Libby. Cudahy admits that he wants to play square and will abandon all goods that compete with the grocers. Morris is said to be looking for a jobber-customer to follow the Wilson lead, and Armour alone refuses to be convinced that he deserves criticism.

If the force of public opinion can do this, what else may it not do—licenses or no licenses?

The sensation of the week has undoubtedly been the Austin-Nichols-Wilson transfer. It is the first plain

surrender by a packer. Faced with criticism of "playing both ends and the middle"—of being a packer and a grocer; a producer and a distributor—T. E. Wilson simply sold out his competitive lines to President Balfe of the big local jobbing house. It was a cash transaction, out and out, even if the rights to the old Wilson stockholders may bring some of them into the Greenpoint concern, and Mr. Balfe is being congratulated on "putting it over" on the whole field.

This big house has evidently launched a campaign of expansion all along the line, which—whatever opinions may be held of it in specific angles—is indicative of the sure and rapid evolution that is going on in food trades. The jobber who persists in sticking to old lines and ideals may be eliminated but the jobber who trims his sails to the new veer of the wind may look different but will not be forced out of the field.

The early rumors about the deal led to hints that the big house would perhaps destroy its eligibility to the National and State Wholesale associations, under the descriptions of a "wholesaler," but it turns out that not even the most exacting find any ground to challenge the re-organization. Hundreds of jobbers own canneries and packing plants, and buying a lot from a Chicago concern in no-wise modifies the type. After a severe scrutiny from rivals who might rejoice to criticize, the trade are rather disposed to pass the originality medal to "King Harry" for a shrewd and timely move.

Luxury Tax Repeal Bills Held Up.

Things look blue for repeal of the luxury taxes. It is a question of revenue and, with Congress, money always talks.

So discouraging is the outlook for the elimination of even the most obnoxious of the war revenue imposts except the soda water tax that Chairman Fordney of the Ways and Means Committee has obtained unanimous consent to recommit House Bill 2021, which provides for the rescinding of Section 904 of the revenue act imposing taxes on a large number of so-called luxuries, including wearing apparel, hunting clothes, rugs, carpets, etc. If it is impossible to repeal Section 904, it will be even more difficult to secure the striking out of the taxes on automobiles, sporting goods, fire arms, ammunition, and similar articles which heretofore have been included in the category of taxes which may now be dispensed with.

The mainspring of Mr. Fordney's action in deciding to reconsider the important question as to whether it is practicable to relieve the business public from the vexatious manufacturers' and consumers' taxes, is a letter from Commissioner Roper in which that official gives in detail his views of the present revenue situation and vigorously protests against the repeal of any provision which will bring in revenue to the Government. In view of Mr. Roper's calculations, which are based upon cold facts and figures which leave no room for argument, the conservative lead-

ers in Congress are convinced that it will be unwise to attempt to repeal any provisions of the war revenue act, except possibly the vexatious soda water tax, until plans have been perfected for supplementing the revenues from some other source. Mr. Fordney is said to believe, however, that the outlook for obtaining other revenue is sufficiently promising to justify striking out section 904 of the act of Feb. 25, 1919, before adjournment, and it is probable that there will be a lively scrap in the committee over this detail of the problem.

The so-called luxury taxes provided in the section referred to are estimated to yield about \$85,000,000 of revenue, and the feeling is strong among certain members of the committee that the taxes on automobiles, sporting goods, firearms, etc., should be stricken out by Congress before repealing the imposts on costly clothing, rugs, carpets, etc.

The House leaders are very confident that the tariff can be made to produce three hundred million dollars additional, and they will soon attempt to prove it. The committee has been working on various phases of the tariff revision puzzle during the past month, and in the course of a fortnight or two hearings will begin on the general schedules of the dutiable list of the Underwood-Simmons tariff law.

Later—The House of Representatives at Washington voted to repeal the tax on soft drinks, ice cream and beverages Monday of this week. We have every reason to believe that the Senate will concur with the action of the House.

Uncle Sam Objects to "Flash" Money.

People are attracted by anything that looks like money; and the Government secret service, whose main business it is to run down counterfeiters, has a good deal of incidental trouble with what it calls "flash stuff"—meaning thereby playful imitations of the currency that are not counterfeits at all, but merely bear a sort of likeness to money.

Stores sometimes issue such imitations as advertising matter. Gilt papier mache articles representing a few gold coins loosely heaped may serve a like purpose; or the device, cheaply made of paper, may look like a leather bill-fod, with the ends of two or three supposititious banknotes sticking out.

The Government objects to this sort of thing; in fact, it is forbidden by law, and "flash" money is confiscated wherever found. It is dangerous because easily passed upon ignorant and unsuspecting persons, particularly illiterate immigrants who are unable to distinguish its real character.

The Unpredictable.

Employer: On strike again? What's the grievance this time?

Striker: We don't rightly know yet. We're just waiting to hear from headquarters.

An old man always likes to impress you with the notion that he was a husky youngster and hard to handle.

Death of Saginaw's Veteran Dry Goods Merchant.

Saginaw, July 29—William Barie, prominent Saginaw merchant for several decades, died at the family home, 628 South Jefferson avenue, Saturday night after an extended illness which had been serious for the past eight weeks. He was 80 years of age.

Early this year Mr. Barie went to California for his health, and while there underwent an operation which apparently was successful. He returned to Saginaw about eight weeks ago and it was shortly thereafter that he became seriously affected and contracted the illness that brought about his death.

The rise of William Barie to the position he occupied at the time of his death as one of the city's leading merchants and men of affairs, has gone hand in hand with the progress of the city of Saginaw itself from an insignificant lumbering town to an established industrial community.

For sixty-one years he had been identified with business here, and for the greater part of that time his relation to the city's mercantile enterprise had been that of a leader and a pioneer. The firm of which he was the head has been for many years recognized for its high position in Saginaw's affairs.

Mr. Barie first became identified with Saginaw business in 1858 when, returning from Erie, Pennsylvania, where he had gone at the death of his father to work in an uncle's grocery store he formed a partnership with a brother-in-law and opened a restaurant on Water street on the site where the Kochler Brothers machine shop now stands. He was associated in this business for a year, then sold out his interest.

His next venture was in 1860 when, in partnership with the late August Schupp he opened a grocery and notions store on the southeast corner of Genesee avenue and Franklin street where the Penney block now stands. After remaining there four years the firm moved to the Hoyt block at the corner of Washington and Genesee avenues where they soon divided the business. Mr. Barie taking over the notions trade, in the Genesee avenue side of the store, while Mr. Schupp assumed charge of the grocery business, occupying the Washington avenue section.

To the business in notions Mr. Barie added dry goods and shortly afterward, in 1866, moved to a newly built structure on Genesee avenue where the Oppenheimer cigar store now is located. Only a short time passed before Mr. Barie made another expansion, buying out the business of W. W. Fish, and moving to the latter's store, on Genesee avenue where the J. A. Adams and Son shoe store now stands. Moving again some years later, he occupied the stores west of this, now the Seitner Bros. store. Here he enlarged his business, adding many new lines.

The development of the Barie store into the institution that Saginaw now knows took place, however, in 1898 when the Germania society, beneficiary under the will of Anton Schmitz, built the present Barie store building on the southeast corner of Genesee avenue and Baum street. Mr. Barie then moved his business for the last time into the new store where its development was rapid.

The same year that the main building was put up he bought the Aldine hotel property directly to the rear, and remodeled this to handle his wholesale dry goods business. When this branch of the firm's activities was closed some years ago, the rear building was added to the main store, providing a large amount of needed room.

Mr. Barie was born February 16, 1839, in Detroit, where his father, a native of Alsace Lorraine, had settled in 1832. In 1850, when William was 11 years old, the family moved to

Saginaw where the elder Barie built a hotel. This structure on South Water street at the corner of Germania avenue, was burned in 1854.

Meanwhile, his father having died in 1852, William Barie, forced to depend upon his own efforts for his livelihood, went to Erie, Pennsylvania, where he spent two years with an uncle in the grocery business. Two more years he served with another grocer as a clerk and in 1858 he returned to Saginaw, entering on his business career which has just been sketched.

He was married December 11, 1860, to Miss Gabrielle Otto, a native of Saginaw county. To them were born six children, William, who died in 1908; Tula Marie, Mrs. Hugo G. Wesener, who died in 1918; Delia, Mrs. William F. Schirmer, who died in 1912; Mrs. Elsie Hanaford James; Mrs. Blanche Bearinger and Mrs. Otto Barie Rice.

Mrs. Barie died in 1891 and Mr. Barie was married July 11, 1904, to Mrs. Emma Malette Mathewson, who survives him.

Mr. Barie was a charter member of the Germania Society and of O-Saw-Wah-Bon Lodge, I. O. O. F., and he was also a member of the Saginaw Club, the Saginaw Country Club and the Canoe Club. He was a member of the Board of Commerce, and was at one time president of the old Board of Trade, having been one of its most active members.

What Coffee Means to the Grocer.

I have watched grocers—their successes and, in some cases, their failures—and from my observation and study during the past eleven years I find that a retail merchant fails usually because of one of three things:

1. Careless methods and lack of ability to conduct a business.
2. Trying to do too large a business on insufficient capital.
3. The careless and injudicious extension of credit. The last by all means the most common.

With the present high prices of all food products, a great deal increased capital is necessary in the conduct of a business. A stock of groceries that a few years ago would have represented an inventory and an investment of \$5,000 would represent today fully \$8,000.

A year ago a hundred pounds of Santos coffee represented to you an invoice of \$18.50. To-day a hundred pounds of Santos coffee will represent an invoice of at least \$38—over 100 per cent. increase. One of two things must occur. You must either bring increased capital into your business or turn your capital more frequently. What affects you in a retail way affects the wholesale grocer and the coffee roaster in the same way.

Take our business as an illustration: A year ago a thousand bags of coffee represented an outlay of, we will say, not to exceed \$15,000 to \$16,000. A thousand bags of the same grade of coffee to-day means an investment of \$37,000.

A coffee roasting institution that must at all times carry a stock of ten thousand bags had a green coffee investment a year ago of approximately \$160,000. To-day that same stock of green coffee means an investment of \$370,000. What is the answer? More money into the business or else a quick turn-over.

Twenty years ago I went to Texas

to sell coffee, teas, spices and extracts for the house with which I am still connected. Our terms in those days were ninety days on roasted coffee, ninety days on spices and extracts, four months on teas, with extended terms in quantity purchases. For example, if a grocer bought \$100 worth of coffee, the coffee was invoiced on one-half the bill due in three months and the other half in five months. The same terms applied on spices or extracts bought in \$50 quantities, and the same on teas.

Eastern coffee houses had terms of sixty days, so you can readily see that when it came to terms I had a very attractive proposition. So attractive, that I am afraid in some cases I sold the terms and threw in the merchandise.

It took about a year and a half for me to have an awakening, and it took a Texas retail grocer to tell me of the injustice that my house was perpetrating upon the retail grocers of Texas. At the end of a year and a half I had a large outstanding indebtedness with a number of bills past due.

I remember going to one customer who was a large buyer and who owed us a matter of \$1,200, all overdue. For the first year this merchant paid his bills promptly at maturity; the last six months he began to lapse, and I asked him why he permitted our bills to run past due when our terms were so liberal and he favored him so much, and he replied that that was just the trouble—our terms had been so liberal that he overbought; that we had been so liberal that we encouraged him in being unduly liberal in his extension of terms to customers and he had taken credit chances which he should not have taken; that it was our own fault that he owed us \$1,200 past due and unpaid.

I found that this was exactly the case with the larger percentage of my past due accounts, and I immediately asked my house for shorter terms, and we went to a sixty-day basis. About a year ago our Kansas City house went to thirty-day terms on every commodity, and it was at that time that I feel we began to be of real service and benefit to our customers. Let us review the result.

On the thirtieth of last month we closed the first six months of this fiscal year. Our Kansas City business showed the largest increase for the first six months of like period in the history of our business, and after we had closed our books and charged out every account to profit and loss that we considered doubtful the trial balance figures showed our bad debt account standing at just \$288 and some odd cents. The bad debt loss was infinitesimal—a mere atom as compared to our volume.

Does not that show that our customers were better merchants because of thirty-day terms, that they found that they could pay promptly our invoices on thirty-day terms? And they have paid them promptly. Long terms are a menace to the retailer and to the wholesaler; they make careless merchants and they make high operating expenses.

The majority of coffee houses in the East have gone to thirty-day terms with 2 per cent. discount for cash in ten to fifteen days, and it seems to me that the only sane and sensible thing for retail grocers to do at this time is to sell on shorter terms.

There never was a time in the history of this country when wages and salaries were as high as they are at present, when the laboring man has had as much money to spend, and if he draws his pay every Saturday he should pay his grocery bill every Saturday. The merchant who operates his business as close to a cash basis as possible is the merchant that need have no fear of his competitor.

Sugar is the most stable, but sugar does not hold trade and sugar does not bring customers, unless it is sold at a cut price. Your coffee department is the most important department in your business. The entire trade of many families is held through a satisfactory coffee account.

Please your customers with coffee and you will have little difficulty in pleasing them with your line of canned goods. You never hear of any customer commenting on the flavor of your granulated sugar or of salt, but if the coffee is not up to standard you invariably hear about it.

Your coffee department pays you, or should pay you, the biggest profit of any department in your business. Your turn-overs are quick and your margin of profit under more normal conditions is usually good.

Statistics will show that the average family uses one pound of coffee to five pounds of sugar. Remember these figures and you can tell whether you are getting your share of the coffee business.

The purpose of this National advertising is to keep coffee before the public and to correct the hundreds upon hundreds of misstatements made about coffee by manufacturers of coffee substitutes. It is to tell the public the truth about coffee. Whether you receive more benefit from this National advertising campaign than a competitor depends entirely upon yourself and the attitude you take.

No new methods of selling coffee are necessary—just intensely continue with the old ones. This is the most opportune time for the retailer to increase his coffee business. Whether prohibition prevails or not, it is the liveliest issue before the people. Its very discussion suggests coffee.

Several millions of our soldiers are returning to private life. The great adventure has given them a new understanding of coffee. They have become accustomed to its regular use three times a day. Coffee played an important part in winning the war. It was a substitute for food in remarkable efficiency, but there was no substitute for coffee. F. P. Atha.

The location of stock often has a great bearing on sales. Study your store, and if it is found that some lines are not moving as they should, shift the stock to a more prominent location; let everybody see the goods without having to look for what is wanted.

WRECKING OUR REPUBLIC.

Autocracy has been doomed in the governments of all civilized countries of the world, yet autocracy is the foundation upon which organized labor exists in American industries. The leaders of this autocratic organization join in the clamoring for democracy and the weakening of our Republic while at the same time they are building within our Government a strong autocracy, thus securing the reins of government in their hands to use for the benefit of the one class only.

In the evolution of government, history has shown we have gone from the extreme of autocracy to the extreme of democracy, and so in industry from the extreme of no-union to the extreme of closed shop, creating disturbance and unrest that can be removed only by a return to a sane middle course.

The closed shop in American labor organizations was the first instituted movement by an organization in the confines of our Republic that took away from American citizens the liberty guaranteed in the Constitution of the United States.

The closed shop denies a workman a right to labor except he has paid for and owns a union card which represents the price of his political birth-right.

The closed shop produces parasites on labor, lowers production, destroys efficiency, creates autocratic rulers in industry and, finally, is the stepping stone that negates both law and property.

Under closed shop men are coerced into the organization, whereas if the same tactics were applied to religious or political parties, the adherents of closed shop would revolt at such interference with their freedom.

No man, no body of men, no government has any right, in either law or morals, to deny any man a right to work in any service he is capable and willing to perform, for the exercise of this right is in obedience to and is made necessary by the supreme impulse of life.

Closed shop, or organization through force, and No-Unions are both dangerous extremes.

Democracy results in mobocracy, which means law by the noisiest demagogue and not by the people.

Mobocracy in the hands of the demagogues with imaginary crowns has been enthroned in every department of our Government and by building up class prejudice is subverting justice and the functions of our Government.

The initiative is that phase of democracy which makes it possible for the infuriated mob, under the leadership of the demagogue, to enact legislation.

The referendum is that phase of democracy which assumes that the minority should rescind impulsively at a special election the deliberate action of the majority at a regular election.

The judicial recall is that phase of democracy which makes it possible to take a case from the court room, where it may be decided in accordance with the law and the evidence,

to the street corners, where the agitators may appeal to passion and prejudice.

The Russia of to-day, China and Mexico are examples of government when the pendulum has swung from the extreme of autocracy to the other extreme, democracy.

The golden mean in government is the REPUBLIC, the standard form established by our forefathers, and under which our country made the most remarkable progress of any in the history of the world, so let us raise the standard:

Back to the Republic. Return to our Constitution and the government of our forefathers; likewise return to the golden mean in industry:

Back to the open shop, the only policy that gives men the rights guaranteed to American citizens.

We, who live in the most portentous period thus far in the world's history, must play our part in the greatest social and political era in the annals of mankind. Civilization is in the melting-pot, all races, religious and political systems are in social convulsions. The American people face the greatest period of their history. We must rally round a common standard, and that standard is America's Government, back to our Constitution.

All Americans should read, study and act as never before. Make it your business, as citizens of this Republic, to uncover the hidden fallacies and sophistries and eradicate them or history will record the downfall of this Republic, as it has recorded the fall of Rome.

The demand from a committee of Congress that the surplus foods held by the War Department shall be sold "direct to consumers" in this country is ridiculed in the wholesale grocery trade as an "impossible" proposal from a practical point of view. It is pointed out in the trade that the Government has no machinery of distribution to retail buyers; and resentment has not yet disappeared over the refusal of the army officials to adopt the only plan by which the food stocks could be brought to consumers conveniently to the public, and with a strict control of the expenses and profits of the distribution. The system of jobbers and retailers in the grocery trade is a distributing mechanism that the Government might employ, and the trade explained to the army officials many weeks ago how the distribution could be economically effected, and how the profits of jobbers and retailers could be kept within known and reasonable limits. That the Government stocks ought to be sold for use in this country is the judgment of the trade; but the epithet "childish" is commonly used in comment on the unwillingness or inability of the Government agencies to grasp the practical requirements of the situation. "A proclamation offering a million pounds of canned beef to the consumers may be good politics, but it does not get the stuff to the consumer."

Failure is the one thing that is spoiled by success.

BEAUTY IN VARIETY.

It is well for the world that all men do not devote their lives to the pursuits of trade. For the truest good of all there must be dreamers. There must be poets, inventors, artists. There must be thinkers and teachers in all the ways and abstractions of life. There must be many men and women who have but little time to plan and think for themselves; their thought is for the welfare of humanity—for the millions who do not think either for themselves or for others. What would the world be without its adornments of art? What would the world be without its noble army of philosophers, and dreamers, too, if you please; for is not all speculative thought an impulse from the soul realm—the land of dreams. It takes all kinds of thinkers and workers to make a world worth living in. Therefore should all recognize the fact, that each honest toiler, as well as he of great intellectual and executive powers, is essential to the symmetry of the social structure of which all are a part. The more numerous and better enlightened the workers, the more enduring the structure.

It is probably a manifestation more of the German idiom than of the German mind when Foreign Minister Mueller at Weimar urges upon the German people the practice of "love" for Belgium and France as Germany's best form of revenge for the harsh Treaty imposed upon her. The Belgian and French people are hardly prepared to endure the love of their late enemies, because the love of brutes is more to be feared than their fangs. For some time to come they would probably be satisfied with a strict German fulfillment of the Treaty obligations; reconciliation, friendship and affection may come with time. But fulfillment of Germany's obligations is what Herr Mueller meant and what his colleague, Chancellor Bauer, meant when on the same occasion he urged the German people to abandon the idea of revenge and to turn to work for their own relief and the winning back of a place in the world. Acceptance of the accomplished fact is implicit in the Erzberger financial programme, of which fuller details are now at hand. A tax burden of \$6 250,000,000 is six times the Empire's annual expenditure before the war, or nearly three times the expenditure if the budgets of the separate states are included. The very hardest kind of work will be needed to meet such a demand; and if the results show that the task is beyond Germany's power, the sincerity of her efforts will be the best kind of plea for a mitigation of terms.

Those German letters, 1,200 bags of them, sent from Hoboken to Germany via Copenhagen, will reach their destination in about a week. To those accustomed to war delays this will seem like an actual annihilation of time. But this is as nothing in comparison with the fact that these letters were the first since the war to be sent over uncensored, whereby

hang many tales. A letter that is censored is not a letter; it is a dictation. If told what we must write and if forbidden to comment on the things that lie nearest our own heart as well as that of the person addressed, a letter even to an intimate friend does little more than record our existence. That is irritating, especially in view of our conviction that all our ways are righteous and our paths are those of peace. But all this has now been changed. Letters may go to Germany unopened, uncensored and uncut. This must have brought relief to many a soul anxious to relate some little incident not intended for the censor's official eye or good sharp scissors. It is doubtful whether any of these epistles failed to mention the censor's departure, and that with joy. The letters are said to have been thick, as though they contained money. Possibly they did, but it is more than likely that they contained words more precious than gold. Some of them may have discussed immigration or emigration.

The vote of confidence in the French Chamber makes it clear that Clemenceau will not need to quit office until he gets ready. The opposition is less to him than to some members of his Cabinet; and the most that the minority now claim is that there will be further changes in the Ministry. The veteran Prime Minister has already given the country to understand that he does not intend to lag superfluous on the stage. When the work of making peace is completed, he will retire; until then, he will continue undauntedly to meet his enemies in the gate. He is not the indispensable man in France, but he is obviously the strongest man in French public life to-day. And the chief reason is, of course, that he has been, even more truly than Carnot, the "organizer of victory." The great civilian hero of the war can hardly be turned out of power before his own chosen time.

Presentation of wrist watches to mounted policemen is another stage in the evolution of clothing. When the wrist watch first came into use, it was worn almost exclusively by women. If worn by a man, he was apt to be classed with one who tucks his handkerchief up his sleeve. But then came the aviator. He could not be supposed to go fumbling about in his inside pockets for his watch while flying as high up above men and things as Nietzsche felt he was when composing "Zarathustra" on top of the Engadine. After the aviator came the soldier. He simply had to have a wrist watch, else how could he tell how long the battle had been on without partly disrobing himself and thereby losing valuable time? Now the policeman is to have this instrument of culture and efficiency. The wrist watch is a great time-saver.

To act independent with a customer is to give the impression that you don't care whether he buys or not. In such a case he usually will not.

MEN OF MARK.

L. E. Smith, Sales Manager Valley City Milling Co.

Lloyd E. Smith was born on a farm near Cannonsburg, Kent county, March 17, 1880. Although born on St. Patrick's day, his antecedents on both sides were English. He attended the district school and went as far as the eighth grade in the public school of Grattan. This done he came to Grand Rapids and mastered a business course in the Parish Business College. His first position, after completing his preliminary commercial education, was with the Columbian Transfer Co. as stenographer. He was next employed by the Elk Lime & Cement Co., of Elk Rapids, as stenographer and accountant. Nine

Mr. Smith has but two affiliations outside of his home and his business—he has long been a member of the Plainfield avenue Congregational church and he is a Rotarian.

Mr. Smith owns up to two hobbies—hunting and fishing. In the former line his activities cover bear, deer and ducks. In the latter his chief delight is in landing black bass, in which he is an acknowledged adept.

Mr. Smith attributes his success to the careful training he has received at the hands of the Rowe family—father and sons—but those who know him best insist that he has been a painstaking scholar and a deep student of the theory and practice of milling methods and that no theory was too intricate for him to master because he studied the problems of the mill-



Lloyd E. Smith.

months later he returned to Grand Rapids to take the position of stenographer to Wm. N. Rowe. He developed so much ability in that capacity that he gradually assumed other duties and responsibilities. Four years ago he succeeded Fred N. Rowe as Sales Manager and three years ago he succeeded A. B. Merritt as Advertising Manager. He has since been elected a director and Vice-President of the corporation, which is one of the foremost milling institutions of the country. Mr. Smith has contributed to the extent of his ability, energy and efficiency in accomplishing this result.

Mr. Smith was married Sept. 14, 1909, to Miss Pearl Totten, of Cedar Springs. They have one child, a lad of 3 years, and the family reside in their own home at 48 Fuller avenue, S. W.

ing trade from all possible angles. During the trying days of the war, when many well-meaning millers fell under the displeasure of the Government, Mr. Smith so managed his department as to meet the approval and commendation of every official of the grain and flour administration, both National and State.

Co-operation.

An Illinois grocer uses the following advertisement on the reverse side of his sales slips and which is a timely reminder to his customers:

You need your money,
And I need mine.
If we both get ours
It will sure be fine,
But if you get yours
And hold mine, too,
What in the world
Am I going to do?

Handle Lighthouse Coffee

"The Perfect Coffee"

A blend of high grade Coffee imported, prepared, roasted and packed by us under the supervision of an expert of many years experience.

Lighthouse roasted coffee has no superior in this country. We claim precedence by reason of up-to-date knowledge and long experience in Roasting and Blending, which enables us to suit every taste and fancy.

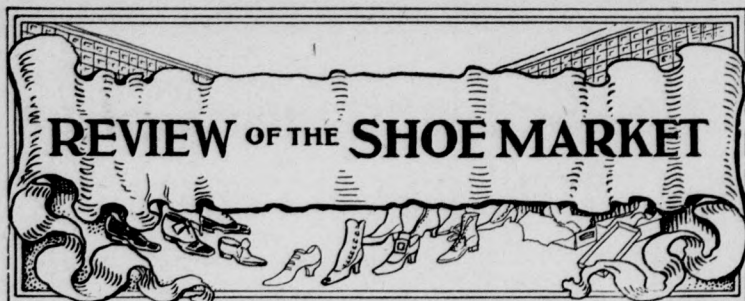
All goods under our own brands are the best of their class that can be obtained in the world's markets.

Lighthouse

is the last word as to quality in canned goods of their respective grades. Be sure that our name is on every package. It is a guaranty of quality. Our prices are always right and our reputation for prompt service is proverbial.

NATIONAL GROCER COMPANY

Grand Rapids
Lansing
Cadillac
Traverse City



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.

Service Includes Correct Fitting.

Written for the Tradesman.

No shoe is a good shoe that doesn't fit properly. It may conceivably have all and sundry of the merits that are supposed to inhere in a good shoe, but it isn't a good shoe to the foot that doesn't belong therein.

Buying hastily, I recently got a pair of shoes that were a full size too short. They were heavy shoes for outdoor wear, and my original idea was to do much walking in them. I have revised that idea; walking in shoes that are too short is a species of torture I prefer not to take on voluntarily.

Of course I was partly to blame in allowing myself to be fitted short, and it wouldn't have happened if I hadn't been in a hurry; but the clerk was more to blame than I. There was no occasion for his being in such a hurry.

He measured the foot, took counsel with his conscience, and then slipped on that foot a shoe that was made for somebody else. He must have seen that I liked the style of the shoe, and he probably didn't have my size. From the way he pondered certain notations on the end of the carton, I'm inclined to suspect he knew better than he did.

It is possible I do him an injustice, but I think not, for he used a measuring stick on that foot. When I tentatively suggested that it seemed a little short, he assured me that I had plenty of room.

Later on I tried to think that he was right and I was wrong, but my great toes kept jabbing against the flexible caps of those shoes in an uncomfortable manner. I took them to a repair man and asked him to stretch them lengthwise, but he said that sort of thing couldn't be done satisfactorily. The repair man facetiously observed that it would be much simpler to have a size or such matter cut off my big toes, but on my way back home I thought of a much easier solution of the problem. I remembered that the man who cuts my lawn lives hard by, so I stopped in and confirmed the impression that he wears smaller shoes than mine by a size and a half or such matter. He tried them on and said they fit perfectly.

"Are you sure?" I asked.

"I am," he said.

"Then do me a favor by accepting them," I entreated; and he did.

Now we are all happy: the clerk because he made a quick sale, the lawn-cutting person because he got a good pair of shoes for nothing, and I because I don't have to torture my feet any more in ill-fitting shoes.

But I have a notion that I will not go back to that same shop when in need of another pair. Generally speaking, folks that are fitted short do not.

How to Fit Correctly.

When one is buying a hat the main thing is to fit the head, but in buying a pair of shoes the idea is to fit the feet.

The measuring-stick is not precisely a work of art, but it is a very serviceable accessory in the fitting room. It shows the clerk at a glance the size of a shoe the foot calls for.

If there's a discrepancy between the size of shoe called for by the foot and that called for by the head, play it safe by heeding the feet.

"Excuse me, sir," once exclaimed a bright salesman apropos a situation of this kind, "but this stick speaks so loud I cannot hear what you are saying."

You can learn more from the measuring-stick in twenty seconds than you can in five minutes from the French size marks on the linings of the shoes.

Don't sell your customer the size shoe he calls for; don't sell him the size and last he previously wore; sell him the size that fits his foot. If he happens to know his size, he knows more than the average shoe store patron. If he has been properly fitted by the clerk who sold him the last pair, he is either lucky or wise, or both. In either event you should want to continue his "lines in pleasant places." And remember this, that time and pains spent in giving a good fit constitute a profitable investment. If you can give your party a better fit than the other salesman did, you have gone far to merit his good will and continued patronage.

So don't sell your customer the size and last he has been wearing unless it is the proper size and last; for feet change under certain conditions. This fact has recently been proved by soldiers who have gone back to civilian lasts such as they wore before their enlistment and overseas service. Many ex-soldiers are finding their former last inadequate to their present foot-requirements. The easy, roomy, right-fitting army shoe has spoiled their feet for the snug, tight-fitting last of other days. Upon now encasing their feet in such shoes they find themselves extremely uncomfortable.

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.

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

Fit feet from ball to heel. See to it that the ball of the shoe corresponds to the ball of the foot, and that there is sufficient room in the toe of the shoe for the forward play of the toes incident to the act of walking, and that the toes have enough room to lie straight in a perfectly natural position. It is thus that shoes are properly fitted. Now lace the shoe comfortably—snug, but not too tightly—at the waist of the foot. Then have your customer stand up and balance his weight on the ball and toes and thrust his foot forward in the shoe. If there is no discomfort attending this exercise; i. e. if the shoe feels right during this experiment—the fit is right.

A shoe that feels just right on the foot is more than half sold—especially is this true of men and boys. In selling women and girls the psychology of your salesmanship will be to convince the customer of the rightness of a certain style or last, and then proceed to select the shoe of that type that fits the foot. But whether your customer is man or woman, boy or girl, be careful to fit the foot along with the head. The head that is pleased for the time being in a certain pair of shoes may forget, but the foot that is improperly fitted cherishes a lasting grudge. It doesn't pay to incur that grudge.

Location, merchandise, and service are essential to success; and advertising and window-trimming are matters the shoe dealer cannot afford to overlook; but the one outstanding merit that is going to loom biggest when all other good qualities are forgotten, is correct fitting. See to it that your salespeople get the habit of conscientious fitting.

Cid McKay.

Sixteen Months Have Elapsed Without Settlement.

Caseville, July 26—After reading several articles in your paper relative to the way the American Railway Express Co. handles claims I must tell my experience.

On April 15, 1918, I entered claim for one case of eggs, \$9.50, presenting all the necessary bills and invoices. Along about March 1919—the exact date I cannot recall—our local express agent called me by phone, stating that he had word from the claim agent that they had mailed me a check for my claim, but the address was not right and the letter was returned for better address. He advised me that he gave them the proper address and I should soon receive my check. Well, I have not received it yet. It seems to take a long time in that office to change the address—about five months now. About every two weeks I have been enquiring from our agent about this matter, without any result. What can I do? Will I have to take a wheel off from the express cars to satisfy my claim or wait and wait? It took one year to audit the claim and five months and more to rectify the address. I wonder what they did with that returned check without any cancellations? If they keep it much longer it will soon be a curiosity worth my time and expense to look it up and see if I can get it and put in my collection of curios.

You may publish this letter, if you see fit, or use it to the best advantage.

C. H. Hedley.

Farmers have wandered so far away from all idea of economy that they oppose even daylight saving.

Awed By the Grandeur of Yellowstone Park.

Yellowstone Park, Mont., July 20—In our trip to the Far West we are giving a week to the beauties of the Yellowstone Park and, as part of the regular trip through the wonderful place, we are to-day taking our seats in one of the huge touring cars of the Park Company at Camp Old Faithful, this name, as you know, being taken from the mighty geyser which about every seventy minutes throws its immense column of whitest steam and water 150 feet into the air from deep down in the troubled bosom of old mother earth.

From here we travel through a beautiful wonderland, reaching Grand Canyon Camp in the evening of July 21.

This morning we start on our sight-seeing with a hike, or rather a descent and a climb, down and up a rocky 750 feet to the foot of the Lower, or Great Yellowstone Falls, caused by the Yellowstone River falling over a rocky shelf at a contracted point of the canyon of the Yellowstone.

It was quite a strenuous climb, but the scene fully repaid the work. We had heard the roaring of the Falls at intervals as we awakened during the previous night, but we were not prepared for the wonderful beauty of the fall of foaming white water as it thundered downward 308 feet and then went rushing past us in the turbulent, tumbling, whirling race down the deep gorge of the Grand Canyon and on to the Missouri.

Directly after our midday lunch we started out again, along a well-worn path through beautiful pine and spruce towering 100 to 150 feet in height, whose tops swayed back and forth in slow and stately rhythm as the wind swept through them, the air laden with their characteristic and grateful balsamic odor, this path or trail leading along the winding edge of the gorge about a mile down to the spot known as "Artists' Point."

It is difficult for a plain, non-literary person to paint in words the emotions which surge through the mind as he sits, as did we, on a roughly built seat, overlooking the mighty gorge, truly one of God Almighty's works of art, for man cannot possibly create a picture at all approaching it in its majestic, overpowering beauty.

No human civilized soul could hold enmity or hard feeling toward his fellow man while looking at this scene. Neither could a person evolve in his mind any scheme of conquest, either of war or peace, or any plan of gain, for here one cannot fail to realize how small and insignificant a part he is of the universe.

As he looks down and along this deeply cut mighty gorge with its beautifully colored, variegated, rocky walls, sloping down thousands of feet to the rapid flowing green and blue and white river, and tries to realize the thousands—perhaps hundreds of thousands—of years it has taken to produce such a picture, he realizes that "The mills of the Gods grind slowly, but they grind exceeding fine," and surely no finer picture can be imagined.

Near at hand, just beneath us as we gaze downward, huge pyramidal and castle shaped rocks rear their tops upward, with their rough and jagged sides reaching down, down, until one shudders to think what would happen if a person made a mis-step, or stumbled on the brink, only a step away.

These rough and awe inspiring piles of grey and white and red and many different shades of grizzled rocks stretch far up the gorge on either side, while far up, some two miles distant, glitters and shines the beautiful lower falls of the Yellowstone.

As we look at the shining white curtain, we realize that at its base goes up a mighty roar as its waters thunder down into the gorge, but here all is quietness and peace, peace, everlasting peace. No sound comes up to us from the rushing river far down below. No sound around us except the occasional small cry, for so large a bird as the Ospreys or Fish Hawks as they circle and soar gracefully through the sunny yellow air.

I understand one of the Morans has painted a large canvas of the scene from this point. I have never looked upon it, but would imagine that even a great artist might despair of ever putting so grand a picture on cloth.

John B. Barlow.

Week Day Credentials Wanted.

The applicant for the job of office boy presented his credentials in a manner that bespoke his entire confidence that the position would be his. The sour looking old gentleman at the head of the establishment read the paper carefully and then surveyed the boy searchingly.

"It is certainly a very nice thing for you to have these recommendations from the minister of your church and your Sunday school teacher," said he, "and I must admit that you look honest. All the same, I'd like to have a few words with some one that knows you on week days."

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

Oxfords Are Selling

We have to offer some new numbers in leather.

Also in white canvas.

Hirth-Krause Co.

Tanners and Shoe Manufacturers

Grand Rapids, Michigan

Mayer's HONORBILT SHOES
Backed by Quality
Boosted by Consistent Advertising

Ideal Electric Co.

128 Division Ave. So. Grand Rapids

Everything Electric

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.

R. K. L.

R. K. L.

A satisfied customer is a valuable asset in any business. You are sure of this asset when you sell our shoes because we stand back of them.



- 8739—Men's Mahogany Crystal Calf Bals, sizes A to E..... \$6.00
- 8742—Men's G. M. Whole Quar. Blucher, sizes C, D and E..... 5.50

Order now while our stock is complete.

Rindge, Kalmbach, Logie Company

Grand Rapids, Mich.

R. K. L.

R. K. L.



Caro Bank Made Profits a Secondary Consideration.

"No man liveth to himself alone." This scriptural adage is as applicable to-day as it was two thousand years ago.

For years bankers have held themselves aloof from the general public and in a hard-fisted manner have given undivided attention to grinding out dollars for themselves and their shareholders. On the other hand, the people during this same period have regarded bankers as austere and lacking in human interest, which naturally resulted in a situation where co-operation and interdependence of banker and patron were very much lacking.

It is my desire in this brief article to show, as best I can, how a bank in any community may function for the best interests of its patrons, and as a result of this, for its own best interests.

The business man who over a period of years conducts his business in the same old building without dressing it up or decorating, who keeps his stock on the same old shelves, who does not catch the spirit of progress in his community, who frowns upon public improvements, and who is content simply to hold his own—such a type of man is typical of many bankers who likewise conduct their banking by the same old method, who frown upon labor-saving devices and modern, up-to-date records, who, instead of being leaders in their community, catching new visions of its possibilities and endeavoring to have their community co-operate with them in advanced ideas, are simply content to hold their own and gather in the shekels. A bank should be more than a mere depository. The bank's interest should not only be wrapped up in the bank, but patrons' affairs pertaining to farm, store and manufacturing enterprises should have the careful consideration of the banker. The functions of banks are nothing more or less than merchandising money, helping to keep liquid the commercial assets of a community. The live banker should know the business pulse of his community. Service to the community, as well as to the individual, is the surest and most satisfactory way of gaining profitable recognition.

In our own case, the State Savings Bank, of Caro, where our capital and surplus have just been increased from \$75,000 to \$200,000, the stockholders were actuated by the desire not only to take care of the present needs of our thriving little city, but

also to be in a position to supply the banking requirements which we are certain will be sought in the not distant future. In taking this important step profits were a secondary consideration. The importance of this step was so fully appreciated by our stockholders that there was not one dissenting vote against the increase. It is conceded that the State Savings Bank in the past has endeavored to be in close touch with its patrons, but under the enlarged condition, and with better facilities, we hope to emphasize the bank's service to a much greater degree and to make our patrons feel that our new building, 96 feet in width, incorporating community rest rooms for men and women, with toilets for each and everything needed to make them comfortable, which rooms will be accessible from the street at any hour, whether the bank is open or not, will constitute for them a real banking home. In this way with every facility for the dispatch of business we hope to develop a mutual helpfulness which will break down the barriers which often keep banker and patron apart.

Times have changed, and the stockholders took a very broad view of the situation, recognizing the necessity for preparing to take care of the great increase in the volume of business just ahead. To enumerate some of the changes that have already taken place in regular business practice: Only a short time ago the farmer borrowed from \$1,000 to \$1,500 to purchase a carload of feeding cattle. To-day he requires from \$2,500 to \$3,500 to buy the same cattle or stock of any kind. The merchant finds that it takes practically twice the capital to carry his regular stock of goods as formerly, and at certain seasons of the year requires twice the borrowing capacity he had before. It is much the same in all lines of business and manufacture. As the state law limits the loans that may be made to an individual or a corporation to a certain proportion of a bank's capital, more capital is required to supply the demands of customers, who have a right to expend ample service.

Another matter of importance to any community is the question of manufacturing industries. One of the first questions asked by industries seeking a location for a factory is, "What are the banking facilities of your town?" If the limit of credit is low, it is a point against such a location, and our people do not want such a factor to operate to this disadvantage; and what is true of our

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community is true of every other town similarly situated.

The banking business is an important business for several reasons, chief among which is that a bank is in a position to aid deserving people and deserving enterprises, but it is the one great business that seldom advertises what it has to sell. It usually advertises what it has to buy, for which it pays interest. In other words, a bank paints a fine picture of its strength, how secure it is, that it has a great deal of money, of securities and all sorts of resources that are par-excellent, but one scarcely sees a bank advertising money to lend. One of the main objects in increasing the capital and surplus of our bank is to be able to loan increased amounts to concerns and individuals who have sufficient collateral to warrant, and to advance the business interests of our community, to induce manufacturing, to see our handsome little city as a logical location for most any lines of manufacture, inasmuch as we do not have the usual labor troubles that exist in the larger manufacturing centers, and building sites for such are extremely reasonable. In fact there exists such a spirit of aggressiveness among the business men and citizens of our vicinity, that should a substantial manufacturing enterprise desire this as a location, our community would; no doubt, dig down in their jeans quite liberally to assist it.

Our town is situated just 100 miles north of Detroit, on the Michigan Central, and is exactly 30 miles east of Saginaw and 30 miles from Bay City, on the Detroit, Bay City & Western railroad. We have a rich farming community, good schools, attractive homes, lights, sewers, pavements, an extremely attractive hotel, and all up-to-the-minute improvements, together with the finest asset any city could possibly have, but which mighty few possess, namely, the purest, coldest, most palatable spring water any time you care to turn the faucet and obtain a drink.

The officers of the State Savings Bank, realizing all these advantages, naturally want to place this bank in a position where business interests that might select Caro as a location will have banking facilities commensurate with all the other excellent advantages offered by this community.

Should any of the readers of this article care to avail themselves of the opportunity of determining the possibilities of our thriving little city, just purchase a Michigan Central ticket for Caro, or, better still, if you live in Detroit, take your automobile some nice morning and drive to Pontiac, thence Clarkston, north to Ortonville, Goodrich, Otisville, Millington, Vassar, and by driving 16 miles farther you will arrive in the finest little town of possibilities you ever laid your eyes on. It is a fine road most of the way, with the exception of but three miles, which is between Ortonville and Goodrich. You will enjoy the trip and the citizens of Caro will be delighted to give you any information you may desire,

whether your visit be business or pleasure.

In substance, I believe it is the function of a bank to know the financial needs of a community, to anticipate those needs, and see its possibilities, in the spirit of closest cooperation with its patrons, and with sound conservatism to work out as years go by a future brighter and more progressive than the past could possibly have been.

J. McNair Ealy.

Mr. Ealy, who is 34, is President of the State Savings Bank of Caro, is one of the youngest bank executives in Michigan. On October 22, 1917, a few months after the United States entered the war, Mr. Ealy enlisted in the Quartermaster Corps of the Army. Later he was made a sergeant, and on May 8, 1918, was commissioned a lieutenant.

Beware of a Man Named E. R. Turner.

Cadillac, July 23—For the protection of your many readers I would inform you and them that a certain E. R. Turner, formerly salesman for the American Manufacturing Concern, Falconer, N. Y., is making use of his former business acquaintance and getting cash on worthless checks where he finds an easy mark. I was, unfortunately, a victim to the extent of a \$20 check and the enclosed letter from his former employer explains the situation.

Would appreciate any news as to his present address.

H. L. Roussin.

The letter to which Mr. Roussin refers is as follows:

Falconer, N. Y., July 21—Your letter of July 18, regarding E. R. Turner, received. We are very sorry to learn that you have cashed a check for this party.

Mr. Turner was dropped from our force last September. Yours is the second case of which we have learned since then where he has obtained money fraudulently. There were several cases before our dropping him. He worked for us for a year and a half with a perfect record, having left evangelistic work to go on the road. He purchased a second-hand auto on paper, became pinched through spending much on repairs and probably more on the entertaining expenses which often go with an auto, and began spending money before he had it, figuring his earnings would take care of the checks. Soon he was swamped, but he found how easy his winning personality made it for him to cash checks among strangers and he evidently cannot resist the temptation to get "easy money." It is hard to realize how he dare play with fire, for his offense is a very serious one and will eventually "get" him. Since February all our letters to him have returned.

Was he carrying samples of some line? Tell us what they were and we may be able to locate the house for whom he is working, get his address and catch him that way.

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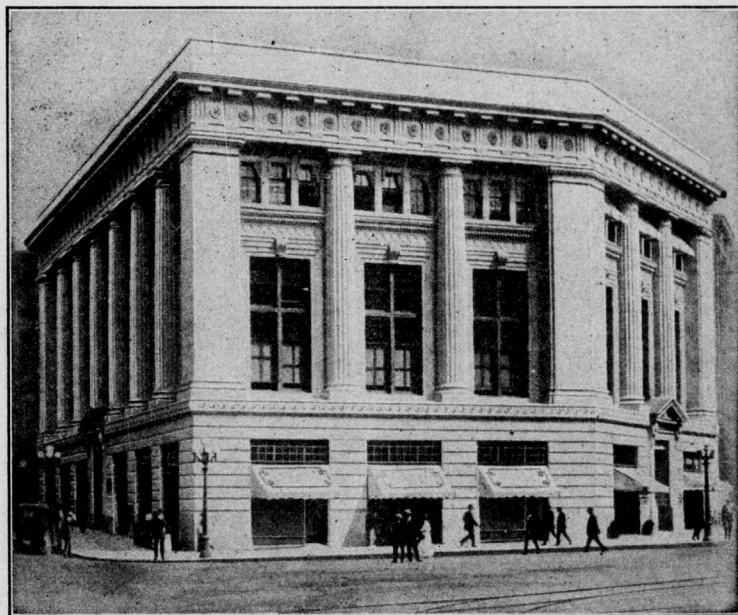
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WATCHFUL WAITING.

Time To Put a Stop To Mexican Murders.

Grandville, July 29—With the question of a league of nations still hanging fire without any immediate prospect of its coming to an amicable termination, the Mexican question looms up bigger and more menacing than ever.

So irritating has become these border outbreaks and so slack has become the Federal authority, the Senate of Texas has requested of the General Government the right to defend its borders from the constant inroads of Mexican outlaws. "If you cannot protect the border, then let us do it, as we did most effectually before Texas became, in good faith, a member of the American Union."

Isn't that pat and to the point? If the United States is unable to protect its citizens, more especially those of the State of Texas, from being murdered by border brigands, then the State whose borders touch those of Mexico asks the privilege to protect itself.

It is high time the watchful waiting of the past as regards Mexico be cut out and a patriotic and sensible method be adopted to bring order to the long scourged and distracted fringe of our country bordering the Rio Grande. A little of General Sheridan's effectiveness might not come amiss just at this time. The United States Government has handled this Mexican question not only with mufflers on its hands, but with a degree of tender regard for the feelings of the Greaser outlaws that is a shame and disgrace to the Nation.

We of the United States, through our present Governmental management, have acted as though we feared to offend the bloody cutthroats who make no bones of crossing into American territory as often as seems to them fit, slaying men, women and children, American citizens, retiring to the sheltering arms of that boss villain, Carranza, completely satisfied with the policy of the Government that asks occasionally that Carranza either apologize or agree not to do such naughty deeds until next time.

The Mexican president agrees with a wise smile, and all is well until next time. And that next time occurs all too frequently for the peace and safety of our citizens on the Rio Grande. How long are we to submit to this sort of thing? We, citizens of the United States, ask this question of President Wilson. Driven into a defense of American rights as against Germany by force of indignant public opinion, after repeatedly declaring that "Americans are too proud to fight," has it come to pass that he must be compelled by indignant protests on the part of American citizens before he will lift a finger to protect his own countrymen against the marauding and murderous instincts of a parcel of half Indian Mexican banditti?

It seems strange that an American President must be thus spurred on to do his duty in the face of all that has gone before. We trust that our Pacific Chief Magistrate may come to his senses before many more of our fellow citizens are butchered to make a Mexican holiday. It is the plain duty of the President to see to it that American citizens are safe, from molestation on every foot of our soil, and also that Americans in Mexico are not set upon and murdered in a public manner, as more civilized men would run to earth wild beasts that have become dangerous to the lives of the community.

Even though we are in the midst of the settlement of a great war, this fact does not excuse laxness in other directions. Mexico has been a thorn in the side of this country since back in the days of the Taft administration—a thorn that has pierced deeper and deeper under the laxness of the

present administration to assure justice to our citizens.

Mere lip service will accomplish nothing. Panco Villa has committed murders enough, of American citizens at that, to warrant his being brought to the bar of justice, tried, convicted and hanged by the neck until dead. His own countrymen wink at his misdeeds, especially when they are aimed against Americans. Carranza's many promises to punish the murderers of American men, women and children have amounted to bare promises, nothing more. In fact, it is fast becoming evident that the acting president of the so-called Mexican republic is little better than the man he affects to outlaw.

There can be but one settlement of this Mexican rough house and that is at the sword's point and the cannon's mouth. If we are not ready to take the responsibility then are we dastard sons of dastard sires, unworthy to wear the spurs won by our gallant sons at Yorktown, Gettysburg and Chateau-Thierry. Talk, talk and continued talk, without action has given the Greasers a very poor opinion of the Gringos across the Rio Grande.

During the continuance of the greater world struggle this Mexican trouble seemed of little consequence; but since the close of the war across seas the nearer home unpleasantness has become an unbearable scourge that calls for swift elimination, that the peace and honor of the United States may be once more fully assured. Let us protect our citizens on our own or foreign soil if it requires all the force within our army and navy and the ultimate extinction of Mexico as a nation.

There are no accounting for tastes. It seems as though the present administration prefers to be forever embroiled with the semi-civilized Mexicans than to use the strong hand once for all with squelching outlawry in such manner as to forever forbid its raising its head again on this continent.

Action not words is the need of the hour. When shall we have it? Old Timer.

First task of Congress is to learn how to let go of a lot of things.

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What Spontaneous Combustion Is.

Fire departments are constantly calling attention to the large number of fires caused by spontaneous combustion. These are especially common in flour mills and grain elevators, but there are also many in factories of every class. And many of the fires listed as "cause unknown" are undoubtedly to be added to those due to spontaneous combustion.

At Atlantic City recently the Bureau of Mines, United States Department of Agriculture, had an exhibit at which an explosion of flour was produced by spontaneous combustion in a model elevator, for the benefit of all comers. Having tried unsuccessfully to find a satisfactory explanation of what spontaneous combustion really is, the editor of this page asked the men in charge of the Government's exhibit to tell him why under certain circumstances flour, coal or an oiled rag catches fire without contact with anything hot. And this is the explanation he received:

The carbon, which is the principal constituent of flour, coal or oil, combines with the oxygen in the air. It is a true chemical combination and, like most such combinations, produces heat. The heat encourages the process to become more rapid, thus increasing the heat, until the point is reached at which it bursts into flames. In connection with this process a few strange features have been observed, features that are difficult to explain. For instance, if the air be moist, the oxidation takes place more perfectly; seemingly moisture helps the oxidation. Again, if the substance oxidizing be in a closed or confined place, especially if this place be dark, the process is more certain. This seems contrary to what one would expect, but it is a fact that a greasy rag thrown into a dark corner of a closet is more likely to catch fire than if it be left in an open place.

Of course what seems like spontaneous combustion is not always spontaneous, but is caused by an electric spark igniting the already heated or oxidizing matter. That is why in flour mills, machine shops, coal storage bins and the bunkers of ships great care is necessary in having all electric connections in good order, for the tiniest spark is often sufficient to start a conflagration.

New Hazards Arising From New Industries.

Fire underwriters are facing some big problems growing out of the new industries which are springing up, according to a fire protection engineer who has been making an inspection of a number of plants in New Jersey. There, perhaps more than anywhere else in the country, chemical plants are being established. Many of these are manufacturing coal tar products, a line which used to be monopolized to a large extent by the Germans. Others are making various petroleum products.

A large number of these enterprises may be considered as experimental, at

least to the extent that their owners have not yet learned just the best type of buildings to erect nor the best locations as regards sources of supply, transportation and markets. While plants are subject to constant change and enlargement, it is the common practice to build frame structures or to convert old buildings into new uses. Many structures which were erected during the war for the manufacture of munitions are now being converted chemical plants. In some instances this being done with due regard to standards in construction, electric wiring or fire protection, and in some instances with little regard.

Underwriters are unfamiliar with many of the processes in the manufacture of chemicals and with the hazards of the products themselves. This engineer mentions a number of products under various names which, from the standpoint of fire hazards, are about the same as gasoline. There are very large values to be protected in these new plants and there will be very much larger ones in the future. In time many of the present temporary or converted buildings will be replaced by better ones built for permanent use. During the experimental and transitional period, however, the problems are serious ones. They cannot be dealt with by invariable rules, as some risks are good of their kind and others are bad, but, as standards have not been fixed yet, it is difficult to assign some of them to one class or the other. Each apparently will have to be dealt with as an individual for the present, and underwriting will have to be done to a considerable extent on the reports of inspectors.

Parsimony Cause of Disgraceful Service.

The busy press agents of the Post Office Department are loading up with fulsome praise of Mr. Burleson for having turned in a surplus of \$17,000,000 of postal revenue during the fiscal year ended on the 30th ultimo. To experienced observers, however, this announcement merely serves to let the cat out of the bag.

Every patron of the United States mails knows how unspeakably rotten the service has been throughout the past year. Now they know why.

Mr. Burleson's fatuous project for making money out of the postal service at the expense of its patrons is at the bottom of the disgraceful conditions that have so long prevailed. It will be a queer sort of business man who will find consolation in the fact that a part of the money he has paid to have his mail promptly transported has been turned back into the Treasury, while his valuable letters and papers have been indefinitely delayed in transit or burned up in aeroplane experiments.

It costs money to gain trade, and it costs less to hold the good will of customers than to get new ones. The way to hold customers is to satisfy them that they are just as safe in trading at your store as at any other. Therefore, refund the money with as good grace as when the sale was made.

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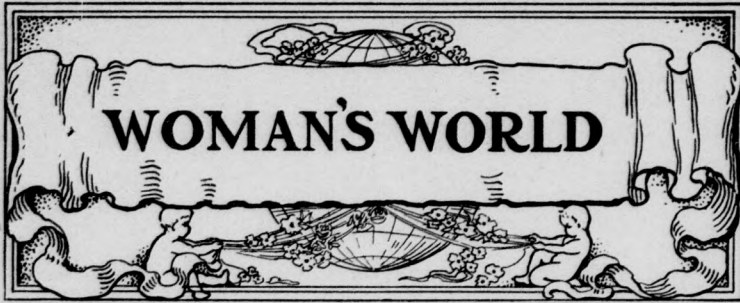
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WOMAN'S WORLD

Make Nature Study a Bond of Sympathy.

Written for the Tradesman.

Last week we were talking about reverence, and the way in which one might awaken it in a child by teaching him to know and understand and love flowers. A friend to whom I showed that article before it was printed asked me to write something more specific.

"This is all very well as a general statement," she said, "and no doubt it seems very obvious and simple to you who know just how you would go to work and what you would say; but I have a little child and I want to do what you say. What shall I say to her?"

In an old scrap-book I find a story, written many years ago by a dear friend of mine, containing this:

Mr. Linmore reached out and plucked a dark blue morning-glory from the vines.

"Did you ever see such colors?" he exclaimed, holding the bell-shaped blossom out at arm's length. "See how the white at the bottom shades, first into pink, then red, then blue, until here at the edge it is quite black. And see how the red continues in these five pointed arms up to the edge, like a star. And here," he continued, splitting the corolla to the bottom and pulling away the green calyx, "see how delicately it is all put together! And these green sepals in the calyx—how finely they are veined with white to the very tip. Where lives, or has ever lived, the man who can rival that?"

Then he took from his pocket a

magnifying glass, and studied the little creatures that he found upon a sprig of the clematis that overhung the veranda.

"Strange little creatures, these," he mused, "scarcely a sixteenth of an inch long. The two kinds—yellow and white—seem marvellously alike. These white ones—why don't they move? Oh, I see! They are cast-off skins! Yes, here is the split in the back. How very perfect! Even the six legs are intact. Where was ever a nurse like Mother Nature—a Father like ours?"

These things—the myriad blades of grass, the matchless color of the flowers, the infinitesimal insects, thousands of kinds too small for our vision to discern; the happy birds, singing among the branches; great things and tiny ones of which we know so very little—these are the things in which year after year, century after century, the All-Father delights.

It is a feeling like this that we desire to awaken and develop in ourselves and our children. And we can do it easily if we draw their attention to just such things, if we open their eyes to see and lead their thoughts to consider the marvels that surround them at every turn.

The influence of flowers upon the human race has been very great through all the ages. The literature about them is immense, and it is written by those who studied them, not in the mass, but in detail. And they studied them by looking at them, seeing them with eyes intent. You cannot really look at a blossom of any kind without being stirred by the

marvel of it. Consider the color, the odor, the form, and try to understand the purpose of each. Get your child to look at the little wild forget-me-not, for instance. Such a heavenly blue, with the deep yellow ring at the center surrounding the corolla-tube. It's just an advertisement, wonderfully conspicuous, to the honey-gathering bee of just the right size and equipment to get it from that particular flower.

Look at ten other flowers and see how they differ and in what they are alike. Notice the brilliant pathway that some of them offer down to where the nectar lies. Sit down with your little Mary or your big boy Ned and watch the bees as they go among the blossoms. They will not hurt you; they are far too busy.

Notice how they dive into the deep bells and come out laden not only with what they seek there, but also with the pollen which the blossom by its shape compels them to carry to the next flower, waiting for it to fertilize the slumbering seed and give it that electric spark without which it could not grow. In return for the honey the bee performs an indispensable service to the blossom.

Or, if you like, draw your children's attention to the different forms of seeds and how the wonderful Nature-Mother has fitted them to make their way. Some when ripe are in balls that bound over the ground to find their chance to grow. Another kind has wings, like the maple seed, and scatter with the wind. The dandelion seed has a sort of parachute and floats through the air. Many of the grasses and other plants, like the burdock, grow their seeds with burrs that cling to the hair of passing animals, which, irritated by the sharp points, scratch them off later and scatter them over new ground. Some seeds are like little boats and float along on the surface of the water, until they find an anchorage along the shore.

The purpose of the pollen, which you can brush off upon your fingertip from the stamens of nearly any blossom, embodies the whole story

of reproduction, and offers you the means of beginning the story of the sex-life which your children will hear from you—or from somebody else if you fail them at this vital point.

Do you tell me that you don't know anything about these things, and therefore cannot open it to these eager minds? Well, why don't you learn something about it? There are books galore, if you will take the trouble to look a little for them. Any reasonably intelligent book-seller or librarian can tell you about them.

Oh, the delight that is awaiting you, in teaching your children to see the wonders of Nature all about them! And you have a marvellous fund of interest and enlightenment for your own soul. I almost envy the mother who now first approaches the subject, in her two-fold opportunity to enlighten herself about something she did not know before, and at the same time to make use of a new doorway to the hearts of her children.

The lesson of co-operation and harmony in nature is a thing one cannot approach without broadening enlightenment. Bees, flies, moths, birds, wind and water, all at work distributing over the world the revivifying pollen, without which the meadows would turn to desert.

Look with new interest upon the violet with its dainty guides to the nectar, the pansy with its deep purple center and yellow eyes, the laurel with its stamens held back ready to scatter the pollen far and wide as they spring up when the blossom opens, columbine, sweat-pea and rose, each equipped in its own way to facilitate the business of unceasing reproduction of its kind.

Get ready to find in nature something so gripping in its interest for the mind that devotes to it the slightest attention that your study this summer will be only a beginning of a new source of delight and inspiration, and a new bond of sympathy between yourself and your children.

Prudence Bradish.

[Copyrighted, 1919.]



SECOND ANNUAL PICNIC OF THE EMPLOYEES OF THE MICHIGAN MOTOR GARMENT COMPANY.

Greenville, July 28—V'e are sending you under separate cover picture taken at our second annual picnic. Excepting the little girl in the front row, all are employees of this company, and you will notice they are a mighty healthy looking bunch. Of course, all did not take advantage of our picnic, but we have a very good representation. This picnic was held at Baldwin Lake which you are well acquainted with. Some of the families of the employees were also present, making a total of 145 present. The company furnished transportation, swims, boats, dance pavilion and orchestra, as well as part of the feed. The picnic this year was about twice as large as last year and we hope that next year we will be able to double the attendance.

Michigan Motor Garment Company.

H. Leonard & Sons, Grand Rapids, Mich.

CHRISTMAS AND VACATION TOYS FOR CHILDREN, GREAT HOLIDAY LINES OF DOLLS, BOOKS, GAMES, SILVER, GLASSWARE, CHINA, MAHOGANY FANCY GOODS, BRASS, LEATHER, CELLULOID NOVELTIES, TOILET SETS, COMBS, BRUSHES, MIRRORS, ETC., ETC.

The "Princess" Assortment

	Per Doz.	Total
1 doz. 3506 Asst. Dresses	\$ 2.25	\$ 2.25
1/2 doz. 3504 Asst. Dresses	4.35	2.18
1/2 doz. 3505 2 pc. Lace Trimmed Dress	5.00	2.50
1/2 doz. 3589 White Dress Baby	5.00	2.50
1/2 doz. 3587 2 pc. Dress with Cap	5.00	2.50
1/2 doz. 3462 Pink Dr Lace Trimmed Coat	5.20	2.60
1 Doll each 3573 and 3574 Cap and S & S	8.50	1.42
1 Doll each 3452 and 3453 Cap & S	9.00	1.50
2 Dolls only 3454 Cap and S & S	9.00	1.50
1 Doll each 3575 and 3576 Wig S & S Lace Trimmed	9.00	1.50
2 Dolls only 3433 Cap and S & S Lace Trimmed	10.20	1.70
1 Doll only 3457 with Wig S & S Lace Trimmed	12.00	1.00
1 Doll only 3450 with Wig S & S Lace Trimmed	12.00	1.00
1 Doll only 3458 with Wig S & S Lace Trimmed	12.00	1.00
1 Doll only 3497 Coat Dress with Cap	13.20	1.10
1 Doll only 3496 Apron Dress with Cap	13.20	1.10
1 Doll only 3498 Wig and Ribbon and Lace Trimmed Dress	15.00	1.25
		\$28.60

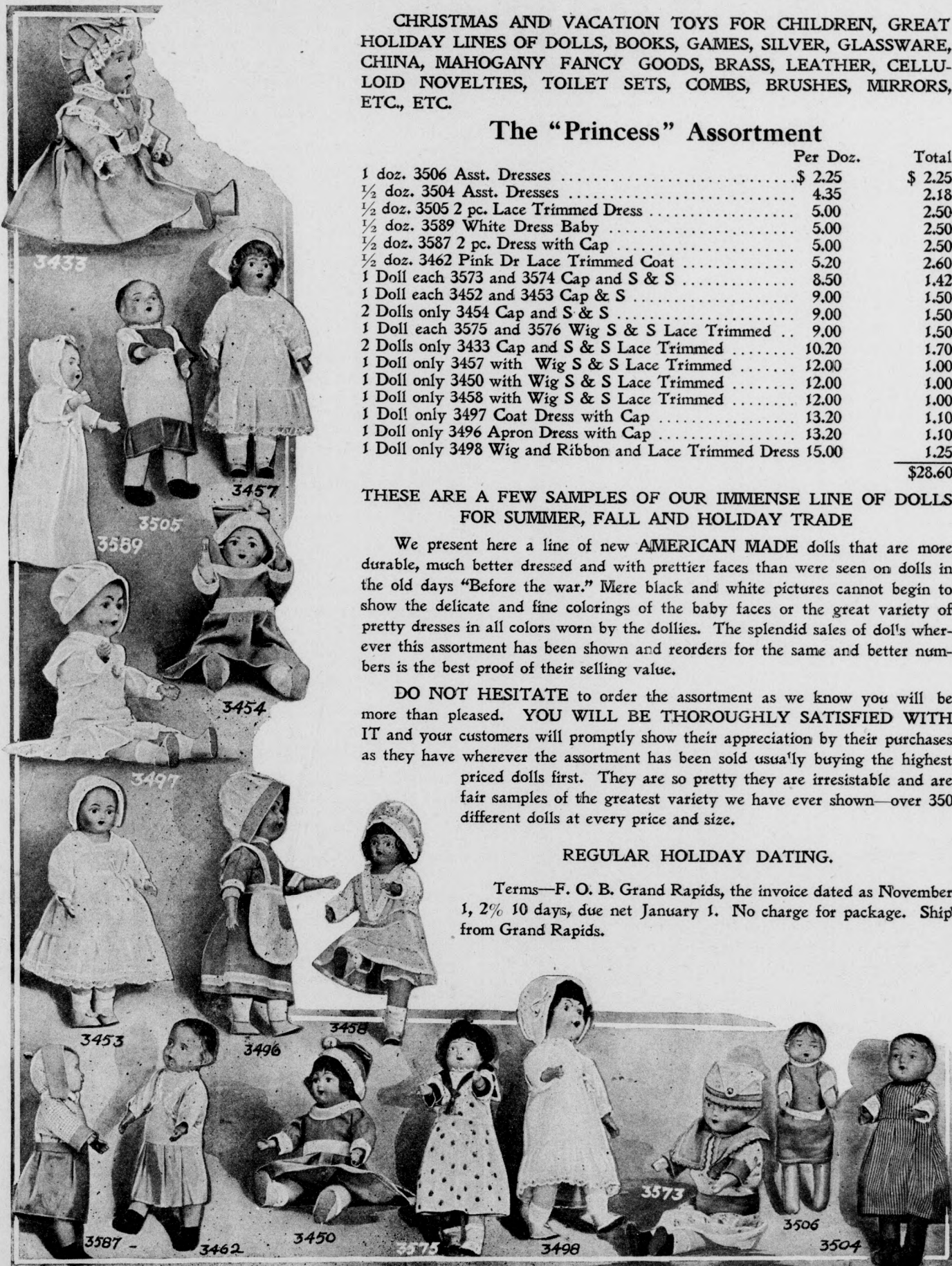
THESE ARE A FEW SAMPLES OF OUR IMMENSE LINE OF DOLLS FOR SUMMER, FALL AND HOLIDAY TRADE

We present here a line of new AMERICAN MADE dolls that are more durable, much better dressed and with prettier faces than were seen on dolls in the old days "Before the war." Mere black and white pictures cannot begin to show the delicate and fine colorings of the baby faces or the great variety of pretty dresses in all colors worn by the dollies. The splendid sales of dolls wherever this assortment has been shown and reorders for the same and better numbers is the best proof of their selling value.

DO NOT HESITATE to order the assortment as we know you will be more than pleased. YOU WILL BE THOROUGHLY SATISFIED WITH IT and your customers will promptly show their appreciation by their purchases as they have wherever the assortment has been sold usually buying the highest priced dolls first. They are so pretty they are irresistible and are fair samples of the greatest variety we have ever shown—over 350 different dolls at every price and size.

REGULAR HOLIDAY DATING.

Terms—F. O. B. Grand Rapids, the invoice dated as November 1, 2% 10 days, due net January 1. No charge for package. Ship from Grand Rapids.





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.

Luxury Impost Collection Costs Often Exceed Returns.

While not all of the members of the National Retail Dry Goods Association have as yet replied to the questions regarding their experiences with the so-called luxury taxes that were recently sent out by Executive Secretary Lew Hahn, enough answers have been received to show that these imposts are decidedly unpopular. The replies vary with the individual experiences of the different firms, but they show the retailers to be unanimous on one thing—that they will continue to try to have these taxes repealed.

Other things shown by the replies received are that the cost of collecting the taxes frequently exceeds the total collected; that they fall heavily on the smaller stores; that they have slowed down sales; that the customers complain of them as "unreasonable," and that stores which collect the taxes are in some cases receiving competition from others that do not. A bulletin sent out by Mr. Hahn on the results of the association's questionnaire says, in part:

"The replies now in our hands indicate certain things very plainly, the merchants who have thus far replied to the questionnaire report that the need of collecting the taxes has caused them materially increased expense. The lowest estimates indicate that the stores have been obliged to assume an expense amounting to about 10 per cent. of the amount collected in taxes. Other estimates, however, range as high as 50 per cent. more than the total amount collected, and one merchant figured that the cost of collection amounts to 10 per cent. of the sales price of the taxable item. A number estimate the cost as more than the amount collected, and there are varying estimates ranging all the way from 10 per cent. up.

"One significant point revealed by the replies is that this is a tax which seems to fall heavily upon the smaller stores. In the majority of instances the lower estimates of the cost of collection come from the large department stores in our membership where accounting methods are, of course, well established and where any unusual demand upon such accounting systems probably does not entail the same amount of dif-

ficulty as in the smaller stores. A striking example of this is seen in the following comparison: A large department store in a Southern city estimates the cost of collection at 20 per cent. of the amount collected. On the other hand, a small store in a Hudson River town reports that in May the tax collected was \$2.90 and the cost of collection was \$6, or slightly more than 200 per cent. for collection. While it is probable the smaller merchant did not strongly object to the expense item of \$6 in connection with the discharge of his duties to the Government, the case illustrates the point, that the relative burden of the tax falls most heavily upon the small stores.

"Another somewhat startling conclusion which must grow out of a study of these questionnaire replies is that the smaller store suffers much more in proportion through the inconvenience and loss in the sales operation, whereas, some of the larger stores report that the need of collecting the tax has not seriously slowed up the making of sales, a number of smaller stores report that it has heavily handicapped the salespeople, one merchant stating that if the tax is enforced next fall when the heavy selling season is on, it will be necessary for him to have 25 per cent. more salespeople.

"Customers apparently are not accepting the tax graciously, but are making considerable difficulty for salespeople. In the beginning the uninitiated might have suspected that the merchants and the store employes, in the effort to secure the repeal of the tax, would be tempted to add fire to the public's dissatisfaction, but this has not been done. As a matter of fact the natural instinct of the merchant and the salesperson is to serve the customer; to remove so far as possible all cause of friction and to smooth down and placate any one who has a grouch.

"Ninety-one per cent. of the replies to the questionnaire report that the customers do not like the tax, that they complain and regard it as unreasonable, and some go so far as to refuse to pay it, while others evade it by buying lower-priced merchandise or by refusing to buy at all.

"Another conclusion drawn from replies to the questionnaire is that a considerable proportion of the smaller retail stores with which our members are in competition are not collecting the tax. This, of course, produces a condition of unfair competition which is one of the worst features of this form of taxation.

The large stores quite generally are collecting the tax. It is evident that the Bureau of Internal Revenue could never so effectively police the situation as to visit penalties upon all who may offend by failing to collect the tax, and it is equally obvious that the larger stores provide so easy a mark that, if they should fail to comply with the law, it would be akin to an invitation to have the Federal authorities make an example of such stores for the sake of the influence such action might have on other stores.

"A very large percentage of the questionnaire replies are agreed that the taxes cause more bother than they can possibly be worth to the Government."

Specific examples given by some of the small stores are illuminating as indicating that the "luxury" tax is an actual burden to the merchant even though his business is far from large. One store has been obliged to add a girl at \$8 a week to look after the tax, although the total amount collected thus far has been about \$25 a month. This merchant estimates that if the tax is not repealed before the fall season begins he will have to increase his sales force materially.

Another merchant reports that during May his store had 201 sales transactions which required the collection of the luxury tax, and that this required enough of the time and attention of the merchandise manager, the marker, the sales auditor,

and the accountant, in addition to the time of the salespeople, to amount to a considerable expense, although it has been impossible to figure the value of the time of these employees.

A typical reply to the question of the cost of collection is that given by a Middle West store in answer to question one: "Have no accurate record of exact cost, but to the best of knowledge and belief, cost of collecting exceeds total amount collected. Total tax in our store for the month of May amounted to \$22.12."

A large store in the South reports: "It has cost us approximately 20 per cent. of the amount of the luxury tax collected to collect it. In the month of May the amount collected on sales other than jewelry was about \$115. Handling the collection of this and keeping record, etc., cost about \$25, which was a little bit more than 20 per cent." This reply came from a prominent house with a well-organized system of accounting.

More Goods Stay Sold.

A C. O. D. regulation in a Boston store, requiring a deposit of \$1 on all purchases under \$10 and 10 per cent. on all purchases over \$10, reduced considerably the number of c. o. d. purchases sent back by customers. It has eliminated altogether requests for sending out for collection purchases worth less than \$1. S. Mabry.

Now is the time to evolve a rest cure for returned vacationists.

Fall and Winter Opening

Beginning Monday, August 4th, and continuing during the month, we will make a special showing of Dress, Semi-Dress and Tailored Hats for early fall wear; also a complete stock of merchandise in every department. You are cordially invited.

Corl-Knott Company

Commerce Avenue and
Island Street
Grand Rapids, Michigan

Manufacturers of
"Criterion" and "Wolverine" Hats
Wholesalers of Millinery

\$100,000 City Day

When we first started CITY DAY, some thought it would not be a permanent success, and even we, ourselves, are surprised at the results from it. It enables us to get better acquainted with our customers and those who ought to trade with us, and we know that every merchant who has ever been here on CITY DAY always went away well pleased. We have never yet had any one accept our challenge that if they were not satisfied with the BARGAINS in EVERY DEPARTMENT on EVERY WEDNESDAY we would refund their Railroad fare both ways.

CITY DAY will be continued as a permanent proposition. Each salesman can tell you all about it. In order to emphasize it and make a lasting impression on the trade we began several months ago to plan for one of the biggest day's business ever done in Michigan, that is, a ONE HUNDRED THOUSAND DOLLAR CITY DAY.

We are making full use of our New York office, and on several trips which our buyers made to the market we were able to purchase immense quantities of good standard, branded, seasonable merchandise at prices way under those prevailing or likely to prevail for some time. In addition, in our Ready-to-Wear Department we covered ourselves on cloths at a low market, and we have made arrangements to have made a large quantity of seasonable ready-to-wear garments. These will be made out of good material and in first class manner in every way so that the finished garments will be something which your trade will be glad to have, and not cheap, shoddy, or poorly made, "sweat-shop" articles.

We are telling you about this big CITY DAY to be held September 10 because we want you to plan to be here in person on that day. As our salesmen call on you they will tell you about it. In addition to the large quantities of big specials in each department we will, of course, put on sale all other merchandise, and on that day all of our salesmen will be in the House in order to take care of you. If you live at a distance it might be a good plan for you to come in with them.

You will notice that September 10th comes just about the time that you will be buying this seasonable fall merchandise. We would suggest that you look into merchandise conditions carefully in order that you get posted as to the market, and then watch our weekly announcements, as it is our intention shortly before that time to give you an idea of what a few of our specials will be. We cannot do this now because we

have not all of the merchandise delivered, and we do not want to tell you about some of these great bargains and then disappoint you in delivery.

Don't forget to send us your PHONE OR MAIL ORDERS. Our SERVICE DEPARTMENT will see that your order is shipped just as you want it, and we always give you the most reasonable prices prevailing on all mail order shipments.

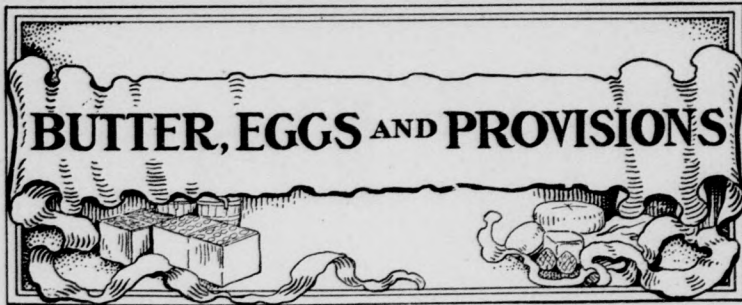
We are filling future orders for fall, 1919, as fast as possible, with September 1 dating and our regular terms after that date, which are 3 per cent. on or before ten days, 2½ per cent. on or before forty days, and 2 per cent. on or before seventy days.

Some of our buyers have just returned from New York where they made an exhaustive study of the situation which is unparalleled. You will make a big mistake if you do not give our salesmen your order for fall merchandise IMMEDIATELY. By covering now you will get September 1st dating and much more reasonable prices than you are likely to get later on, with the market jumping every day. We are holding our prices down, and in a great many cases are way below the mill prices, but as various lots are sold we have to pay more and raise our prices accordingly, so see our salesmen, 'phone, come in and see us, or mail your order in, but whatever you do—BUY YOUR FALL MERCHANDISE IMMEDIATELY.



QUALITY MERCHANDISE
Exclusively Wholesale

PROMPT SERVICE
No Retail Connections



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.

Butter Short in Fat or Weight.

G. L. McKay, Secretary of American Association of Creamery Butter Manufacturers, has issued the following circular to members, which should be of vital interest to all butter manufacturers:

I am writing again to our members concerning the seizure of butter. There is an unusually large quantity of butter that has been seized for being both short in butter fat and in weights. The writer with a committee visited Washington last week for the purpose of getting some definite information as to what the Government was going to do in the way of enforcing a fat standard against the creameries. In going over this matter with the chief of the Bureau of Chemistry, Dr. C. L. Alsberg, and other members of the Chemistry Department, I find that they are working under an old ruling that requires 82½ per cent. fat in butter.

They have not, however, it is claimed by Dr. Alsberg, seized any butter higher in fat than 79 per cent., where the said butter was not short in weight. Butter might contain 80 per cent. fat or even above, and if it was deficient enough in weight, it would be put down as being short in fat. In other words, I might say that Dr. Alsberg is enforcing an 82½ per cent. fat and allowing a 2½ per cent. tolerance, or, 80 per cent. fat would be the minimum that would pass muster in the markets. Dr. Alsberg stated that he was not responsible for the ruling requiring 82.5 per cent. milk fat in butter. The following is the ruling he refers to:

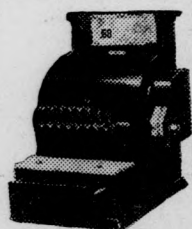
"Butter is the clean, non-rancid product made by gathering in any manner the fat of fresh or ripened milk or cream into a mass, which also contains a small portion of the other milk constituents, with or without salt, and contains not less than eighty-two and five-tenths (82.5) per cent. of milk fat. By acts of Congress approved August 2, 1886, and May 9, 1902, butter may also contain added coloring matter."

He understood the ruling had not been enforced under Secretary Wilson or Dr. Wiley through the efforts that were put forth by the writer when connected with the Iowa State College. He seems to have formed the impression that the creamerymen, while working under the 16 per cent.

moisture regulation have increased other constituents in butter for the purpose of reducing the fat content and selling water, salt or casein for fat to the consuming public. I fully realize Dr. Alsberg's position and believe that he means to be fair with all concerned. On the one hand, he is trying to protect the consuming public and also creameries that are putting into their butter 80 per cent. fat or above. He says that all the dairymen of the country have recommended 80 per cent. fat, and that when people put 75 per cent. up to 80 per cent., that it is not in compliance with fair regulations.

We argued the point with him that the creamerymen had for years been complying with a 15.99 per cent. ruling of moisture, and that it would not be fair to enforce a fat standard without giving the creameryman due warning as to what he proposed doing. I personally called his attention to the fact that there is at least 25 per cent. of the butter now in storage that would be lower than 80 per cent. fat, and that it would be a serious problem for the dairy business of the country to have his department go out and seize this butter. Patrons have been paid good prices for the butter fat and if the butter was seized and penalties attached and the creameries had to take this butter back and rework it, it would be a tremendous injury to the manufacturers of butter. He said that he had no idea that there was so much butter below 80 per cent. fat, and while he did not make any definite promise to us, I formed the conclusion from the friendly conversation that we had with him, that the butter in storage would not be interfered with.

We insisted that if a fat standard is to be enforced that he give the creameries warning and not enforce the same until the first of January. He refused to give us any promise regarding this. He said, however, that the whole problem was such a big problem that he would have to call a conference and make a final



Rebuilt Cash Register Co.

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

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

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

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

It's a Good Business Policy

to know that

Your Source of Supply is Dependable

You can

Depend on Piowaty

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MAIN OFFICE, GRAND RAPIDS, MICH.

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OUR NEAREST BRANCH WILL SERVE YOU

decision as to just what they would do.

Our committee not only talked to Dr. Alsberg concerning this, but we talked to other people in the Bureau of Chemistry. We also had a very pleasant visit with Chief Rawl of the Dairy Division, and Dr. Carl Larsen. The latter gentleman is practically in charge of the manufacturing end of the Dairy Division. He is one of my former students and thoroughly understands the butter situation. Dr. Larsen said that he opposed the seizure of butter on the ground that if they were going to insist on the 80 per cent. or more in butter, they should at least advise the creameries that at a certain date they would have to comply with a certain ruling.

Now, I would say to our members that this is a very serious matter, and, of course, I will keep you in touch with the matter until it is settled. My advise to our members would be that they incorporate 80 per cent. fat and thus avoid trouble. The seizure of butter is very extensive and scattering over a great many states, and I believe in all cases it has been print butter that has been picked up. One case we heard of was a carload of 17,000 lbs. being held. They are going ahead with these cases with the determination of prosecuting the parties who are manufacturing this butter. It might be possible to defeat the Government in a proposition of this kind, and again it might not. The fact that about all the dairy professors of the country and the dairy association have recommended an 80 per cent. fat as a minimum fat content for butter would have quite a moral effect if this case was tried in the courts.

It is claimed, I believe, that the Government was defeated in their rulings in the spice case. I believe in that case the judge held that the committee could formulate rules only for the purpose of enforcing laws enacted by Congress. Now, Congress has not enacted a law which requires any specific amount of fat in butter. The fighting of rules and regulations with the Government, however, is not a very satisfactory proposition. Personally, I believe that it would be better for the butter industry as a whole if the creameries, not only the members of our association, but all other manufacturers of butter, would incorporate 80 per cent. fat in their butter. I think it would have a tendency to increase the consumption. Extremely highly salted butter is not very appetizing to some people.

In closing I would again say that the situation is very dangerous at the present time and liable to cause our members and others some serious trouble, whether the matter is fought out in the courts or whether they merely have to work their butter over and pay a certain penalty for adjusting matters.

Everything possible will be done by your secretary to get this matter adjusted fairly. I am in hopes, but I cannot speak definitely, that Dr. Alsberg will cease the seizure of butter and that he will give the creameries due warning when such a regulation will be brought about. The Committee on Definitions and Standards has not come to any decision as yet, and it is rather doubtful that they will arrive at any decision in the near future.

I spoke to Dr. Alsberg about introducing a bill requiring 80 per cent. fat and he said that he certainly hoped that I would do so, and he would give all the aid he could in passing such a measure through Congress, requiring 80 per cent. fat. Certainly if the Committee on Standards does not act very soon the dairymen will have to take the matter in their own hands and try and get some definite legislation that will really define butter.

Michigan Tester's License.

In bulletin No. 68 of the Michigan Association of Creamery Owners and Managers Directory, Alvin S. Dunbar (376, Capital National Bank, Lansing), says:

"I wish to caution the members to be sure and have all of their operators of the 'Babcock' test take examinations at the most convenient point to the operator during the time the examinations will be held. If you have not received application blanks and bulletins to distribute to your men in sufficient quantities, notify this office and we will see that they are sent to you. Also, if your operators do not have time enough to send in their application blank and get the bulletin from the Food and Drug Department, have them present themselves at the examination point on the dates set and they will be furnished with a bulletin and examination blank to file at that time."

The Success Family.

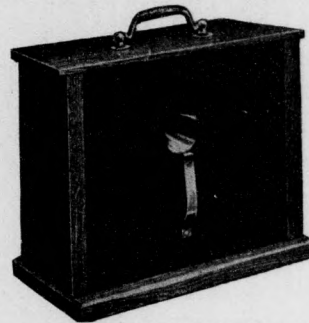
The father of Success is Work.
The mother of Success is Ambition.
The oldest son is Common Sense.
Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.
The oldest daughter is Character.
Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.
The baby is Opportunity.
Get acquainted with the "old man" and you will be able to get along pretty well with the rest of the family.

The 1919 wheat crop of the United States is estimated to yield 1,230,000,000 bushels. Thank goodness for something running into ten figures that represents income instead of outgo.

Raw calfskins are bringing such big prices that the butchers are said to be leaving more flesh on the skins.

We Manufacture Five Different Styles of

EGG TESTERS



S. J. Fish Egg Tester Co.

Write for catalog. Jackson, Mich.

Washing Machines Are Making More Money For Grocers

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

Keep FELS-NAPTHA SOAP

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

Fels & Co.

Philadelphia, Pa.



A Three-In-One Flavor is Mapleine



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

It makes a delicious syrup.

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

Your stock is not complete without Mapleine. Order of your jobber or Louis Hilfer Co., 1205 Peoples Life Bldg., Chicago, Ill.
Crescent Mfg. Co.
(M-408) Seattle, Wash

Grand Rapids Forcing Tomato

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

Reed & Cheney Company
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GRAND RAPIDS, MICH.

Merchant Millers

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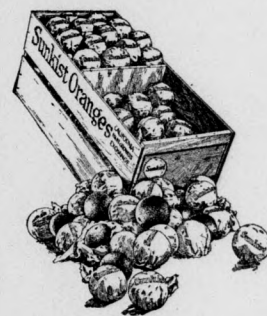
New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

WE ARE HEADQUARTERS WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment



Vinkemulder Company

GRAND RAPIDS

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MICHIGAN

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.

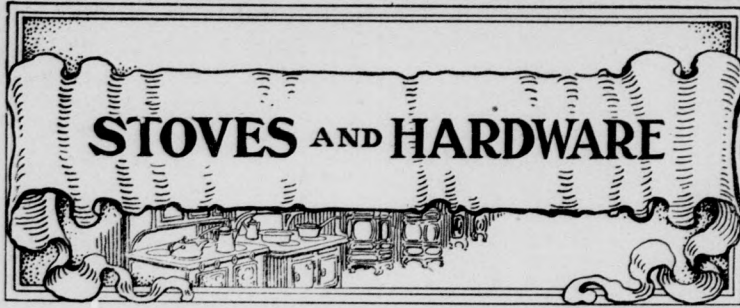
WE BUY AND SELL

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



Some August Pointers for the Hardware Dealer.

Written for the Tradesman.

During August, the hardware dealer will face the problem whether or not to carry over broken lines and odd lots of seasonable goods to another year. By the end of July, the seasonable demand will have slackened. People who have not already bought refrigerators, ice-cream freezers, screen doors, hammocks, and similar hot-weather lines, will be apt to argue that it is better business to put off buying until next season rather than to tie up a lot of money for what is, at best, only a few weeks use.

In the first part of August, probably, the pushful hardware dealer can still make sales at regular prices. But by the middle of the month, at the latest, the real selling season will be pretty well past. The average man who hasn't bought hot weather goods by that time will not buy them this year—unless there are special inducements to offset the limited use he will have of them.

A good old rule in business can be worded somewhat like this: "When in doubt whether to sell goods or carry them over, by all means sell." This axiom if backed up by strong arguments. There is inevitably a certain amount of depreciation, and attendant loss, where goods are carried over. There is the loss of interest on the investment. A lot of money is tied up, which could be better used in buying for the fall and Christmas trade. Quick turn-overs are the keystone of mercantile success, nowadays.

What is good business under normal pre-war conditions is just as good business now, when the investment involved in the average seasonable article is just about twice what it was. So that, irrespective of the chance of a rise in prices—and there are chances of a decline—it is good business to clear out the broken lines and get in the money. Hence, toward the middle of August, a midsummer clearing sale will be in order.

Cut prices are never good business, but a bargain sale is a legitimate thing—it is merely the liquidation of a certain loss that would be almost inevitable were the goods to be carried over. On the one hand you have the prospective selling value of the article twelve months hence. Against this set depreciation, loss of interest on your investment, storage charges, loss through inability for lack of money to handle your fall business on the scale you desire—and when you deduct the total of these items from the prospective selling value of the article, you have a pretty fair idea of

what it ought to sell for right now, within a few weeks of the close of the season. This deduction compensates the buyer for the limited use which he will secure, this season, from the article in which he invests his money.

Now is the time to take a look around the stock, and see how the various seasonable lines are moving. Do what you can in the next week or two to clean them out. Study these lines closely, and size up the situation. When you have sized up the probable extent of the left-overs, you can tell whether or not it will be desirable to have a special midsummer sale, to turn the odds and ends into cash.

If you have a sale, make it striking enough to be a good advertisement for the store. Play it up. Use it, not merely to clear out the odd lines, but to bring new customers into your store. Advertise more than usual, get out circulars and dodgers, put on some special window displays, and drop your prices to a figure where they will pull in the customers in spite of the heat.

Run this sale right through to the end of August if necessary, and by featuring different lines at various times, keep the interest of the public at top notch. Let your window displays be a constant reminder that something out of the ordinary is going on. Put on practical demonstrations of different articles.

In advertising such a sale, price is the feature on which you must lay especial stress. More than that, quote specific prices.

I well remember a young merchant who had just taken over a store and decided to inaugurate his regime by a special sale. He turned in his copy to a local newspaper. Said the advertising man:

"Great Reductions! From Ten to Fifty Per Cent Off the Entire Stock! Boy, it will pay you to hold this advertisement out for a day, and rewrite it. Quite talking generalities about your prices, and tell them just what you are offering, and each price and reduction. Specific price reductions talk louder than mere words."

The "boy" took the advertising man's advice, and next day returned with a carefully-written advertisement, that gave specific prices, both regular price and special price, on a long list of articles. That sale was a hummer.

And that's the sort of advertising to make your special sale a hummer. You don't have to put on a sale if you don't think it necessary; but if you

put on a sale make it an event that people will remember. Study the methods of the dry goods merchants, with whom business seems to be just one darned sale after another. Copy their advertising "copy"—those appealing little descriptions of nobby neckerchiefs and chic comforters and petite pantalettes, linked up with price-quotations that fairly hit you between the eyes. That's the sort of stuff that fetches the buyers, and especially the women.

Then, try to make your special sale more than a special sale—make it a sort of bridge between summer and fall trade. Play up your specials in newspaper advertising and window display, but show your regular lines as well—the lines on which there is no cut in price. Put on demonstrations of some of these lines. Get your salespeople enthused over the idea of selling other things in addition to the "specials."

The special sale, properly featured, will bring a lot of new customers to your store. Try to get a line on these people. Have your salespeople jot down names and addresses. Often this information is secured without the asking where goods have to be delivered; but make a special effort to get it. Particularly is it desirable to get a line on paint prospects, stove prospects, people interested in electrical and aluminum goods, and newcomers to the community. These lists can be used to splendid advantage in your future selling campaigns, and will form the basis for a "follow

up" advertising campaign to induce these people to continue with you as regular customers.

It is in this way, rather than in clearing out some odds and ends of stock, that your special midsummer sale can be made most beneficial to you. This is what recompenses you for the advertising outlay and for the special prices quoted. It is in this way that the shrewd merchant turns his immediate losses into future profits. Victor Lauriston.

Boston Straight and Trans Michigan Cigars

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



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Kent Steel Company

Grand Rapids, Mich.

Structural Steel
Beams, Channels, Angles

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Average Hardware Expenses Per \$100 of Net Sales.

	Lowest	Highest	Average
Wages of salesforce	\$3.36	\$10.80	\$5.80
Other selling expense10	3.20	.40
Total selling expense	3.90	11.86	6.50
Delivery expense06	3.82	.90
Buying expense40	2.81	1.00
Management and office salaries	1.60	5.60	2.50
Office supplies and postage06	1.01	.30
Total management expense	1.90	5.58	3.00
Total interest	1.11	5.38	3.00
Rent38	7.30	2.40
Heat, light and power09	1.31	.30
Taxes (except income and buildings)16	1.73	.50
Insurance (except on buildings)14	1.32	.50
Repairs of store equipment03	1.05	.17
Depreciation of store equipment04	1.61	.30
Total fixed charges and upkeep expense	4.80	12.47	7.50
Miscellaneous expense14	3.57	.80
Losses from bad debts05	2.84	.50
Total expense	\$15.74	\$38.20	\$20.60

It costs the average hardware store \$20.60 for each \$100 of net sales. The average net profit is 6 per cent. of the sales. The average rate of stock-turn is 1.8 times a year. Owing to the higher cost of goods, the average hardware retailer had 5 per cent. more capital invested at the beginning of 1919 than in January, 1918.

These figures are published by the Bureau of Business Research of Harvard University. They represent a complete examination into the business of 218 average retail stores scattered through thirty-nine states, for the years 1917 and 1918.

Another conclusion, substantiated by the investigation, is that the expense percentage for hardware stores doing a business of \$100,000 a year is generally no lower than for stores doing only \$50,000. In other words, the doubling of a business which has reached the \$50,000 mark apparently does not in itself reduce the overhead percentage; although certain conditions peculiar to the individual business may permit of such reduction.

The highest rate of stock-turn uncovered in the investigation was 5.75 times a year. This is an unusually high rate in view of the average 1.8; although there was a sufficiently large number of stores examined with a turn-over of approximately 2.5 to indicate that this figure is by no means unattainable to the store operating under average conditions. The stock-turn figures in this investigation are based on the cost of the goods sold, although all the expense percentages are figured on volume of sales.

An interesting note is that the stock-turn average for the retail hardware trade is the same as that for the retail shoe trade.

"A lack of reliable accounting methods is common in the retail hardware trade, as elsewhere," the bureau reports. "In many retail hardware stores no inventory is ever taken. In many cases, also, a merchant's accounts are so incomplete as to give little information at all that can be relied upon." Such figures, of course, have not been included in the report. For purposes of fair comparison, figures of accounting systems not in accordance with the standard was translated and regrouped according to the proper practice.

For instance, many merchants, if left to themselves, would have put their own salaries variously in the sales-force group or the management

group of expenses. As a matter of fact, he should charge a part of his salary to each, in proportion to the amount of time he spends behind the counter and the amount of time in attention to management affairs (unless, of course, he devotes all of his time to the latter). In each case the bureau made enquiries and revised the figures in accordance with the standard method.

In the same manner some merchants made no entries under the heading of rent because they owned the building in which they were doing business. The proper method, however, is to regard the real estate as constituting a separate enterprise, to which the merchants business should pay rent sufficient to cover taxes and other real estate expenses, even if he does own it himself. He is only deluding himself if a certain percentage of his profit is shown as hardware profit when it really is real estate profit.

Under the heading "Other selling expense" are included such items as payments for advertising, wrapping paper, twine, crates and packing boxes. These, together with the wages of the salesforce, constitute the total selling expense.

The average selling expense (6.5 per cent. of sales) for hardware stores is higher than groceries, although it is lower than for shoe stores, where the fitting of shoes takes more time than the serving of customers in hardware stores.

A retail hardware store ought to make a net profit of 6 per cent. on its net sales. If it does not, the findings of the investigation indicate, there is something wrong. But this figure is by no means a maximum limit. Many of the stores examined had profits higher than this, ranging up to 11.1 per cent. The most unprofitable business of which a report was made showed a loss equal to 10.2 per cent. of its net sales for the year.

This net profit, it must be remembered, is the amount the business earns over expenses of every sort, including proprietor's salary and the interest return on money invested. It should not be confused with the latter, says the bureau, for it is due to other factors than capital. It is due, in the long run, to the keen foresight, the sound judgment and the personal leadership of those in charge. Occasionally it may be due to chance or fortune, but this is rare. It is care-

ful, well-balanced management which counts most. Employees' may also help largely in the creation of net profit under inspiring leadership of the management.

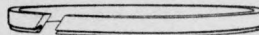
It is to these factors, not to the capital, that the net profit of any business is to be attributed. Capital itself may be invested in safe securities which pay 6 per cent. with no effort at all on the part of its owner. Net profit is the reward of that surplus of brains and effort which produces more than sufficient to meet the return due to capital and ordinary services invested.

Thousands of persons who believed in prohibition but not in its enforcement are becoming conscientious objectors.

A Special Ring for the Control of Excess Oil

McQUAY-NORRIS
Superoyle
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

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

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

Brown & Sehler Co.

"Home of Sunbeam Goods"

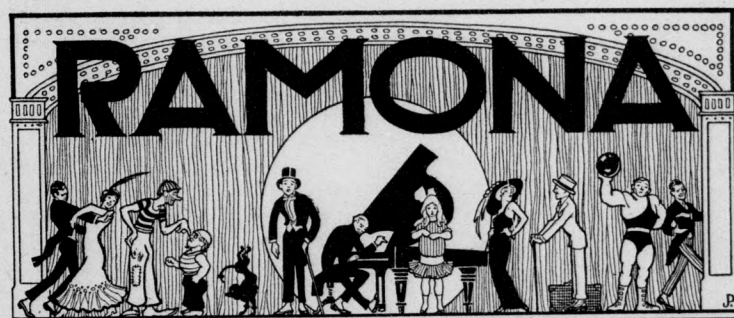
Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN



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.



Grand Council of Michigan U. C. T.
 Grand Counselor—C. C. Starkweather, Detroit.
 Grand Junior Counselor—H. D. Ranney, Saginaw.
 Grand Past Counselor—W. T. Ballamy, Bay City.
 Grand Secretary—Maurice Heuman, Jackson.
 Grand Treasurer—Lou J. Burch, of Detroit.
 Grand Conductor—A. W. Stevenson, Muskegon.
 Grand Page—H. D. Bullen, Lansing.
 Grand Sentinel—George E. Kelly, Kalamazoo.

Plea For Rational Policy in Liquor Legislation.

Detroit, July 29—The evident anarchy and confusion that we shall have to face with our Prohibitionists on the one side and Bolshevistic classes on the other, the latter sure to appropriate the desire for liberty to get political affiliation from many who would not otherwise think of joining them, may make it opportune to suggest a policy which might have long ago been adopted if we had either wise voters or wise legislators. But democracies insist on being as tyrannical as czars and emperors and in the same way defeat their purposes. The policy to be suggested is based upon the absolutely ridiculous one of doing things by constitutions. I do not believe for a moment in putting any law like the prohibition amendment into a constitution of any kind. The right to legislate on the saloon and intemperance I would concede, but not to make a law there affecting any citizen whatever except through the legislature. The sooner we repeal that amendment the better.

I do not mean that I have any sympathy with drinkers or rowdies of any kind. I am a total abstainer from alcohol of all kinds save possibly once a month or two when I have used a few spoonfuls of it for medicine or at the table. Hard liquors I cannot bear. Consequently no personal interest can be attributed to me in my attitude of mind on the subject. I have in mind only practical measures to secure the maximum of liberty and the minimum of intemperate abuses of alcohol, and also the maximum of taxes on those who are the least moral and the minimum of them on the class that is the most moral and gives society little or no trouble. But let me propose a substitute for the present anarchic tendencies:

1. A high Federal revenue as before.
2. A high license for the individual saloon.
3. Taxation of impure liquors at a much higher rate than the pure.
4. The conversion of the saloon into a respectable restaurant, as I saw it in Germany in 1884.
5. The establishment of the Gothenberg system, which was tried in Scandinavia, and permits a certain percentage profit to the proprietor, but appropriates all over this profit to the educational and charity funds of the town or state.
6. The extension of the laws of guardianship. By this I mean the transfer of the intemperate man's property or income to provident or loan associations in behalf of himself and the family.

The Gothenberg system is new to this country, and although it is not a solvent of all aspects of the problem it helps in the establishment of responsibility for the consequences of the appetite for drink.

The last suggestion is wholly new, although the principle is not as new a solvent of all aspects of the probantary form of it was adopted and carried out many years ago by the Charity Organization officer of Norwich, Conn., and it saved 400 families in a few years and \$26,000 taxes to the small town of Norwich.

Whenever a man loses his intelligence we promptly put property and income in charge of a guardian, but when he becomes morally insane we leave him undisturbed in his property rights, although some of the victims we put in the penitentiary. If we would only recognize that moral insanity requires treatment similar to intellectual insanity we might be on the way to a solution of the problem. The policy would at least allow the maximum amount of liberty to people who behave themselves and the minimum to those who do not behave. We could at first draw the line as low as practical administration would allow and then extend it as society learned the evils of intemperance. But the present policy of treating temperate people with the same strict and tyrannous restraints as the intemperate is sure to ally them with Bolshevistic types to get their rights and what was designed to secure morality will bring about only immorality. It is clear the Federal law will now have far more difficulty in suppressing the illegitimate sale of liquor and illicit manufacture of it than ever before, and we shall have the same disrespect for law that has obtained for so many years in Maine and other prohibition centers. A certain amount of good has been effected, but it is small in amount compared with what would be accomplished by a more rational policy.

James H. Hyslop.

The Man Always "Just Going To."

He was just going to help a neighbor when he died.

He was just going to pay a note when it went to protest.

He meant to insure his house, but it burned before he got around to it.

He was just going to reduce his debt when his creditors "shut down" on him.

He was just going to stop drinking and dissipating when his health became wrecked.

He was just going to introduce a better system into his business when it went to smash.

He was just going to quit work awhile and take a vacation when nervous prostration came.

He was just going to provide protection for his wife and family when his fortune was swept away.

He was just going to call on a customer to close a deal when he found his competitor got there first and secured the order.

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

A Quality Cigar
Dornbos Single Binder
One Way to Havana

Sold by All Jobbers

Peter Dornbos
Cigar Manufacturer
 65-67 Market Ave., N. W.
 Grand Rapids :: Michigan

Bell Phone 596 Citiz. Phone 61366

Lynch Brothers
Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

209-210-211 Murray Bldg
 GRAND RAPIDS, MICHIGAN

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.

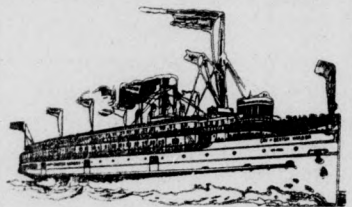
Goodrich City Office, 127 Pearl St., N. W.
 Powers Theater Bldg.

Tickets sold to all points west.
 Baggage checked thru.

W. S. NIXON,
 City Pass. Agent.

CODY HOTEL
 GRAND RAPIDS
 RATES \$1 without bath
 \$1.50 up with bath
 CAFETERIA IN CONNECTION

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



GRAHAM & MORTON
 Transportation Co.

CHICAGO

\$3.50 Plus War Tax

Michigan Railway

Boat Flyer 9.00 P. M.

DAILY

Leave Holland 9.30 p. m. DAILY
 Leave Chicago 7 p. m. DAILY

Prompt and Reliable for **Freight Shipments**

HOTEL McKINNON
 CADILLAC, MICH.

EUROPEAN PLAN

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

HOTEL HERKIMER
 GRAND RAPIDS, MICHIGAN

European Plan, 75c Up

Attractive Rates to Permanent Guests

Popular Priced Lunch Room

COURTESY SERVICE VALUE

GRAND RAPIDS
THE NEW MERTENS
 Rates \$1.00
 With Shower \$1.50
 Meals 50c
WIRE FOR RESERVATION
 A Hotel to which a man may send his family

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

DETROIT DETONATIONS.

Late News From the Metropolis of Michigan.

Detroit, July 29—Arthur L. Cohen, who has been affiliated with A. Krolik & Co. for twelve years, the past seven in the capacity of Superintendent of the Company's garment factories, has resigned to engage in the manufacture of children's rompers. Associated with Mr. Cohen is A. J. Cohen, former department manager for A. Krolik & Co. The style of the new firm is the Kiddie Kover Manufacturing Co. The factory is located at 387-389 Gratiot avenue. Arthur Cohen will devote his time to production and A. J. Cohen will look after the sales of the new concern. Although organized but a few weeks the new firm has booked enough orders to insure a successful run of business for several months.

Max Minkow, for a number of years special city representative for A. Krolik & Co., has been appointed department manager to succeed A. J. Cohen, who resigned to engage in business.

The Fair Association is advertising Grand Rapids as the leading Michigan market. Using the West Michigan Fair to make it a "meet" market, as it were.

Leonard Frawley, former city salesman for Burnham, Stoepel & Co., returned from the Great Lakes Training Station last week and has again resumed his duties with the house.

William Burnstein, general dry goods merchant, 1497 Michigan avenue, is minus about \$500 worth of merchandise, the result of a visit by burglars one night last week.

H. L. Proper, well-known as a former member of the Grand Rapids colony of traveling men, was in Detroit last week, making preparations for a semi-annual manufacturer's sample sale to be held at his store in Eaton Rapids the latter part of this month.

A. Cochrane, senior member of the mercantile firm of A. Cochrane & Son, Almont, was a Detroit business visitor last week.

William Trakat and Ben Caboot have been appointed special city salesmen and will represent the manufacturing department for A. Krolik & Co.

S. McKenzie has opened a general dry goods store at 1932 Grand River avenue.

E. H. Warner, for a number of years in charge of the knit goods department for Burnham, Stoepel Co., leaves this week to assume charge of the New York office of that house. Few men have a greater business and personal following than Mr. Warner and, while they rejoice in his promotion, so well deserved, it is with regret to his friends that his new duties take him and family into other territory. Saturday night a farewell dinner was given in his honor at the Ponchartrain Hotel by his former co-workers, who also presented him with a life size purse which, in these days of H. C. O. L., always proves acceptable.

C. E. Morton, of the Lehman & Morton Co., Akron, visited the Detroit market this week.

S. Schwartz held a grand opening in his new dry goods store at 1421 Chene street, which was recently completed and occupied by him.

Malcolm Winnie, representative for Wm. C. Windisch Co., Fort street, and former Grand Rapids resident, returned this week from a three weeks' automobile tour of Northern Michigan.

The Northwestern department store, 1315 Grand River avenue, has remodeled and installed a new front in their store.

George Rogers, of Romeo, was in Detroit this week in the interests of his general store.

Brennan, Fitzgerald & Links have opened a new restaurant on Lafayette boulevard.

On the other hand, the native does not get twice as much meal at half as much money as the traveler paid for it. Which is something to write about, but amounts to nothing otherwise.

A. L. Clemons has opened a dry goods store at 1702 Twelfth street.

H. L. Todd, department manager for Edson, Moore & Co., left last week for a business trip to Chicago.

B. C. Le Mungon, of Le Mungon & Co., Durand's largest dry goods store, was in Detroit on business last week.

F. W. Droelle, druggist, 271 Gratiot avenue, has leased the adjoining store, which will be remodeled and when completed, with the addition of the present store, will make one of the largest and finest equipped retail drug stores in the city.

Charles T. Sauter has opened a cigar store at 1899 Mt. Elliot avenue. The next annual Grand Lodge meeting of the United Commercial Travelers of America is assured of the largest attendance in its history. It will be held in Detroit.

C. Albrecht has opened an up-to-date meat market at 1909 Harper avenue.

P. H. Van Hoey, 796 Kercheval avenue, has had his store remodeled and a modern front and entrance installed.

As soon as alterations on the store building at 1085 Chene street are completed J. Reggy and S. Nowicki will open a jewelry and phonograph shop.

Charles Hempstead, charter member of Detroit Council, and pioneer traveling man, has sold his home in Algona and moved to Northville. "Away from the maddening crowd" for Charles.

Otis Miner, well-known Lake Odesa merchant, was in Detroit on business last week.

Mrs. C. Rutledge has opened a dry goods store at the corner of Lawton and Columbus avenues.

Frank Hawkins, formerly house salesman for A. Krolik & Co., will represent that house in Toledo and adjacent territory. Additional sample room space has been secured in the Smith-Baker building in Toledo by the Company.

"Billy" Wallace, who returned from overseas recently, has again become affiliated with Burnham, Stoepel & Co. and will be given territory in another part of the State than that which he formerly covered. Billy can soon adapt himself to new surroundings and it's shoe bottoms to a cut of steak he'll soon popularize himself and house wherever he hies himself with samples.

L. Sloczynski has opened a dry goods store at 100 Thirtieth street.

Muskegon merchant regarding Tradesman writes: "It is a good paper." What's printed on the paper is good, too.

J. Penfil, Lansing merchant, visited the Detroit jobbing houses last week.

A dry goods store has been opened at 716 Carpenter street by M. Wiszewski.

Louis Caplon, feed merchant of Windsor, Ont., has purchased the Hotel Herrendeen and will dispose of the feed business or, rather, will transfer his affections from the lower to the higher animals.

Which causes us to query. What's become of the O. F. traveling man who ordered two kinds of meat at a meal?

By refraining from any meat at all one's stake can be increased.

James M. Golding.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 30—Now that John D. Martin has a car of his own he has learned to keep seated when riding over bumpy roads. Before he got his own car he insisted on pushing his head through every closed car he was invited to ride in. His new method is not only good for the cars

of his friends, but good for his own head as well.

E. A. Phillips, of Anacortes, Wash., who has been visiting Michigan friends for some weeks, has returned to his home on the coast, where he conducts several stores, an extensive fishing business and numerous other industries. Mr. Phillips conducted a store in Nashville several years ago and spent much of his vacation in that thriving town. He is a progressive merchant and a genial gentleman who richly deserves the success which has attended his career since he became a devotee of the Land of the Setting Sun.

Geo. Bode, the mutual insurance man of Fremont, is spending about a half of his ten day vacation with friends in Grand Rapids. George is a hustler from Hustlerville and deserves a great deal of credit for the manner in which he has built up the Michigan Shoe Dealers' Mutual Fire Insurance Co. and placed it on a high standard of efficiency and responsibility.

Louis J. Koster (Edson, Moore & Co.) has been assigned new territory. He now covers all G. R. & I. towns between Grand Rapids and Manton. Mr. Koster, in his capacity as treasurer of the organization, is on the lookout for a new pastor for the Presbyterian church of Grand Haven.

Midland is a bad town for the boys on the road to make nowadays. The Day Hotel furnishes sleeping accommodations of high character—good beds, running water in rooms and clean and wholesome surroundings—but for over a year the landlord has served no meals to guests, so the latter are forced to patronize a restaurant conducted by Greeks, which is anything but inviting. It is reported that Mr. Dow, of the Dow Chemical Co., has under consideration the erection of a hotel which will be unique in hotel construction. It will be a long, rambling structure, with the river in the rear and beautifully laid out grounds in front, the whole producing an effect which will be most inviting to the eye and satisfying to the most exacting, because every creature comfort will be provided. In behalf of the traveling fraternity who "make" Midland, it is to be hoped that the board and comprehensive plans of Mr. Dow may be put into execution at the earliest possible moment. Midland is a good town and deserves the best that money can buy and ingenuity can devise. Mr. Dow takes great pride in the town where he has made a fortune variously estimated at from \$10,000,000 to \$20,000,000 and the project he has in mind closely reflects his sense of justice and spirit of generosity.

Edward Frick and H. T. Stanton (Judson Grocer Company) and their wives have reached Cleveland en route home. Mr. Frick may pull away from the party and make the trip from Cleveland to Grand Rapids by rail,

so as to be with the traveling representatives of the house Saturday morning.

Traveling men are wondering how the new landlord of the King Hotel, Reed City, will conduct that hostelry. Reed City is an excellent location for a good hotel and the new landlord has the opportunity of a lifetime.

"Uncle Louie" Winternitz writes from Charlevoix that he is so enamored with the cool breezes of that favorite resort that he has postponed his contemplated trip to Quebec until next season.

Edward Kruisenga, Manager of the Grand Rapids branch of the National Grocer Co., is located for the summer at his cottage at Macatawa Park. Sometimes he forgets to come up for a day. When this happens the fish in Black Lake take to the deep water.

The family of Thomas B. Ford (Iroquois Manufacturing Co.) are spending a week at Baptist Lake.

Late News From the Celery City.

Kalamazoo, July 29—A new member of the firm of M. Ruster & Sons (a young lady) arrived at the home of Homer Ruster, on Mill street, recently. The new member, it is reported, is doing nicely and expects to, after a few years, become book-keeper for the firm.

The annual picnic of the Kalamazoo Retail Grocers and Meat Dealer's Association will be held presumably the first Thursday in August at Long Lake, near Vicksburg. It is intended by the committee in charge of arrangements to have this year's picnic a big family affair. All are expected to take basket lunches and enjoy the games and sports to their heart's content.

Willis Maxam has built a special race track down cellar around his furnace and is training to win the fat man's race and Billy Fletcher hasn't eaten a thing since he heard they were going to have a picnic, so he can win the pie eating contest.

B. A. Trathen, recently from Detroit, has engaged in the retail grocery business at 311 South Burdick street. Mr. Trathen is an experienced grocer and has fitted up a very attractive little store.

The elevator of the Glen B. Kent Co. has been purchased by the W. A. Coombs Milling Co., of Coldwater. Mr. Kent will act as manager of the new concern.

A recent real estate deal gives the ownership of the Rickman Hotel, of this city, and the Arlington Hotel, of Coldwater, to Grant Eaton, who has managed the local hostelry for the past four or five years.

The Sutherland Paper Co., on Lincoln avenue, at a recent meeting of the stockholders, increased its capital stock from \$200,000 to \$500,000.

Frank A. Saville.

It is hard for a man to support a sealskin wife on a muskrat salary.

Bel-Car-Mo

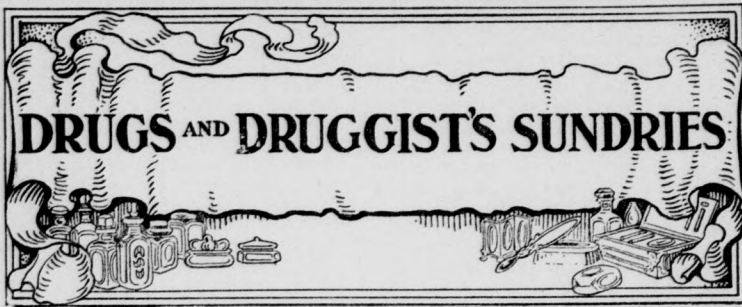
Peanut Butter



8 ounce to 50 lb. tins. The delicious quality that makes friends for the store.

The steady, consistent newspaper advertising of "Bel-Car-Mo" acquants the trade with the value of this elegant Peanut Butter.

Order from your Jobber.



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.

Gathering Places of the Future.

Speculations are frequent these days concerning National prohibition and its probable effects on the welfare of the country. Most of the comments advanced deal with the benefits to be derived from having an abstemious population, trained for greater efficiency and capable of achieving greater ends. Now and again, however, we meet with queries regarding the probable outcome of saloon closing on clubs and gathering places for men, and it is in connection with this latter phase of the subject that the future of soda fountains is closely associated. A recent editorial in one of the popular monthly publications showed considerable interest in the matter, even going so far as to make surmises as to its possible solution. The ideas brought forward were so full of practical suggestion and so rich in food for the fountain man's thought that we are taking the liberty of re-introducing them into the pages of this paper.

"The most natural drift at present in the direction of a pleasant substitute for the saloon is toward the soft-drink bar. The soft drink, we may believe, is only in its infancy. If in a year or two the brewers could do so well in the way of making non-intoxicating substitutes for beer, what will not the Edisons of beverage produce when the demand for harmless and palatable liquids is increased a hundredfold.

"We have had soda and soda-fountains for half a century, but soda is cloying, and the places where it is dispensed lack a number of qualities. It is the sad truth that many soda-water emporiums of the past have not approached first-class bars in cleanliness, service, or comfort. A bartender could not remain in a first-class saloon if he served unpalatable-looking drinks; his glasses must be polished; he and his linen must be immaculate. Death may lurk in the cup, but there has been more danger from delirium tremens than from germs. The installation in a big New York hotel of a fine fountain, architecturally more magnificent than the hotel's barroom, may be an indication of a general plan to attract man to saccharine draughts.

"There is also the possibility of the coffee-house; not in the style of the English coffee-houses of modern times, established by philanthropic

societies for the purpose of attracting the poor man away from his dram-shop, but places which would offer to the former bibber of spirits such congenial atmosphere as existed in the coffee-houses of Dr. Johnson's times and such creature comforts as are found in well-made coffee—a thing unknown in the cheap restaurants.

The only true coffee-houses now in America are those which live on the patronage of men of Eastern origin. These men have never absorbed the American liking for bars and allopathic doses of alcohol. They like coffee and conversation, and sometimes cards, and all of these are to be had cheaply in the coffee-houses. The impatient American, if translated from the saloon to the coffee-houses, would demand better coffee, less conversation, and perhaps no cards at all.

Some genius, or, more likely, a process of evolution, will bring a solution of the imminent problem. The man who is out of his office for the luncheon hour, or is waiting for a train or a friend, will find a place of comfort, warmth, cleanliness, and harmless refreshment. It will bridge the gulf between the very cheap and the very dear restaurants, between the places where a man feels either too poor and hungry or too extravagant and overfed. It will have neither the haste of a soda-fountain nor the slowness of a club; neither the wickedness of the saloon nor the primness of the institution; but all the advantages of each."

Proof That Seeds Breathe Oxygen.

It is easy to demonstrate that germinating seeds take in oxygen and give out carbon dioxide. A score or so of peas are placed in a close-fitting jar with a small amount of moisture. After a while the peas start to germinate, but soon they cease all development, because the oxygen in the jar is exhausted. A single pea in a jar of the same size, however, will develop and grow up into a little plant. There is evidently enough oxygen for the needs of the single specimen.

To prove conclusively that there is no oxygen left in the jar in which the number of seeds germinated, it is only needful to plunge in a burning match. This instantly goes out. The presence of carbon dioxide in this jar is clearly shown by pouring into it lime water and then shaking. The lime water becomes milky in appearance. This would not happen to any extent in a jar in which there had been no germinating seeds.

Advertise The Sanitary Feature.

There is little doubt that a disease like influenza is passed along by means of dishes not properly washed and table utensils transferred too rapidly from one patron to another. You can go into plenty of quick lunch emporiums and get a knife, or fork, or spoon with caked particles of food still adhering to the utensil. This is disgusting in itself and highly dangerous when an epidemic is raging. The trouble is that the attendants behind the scenes are poorly paid, too much rushed, and not properly supervised. Too many of these people are uneducated and do not understand the first principles of sanitary service. Agents of the various Boards of Health are very active in taking cases into court and having fines imposed. This may help and probably does help some, but still conditions are not pleasant to contemplate. At a time like this druggists should exercise the utmost care to see that sanitary conditions at the soda fountain are above reproach. Rigid supervision tells the story. Do not leave things entirely in the hands of a careless boy or irresponsible porter.

All glasses, chinaware, knives, forks and spoons should be carefully cleansed under the rules of the local Board of Health, and dried and polished before being passed along to a new patron. If you are using paper cups and dishes, they should be kept in dust-proof cases, removed a few at a time, and not be allowed to stand around where people can cough over them or handle them. Used cups and tumblers should be gotten out of the way at once, those of glass sent to the wash room and those of paper to the refuse bin. Now is the time to invite attention to your strictly sanitary service, because at this time everybody is thinking of such matters and the dullest customer is likely to be impressed by your efforts. People who are serving milk, tea and coffee in quick lunch establishments must clean up or the business is going to leave them. Some of these people are doing their best, others are not, and not for lack of facilities either.

The future of the soda fountain is brighter than ever before. The bone dry movement is marching along. No matter whether you are for or against it, you can't get away from it, and it is going to bring a tremendous amount of business to the soda counter. Many former saloon men realize this well enough and are getting into line to reap some of the benefit. But druggists have ever been in the van where sanitary service was concerned and now is the time to do a little advertising.

Compound Birch Oil Ointment.

Empyreumatic oil of birch 30 grams
 Calamine 45 grams
 Resin cerate 120 grams
 Zinc oxide ointment 120 grams
 Liquid paraffin 20 grams

This is asserted to be a valuable ointment in the treatment of several skin diseases.

Sparks From the Electric City.

Muskegon, July 29—Alle Tuuk, Third street grocer, is closing out his stock and going into the real estate business. Mr. Tuuk has conducted one of the finest stores in the city for years and while he is to be congratulated upon his success, it is too bad to see such fine stores closed.

The Piston Ring Co. is building a new four-story addition, 130 feet frontage and two blocks long, or almost three-fourths as large as the present factory.

The Continental Motors Co. is filling in about thirty-five acres of old sawmill docks with lake sand, making very valuable land for expanding its plant.

It is estimated that fully 100 houses are being erected in Muskegon Heights at this time.

He sat upon a rock on beautiful Mackinac Island and gazed out into the blue waters of the Straits. Long he sat and dreamed, perchance of youth and love or maybe only love, for youth had flown or still some fair sight rather held his eyes and as he sat a freighter passed along and still he sat unmindful of the coming swell and lo with one fell stroke he was submerged and one good drug salesman had to be dried out from socks to collar. Just ask Steve about this.

John Sharpe, of Big Rapids, has severed his connection with the Hume Grocery Co. and now has several lines he is selling special.

William Lyon, of Hart, is now out with a line of roofing material.

Hesperia and Fremont have the best looking corn fields seen anywhere in Michigan.

A new store and restaurant is being built at the corner of Sanford street and G. R. & I. track, which will cater to the Piston Ring employes.

E. P. Monroe.

Menthol Plaster.

The following is Dietrich's formula for this plaster:

Lead plaster 75 parts
 Yellow wax 10 parts
 Pine tar, purified 5 parts
 Melt together, strain and add
 Menthol 10 grains

After thorough mixing let the mass cool and roll out into sticks.

Always speak to your barber when you meet him on the street. It's about the only time you can get in a word.

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

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

Fieglers

Chocolates

**Package Goods of
 Paramount Quality
 and
 Artistic Design**

Refuse Credit Information To Fake Rating Agencies.

Chicago, July 28—Tradesman readers should be warned to pay no attention to enquiries for credit information from agencies for mail order installment houses.

Anglo-American Insurance Co. of 1045 Tribune Building or Nineteenth street and Albany avenue secure information for Babson Bros. of 2843 West Nineteenth street.

Central Collection and Reference Bureau of 406 Claremont avenue operate for Crofts & Reed of 2333 West Austin avenue, who are located at Austin and Claremont.

Evans Commercial Agency are the credit rating department of the Wheeler Clothing Co., 135 South State. The address of the agency is the same.

"F. W. Babson, Distributor of Edison Phonographs," is another nom de plume sometimes used by Babson Bros.

Archibald M. Hamilton, Attorney, who writes for credit information from Hollywood, Ill., is a department manager for Straus & Schram at 1105 West Thirty-fifth street.

Hollywood White Orpington Poultry Farm is conducted by another employe of Straus & Schram, F. M. Robinson.

Home Lovers' Association, 3506 Gage avenue, is operated by Elmer Richards Co., the address being that of their side door, the company being addressed at 951 West Thirty-fifth street.

The Illinois Mercantile Co. is a subsidiary of Elmer Richards Co.

The Imperial Mercantile Credit Reporting Agency, Gunther Building, Wabash avenue and Harmon Court, are the credit reporters for the Clements Co., a mail order clothing house.

Jackson Character Reporting Agency, Chicago, is a blind that has been used by Straus & Schram, as has the name, Madison Publishing Co.

National Mercantile Agency, Washington and State streets, Chicago, operate for Loftis Bros., mail order jewelers, at the same address.

Knights of the Castle, "home castle" 305 South La Salle street, are maintained by the credit department of Spiegel May Stern, 1061 West Thirty-fifth street.

National Reporter, 1055 West Thirty-fifth street, secure credit information for the same firm and also work with Bernard Mayer & Co., supposedly a subsidiary of Spiegel May Stern.

Retail Merchants' Credit Association is another phase of the credit department of Loftis Bros.

In addition to these blinds, which have been definitely identified and associated with the various concerns, the following named firms are apparently operating the same sort of a game.

American Underwriters Co., 175 North State street. Elrico Assurance Co., supposed to represent Straus & Schram.

Empire Bureau of Records, 5756 Ashland avenue.

International Bureau of Statistics and Information, 833 West Jackson boulevard.

Jones Specialty Co., Cleveland, O. Albert S. George, Karpen Building, American Service Corporation, Douglas Park Station.

Bartley & Chickley Agency, St. Louis, Mo.

Central Credit and Collection Agency, Cleveland, Ohio.

Credit Guide, Merchants' Mercantile Agency, Pittsburg.

Edson Adjustment Association, Cleveland, Ohio.

Globe Refining Co., Cleveland, O. Guardian Mercantile Co., 150 Nassau street, New York City.

Manufacturers' Sales Information Association, Indianapolis.

Metropolitan Bureau of Individual Statistics, Elgin, Ill.

Prudential Collection Association, Cleveland, Ohio.

Provident Reporting and Collection Agency, Chicago.

Prospect Manufacturing Co., Cleveland, Ohio.

Standard Commercial Agency, Milwaukee, Wis.

Thompson-Larson Rating Co., Davenport, Iowa.

Late News From the Cloverland of Michigan.

Sault Ste. Marie, July 29—Hugh Dishneau and James Miller, of Manistique, who recently sold their produce business to the Hewitt Grain and Provision Co., have decided to engage in a similar business in Munising, where they have rented a location.

Free meals at the lumber camps are getting to be a thing of the past. The numerous camps are now charging the men for their meals and giving them a higher wage in return.

"It doesn't require a genius to make trouble or create a disturbance."

Nels Simpson, of the Cornwell Company, entertained the various managers throughout the State at a banquet held at Saginaw on Friday.

Mackinac Island is doing a thriving business this season. The hotels are about filled up and the merchants are reaping a harvest in consequence.

T. A. Leigh, manager of the shipping department of the Cornwell Company here, is nursing a sore hand, which he accidentally cut while shaving.

Mr. Eddy, proprietor of the Eddy food emporium, is making several changes in his main building, installing refrigeration, connecting up the creamery which has recently been installed, making it possible for customers to watch the manufacture of butter, cheese and pasteurizing of milk in the latest sanitary arrangement.

"Convince a man against his will, and you will have to convince him over again to-morrow."

William G. Tapert.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, categorized by Acids, Ammonia, Balsams, Barks, Berries, Extracts, Flowers, Gums, Ice Cream, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures.

GROCERY PRICE CURRENT

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

ADVANCED Canned Apples Bunte's Cocoa Coffee Evaporated Milk Soaps Some Washing Powders Washboards	DECLINED
AMMONIA Arctic Brand 12 oz. 16c, 2 doz. box 2 70 16 oz. 25c, 1 doz. box 1 75 32 oz., 40c, 1 doz. box 2 85	Beans—Canned Red Kidney ... 1 35@1 45 String ... 1 35@2 70 Wax ... 1 35@2 70 Lima ... 1 20@2 35 Red ... 95@1 25
AXLE GREASE Mica, 25 lb. pail ... 1 60	Clam Bouillon Burnham's 7 oz. ... 2 50
BAKED GOODS Loose-Wiles Brands Krispy Crackers ... 18 L. W. Soda Crackers ... 17 L. W. Butter Crackers ... 17 Graham Crackers ... 18 Fig Snt Bar ... 18 L. W. Ginger Snaps ... 17 Honey Girl Plain ... 23 Honey Girl Iced ... 24 Coconut Taffy ... 27 Vanilla Wafer ... 35 Subject to quantity discount.	Corn Country Gentleman ... 1 75 Maine ... 2 00
BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box ... 2 55 Large, 2 doz. box ... 2 70	Hominy Van Camp ... 1 35 Jackson ... 1 20
BREAKFAST FOODS Cracked Wheat, 24-2 ... 4 60 Cream of Wheat ... 7 50 Pillsbury's Best Cer'l ... 2 25 Quaker Puffed Rice ... 4 85 Quaker Puffed Wheat ... 4 30 Quaker Brkfst Biscuit ... 1 90 Quaker Corn Flakes ... 3 00 Ralston ... 4 00 Ralston Branzen ... 2 20 Ralston Food, large ... 3 30 Ralston Food, small ... 2 30 Saxon Wheat Food ... 4 80 Shred Wheat Biscuit ... 4 50 Triscuit, 18 ... 2 25	Lobster 1/4 lb. ... 2 25 1/2 lb. ... 4 00 1 lb. ... 7 50
BROOMS Fancy Parlor, 25 lb. ... 9 00 Parlor, 5 String, 25 lb. ... 8 75 Standard Parlor, 23 lb. ... 8 50 Common, 23 lb. ... 4 25 Special, 23 lb. ... 5 50 Warehouse, 34 lb. ... 9 00	Mackerel Mustard, 1 lb. ... 1 80 Mustard, 2 lb. ... 2 80 Soused, 1 1/2 lb. ... 1 60 Soused, 2 lb. ... 2 75
BUTTER COLOR Dandelion, 25c size ... 2 00	Mushrooms Buttons, 1s, per case ... 1 25
CANDLES Paraffine, 6s ... 17 Paraffine, 12s ... 17 Wicking ... 40	Plums California, No. 3 ... 2 40
CANNED GOODS Apples 3 lb. Standards ... @1 75 No. 10 ... @6 75	Pears in Syrup Michigan ... 1 75 California ... 2 35
Blackberries 2 lb. ... Standard No. 10 ... 14 00	Peas Marrowfat ... 1 75@1 90 Early June ... 1 65@1 90 Early June siftd ... 1 80@2 25
Beans—Baked Brown Beauty No. 2 ... 1 35 Campbell, No. 2 ... 1 50 Fremont, No. 2 ... 1 35 Van Camp, 1/2 lb. ... 75 Van Camp, 1 lb. ... 1 25 Van Camp, 1 1/2 lb. ... 1 60 Van Camp, 2 lb. ... 1 85	Peaches California, No. 2 1/2 ... 4 00 California, No. 1 ... 2 40 Pie, gallons ... 7 50@9 50
	Pineapple Grated, No. 2 ... 3 00 Sliced No. 2 Extra ... 4 00
	Pumpkin Van Camp, No. 3 ... 1 35 Van Camp, No. 10 ... 4 50 Lake Shore, No. 3 ... 1 35 Vesper, No. 10 ... 3 90
	Salmon Warrens, 1 lb. Fall ... 3 65 Warrens, 1/2 lb. Flat ... 2 35 Red Alaska ... 3 25 Med. Red Alaska ... 2 65 Pink Alaska ... 2 10
	Sardines Domestic, 1/4s ... 6 75@8 00 Domestic, 1/2s ... 7 00@8 00 Domestic, 3/4s ... 7 00@8 00 California Soused ... 2 25 California Mustard ... 2 25 California Tomato ... 2 25
	Sauerkraut Hackmuth, No. 3 ... 1 40
	Shrimps Dunbar, 1s doz. ... 1 85 Dunbar, 1 1/2s doz. ... 3 40
	Strawberries Standard ... Fancy ...
	Tomatoes No. 2 ... 1 35@1 60 No. 3 ... 2 00@2 35 No. 10 ... 7 00
	CATSUP Snider's, 8 oz. ... 1 80 Snider's, 16 oz. ... 2 85 Nedro, 10 1/2 oz. ... 1 40
	CHEESE Erick ... 37 Wisconsin Flats ... 36 Longhorn ... 38 Michigan Full Cream ... 35
	CHEWING GUM Adams Black Jack ... 70 Beeman's Pepsin ... 70 Bechnut ... 75 Doblemint ... 70 Flag Spruce ... 70 Juicy Fruit ... 70 Spearmint, Wrigleys ... 70 Yucatan ... 70 Zeno ... 70

COCOANUT 3/8s, 5 lb. case Dunham ... 44 3/8s, 5 lb. case ... 43 3/4s & 1/2s, 15 lb. case ... 43 6 and 12c pkg. in pails ... 47 Bulk, pails ... 30 Bulk, barrels ... 28 24 8 oz. pkgs., per case ... 5 30 48 4 oz. pkgs. per case ... 5 40	Chocolates Assorted Choc. ... 32 Amazon Caramels ... 30 Champion ... 28 Choc. Chips, Eureka ... 35 Klondike Chocolates ... 35 Nabobs ... 35 Nibble Sticks, box ... 2 25 Nut Wafers ... 35 Ocoro Choc. Caramels ... 34 Peanut Clusters ... 40 Quintette ... 32 Regina ... 27	Pails Pop Corn Goods Cracker-Jack Prize ... 5 00 Checkers Prize ... 5 00	Floats No. 1 1/2, per gross ... 1 50 No. 2, per gross ... 1 75 No. 2 1/2, per gross ... 2 25
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Cough Drops Putnam Menthol ... 1 50 Smith Bros. ... 1 50	Hooks—Kirby Size 1-12, per 1,000 ... 84 Size 1-0, per 1,000 ... 96 Size 2-0, per 1,000 ... 1 15 Size 3-0, per 1,000 ... 1 32 Size 4-0, per 1,000 ... 1 65 Size 5-0, per 1,000 ... 1 97
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	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 dop. ... 22 50	Sinkers No. 1, per gross ... 65 No. 2, per gross ... 72 No. 3, per gross ... 85 No. 4, per gross ... 1 10 No. 5, per gross ... 1 45 No. 6, per gross ... 1 85 No. 7, per gross ... 2 30 No. 8, per gross ... 3 33 No. 9, per gross ... 4 67
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	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, specially printed front cover is furnished without charge.	FLAVORING EXTRACTS Jennings D C Brand Pure Vanilla Terpeneless Pure Lemon Per Doz. 7 Dram 15 Cent ... 1 25 1 1/2 Ounce 20 Cent ... 1 80 2 Ounce 35 Cent ... 2 70 2 1/2 Ounce 45 Cent ... 2 85 3 Ounce 45 Cent ... 3 10 4 Ounce 55 Cent ... 5 20 8 Ounce 90 Cent ... 8 65 7 Dram Assorted ... 1 28 1 1/2 Ounce Assorted ... 2 00
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	CREAM OF TARTAR 6 lb. boxes ... 65 3 lb. boxes ... 66	Moore's D U Brand Per Doz. 1 oz. Vanilla 15 Cent ... 1 25 1 1/2 oz. Vanilla 25 Cent ... 2 00 3 oz. Vanilla 35 Cent ... 3 00 1 oz. Lemon 15 Cent ... 1 25 1 1/2 oz. Lemon 25 Cent ... 2 00 3 oz. Lemon 35 Cent ... 3 00
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	DRIED FRUITS Apples Evap'ed, Choice, blk ... 17	FLOUR AND FEED Valley City Milling Co. Lily White ... 12 75 Graham 25 lb. per cwt ... 5 25 Rowena Bolted Meal, 25 lbs., per cwt. ... 5 20 Golden Granulated Meal, 25 lbs., per cwt. ... 5 50 Rowena Pancake 5 lb. per cwt. ... 5 60 Rowena Buckwheat Compound ... 5 60 Rowena Corn Flour, Watson Higgins Milling Co. New Perfection, 1/8s ... 12 65
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Peel Lemon, American ... 30 Orange, American ... 30	Meal Bolted ... 4 80 Golden Granulated ... 5 00
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Raisins Choice S'ded, 1 lb. pkg. ... 13 Fancy S'ded, 1 lb. pkg. ... 15 Thompson Seedless, 1 lb. pkg ... 20 Thompson Seedless, bulk ... 19	Wheat Red ... 2 13 White ... 2 11
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	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	Oats Michigan Carlots ... 84 Less than Carlots ... 88
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Farina 25 1 b. packages ... 2 80 Bulk, per 100 lbs. ...	Carlots Carlots ... 2 12 Less than carlots ... 2 18
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Hominy Pearl, 100 lb. sack ... 4 00	Hay Carlots ... 30 32 Less than carlots ... 32 34
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Macaroni Domestic, 10 lb. box ... 1 10 Domestic, broken bbls. 8 1/2 Skinner's 24s, case 1 37 1/2 Golden Age, 2 doz. ... 1 80 Fould's, 2 doz. ... 1 90	Feed Street Car Feed ... 76 00 No. 1 Corn & Cat Fd. ... 76 00 Cracked Corn ... 80 00 Coarse Corn Meal ... 80 00
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Pearl Barley Chester ... 5 50	Fruit Jars Mason, 1/2 pts., gro. ... 8 00 Mason, pts., per gro. ... 8 20 Mason, qts., per gro. ... 8 60 Mason, 1/2 gal. gro. ... 11 00 Mason, can tops, gro. ... 2 85
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Peas Green, Wisconsin, lb. ... 7 Split, lb. ... 9	GELATINE Cox's, 1 doz. large ... 1 60 Cox's, 1 doz. small ... 1 00 Knox's Sparkling, doz. ... 2 00 Knox's Acidu'd doz. ... 2 10 Minute, 1 doz. ... 1 25 Minute, 3 doz. ... 3 75 Nelson's ... 1 50 Oxford ... 75 Plymouth Rock, Phos. ... 1 55 Plymouth Rock, Plain ... 1 85 Waukesha ... 1 60
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Sago East India ... 15	
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Taploca Pearl, 100 lb. sacks ... 12 Minute, Substitute, 8 oz., 3 doz. ... 3 50	
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	FISHING TACKLE Cotton Lines No. 2, 15 feet ... 1 45 No. 3, 15 feet ... 1 70 No. 4, 15 feet ... 1 85 No. 5, 15 feet ... 2 15 No. 6, 15 feet ... 2 45	
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Linen Lines Small, per 100 yards ... 6 65 Medium, per 100 yards ... 7 25 Large, per 100 yards ... 9 00	
COFFEES ROASTED Rio Common ... 30 Fair ... 31 Choice ... 32 Fancy ... 33	Santos Common ... 38 Fair ... 39 Choice ... 37 Fancy ... 38 Peaberry ... 39	Specialties Auto Kisses (baskets) ... 26 Bonnie Butter Bites ... 32 Butter Cream Corn ... 32 Caramel Bon Bons ... 30 Caramel Croquettes ... 30 Cocoanut Waffles ... 28 Coffy Toffy ... 30 Fudge, Walnut Maple ... 39 Fudge, Walnut Choc. ... 31 Fudge, Choc. Peanut ... 28 Champion Gum Drops ... 25 Raspberry Gum Drops ... 25 Iced Orange Jellies ... 27 Italian Bon Bons ... 37 AA Licorice Drops ... 25 5 lb. box ... 2 25 Lozenges, Pep. ... 26 Lozenges, Pink ... 26 Manchus ... 27 Molasses Kisses, Baskets ... 25 Nut Butter Puffs ... 35	

HIDES AND PELTS

Table listing various hides and pelts such as Green, Cured, Calfskin, and Old Wool with their respective prices.

Wool

Table listing wool types like Unwashed, med., and Unwashed, fine with prices.

HONEY

Table listing honey types like Airline, No. 10, and Airline, No. 25 with prices.

HORSE RADISH

Table listing horse radish per doz. with price.

JELLY

Table listing jelly types like Pure, per pail, and 8 oz., per doz. with prices.

JELLY GLASSES

Table listing jelly glasses with price.

MAPLEINE

Table listing mapleine bottles with prices.

MINCE MEAT

Table listing mince meat cases with prices.

MOLASSES

Table listing molasses types like Fancy Open Kettle and Good with prices.

NUTS—Whole

Table listing various nuts like Almonds, Brazil, and Walnuts with prices.

Shelled

Table listing shelled nuts like Almonds, Peanuts, and Pecans with prices.

OLIVES

Table listing olive products like Bulk, Stuffed, and Olive Chow with prices.

PETROLEUM PRODUCTS

Table listing petroleum products like Perfection, Gas Machine Gasoline, and Atlantic Red Engine with prices.

PICKLES

Table listing pickles like Barrels, Half barrels, and Gherkins with prices.

Sweet Small

Table listing sweet small items like Barrels and Half barrels with prices.

PIPES

Table listing pipes like Clay, No. 215, and Clay, T. D. full count with prices.

PLAYING CARDS

Table listing playing cards like No. 90 Steamboat and No. 808, Bicycle with prices.

POTASH

Table listing potash like Babbitt's, 2 doz. with price.

PROVISIONS

Table listing various provisions like Barreled Pork, Short Cut Clr., and Pig with prices.

Dry Salt Meats

Table listing dry salt meats like S P Bellies with price.

Lard

Table listing lard types like Pure in tierces and Compound Lard with prices.

Smoked Meats

Table listing smoked meats like Hams, 14-16 lb., and Hams, 16-18 lb. with prices.

Sausages

Table listing sausages like Bologna, Liver, and Frankfort with prices.

Beef

Table listing beef types like Boneless and Rump, new with prices.

Pig's Feet

Table listing pig's feet with price.

Tripe

Table listing tripe like Kits, 15 lbs. and 1/4 bbls., 40 lbs. with prices.

Casings

Table listing casings like Hogs, per lb. and Beef, round set with prices.

Uncolored Oleomargarine

Table listing uncolored oleomargarine like Solid Dairy and Country Rolls with prices.

Canned Meats

Table listing canned meats like Red Crown Brand, Corned Beef, and Roast Beef with prices.

RICED

Table listing riced items like Fancy Head and Blue Rose with prices.

ROLLED OATS

Table listing rolled oats like Monarch, bbls. and Steel Cut, 100 lb. sks. with prices.

SALAD DRESSING

Table listing salad dressing like Columbia, 1/2 pints and Durkee's large, 1 doz. with prices.

SALERATUS

Table listing saleratus like Packed 60 lbs. in box and Arm and Hammer with prices.

SAL SODA

Table listing sal soda like Granulated, bbls. and Granulated 100 lbs. cs. with prices.

SALT

Table listing salt like Solar Rock and Common with prices.

SALT FISH

Table listing salt fish like Middles and Tablets, 1 lb. with prices.

Holland Herring

Table listing Holland herring like Standards, bbls. and Y. M., bbls. with prices.

Herring

Table listing herring like K K K K, Norway and 8 lb. pails with prices.

Trout

Table listing trout like No. 1, 100 lbs. and No. 1, 40 lbs. with prices.

Mackerel

Table listing mackerel like Mess, 100 lbs. and Mess, 50 lbs. with prices.

SEEDS

Table listing various seeds like Anise, Canary, Caraway, Cardomon, Celery, Hemp, Mixed Bird, Mustard, Poppy, and Rape with prices.

SHOE BLACKING

Table listing shoe blacking like Handy Box, large and Handy Box, small with prices.

SNUFF

Table listing snuff like Swedish Rapee, 10c 8 for 64 and Swedish Rapee, 1 lb. gls. with prices.

SOAP

Table listing soap like James S. Kirk & Company American Family, 100 7 85 and Jap Rose, 50 cakes with prices.

Table listing soap like Acme, 100 cakes and Big Master, 100 blocks with prices.

Table listing soap like Proctor & Gamble Co. Lenox, 6 oz. and Ivory, 6 oz. with prices.

Swift & Company

Table listing Swift & Company products like Classic, 100 bars, 8 oz. and Swift's Pride, 100 8 oz. with prices.

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.

Scouring Powders

Table listing scouring powders like Sapollo, gross lots and Sapollo, half gro. lots with prices.

Washing Powders

Table listing washing powders like Snow Boy, 100 5c and Snow Boy, 100 14 oz. with prices.

Soap Powders

Table listing soap powders like Johnson's Fine, 48 2 and Johnson's XXX, 100 with prices.

SODA

Table listing soda like Bi Carb. Kegs with price.

SPICES

Whole Spices

Table listing whole spices like Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, and others with prices.

Pure Ground in Bulk

Table listing pure ground spices like Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, and others with prices.

Seasoning

Table listing seasoning like Chili Powder, Celery Salt, Sage, Onion Salt, and others with prices.

STARCH

Table listing starch like Kingsford, 40 lbs. and Muzzy, 48 1 lb. pkgs. with prices.

Kingford

Table listing Kingford Silver Gloss, 40 lb. with price.

Gloss

Table listing gloss like Argo, 48 1 lb. pkgs. and Argo, 12 3 lbs. with prices.

Muzzy

Table listing Muzzy like 48 lb. packages and 16 3lb. packages with prices.

SYRUPS

Table listing syrups like Barrels and Half Barrels with prices.

Blue Karo

Table listing Blue Karo like Blue Karo, No. 1 1/2 and Blue Karo, No. 2 2 dz. with prices.

Pure Cane

Table listing pure cane like Fair and Good with prices.

TABLE SAUCES

Table listing table sauces like Lea & Perrin, large and Lea & Perrin, small with prices.

TEA

Table listing tea like Medium Japan and Choice with prices.

Gunpowder

Table listing gunpowder like Moyune, Medium and Moyune, Choice with prices.

Young Hyson

Table listing Young Hyson like Choice and Fancy with prices.

Oolong

Table listing oolong like Formosa, Medium and Formosa, Choice with prices.

English Breakfast

Table listing English breakfast like Congou, Medium and Congou, Choice with prices.

Ceylon

Table listing Ceylon like Pekoe, Medium and Dr. Pekoe, Choice with prices.

VINEGAR

Table listing vinegar like Cider, Benton Harbor and White Wine, 40 grain with prices.

WOODENWARE

Baskets

Table listing baskets like Bushels, wire band and Bushels, wide band with prices.

Butter Plates

Table listing butter plates like Wire End and 1/2 lb., 250 in crate with prices.

Churns

Table listing churns like Barrel, 5 gal. and Barrel, 10 gal. with prices.

Clothes Pins

Table listing clothes pins like 4 1/2 inch, 5 gross and Cartons, 60 24s. with prices.

Egg Cases

Table listing egg cases like No. 1, Star and No. 2, Star with prices.

Faucets

Table listing faucets like Cork lined, 3 in. and Cork lined, 9 in. with prices.

Mop Sticks

Table listing mop sticks like Trojan spring and Eclipse patent spring with prices.

Pails

Table listing pails like 10 qt. Galvanized and 12 qt. Galvanized with prices.

Toothpicks

Table listing toothpicks like Ideal with price.

Traps

Table listing traps like Mouse, wood, 4 holes and Mouse, wood, 6 holes with prices.

Tubs

Table listing tubs like No. 1 Fibre and No. 2 Fibre with prices.

Washboards

Table listing washboards like Banner Globe and Brass, Single with prices.

Window Cleaners

Table listing window cleaners like 12 in. and 14 in. with prices.

Wood Bowls

Table listing wood bowls like 13 in. Butter and 15 in. Butter with prices.

WRAPPING PAPER

Table listing wrapping paper like Fibre, Manila, white and Fibre, Manila, colored with prices.

YEAST CAKE

Table listing yeast cake like Magic, 3 doz. and Sunlight, 3 doz. with prices.

YEAST-COMPRESSED

Table listing yeast-compensed like Fleischman, per doz. with price.

SPECIAL Price Current

AXLE GREASE

WICKING

Table listing wicking like No. 0, per gross and No. 1, per gross with prices.

WOODENWARE

Baskets

Table listing baskets like Bushels, wire band and Bushels, wide band with prices.

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KITCHEN KLENZER

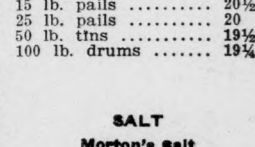


PEANUT BUTTER



SALT

Morton's Salt



PER CASE

Table listing per case prices like 24.2 lbs. and Five case lots with prices.

Helpful Discoveries of One Sales Manager.

The new sales manager, not being familiar with the candy manufacturing and wholesaling business, realized, when he took hold of the selling end of this particular factory that a knowledge of what would sell and how best to sell it required investigation.

He realized that sitting at his desk, writing "ginger" letters, dealing with enthusiasm and generalities, would not really develop the business.

So he made for himself a little territory in the city in which the factory was located, where he spent half of his time. The other half of his time he devoted to making use of the day-to-day, up-to-the-minute facts which he gathered.

To the trade upon whom he called he was simply a new salesman, working the trade at regular intervals. He arranged his territory to include every kind of retail store that handled candy—little grocery stores, confectionery stores, drug stores, cigar stores, stores across the street from schoolhouses—wherever candy was sold.

There were two separate and distinct angles to his outside work, apart from the importance of showing good business to demonstrate to the other men that he knew what he was about. The first thing was to learn what class of goods was selling best. The second was to work so closely with the retailer that the best way for the retailer to sell these goods could be found out and passed on to the entire sales force.

With that idea the outside work was undertaken, but as it progressed it developed many other angles and this sales manager found out a great many things which were not only new to him, but also very valuable to his house.

The first thing it did was to make him "solid" with the force. It is unusual for a sales manager to be from day to day one of the most successful salesmen on the force. Many managers have great records from past years, but here was one who asked his men to come along instead of telling them to go out and "eat 'em alive." This did away with the usual antagonism which results when a new sales manager takes his place among an old sales force. The men could not do less than try to equal his work. Right from the start, therefore, getting out and working a general territory proved the most successful way to spur on the force as a whole. This "by-product," as it were, was the most important result of "hitting the trade."

Another and entirely distinct benefit came as a result of constantly watching to see what kind of candy people wanted—and to note in what quantities it was purchased. For instance, wrapped chewing candy may be taken for illustration. The custom among factories was to make pieces running about sixty to the pound and the price to the dealer was 22 cents a pound. The dealer, against his better judgment, was selling them two for one cent, getting

only 30 cents a pound. Because many of these stores had much trade among children, who insisted on getting two pieces for one cent, the great majority of dealers were handling this candy without fair profit. This condition led the factory to produce a new line of "chews" running seventy-five pieces to the pound, for 25 cents a pound. The pieces were only a trifle smaller and sold just as readily at two for 1 cent. In fact, because the trade could push the sale of this candy, many more were sold at two for 1 cent than in the case of the sixty-count kind. But the dealer now got 37½ cents a pound, which showed him a nice profit, based on a 25-cent cost, while the manufacturer, at but little added expense, got three cents a pound more. Here was an important seller developed into a profitable line, both for the retailer and the manufacturer, as a result of close contact by the sales manager.

In the same way, practically the entire line was remodeled and the house soon became known as a house which had a line which merchandised well. As case after case was discovered and the line made to conform to the interests of the various people who handled the goods, each salesman would get an explanation, properly worked out, of the new way in which the goods were made, with details as to how it would profit the dealer. Naturally, sales jumped tremendously.

The salesmen, instead of calling on their trade in the customary manner, were able to come in each visit with several new ideas, all made to conform to the dealer's requirements. The salesmen were enthused because they had something good to talk about and the dealer was glad to listen because he was hearing about a way to make more money on candy.

The actual store experiences, acquired in a heart-to-heart talk with this small dealer or that one, were taken each day and, in the quiet of the sales office, were threshed out with the superintendent, properly developed and then turned into business-getting candy, which could be

To-day the entire line is sold in this fashion and this factory manages to keep just a little ahead of competition by being the one which usually comes out first with the most marketable lines.

Man for man, the sales force is a better sales force because they have come to look for helpful selling information which they can use to develop business. The weekly bulletins to salesmen (and there are generally eight or ten of them) have very little to say about "ginger" and "determination" and the "do or die" spirit, but they are full of meat and sound facts which the men can use to sell goods. These selling helps, sent out from the house, have so appealed to the salesmen that at the present time a good proportion of the suggestions for new items or for better ways to market old items are coming from the individual men and proper credit is given for this kind of constructive work.

There has been a third and equally important development. In former years, Saturday afternoons used to be meeting times when all salesmen who could possibly get in would be on hand and hold a general loafing and indignation meeting. The credit department would usually be condemned as the greatest crime against the fine art of selling goods.

The sales manager in the field ran into this situation and it hit him squarely. One day he was astonished to find a couple of orders on his desk, marked "Cancelled." He investigated and found that both accounts were behind and the credit department had shut down. If he hadn't been sales manager he would have "gone for" the credit man. As it was, he stopped to think.

A meeting with the credit man on the subject revealed the fact that there were quite a number of orders turned down. The next day, instead of discussing the selling of candy with his customers, he began to talk about credits. He was surprised to find that when a man is off the road for a few years the matter of credits assumes an entirely different appearance. It also proved true that the retailers in some lines of business have a very poor conception of the theory of credits and of the importance of paying up. Conversation on this subject with a score or more of dealers demonstrated the fact that the great majority of small dealers feel that a house which hesitates to carry them after a certain time is not "trusting" them. These dealers feel that a manufacturer who asks for his money when due is afraid he is dealing with dishonest people, and they resent this. The average manufacturer's and jobber's salesman feels the same way about it, unless he has been expressly taught otherwise.

The third discovery this sales manager made when working the trade was that the great majority of retail merchants and the great majority of salesmen do not understand the attitude of the average manufacturer toward credits—also that the average credit man is so close to the technical end of collecting accounts that he overlooks the importance of the right attitude by the salesmen.

It was found that nine retailers out of ten took an entirely different viewpoint and became much more prompt

in payments when they were taught that a factory is not a bank, that when the dealer takes advantage of 1 per cent. cash discount in ten days he is really making 36 per cent. annual interest on his money. When the dealer was shown that insisting on prompt payment was not caused through lack of confidence in the man personally, but that it was the best thing that could happen to him when he was compelled to pay promptly, the hard part of the salesman's work on the collection end was eliminated.

This resulted in the credit man devoting some of his time each day in teaching the sales force the reasonableness of the theory of collections, with the result that as the salesmen began to appreciate the situation they commenced explaining it in its true light to the trade and bad accounts became less and less frequent.

Summing it up the development by this sales manager of a "trial horse" territory resulted in three discoveries which made money for the house: (1) It enabled him to gain the respect and confidence of his men in a way which was conclusive and compelling; (2) it enabled the house to develop its line so that it could give the trade what it ought to have and what it could sell readily and reorder; (3) it brought about a feeling of understanding and co-operation between the credit department and the sales department, which took the sting out of the work of collecting money and enable the house to collect promptly with the minimum of friction, unpleasantness and loss. A. H. Deute.

Must Stir Up the Sheep.

A buyer who grew rather exasperated at not being able to put an order in for the amount of goods he required exclaimed, "When is the buyer going to have his say?" The mill man to whom he addressed the remark replied: "When we can pass our say along to the spinner, and when he can pass it along to the wool man, and when he can pass it along to the wool grower and right down the line to the sheep." He explained that it is just as difficult for the seller to do business with those supplying him as it is for the buyer to get goods from the seller under present conditions.

The inventor of near beer is said to have worn long distance glasses.

FOR FALL

Our line of FALL MERCHANDISE will be ready for inspection next week.

Our salesman will call on you within the next two weeks with a full line of FALL MERCHANDISE.

See our lines before making selections elsewhere.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Dresden Hotel Kitchen in Filthy Condition.

Flint, July 29—City Food Inspector Ed J. Friar on Monday started a little cleanup that affected a hotel, a restaurant and a bakery in the city, besides suspending a farmer for five days for selling milk and also returning a quantity of warm and dirty milk.

The kitchens of the Dresden Hotel and Thompson's restaurant were inspected and orders given in both places to clean up within six hours. This is said to have been the second time that both of these places have been ordered to clean up after repeated cautioning.

F. Hollingsworth, a farmer, was suspended from selling milk in the city for five days because he was found to have it in dirty utensils, and also it was found that he had dirty milk. He was the only farmer suspended, but 175 gallons of warm and dirty milk were returned to various farmers, who were cautioned that another violation would bring them a suspension.

The bakery of S. Alynski, on Industrial avenue, was ordered to close up and remain closed until the place was cleaned up.

Recent Bankruptcy Proceedings.

Grand Rapids, July 29—George W. Ellens, of Muskegon, has filed a petition for adjudication in bankruptcy. The order has been entered and the matter referred to Referee Corwin, but no meeting of creditors has as yet been called. The schedules show liabilities amounting to \$680 and assets amounting to \$1,600, which consists of household goods and homestead and consequently is claimed as exempt. The creditors are as follows: Castenholz Bros., Muskegon \$380.00 S. Steindler, Muskegon 19.00 Peoples Milling Co., Muskegon 185.00 Wolfis Bros., Muskegon 56.00 Albert P. Damm, Muskegon .. 38.00

In the matter of Suliman Sheehan, bankrupt, this city, a special meeting of creditors has been called for August 4, at which time the first report and account of the trustee will be considered and a first dividend declared and ordered paid.

In the matter of Charles H. Kahler, bankrupt, this city, a final meeting of creditors has been called for August 5, at which time the final dividend will be declared.

Start Drive on Tax Collection.

A special drive for the collection of luxury taxes has been announced by the Bureau of Internal Revenue. Instructions have been sent to all collectors by Commissioner Roper to begin a thorough canvass for delinquents who have not been turning in the full amount to which the Government is entitled on the sales of soft drinks, theater admissions, club dues, jewelry, art works, wearing apparel, toilet articles, boats and certain manufacturers' and occupational taxes.

Cities and counties have been divided into zones, and as many members of the field force assigned to the work as can be spared from other duties. Books and records will be examined where the collectors deem it necessary.

"In every case," Mr. Roper said, "warranted by investigation, penalties assessed by law for failure or willful refusal to make returns will be enforced strictly."

BUSINESS WANTS DEPARTMENT

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

A REAL INVESTMENT

Records prove that conservative investors are the greatest money makers. If you are an investor, not a speculator

THIS INVESTMENT WILL INTEREST YOU FIRST PREFERRED STOCK

\$100 Par (until August 1, 1919)

Date of issue July 1, 1919

Security One Thousand Dollars

Quick, tangible assets behind each One Hundred Dollars invested. Interest Eight Per Cent Guaranteed. Payable Quarterly, Oct. 1, Jan. 1, April 1 and July 1, commencing Oct. 1, 1919.

Successful Industrial, producing staple merchandise—sales ahead of production.

If interested address

E. S. SMITH,
P. O. Box 1069
Fort Worth, Texas.

WANTED RANCH—Have fine three story and basement, 66 x 120, brick block in best location in best city in Central Michigan; on main corner; rent roll approximately \$6,000 per annum; will trade for ranch; must be fenced and free from encumbrance and located in the Lower Peninsula. Cooper & Francis, Mt. Pleasant, Michigan. 399

STATE RIGHTS FOR SALE—Device for killing glare in automobile headlights; quick seller. 315 Hamilton Ave., Detroit, Michigan. 400

FOR SALE—CAR CORN PRODUCTS CEREOSE BRAND CORN SUGAR, BOUGHT WHEN RESTRICTIONS WERE ON GRANULATED SUGAR. MAKE US AN OFFER. ADAM-CHRISTIAN COMPANY, RICHMOND, VIRGINIA. 401

HAVING EXHAUSTED OUR TIMBER SUPPLY, we are offering for sale our up-to-date single band mill, including three boilers, two engines and also logging equipment consisting of horses, wagon, harnesses, sleighs, jammers, logging wheels, steam log hauler with sleigh loaders, snow plows and sprinkling tanks, everything to make a modern well equipped outfit. It will pay parties interested to investigate immediately. Mill can be seen in operation until about the twenty-fifth of July. For further particulars enquire of the **HARBOR SPRINGS LUMBER COMPANY, Harbor Springs, Michigan. 402**

For Sale—Grocery, hardware and implement stock invoicing \$15,000, in live town of 1,100. Sell at market price and lease or sell buildings. Two brick buildings, good cellar, elevator, modern fixtures. Sales last year, \$48,000. Selling reason, illness. Address No. 403, care Tradesman. 403

For Sale—Oldest established grocery in city of 6,000. Finest location. Address No. 404, care Michigan Tradesman. 404

For Sale—One store building 40 x 50; one 7-room house; barn 20 x 30; warehouse 50 x 22; elevator 20 x 30; 2 acres land situated on Pere Marquette railroad. Snap at \$2,500. Will also sell stock in store. Albert Morrison, Brunswick, Michigan. 405

FOR SALE—1,000 pounds of nice clean burlap. Address Sanitary Cash Market, Lock Box 117, Junction City, Kansas. 406

FOR SALE—Old established general merchandise business in thriving Minnesota town, doing a profitable business. Stock invoices about \$10,000; can be reduced if necessary. This is a splendid opportunity for anyone wishing to engage in the general merchandise business. Soda fountain (the only one in town) in connection with the store, doing a good business. Store building and fixtures for sale. Store room 56 x 80 feet. Good reasons for selling. If interested, write to **JOSEPH M. LINNEMANN, ST. JOSEPH, MINNESOTA. 407**

PARTNER—With market connections for bearing pecan grove which can be bought cheap. References exchanged. Box 461, Macon, Georgia. 408

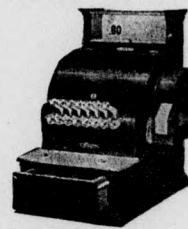
Will Exchange—Detroit automatic scale for floor show case and safe. Have 40 acres Kalkaska land to sell or trade; can use small truck or Ford car. G. A. Johnson, Carlshend, Mich. 409

Will Exchange—Fine summer home and three lots on Macatawa Bay for a good paying business. Address No. 410, care Michigan Tradesman. 410

A REAL MERCHANT (not mere store-keeper) with adequate capital or sufficient financial backing, can learn of one of the best openings in Northeastern Kansas by addressing **George Harman, Valley Falls, Kansas. 411**

FOR SALE—GROCERY AND MARKET; \$10,000; one-half cash; stock and fixtures, \$13,000; \$150,000 yearly business. **H. S. SNYDER, JR., Gary Ind. 283**

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



Vogt's Rebuilt Cash Registers

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

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

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

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

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

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

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

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

For Sale—McCaskey account register, adding machine, cash register, mimeograph, safe and other fixtures at about one-third original cost. **Jos. Weiler, Olney, Illinois. 397**

For Sale—Dry goods, notion and house-furnishing stock and lease. New building with best location in city of 4,800 in Central Michigan. Stock invoices \$9,500, fixtures \$1,000. Will sell, with or without fixtures, at discount if taken at once. Address No. 398, care Michigan Tradesman. 398

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

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

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

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

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

BAKERY For Sale—Fine location; fine trade and chance to increase; Kosicky oven; all modern equipment. A bargain if sold at once. **Albert McMurtrie, Jonesville, Michigan. 389**

For Sale—A first-class hardware stock in city of 5,000, good factory trade and excellent farming country. Located in Central Michigan. Stock will inventory \$8,500. Good reason for selling. Address No. 390, care Michigan Tradesman. 390

WE ARE IN POSITION TO FURNISH several cars pole stock. Send specifications with best offer. **McCARROLL LUMBER CO., LTD., Holden, Livingston Parish, Louisiana. 391**

For Sale—First-class real estate and insurance business, well established and in flourishing condition; poor health, cause for selling. Located in Central Michigan in town of 12,000 inhabitants. Address No. 393, care Michigan Tradesman. 393

WANTED—To represent manufacturers in hardware specialties, experienced and well established in Eastern Pennsylvania. Address **L. W. HAMER, Hazleton, Pennsylvania. 394**

FOR SALE—One Cretor's popcorn and peanut machine, model D, horse drawn, nearly new; all complete. For sale at a bargain; cash or time, to suit purchaser. **I. W. Leach, Petoskey, Michigan. 392**

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

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

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

Bottom Facts From Booming Boyne.

Boyer City, July 29—The firm of Buschert & Leavenworth has been dissolved and Sol Buschert has moved the plumbing stock into the McIntire building, 102 East Main street and will continue the business at that place. By hard work and eminently satisfactory service, "Sol" has had the luck coming his way for a good while back.

The Boyne City Cigar Co. has been obliged to vacate the store room in the Masonic block and will go out of business. Jimmy's place has been a sort of club room for many years and his numerous patrons will be at a loss for a place to drop in for a quiet chat.

They came. They saw. They went away smiling. Who? The State Beekeepers' convention. They came Tuesday. They convented until supper time. Then a bunch of motors took them in hand and scooted them fifty miles around Pine Lake over the best continuous road in Michigan, through the best crops, surrounded by the finest scenery around the prettiest lake. That is what they said, anyway. They came back and listened to the finest band at the best hotel. Wednesday morning they convented some more and in the afternoon went to see the best apairies. They went away in the evening, vowing that individually and severally they would count the days until they will come again—next summer. For they said they were coming. Sure, come right along, the more the merrier, and we'll have some fun with you.

It is rumored that F. M. Wenzel, tailor, will occupy the store vacated by the Boyne City Cigar Co. with his tailor shop and stock of haberdashery—that means shirts and collars and neckties and things. Fred has built up such a trade that his little old shop is beginning to "swell wisely." So he is going to move out before it explodes entirely, like McGregor's pig.

F. D. Thompson is moving his men's furnishing and clothing stock into the Zimmerman building, on Water street, which will make a fine place for Mr. Thompson's stock. Frank held the job of food administrator during the very trying (to him) days of our National Hooverizing. Just the connection between clothing and groceries is rather obscure, but he administered the duties of his office with a minimum of friction and a maximum of efficiency.

The work of paving, projected this spring, is progressing very favorably and the Council has added one block—River to Water on Park—to the season's programme. The consolidation of the water, sewer and street commissioner's work has resulted in very decided saving in installing this year's street improvements. Maxy.

Will Not Tolerate Further Laxness in Settlements.

Washington, D. C., July 28—Congressman Carl E. Mapes has drawn my attention to your letter to him dated July 21, 1919, together with enclosures, referring to two cases in which express claims have not been promptly paid.

For your information, I enclose herewith copy of letter which I am writing to Congressman Mapes in this matter.

The claim to which Grant H. Otis refers is apparently a claim against the old American Express Company and hence is not subject to the jurisdiction of the United States Railroad Administration. Nevertheless, I am taking up the matter with the officers of the American Express Company to see whether the prompt disposition of this claim cannot be effected.

The other claim which is referred to in the editorial headed "A Mockery of Words" is apparently against the American Railway Express Company. If you will let me know the name and address of the "Eastern

Michigan merchant" referred to in this editorial, I shall be glad to take up the matter promptly with George C. Taylor, President of the American Railway Express Company, and to see whether I cannot be of assistance in securing the prompt settlement of this claim.

While a number of the old express companies have been rather slow in settling their claims, it has been my experience with the present American Railway Express Company that its officers are trying hard to make prompt disposition of claims against that company. Max Thelen, Director United States Railroad Administration.

The letter to Congressman Mapes, referred to above, is as follows:

Washington, D. C., July 28—I desire to acknowledge receipts of your letter of the 25th instant enclosing copy of letter dated July 21, 1919, to yourself from E. A. Stowe of Grand Rapids, Michigan, and also two newspaper clippings, referring to allged dilatoriness in the payment of express claims.

One of the claims to which reference is made is against the American Express Company. This claim arose while the old express companies were operating independently and before the Federal Government assumed charge of express operations. This claim is a matter over which the United States Railroad Administration has no jurisdiction. It is a matter between the claimant and the corporate officers who are winding up the business of the American Express Company. In connection with a number of similar claims, I have heretofore been advised that the American Express Company has disposed of nearly all claims against the company. I am to-day drawing this particular claim to the attention of the officers of the American Express Company and am asking that they do whatever they can to make prompt disposition thereof.

The other claim arose subsequent to the exercise of control by the Railroad Administration over express operations. I am drawing this claim to the attention of George C. Taylor, President of the American Railway Express Company, and am asking him to have its disposition expedited.

I am glad to note that in one of these newspaper clippings full credit is given to the United States Railroad Administration for its present prompt adjustment of claims. Every effort is being made by the Railroad Administration to dispose of these claims promptly and a campaign is under way on all railroad systems to clean up the accumulated claims and thereafter to remove the causes, in so far as possible, of claims.

When the express matters which you have drawn to my attention have been disposed of, I shall be glad to advise you further. Max Thelen.

Hide and Wool Market.

The hide market is higher and excited. The demand is mainly for light hides which can take the place of calf skins.

The wool market is quiet. No one seems to be able to explain why this condition should prevail.

Corn Syrup—The market remains firm with light supplies and an active demand. Orders are booked subject to invoicing at prices prevailing at date of shipment only.

William Goldring succeeds B. Gerber in the grocery business at 2126 Wealthy street.

The Hackett Motor Car Co. has removed its offices from Jackson to Burlingame.

Semi-Annual Convention Dry Goods Salesmen.

The semi-annual convention of the business builders of the Grand Rapids Dry Goods Co. is being held at the office of the company this week, during which time the salesmen are all in and checking up their lines and securing the new lines and additional information regarding the lines for fall 1919 and spring 1920.

A banquet was tendered them by the company on Tuesday, July 29, at 5:30 p. m. There were present the following:

E. A. Stowe.
F. J. Neuman.
C. J. Smith.
Fred Doyle.
L. D. Bovee.
F. W. Johnson.
Tim Temple.
R. Pfeffer.
Guy W. Rouse.
C. S. Simkins.
R. Bosscher.
J. B. Hagle.
John Boon.
W. H. Goodfellow.
L. J. Collins.
L. Pylman.
C. J. Farley.
F. J. Seibel.
H. C. Ude.
H. Duyser.
S. McBain.
P. J. Behan.
J. T. Bookey.

Mr. C. S. Simkins introduced Mr. F. J. Seibel, who presented the Manager, Mr. Farley, with a very beautiful diamond ring as an appreciation from the men of his willing and enthusiastic co-operation with them. Mr. Farley acted as toastmaster and introduced the President, Mr. Stowe, who gave a short but interesting address as to his appreciation of the high character of the men connected with the company and the wonderful results attained in the last few months. Mr. McBain made a very witty talk in his inimitable Scotch way. Mr. Duyser brought down the house with his comedy. Mr. Temple told the men of his desire to co-operate to make this the biggest dry goods house in the Central West. Mr. Bovee sang for the gathering, with Mr. Hagle presiding at the piano. Mr. Rouse delivered a very timely address on the necessity for good citizenship and the need for such men as these to stand together and be the steadying influence for the up-building of the community.

The arrangements for the dinner were made by F. J. Neuman and each one present was presented with a gold ever-sharp pencil as a place card. After the dinner and talks all adjourned to Ramona theater, where they attended the show. After the show they went to the dance at the Casino, where several of the young ladies of the company were there to meet them and each one was presented with a box of candy and a flower. After the dance everyone went home, all feeling that the party was a big success.

Manufacturing Matters.

Detroit—The Michigan Nut Butter Co. has been incorporated with an

authorized capital stock of \$25,000, all of which has been subscribed and \$5,000 paid in in cash.

Saginaw—The Lenmar Manufacturing Co. has voted to increase its capitalization from \$25,000 to \$200,000 and will build and manufacture talking machine booths. M. A. Carpell late of the Herzog Art Furniture Co., is with the Lenmar Co. as sales manager.

Holland—The Holland Canning Co. is one of twenty canning companies in Michigan that have adopted the National canning inspection service. This is a step in sanitation that is expected to have a great influence on the canning industry in Michigan in the future.

Pontiac—The Oakland Motor Car Co. is producing more cars than at any time in the history of the concern, according to figures of the production department. There are now 265 chassis being turned out daily and 2,275 men are engaged in factory labor alone.

Detroit—The Cutlip & Raybould Manufacturing Co. has been organized to manufacture and sell vehicle bodies, parts, accessories, etc., with an authorized capital stock of \$10,000, of which amount \$5,200 has been subscribed and paid in, \$2,200 in cash and \$3,000 in property.

Detroit—The Sunbeam Products Corporation has been organized to manufacture and sell carbon remover, metal polish, hand soap, etc., with an authorized capital stock of \$7,000, of which amount \$3,500 has been subscribed and paid in, \$3,000 in cash and \$500 in property.

Brubaker Breaks Out Again.

Mears, July 29—Just to let you know I am alive and, of course, kicking. Could not write as you requested regarding doings of traveling men during their vacations, as every darn one of them stayed at home and got acquainted with their respective wives. The only one who really made his vacation worth while is a certain party who put in his two weeks brewing home made beer. I won't tell on him, as the beer is due to be ripe now and I expect to pay him a visit.

Say, Stowe, is anyone running the Poor Marquette R. R. now? I ordered a car of Lily White flour, that even the best crooks use. It was to be here sure Saturday morning. The company sent their best and hand-somest demonstrator and a live wire salesman to assist me, but the Poor Marquette failed us. Here it is 2:33 Tuesday afternoon in the land of Mears and not a bit of D— Lily White flour in sight. (D— stands for Delightful, not delivered). Imagine my feelings when a farmer quits his busy work to drive ten miles after a barrel of flour and I got yet none. Were it not for my sweet angelic disposition, I would chase this delay to its head and tell the proper party quite a few choice things. Chronic Kicker.

H. U. Biggar, Secretary and Treasurer of the Northrop, Robertson & Carrier Co., Lansing, was in town yesterday. Mr. Biggar was for many years Secretary of the Michigan Wholesale Grocers' Association.

Sugar Syrups—Demand keeps well in advance of the supply and there is consequently a very strong tone to the market.

Assets \$3,999,500.00



Insurance in Force \$35,000,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

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RANSOM E. OLDS
Chairman of Board

RELL S. WILSON
Sec'y
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Treas.

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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.

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)

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U. S. A.

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.

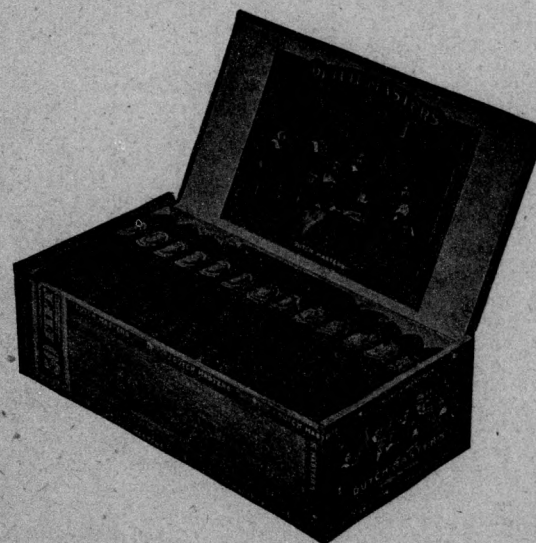
RED CROWN Ready-to-Serve Meats are a mighty good line—a trade-winning line.

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

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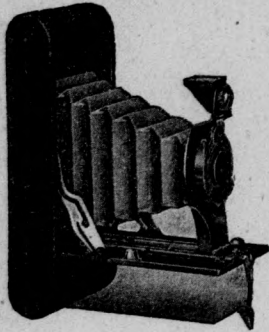
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Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
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Another Popular Premium



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

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

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

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

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

HOW MUCH DOES IT COST?

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

Let us tell you more about it.

Hinkle-Leadstone Co.

180 N. Wabash Ave.

Chicago, Illinois

The War's Biggest Lesson

The lesson of the war is, "Don't waste."

The war taught us that wastefulness is a crime even in times of peace and plenty. Thousands of Americans will hereafter demand the whole wheat in all wheat products.

Shredded Wheat

is a real whole wheat food, made of the entire wheat grain, nothing added, nothing taken away. The same Shredded Wheat you have always sold—clean, pure, wholesome, nutritious. You should now be able to supply the normal demand for this product. All war restrictions have been removed.

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

Judson Grocer Co.

Wholesale Distributors

of

Pure Food Products

Grand Rapids, Michigan

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.