

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 3, 1919

Number 1876

Citizens Mutual Automobile Insurance Co.

When the accident happens—and accidents will happen to all of us! What will you do?

Of course, you didn't mean to—no one ever means to have an automobile accident, but they come to good drivers and bad drivers alike,—a child darts out from back of a wagon, or roller-skates out in front of you—You try to stop, but too late—she is under your machine.

Will you add to the anguish of that moment by the knowledge that you are in no way financially able to do all you should for the person injured?

Then, there are the thousand and one minor accidents which WILL happen that destroy the property of another person. The courts say that the auto owner guilty MUST PAY every dollar of the damage—what if you ran into a \$6,000 limousine and wrecked it? Such things are possible to YOU, because they are happening to other auto owners just like you every day.

OUR STANDARD POLICY IS WRITTEN FOR FIRE, THEFT AND LIABILITY!

At a cost of One Dollar for the policy and 25c per horse power you can be insured against all of these calamities which are liable to happen to your automobile.

And you can be insured at this low cost in Michigan's pioneer and today the world's largest automobile mutual insurance company.

YOU SHARE YOUR RISK WITH 46,000 OTHER AUTO-OWNERS!

We do not like to present ugly pictures of calamity, but they become necessary to drive your attention today to the need of auto insurance.

Don't drive another day and risk it!

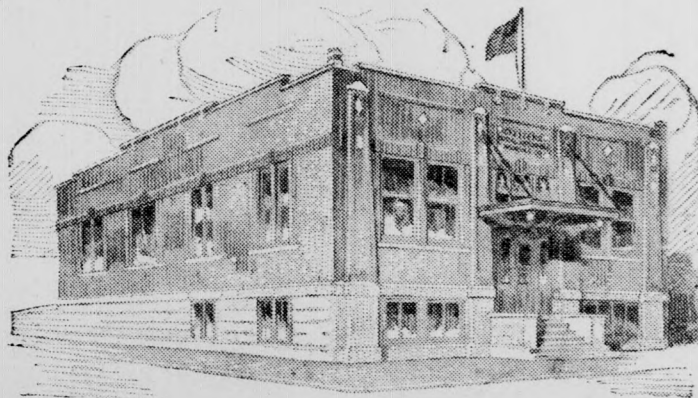
Write us, giving only the name and model of your car for full information which we will place in your hands without any cost or obligation to you.

WM. E. ROBB, Secretary,

CITIZENS' MUTUAL AUTO INSURANCE CO.

Michigan's Pioneer and Largest Mutual Auto Insurance Company in the World

HOWELL



MICHIGAN

Sell More Bread

Have you a reproduction of The Fleischmann Co. bread advertisement which appears monthly in The Ladies Home Journal?

If not, ask the Fleischmann representative for one to-day.

Place it conspicuously in your window.

Increased bread sales will result.

THE FLEISCHMANN COMPANY
Fleischmann's Yeast Fleischmann's Service

CANDY The Universal FOOD

Who's Candy?

"Double A"

Putnam's



CANDY

Made by

Putnam Factory Grand Rapids, Michigan

DIAMOND CRYSTAL

*The Salt
that's all salt.*

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

THE BIG IDEA in RED CROWN



Ready-to-Serve Meats

IF you were to ask us "what's the big idea in "RED CROWN Ready-to-Serve Meats?" we would answer in one word—"QUALITY!" What we mean by this is that when, about ten years ago, we founded the ACME PACKING COMPANY we had an idea that a very extensive demand could be built up for "RED CROWN" Ready-to-Serve Meats if we used only the best materials—and properly prepared them.

We have remained steadfast to this idea—and it has proven a tremendous success as is attested by the popularity, throughout the United States, of "RED CROWN" Ready-to-Serve Meats.

24 Varieties

ACME PACKING COMPANY
CHICAGO

SNOW BOY Washing Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$5.85—5 boxes FREE, Net \$4.87
10 boxes @ 5.90—2 boxes FREE, Net 4.91
5 boxes @ 5.95—1 box FREE, Net 4.95
2½ boxes @ 6.00—½ box FREE, Net 5.00

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

Yours very truly,

DEAL 1925

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



MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 3, 1919

Number 1876

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.

Two dollars per year, if paid strictly
in advance.

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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.

WHERE THE TROUBLE LIES.

There is but one remedy to overcome a scarcity, and it is a scarcity which we face, and this remedy is extraordinary production in order to catch up with the world's need for the necessities of life. To bring this about there can be but one doctor, the whole Nation bent upon the one common purpose of restoring production, and upon this all thought should be centered.

In other nations the "High Cost of Living" is a greater burden than with us. Italy, where it is felt very keenly, has succeeded in inducing many of its workers to work an extra hour a day in order to stimulate production. Germany, which still rules her bloody butchers with an iron hand, is forced by dire necessity to install a 10 hour working day to stave off partial starvation and bring about a restoration of her normal economic status.

Lloyd George, in a notable address in Parliament, puts his finger also on the real cause of Great Britain's economic disturbance; the lack of production—and he fortifies his arguments with conclusive illustrations. He cites that the coal production in Great Britain has this year fallen 70,000,000 tons below what it was previous to the war, despite the fact that 30,000 more miners are now employed and despite the increased labor one ton of coal now sells for more than double its pre-war cost.

There is where the trouble lies. Labor insists upon shorter hours and increased wages, with the inevitable result of a corresponding shortage of output and this shortage falls more keenly on the world now because of the shortage of human hands to toil. The British premier could not have driven home the truth with greater force than when he stated:

One of the arguments in favor of reducing the number of working hours was that the reduction in time would not involve a reduction in output. There has been a substantial re-

duction in the hours of labor and it has been found that the output has been reduced almost in the same mathematical proportion.

The British Premier has stated the truth with characteristic boldness. Reason and facts will justify his contention. Labor itself in its insistence upon shorter hours, is only adding itself as a victim of the abnormal conditions against which it is most insistent in railing. It cannot see that every hour it takes from normal labor automatically increases its own cost of living and to such an extent that even the increased wages cannot keep pace with it.

ANTISEPTIC TO DISCONTENT.

Among the reasons given for low morale in the army, nothing is said of the reflex from the civilian world with its endless tales of high prices and strikes for still higher. The general staff has under consideration a plan for competitive drills, games and entertainments. This might help a little but not much, for the chief source of soldier discontent is to be found in the query of which he cannot rid his mind: what is it all for? What am I producing. Keeping up morale over in Europe after the armistice was signed was a much easier task than it will be here. One way to do it would be to demobilize more men. Work is an antiseptic to discontent. Another would be to put the army vocational schools into practice with the same enthusiasm with which they are discussed on paper. And another would be to employ soldiers at gainful tasks. If there is one good reason why soldiers could not be allowed to engage in what might be called extra-garrison work, many who are not soldiers would like to know what it is.

M. D. Crane, whose general stock was totally destroyed by fire Aug. 29, has re-engaged in business temporarily in the hotel building, using the meat market as a location for his grocery stock and utilizing the former saloon as a location for his dry goods and shoe stock. The Grand Rapids Dry Goods Co. furnished the dry goods, the Grand Rapids Shoe & Rubber Co. the shoes and Rademaker & Dooge the groceries. Mr. Crane will shortly begin the erection of a new store building, 28 x 86 feet in dimensions, two stories high. He will use hollow tile and put in a plate glass front. Mr. Crane's loss was about \$16,000, partially covered by \$10,500 insurance, mostly in sterling mutual companies, which ensures him a prompt adjustment of his loss.

The average man thinks a satisfactory income is about twice what he is making.

PRICES HEADED DOWNWARD.

There is hardly any line of business in which attention is not now being focused on the efforts to reduce prices from their admittedly inflated levels. It is conceded, however, that official enactments or prosecutions can of themselves accomplish comparatively little to bring about the result aimed at. A much more potent weapon is the publicity which the agitation is producing and which will become more effective as the costs of production and distribution of various commodities is made more widely known. For the present, the disposition continues for one factor in the chain of merchandising to put the blame on another, but the responsibility will be more clearly fixed as investigations proceed. The fair price committees are helping a little in this direction, and some positive results are already apparent. One thing accomplished is beyond peradventure. This is that an end has been put to the tendency to increase the prices of things to eat and to wear. No more talk is heard of the \$100 ready-to-wear suits or of the \$25 a pair shoes, with intimations of still further increases to act as a spur to immediate and excessive buying. The public is being educated up to the point of knowing how prices have been boosted and are likely to rebel against being further exploited. Such a frame of mind is a danger signal which producers and traders long ago found it advisable to heed.

It is the belief of the Attorney General of the United States that a decided drop in prices will occur within the coming ninety days. This conviction, which is shared by President Wilson, was given as a reason for not acceding to certain demands for increased wages by railway workers. Any increase in labor costs is bound to be reflected in advanced prices of commodities, and usually to a greater extent than the higher wages warrant. A familiar and often cited, instance is that of the coal miners. When they would receive an advance of 10 cents per ton, the price to consumers would be promptly raised 50 cents. Workingmen are beginning to understand this, as was shown by the formal statement of the locomotive engineers and others some time ago when they urged lower prices of necessities instead of an advanced wage scale. But certain producers have not yet got over the habit of trying to justify the exaction of inordinate profits by the pretense that this is wholly due to the exactions of labor. The other day the shoe workers at a convention in New York City made emphatic denial that the wages they

were getting were responsible for the high price of shoes. And, not long ago, Joseph Daoust told the Canadian shoe retailers that the labor cost increase in that country was insignificant as compared to the rise in the cost of shoes. He said that 20 to 35 cents a pair represented the increase in the wages of boot and shoemakers since last fall and that from 50 to 75 cents a pair represented the increase in wages of workers in tanneries and shoe factories combined. Detailed figures of this kind, instead of percentages, might help clarify the situation in this country as to other things than shoes.

New Man at the Head.

The officers of the Grand Rapids Wholesale Grocery Co. have been having the books and accounts of the corporation audited and have discovered so many irregularities that they have concluded to make a change in the management, retiring Mr. Rothermel and replacing him with Frank T. Marty as manager. Mr. Marty is President of the corporation and has been actively connected with the house since the inception of the undertaking. He is a member of the retail grocery house of Marty, Wise & Co., Allegan, and has been connected with the retail grocery business twenty years in one location.

Other changes in the working plans of the organization are under consideration by the board of directors.

Warns Members On Fat Standard.

Secretary Alvin S. Dunbar, of Michigan Association of Creamery Owners and Managers has sent out the following August bulletin to members:

"The Federal Government is still seizing butter which is under 80 per cent. fat and I wish to again warn the members of the Michigan Association that they can hardly expect consideration for a bill to be introduced in Congress which gives us a definite fat standard to work to unless they are at present living up to this 80 per cent. fat standard. Be sure that there is less than 16 per cent. moisture in your butter and you will be safe."

The closed shop and the recognition of the union are the worst things for the workers ever invented because they put a club in the hands of the crafty union leader or business agent to use over the heads of the worker in coercing him into submission to the mandates of the union, which means "scale" for the local or district union boss. Any man who advocates the closed shop is a dangerous man in a community and a bad citizen in a free country.

A lawyer doesn't know everything, as he thinks you think he does.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 2—The city druggists were the guests of the Rysdale Candy Co. and the Johnson Cigar Co. at Port Sheldon Aug. 21. This annual picnic has proven to be a great help in the way of a get-together feeling and good fellowship, with plenty of good sports and lots of eats. This makes one feel as if his worst competitor was his best friend. The line of march was out Bridge street, over the Bridge street ferry, twenty autos carrying seventy-five druggists. The procession made a very imposing spectacle. George A. Rysdale and Walter Gray had charge of the sports. The indoor ball game was won by Glen Preston's team by the score of 21 to 13. The prize was a box of Dutch Masters. Pitching quoits was won by the all star team of Tim Johnson and Glen Preston. A box of Dutch Masters to each was the prize. Chef Frank Smith called dinner at 1 p. m. sharp, with every one doing their duty as grand table finishers. Music was furnished by John De, to the accompaniment of the Dutch quartet. Swimming in the big lake was the special attraction, every one going in but E. D. Delamaeter. On account of sore feet, he could not make the grade. Returning to the city at about 7 p. m. everyone's expression was some fine time.

L. W. Harris, of Norvell, has recently opened up another general store, making this two stores for this hustling little Englishman. Mrs. Harris is making a short visit at her mother's home in the Southeast part of England. L. W. went as far as Toronto, Canada, with his wife, so the life of a bachelor would be shortened before her return. This is the first time Mrs. Harris has returned to her home during her marriage.

Mrs. Lewis S. Smith, of Howell, is making her daughter, Mrs. A. F. Rockwell, a short visit of one week.

Guy Pfander's smiling face was seen in Jackson this past week. Guy is still with the Detroit Free Press. Everything is like pie and honey for Guy—nothing to do but work. Guy—nothing to do but work.

Harry Wilcox's hayen is the hotels during storms, forgetting customer and business. Harry was some tickled boy when he arrived at the hotel in Jackson this past week during a heavy electric storm. His time was a little less than nothing during the entire trip. Any one not believing with Harry on this storm question can go where the woodbine twineth.

A man never knows beforehand what a woman will do. Neither does a woman.

Don't forget No. 151 is due; also regular meeting of No. 131 Saturday, Sept. 6, at 7:30 sharp.

The Cox Grocer Co., formerly of Ionia street, is now running one of the most up-to-date and best looking grocery stores in Lowell. This gives Lowell an insight of the way first-class grocery stores are run and, from all appearances, this is now the trading center of Lowell.

The Union Monarch Laundry at Oskaloosa, Iowa, has a simple solution of the High Cost of Everything: It charges you 25 cents for washing your blessed pajamas, and then rubber-stamps across the slip: "10 per cent. added to cover increased cost of labor, soap and other supplies." Here is a solution of the whole vexed question now agitating the Nation: All the rest of us need to do is to rubber-stamp our groceries or our drugs "10 per cent. added because of the increased cost of laundry," and day's at the dawn, all's well with the world.

There would be no need to worry about the money the street carnival takes out of town if it brought anything in.

The altitude of Monroe, Neb., is 1,500 feet above sea level, and we

suppose it is even higher than that now on account of the war.

L. E. Stranahan.

Live Notes From a Live Town.

Owosso, Aug. 31—From the number of people who were not at church this morning we surmise that they were either behind the barn or in their garage decorating a float for to-morrow parade. Should this apprehension prove correct, to-morrow will have the largest and most gorgeous labor day parade ever exhibited in our city. All we need now for a general good blowout is good weather. Owosso will do the rest.

E. D. Horne, Owosso grocer—of the city market—has taken his half brother in partnership and the concern is now Horne & Love. As both gentlemen are old time grocermen with lots of pep this is already the leading grocery in the city.

Fred Hanifan's new home is nearing completion and in style of architecture and modern convenience it is a gem. It has that wide cornice effect with large brackets and a gabled porch projecting under the shade of a couple of magnificent maples. Only two things are lacking that we could notice. One is a cupola and the other a mortgage, neither of which were included in the plans and specification. Not when Fred does the figuring.

I. B. Kinney & Son are putting a plate glass front in their store at Perrinton. This, added to other improvements made during the summer, makes the place one of the most up-to-date and convenient stores in Central Michigan. The location of the Libby, McNeil & Libby condensary at this point gives Perrinton a punch that place it in the front row.

The U. C. T. picnic, which is usually held about Aug. 12, was postponed until the first Saturday in September. Everybody come and bring

a watermelon or a ham. After considerable discussion it was decided to hold this annual event at the same place as usual, McCurdy Park. J. D. Royce, who has in the past generously furnished the ice and also the lemons, made a motion that it be held in some shady spot on the Yukon river. Members having no means of transportation excepting ford autos promptly voted the proposition down.

A. D. Chase, who has been trying to utilize a few days of his vacation to cut down the H. C. L., has spent several afternoons on the banks of the Shiawassee River, below the creamery, fishing. He reports an extremely good catch of abnormal sizes and his excuse for not bringing any home is the water is so oily and the fish so slippery that he lost every consarned fish trying to get 'em off the hook.

Our little hamlet is this week infested with the annual round-up of county fair, horse races and carnival, interspersed with aeroplane exhibits, movies and the thrilling drama of Peck's Bad Boy, with the accent on the bad, these events to be immediately followed by a Chautauqua of a week's duration. If we ever arise from the ashes of these tumultuous invasions and get both feet on the ground at the same time, we, no doubt, in a measure will feel that we have not lived in vain.

Honest Grocerman.

Just Like Iron.

"My dear sir," said the salesman, courteously, as he handed the customer his package and no change. "you will find that your suit will wear like iron."

And sure enough it did. The man hadn't worn it two months when it began to look rusty.



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

Barney says—

*I am leaving for a vacation during the next few months,
but everything is in such good shape that the Company will
continue to be "the prompt shippers" while I am gone.*

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

Further Facts About Michigan Shoe Dealers' Convention.

Saginaw, Sept. 2—It is claimed by the boys in Michigan, that their State Association was the first organized in the country, it having been put across in Detroit in 1905. They regard their leadership along this line of State organization to be considerable honor, and in honor of fact, they have this year put forth every effort in their power to make the 1919 convention the largest State convention that has ever taken place in the country.

If advance notices are anything to be judged by, we fully believe that Michigan will take her place at the head of the line. The threat of the Michigan men has been that this year's convention, from the viewpoint of efficiency, attendance and exhibitions, will set a mark for all State conventions to shoot at. We believe that they are going to fulfill their threat. The following facts, as proof of what they expect to accomplish, will give some idea of the exact proportions the Michigan convention will assume:

First, there will be approximately one hundred firms showing their lines at the convention.

Second, the attendance of retailers from the State is expected to be about eight hundred to a thousand.

Third, the style show, directly connected with the convention, as an entertainment feature for the guests, will, undoubtedly, rank among the first class of style shows ever been attempted.

It may be of interest to have us bring forward the various systems that have been used in this attendance which is anticipated. First, personal cards and letters have gone forward to every retailer in Michigan from the officers of the State Association, soliciting the attendance. Second, a number of wholesalers and factory lines have placed at the behest of the committees in charge of the convention advertising matter on the outside of their envelopes, which have gone forward to all of their customers, throughout the State. Third, the Saginaw Board of Commerce, working in conjunction with the convention committee, has sent out return post cards, the original and return stub, both of which bear the file number of the dealer to whom it is sent. The return stub, carries all information relative to the room reservations, date of arrival, number of guests, etc., that the retailer, attending the convention desires. From this return post card, a list is compiled which is checked upon the arrival of the retailers and thus a complete list of everyone in attendance, where he is located, his room number and complete details, are assimilated, and upon this basis, the information bureau, for the benefit of the traveling men, as well as the retailers, will be organized.

Relative to entertainment features during the convention, there will be a number of very unique ideas in force. With respect to the talks, which will take place at the luncheon period of each day, between the hours of 11:30 and 2 o'clock, the committees have been very fortunate in securing an array of the best talkers and the largest men associated directly and indirectly with the shoe trade.

Dwelling more particularly upon the style show, which will be housed in the Auditorium, which has a seating capacity of fifty-seven hundred people, we desire to say that the organization and the process of presentation to the public, in itself is a distinct revelation. It is needless to say that the decorations which will cover twelve city blocks of streets as well as those at the Hotel Bancroft, convention headquarters, and at the Style Show, will be extravagant to a fault.

Another distinct departure from ordinary convention procedure will

be in force, and we anticipate the most satisfactory results; this departure being the following out of the idea, that each and every phase of the convention activities should be confined to its own particular period, namely, the convention business, proper, will open at 9 o'clock a. m. and continue until 11 o'clock. From 11 to 11:30, arrangements for noon luncheon will be made and during that half hour, a "get acquainted" period will command attention. From 11:30 until 2 o'clock, all talks and discussions on the vital subjects of the day's most mutual interests will have the floor. From 2:30 until 6 o'clock nothing will interfere with the activities of the traveling men; in fact, the whole arrangement, supported by number of details which we have not sufficient space to describe, are instituted with the hope of assisting the traveling men to carry on business most efficiently.

During the evening of Monday, Sept. 8, a stag jazz entertainment is afforded. On Tuesday afternoon the style show will be for the benefit of ladies only and there will be shown—nothing but lingerie and boudoir lines. After the show Tuesday evening, September 9, a grand ball will take place. On Wednesday evening a banquet will be the leading feature and will close the programme, of what we believe will have been the most astoundingly successful retail shoe dealers' convention ever attempted.

We urge everyone to make a special effort to attend this convention inasmuch as at no time in the history of the shoe business in all its phases, has there been more need of each individual being particularly acquainted with some of the problems which are about to confront him during the ensuing year.

F. W. Adams,
General Chairman.

Sparks From the Electric City.

Muskegon, Sept. 2—E. L. Gonyer, of Middleville, has sold his garage to W. Loomis, of Hastings, who took possession Sept. 1. Mr. and Mrs. Conyer will spend the winter in California.

Albert Cohen, doing business at Jackson under the style of the Jackson Tire and Supply Co., is closing out his stock and will travel several Southern States for the Oildag Co., of Port Huron.

Ray Gibson, of Nashville, is selling his stock of auto accessories and will go to Lansing.

The Michigan Washing Machine Co., of Muskegon Heights, has let the contract for a large addition to its factory.

While driving into Mears lately we picked up Swift Lathers, editor of the Mears News, who informed us he now has 2,000 subscribers. Must have had the Chronic Kicker out canvassing for him, as the later won fame and fortune (?) in a contest for a now deceased morning paper some years ago.

We are much pleased at the little article Gabby Gleanings gives us regarding our love for cigarettes. We do not want a law passed forbidding their use. What we advocate is an individual smoke consumer; in fact, we want the cuss to keep his stink all to himself. Yes, we can still also tell bear stories.

What gets our nanny is to have a man rave about the beauties of Grand Rapids as a home town find out finally that he lives in Wyoming Park and see him deliberately register as living in Detroit.

Rudyard shipped 2,500 cars of hay last year or 275,000 tons.

E. P. Monroe.

Quit Selling Sugar.

Falmouth, Sept. 2—Will some one tell me how to pay \$10.54 for sugar, plus the drayage, and allow for

shrinkage and overweight, and meet the necessary expenses of doing business while selling same at 11 cents per pound and come out even?

The expenses are advertising, poor accounts, clothing, drayage, dues, fixtures, fuel, freight, insurance, ice, light, water, living, licenses, oil,

phone, papers, postage, rent, switch fees, claims, damaged goods, bad eggs, poor butter, taxes, washing laundry, clerk hire, delivery expense and miscellaneous items which are not mentioned.

My answer is, Quit selling sugar!
J. W. Aldrich.

"The Show Window of Michigan"

West Michigan State Fair

Grand Rapids

Sept 15, 16, 17, 18, 19

Michigan's most complete agricultural, horticultural and live stock show.

No one can realize the tremendous strides of Michigan farming endeavor until he has visited this great fair.

Sept. 16, 17, 18 the management will present

Lieut. Ormer Locklear

in his greatest of all death-defying acts

CHANGING PLANES IN MID AIR!

The Locklear Company will put on five thrilling acts every afternoon of the three days.

REDUCED RATES ON ALL MICHIGAN RAILROADS

DWINELL-WRIGHT CO.'S

White House



Coffee and Teas



Uniform In Highest Quality

With the "war" as an excuse, too many—far too many—food products changed their character completely; and have evidently forgotten (?) to change back again to normal, now that the excuse (?) has become a very poor joke.

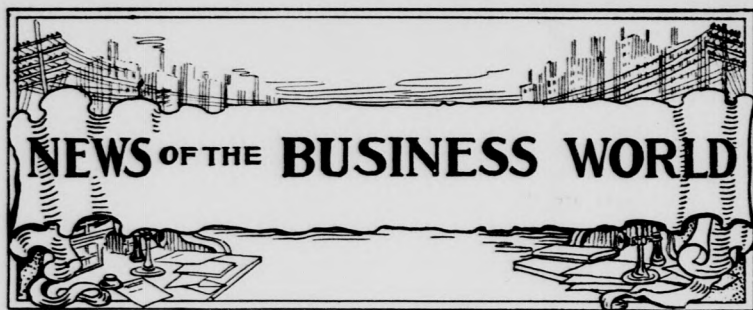
There's where the "WHITE HOUSE" Coffee and Tea Rises Superior to many other competing brands—for they have not departed one single iota from the original standard of superlative excellence adopted when they were first placed on the market.

Because the public KNOWS that, it TRUSTS THE "WHITE HOUSE" Coffee and Tea, and will purchase them MORE FREELY THAN EVER.

Distributed at Wholesale by

LEE & CADY

DETROIT, BAY CITY, SAGINAW AND KALAMAZOO



Movement of Merchants.

Alto—E. G. Ferney succeeds M. T. LaMonte & Co. in general trade.

Portage—Schippers and Haninga succeed Pike and Gage in general trade.

Lansing—Louise Bailey succeeds Bailey and Bailey in the grocery business.

Boyer City—Lester C. Fox succeeds O. R. Johnson in the grocery and dry goods business.

Lowell—Bennett & Sons succeed Arthur Clark in the garage and automobile supply business.

Freeport—C. S. Sisk succeeds Miss Della Perkins in the drug business. Mr. Sisk hails from Indianapolis.

Caledonia—The Caledonia Farmers' Elevator Co. has increased its capital stock from \$30,000 to \$50,000.

Flint—Hamady Bros., dealers in groceries and meats, have increased their capital stock from \$10,000 to \$100,000.

Oakley—The Oakley Elevator Co. has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, and \$5,000 paid in in cash.

Jackson—The Jackson State Savings Bank is building an addition to its bank building on Mechanic street, which when completed will give it a frontage of 132 feet.

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

Adrian—Fuller's Shoe Market has been organized with an authorized capital stock of \$6,000, of which amount \$4,000 has been subscribed and \$3,400 paid in in cash.

Lansing—Miss Theodora Arnesen, of Chicago, has engaged in the millinery business in the Porter apartments, under the style of the Ben Ton Hat Shop.

Lansing—J. P. Tallmadge has sold his stock of men's furnishing goods at 117 South Washington avenue to William H. Judd, who has taken immediate possession.

Freeland—Fire completely destroyed the grain elevator of the People's Grain Co., Aug. 28, entailing a loss of about \$70,000, which was partially covered by insurance.

Lansing—The Standard Lumber and Supply Co. has been organized with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Lowell—F. E. Perkins has returned from Ovid, where he has spent the past four years and purchased the grocery stock of George Shaw, taking immediate possession.

Detroit—The Economy Tool Salvage Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$2,000 paid in in cash.

St. Johns—E. I. Hull & Son are remodeling the store building adjoining their own, which they recently purchased to enable them to add to their stock of undertaking and furniture.

Detroit—The Weisman Motor Sales Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in, \$9,500 in cash and \$500 in property.

Niles—The Michigan Mushroom Co. has been organized to raise and sell mushroom spawn, mushrooms, etc., with an authorized capital stock of \$100,000, all of which has been subscribed, and \$80,000 paid in in cash.

Owosso—The employees of the Ann Arbor Railroad have formed a stock company and will open a co-operative grocery store at 114 West Exchange street as soon as the store building can be remodeled and fitted up.

Detroit—The Marshall Co. has been organized to conduct a retail women and children's ready-to-wear clothing store, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Detroit—The Electric Way Appliance Co. has been organized to conduct a wholesale and retail electric appliance and fixture business, with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,050 paid in in cash.

Paw Paw—George W. Longweil, one of the most prominent business men of the village, died last week at the age of 87 years. He had been a resident of this place since 1840 and had been associated with the larger interests of the community. Two sons and a daughter survive.

Shepherd—E. C. Wilson has merged his grocery business into a stock company under the style of the E. C. Wilson Co., with an authorized capital stock of \$5,000 of which amount \$4,200 has been subscribed and paid in in property. The company will add lines of crockery and glass ware to its stock.

Lansing—James O'Connor is remodeling the basement of the O'Connor block at the corner of Washington avenue and Ottawa street and will occupy it with a complete stock of children's clothing and furnishing goods in connection with his men's furnishing goods and clothing store.

Jackson—Jackson's oldest known business man will retire from his

present firm Sept. 15. T. E. Howard, of Howard & Keebler, wholesale grocers, has announced his decision to sever his active business affiliations on that date. However, with his son, M. Howard expects to form a new wholesale tobacco house, to be located in the remodeled Stowell hotel building.

Central Lake—George Fisk, the well-known hardware dealer of this village, was killed in an automobile wreck near Merrill. Mr. Fisk and his wife left here Aug. 17 for Flint, where they were going for a visit with Mr. Fisk's parents. The machine was found in a ditch alongside the road with the body of Mr. Fisk, whose neck was broken and throat and face badly lacerated as the result of being thrown through the windshield.

Manufacturing Matters.

Cheboygan—Louis Casper has purchased the bakery of F. H. Eiler.

Brighton—Theo. Leonard succeeds Geo. Conrad in the baking business.

Portland—Clark & Clark succeed Clark & Whitney in the baking business.

Detroit—The Peninsular Chemical Co. has changed its name to the Pen-slar Co.

Grand Haven—The Panhard Motors Co. has changed its name to the Hamilton Motors Co.

Jackson—The Hewlett-Lammers-Vining Co. has changed its name to the Hewlett-Lammers Co.

Detroit—The Wolverine Truck-Trailer Co. has increased its capital stock from \$1,000 to \$200,000.

Detroit—The Hutchins Car Roofing Co. has increased its capitalization from \$250,000 to \$300,000.

Addison—M. F. McConnell, of Adrian, is to start a canning factory here within the next few weeks.

Alma—The Northern Wheel Co. expects to have its plant completed and the machinery installed by Dec. 1.

Marine City—The Marine City Iron Works has added another blast furnace and has decided upon a further addition to its plant.

Mount Pleasant—C. H. Twist is erecting a modern baking plant on Washington street, which will be ready for use about Sept. 1.

Felch—The Breen-Felch Milling Co. has been incorporated with an authorized capital stock of \$10,000, \$5,520 of which has been subscribed and \$1,570 paid in in cash.

Detroit—The Ackwel Products Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Menominee—The Signal Electric Manufacturing Co. has been organized with an authorized capital stock of \$150,000, of which amount \$100,000 has been subscribed and \$25,000 paid in in cash.

Cheboygan—Schwartz Bros. & Co. are installing wood-working machinery in their plant and will begin shortly to manufacture the Brazel snow plow. A warehouse has been obtained.

Detroit—The American Steel Products, Inc., has been organized to manufacture and sell iron and steel goods, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Saginaw—The Flack-Pennell Supply Co. has been organized to manufacture and sell tools, machinery and elevator supplies, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$9,000 paid in in property.

Ann Arbor—The King-Secley Corporation has been organized to manufacture and sell tools, instruments and metal products, with an authorized capital stock of \$50,000, of which amount \$40,000 has been subscribed and \$5,000 paid in in cash.

Battle Creek—The Battle Creek Corset Co. has been organized to manufacture and sell corsets and corset accessories, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$12,525 paid in in cash.

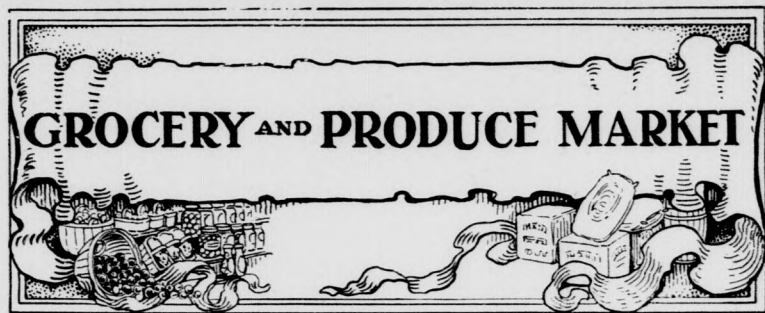
Detroit—The Germain Manufacturing Co. has been organized to manufacture and sell vending machines and conduct a general manufacturing and mercantile business, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$1,000 paid in in cash and \$5,000 in property.

Cadillac—John P. Wilcox is now President of the Cummer Manufacturing Co.; George R. Wilcox has become Secretary and Treasurer, and Gale R. Wheeler, Vice-President and superintendent. New interests have taken over the holding of the Cummer heirs in the company, but the name of the concern will not be changed.

Niles—T. W. Ready, who is credited with owning the largest establishment for the production of capsules for coloring, has taken over the Bliss building, paying \$16,000, which is said to be the highest price paid for a piece of property in Niles in years. It is reported that Mr. Ready intends to add to his plant's capacity, as production has not been able to keep pace with the demand. Some idea of the size of the business is found in the statement that during the war the Ready factories carried in stock 200,000,000 capsules.

M. D. Girard, the Pentwater merchant, was in town Tuesday on his way home from Camp Coldwell, N. J., where he attended the National Rifle Shoot from Aug. 4 to 30. Only eleven out of seventy-seven teams (1,700 men) beat his score as marksman on a 100 yard range. The object of the gathering was to stimulate interest in the organization of shooting clubs all over the country for the purpose of developing sharp shooting among the people to utilize in the vent of another war with Germany, which the War Department evidently anticipates is not far in the future.

Ira M. Smith, who is now general salesman for the Burnham, Munger & Root Co., wholesale dry goods dealers of Kansas City, is spending his midsummer vacation in this city.



Review of the Produce Market.

Apples—Wolf River, \$2@2.25; Wealthy, \$1.75@2.
 Bananas—\$8 per 100 lbs.
 Beets—\$1 per bu.
 Butter—Local dealers hold fancy creamery at 54c in tubs and 55c in prints. Jobbers pay 45c for No. 1 dairy in jars and 40c for packing stock.
 Cabbage—Home grown command 85c per bu. or \$2.75 per bbl.
 Carrots—\$1 per bu.
 Celery—40c per bunch; jumbo 60c.
 Cocoanuts—\$1.40 per doz. or \$10.50 per sack of 100.
 Cucumbers—40c per doz. for No. 1 and 35c for No. 2.
 Garlic—60c per lb.
 Grapes—California Malagas, \$4 per case; Moore's Early, \$3.25 per doz. for 4 lb. baskets; Concord, 32c per 7 lb. basket; Concord bulk, \$2.75 per bu.; \$1.50 per 1/2 bu.
 Eggs—Local jobbers are paying 43c for candled, fresh, loss off, including cases.
 Green Corn—25c per doz.
 Green Onions—20c per doz.
 Honey Dew Melons—\$3.25 per crate for either 6 or 8.
 Lemons—California, \$7 for choice and \$7.50 for fancy; Verdillas, \$9 per box.
 Lettuce—Home grown head, \$1.25 per bu.; garden grown leaf, \$1 per bu.
 Onions—California, \$4.50 per 100 lb. sack; Louisville, \$3.75 per 100 lb. sack; Walla Walla, \$4 per 100 lb. sack; home grown, \$2.75 per bu.
 Oranges—Late Valencias, \$6@6.50; Sunkist Valencias, \$6.25@6.75.
 Osage Melons—\$2.25 per bu.
 Peaches—Virginia Elbertas, \$4.25 per bu.; White Globe, \$2.75 per bu.; Michigan Prolific, \$4 per bu.; Michigan Elberta, \$4.50 per bu.
 Peppers—Red, 35c per doz.; Green, \$1.50 per bu.
 Pears—California Bartletts, \$4.50 per box; Clapp's Favorite, \$3 per bu.; Bartlett, \$3.50 per bu.
 Pieplant—5c per pound.
 Pickling Stock—Cukes, 20c per 100 or \$3 per bu.; little white onions, \$2 per 20 lb. box.
 Plums—\$3.25 per box for California; Green Gages, \$3.25; Guis, \$2; Bradshaw, \$3; Lombards, \$2.75.
 Potatoes—Home grown, \$2.40 per bu.; Jersey Giants, \$7 per 150 lb. sack.
 Radishes—Home grown 10c per doz. bunches.
 String Beans—\$2 per bu.
 Sweet Potatoes—\$2.75 per hamper or \$7 per bbl. for Virginia.
 Tomatoes—Home grown, 85c per 1/2 bu. basket; \$1.50 per bu.; Green, \$1.15 per bu.

Water Melons—40@50c apiece for Missouri.

Wax Beans—Home grown command \$2 per bu.

The Grocery Market.

Just now the merchants are not very friendly to the Raisin Association. They believe that for the first time in its dealings with them it has not played fair and that for that reason prices are 4c above the regular basic price standard of crop and fair profit to the growers.

It is the understanding that a representative of the company went around to induce the buyers in this territory to stick with the Association and that by doing so they got stung as to prices, when they could have bought lower from the independents.

The Raisin Association has always stood by its agreements, say the wholesalers, but this year they cannot see any two ways about it, except that they are going to have to pay much more than is justified by the big crop and a fair profit thereon to the producer that he is entitled to.

Some of the dealers have been writing the Associated Raisin Co. and these letters have a distinct smell of what might pass for sulphur they are so full of spirit and prophecy as to what will result to any organization that follows practices charged to this group of distributors for 1919.

There seems to be no law covering the case, so the dealer is paying the price and waiting to see what the comeback will be. Naturally the consumer is the goat.

W. S. Priebe, butter and egg representative of the Federal food administration during the war, says that Government reports show there are 18 per cent. more eggs in storage but consumption of eggs is 23 per cent. greater than last year at this time. This is due to appeal of the Government to substitute eggs for meat and because average eggs reaching market are more palatable than last year.

"Let's not be scared," said Mr. Priebe. "Let's handle our business as economically as we can. We are performing a public service; let's serve the public as well as we can."

Sugar—Continued improvement is noted in the sugar market, owing to the very large arrivals of raw supplies at United States Atlantic ports, and it is stated that there are a large number of steamers now loading at Cuban ports which will be hurried forward. The export embargo on refined sugar continues and it is said arrangements have

been made with the Royal Commission to distribute their shipments of the balance of their raw sugar being refined here over four months, instead of the next two months, as originally scheduled. While Cuban holders are freely offering the new crop at \$6.50 f. o. b. Cuba, American refiners are showing no interest at the present time and less interest is being shown by European buyers, although the latter are believed to have contracted for upward of 100,000 tons—January to March shipment.

Tea—Up to and including August 22 shipments from Formosa were 50,000 half chests, compared with shipments of 240,000 half chests for the same period a year ago. This, together with the fact that a considerable spot business was put through last week in old Formosas, might indicate that Formosas would be much stronger after the holidays. Cables received intimate a lower market generally for Japans. It is estimated that the crop of Japans for this present season will be 27,000,000 to 30,000,000 at the most. Basket fired teas will remain very scarce and extremely high. During the past week cables from Ceylon show that the market has touched the highest point in its history. This in connection with the price of rupees makes standard orange pekoes bought in Ceylon at the moment cost about 48c c. i. f. New York. There was very little business doing at the close of the week, but all prices hold steady.

Canned Fruits—While the market for all canned goods is quiet and there is no very important business, canned fruits are moving in a moderate way at about 5 per cent. over the opening. Prices are considered too high for the domestic market, but holders are pretty steady, looking for a re-opening of foreign markets when the present exchange situation improves.

Canned Vegetables—The market is rather quiet but some price tendencies show. Southern tomatoes reported extremely short in crop and high in price, and \$2 or more for 3s is discussed in the trade as probable. The Government stocks at Baltimore have been distributed, and spot prices are high at \$1.35 for 2s, \$1.87 1/2 for 3s; \$6.75 for 10s. Peas have been so scarce that they have cut only a small figure. New pack corn in coming in, and in some quarters lower prices are forecast. Southern is quoted at \$1.35 on the spot, and extra standard Ohio at \$1.31; common Southern was offered at \$1.16 f. o. b. Maryland.

Dried Fruits—There is little interest and little activity. There is a fairly active small jobbing trade in spot raisins at prices previously quoted. Association prune contracts are available at 1 1/2c over, possibly at 1c over, although no specific offers at this lower figure are reported. Some export buyers are understood to be getting out, while others are getting in, and paying 2c over for the privilege. Apricots lag, but Southern new crop on the spot is selling in a jobbing way. Washington apples, extra choice, were offered yesterday at 23 1/2c Coast.

Corn Syrup—Orders are booked only subject to prices in effect at date of shipment.

Molasses—Demand is somewhat greater and prices firm with the promise of cooler weather near.

Sugar Syrups—The market is somewhat higher; everything is well taken.

Cider Vinegar—Delay by manufacturers is causing shortage in cider vinegar. Sliced beef in glass is also a delayed article at the factory.

Fruit Jars—Notwithstanding the sugar shortage, indicating minimum use of sugar or the cold pack process for putting up vegetables, etc., the demand for fruit jars is tremendous. The dealers have been able to supply the trade to date in these goods. The demand includes spices.

Olives—California's crop looks in fine condition. In ten years the output has increased 400 per cent. and yet the demand is ahead of the supply. About 1,500,000 trees are bearing. Of the fruit 60 per cent. is made into oil, leaving about 1,000,000 pickled olives as against 800,000 into oil.

Paper—The general trend of prices in this market is still upward, due to heavy and increasing demands at a time when the mills, already taxed to capacity, are reluctant to take on any more business. Newsprint is now commanding \$5.15 for transient rolls and is obtainable with difficulty at that figure. The contract price, however, under Government control remains at \$3.75. Book and wrapping are exceedingly strong, with an early advance in prospect. There is no change in tissue, but under existing conditions of supply and demand higher prices in the near future are considered to be not improbable. Limited supplies and a good demand keep prices for board on a firm basis.

Canned Fish—Opening prices f. o. m. coast 1919 pack Alaska salmon have been made by one of the largest packers, as follows: Reds, talls, \$3.35; last year, \$2.35; reds, flats, \$3.50; reds halves, \$2.25. Medium red, talls, \$3.00, last year, \$2.25; flats, \$3.15; halves, \$2. Pinks, talls, \$2.25, last year \$1.65; flats, \$2.40. Chums, talls, \$2.15, last year, \$1.60, flats, \$2.30; halves, \$1.25. No new business is being accepted. Deliveries on s. a. p. orders. Prorating will be about 35 per cent. on tall reds; about 65 per cent. on tall pinks; in full on other sizes and grades. Another packer has named the same prices, and will make about 30 per cent. deliveries.

Back Home Again.

Frank J. Comstock, who resigned his position as city salesman for the National Grocer Co. to take a similar position with a Chicago wholesale grocery house, has returned to his former connection. An experience of one week convinced Mr. Comstock that the cost of transportation and the delay in shipment and transit of staples present an effectual embargo on Chicago wholesale grocery houses doing much business in Grand Rapids.

J. V. Murphy succeeds Elbert Holmes in the grocery business at 1130 Division avenue South.

DANGER OF THE HOUR.**Nation Cowers Under Shadow of Great Menace.**

Grandville, Sept. 2.—Since the close of the world war new life seems to pervade many industries which at one time seemed in a moribund condition.

The greatest boost has been given the business of farming. That the agricultural project is worthy of the best consideration of the most able minds in our country goes without saying. It is to be the greatest business proposition of the future and is to employ the active thinking of the best intellect of the age.

Business farming.

No longer will the country be content with slipshod, haphazard methods of the past in agricultural pursuits. There are openings along agricultural and horticultural lines which appeal to the ambitious desires of the rising generation. The great men of the future and the biggest statesman are to come from the farm.

The legal profession has had in the past a monopoly of the big positions dealt out to the aspiring men of the land. Behind all this the farm has been content to stand, upholding lawyer statesmen in the halls of a Congress which makes laws for every agriculturist to follow. Class legislation has, in great measure, dominated the age in which we live, but such law-making isn't the right kind, nor should it be allowed to continue to the detriment of one class as against another.

The farmers themselves have been as prone to seek this sort of legislation as have any other class of people. Some of this has been carried through; also legislation favoring labor organizations to the detriment of the public good. We want none of either—simply a direct and honest effort to establish proper relations between all the people without regard to the class or the size of the pocketbook.

When farming is recognized as one of the principal business institutions of the country then will it take its proper place among the industries of the Nation. It will have equal rights with labor unions, Wall Street brokers and steel manufacturers. Legislation for the whole people without regard to any one class as against another must come if this republic is to stand, and the outlook, despite present day race riots, strikes and lockouts, is most promising. One of the encouraging signs of the times is the organization of the American Legion with young Theodore Roosevelt as the guiding star.

This is wholly a patriotic organization, non-partisan, devoted wholly to the interests of genuine Americanism. It is this spirit of Americanism which must rule in this country regardless of the different propagandas put forth in the interest of semi-foreign organizations. The late war has taught America a much-needed lesson which will have a tendency to keep us in the straight and narrow path of nationalism, wholly American with a big A.

The business of farming is what calls for more than passing notice. It no longer sits at the feet of the politician accepting the few crumbs which are doled out to subject peoples. Instead, conditions are such as to magnify the work of the tillers of the soil, and the time is almost at hand when the owner of a few hundred acres of land will be of the real, although untitled, nobility of the Nation.

Even now the farmer holds in the hollow of his hand the future destiny of the Nation. Everything depends on him. He is the great I am of all that goes to make for the future prosperity of the United States.

There is profit as well as pleasure in this farming business. We usually speak of manufacturing, mer-

cantiling, banking, lumbering, rail-roading and the like as "business." Farming has not been classed in the same category. The time is here right now when, as a business proposition, farming tops them all. It cannot be denied that from the soil in the shape of foodstuffs and raiment come all that makes for the existence of the human family. It is often a pet desire of the city man of business to connect himself with a farm. This sort of property is safer than any bank. Neither fire nor water can dissolve it. The foundation of all business rests on the land.

A man who owned 80 acres of rich Illinois soil desired a change of location. The land brought him \$200 per acre. With this money he migrated to central Michigan investing his cash in farming lands at \$50 per acre. He lived here twelve years on the 320 acres bought by the money he had received for the Illinois eighty. The rise in land prices were such as to decide our farmer to make another change. He sold out on the basis of \$150 per acre. With this snug fortune he went to the Northern part of the State buying lands at \$40 which gave him a large landed estate. That change was made fifteen years ago. Farming lands around him have trebled in price during these fifteen years and our farmer is now rated a wealthy man, all of which was the result of a little forethought and quiet speculation honestly carried out. No money in farming! That is an exploded idea. None but underwits talk that way these days.

The danger of the present hour is underproduction.

Before this the Nation cowers in the shadow of a great menace. Farming has been sadly neglected in the general scramble for sudden riches in the city. The great opportunities of this age lie in the untilled farming lands of the Nation, more especially those of West Michigan. Right under the nose of the grumbler over conditions lie some of the best farming lands in the State. These lands can be bought at reasonable figures, yet lay fallow, or are growing up to wildwood products of benefit to nobody under the sun.

Were the writer young again he would not hesitate to take the plunge and identify himself with some of this idle land the fertility of which has been tested to the satisfaction of as good farmers as ever the State produced.

This underproduction talk is not for effect, neither is it a bogey invented to frighten children and greenhorns. Instead it is a serious warning which, unless heeded, may bring a long train of suffering and hardship to our people. The war brought about much that was effective for the production of bumper crops throughout the country. With the war over, the farmers are in danger of falling back into an attitude of indifference as to the needs of the Nation, now more pressing than while the war continued.

Scarcity of help has hindered more during the last few months than in all the years of war. The unwarranted boost in wages has drained the country of nearly all its working young men, leaving the farmer to shift for himself. The average age of the men on the farms is said to be above fifty years. This in itself is enough to alarm our people and set them thinking.

The man on the farm has no fear as to himself and his immediate family. They can live off the products of a one-man worked farm, but what of the busy throngs in the city who must be fed? There's the rub, and a most important rub it is, whatever the shallow-minded may say on the subject.

The farm of this country must be made to produce to capacity or there will be bread riots and famine



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all over the land. Of what use are big wages with nothing in the market place to buy? Like the man lost on a desert island, with his pockets full of gold, he cannot eat the gold, the shine of which serves only to whet his appetite for food and render him an easier prey to starvation.

The mad hazard of the young man who rushes to the city to grasp after the big wage, while farms without number lie beneath the sun and rain of the harvest unworked, is something to give serious minded folk cause for deep unrest. This under-production danger is the one great problem that confronts the American people to-day.

With the urban population increasing by leaps and bounds while that of the rural district is at a standstill, or worse, going backward in places, is the one great menace that is exorcising the minds of the wisest and most thoughtful men of the time. It is an intricate problem, the solving of which will require the best efforts of all our people.

Old Timer.

The Awful Profiteering Grocer.

Mears Sept. 2—Who is the guy who robs the people right and left, the same one who daily is accused of theft; who is always on the beat, everyone he tries to cheat? The grocer.

Who is the guy who turns this old world upside down, and who true and surely does the people brown; who is never on the level, is a brother of the devil? The grocer.

Whose fault is it the cost of living is so high? Who is to blame, that, poor humans, starve and die? Who is classed with Kaiser Bill (This is the most bitter pill)? The grocer.

Now, I suppose the recent great world's war isn't laid to dirty Germans any more. Just lay it on the grocer. Does he deny it, no sir. It was the grocer.

Who buys a new model auto every day and strews gold along the great white way? The same old son of a gun, doing as he's always done—the grocer.

How does this robber gather rolls of stolen pelf, not by daily marking

up the goods upon his shelf? You think by force he takes it? No, by selling sugar, he makes it. The grocer.

This robber, buys his sugar, if he's lucky to find any, then starts to figure if he can make a dishonest penny. He pays eleven fifty-four and

adds the freight up to his store—the awful grocer.

And here the robber starts his profiteering. Electrocute the scoundrel without a hearing. He sells it at 12 cents per pound. Ain't he a yellow hound—the robbing grocer. Chronic Kicker.

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GERMANY STILL UNLICKED.

The trend of events since the close of the world war goes to show that the German nation is unlicked.

With a population of 68,000,000 still intact, why should they feel in a despairing mood? France, cut down to 35,000,000 stands as a cringing child, fearing for her very life. The blood and iron of the Teutonic race has not felt the jolt and crush of war as have all those other nations in opposition. Even though the Allies won a glorious victory, there is not a German town in ruins, no German farmsteads swept with the beam of fire, as have been the plains of France and Belgium.

To the victors belong the spoils.

What are the spoils? A few German colonies in the Far South seas, a few warships sunk by German hands. With nothing to show for their victory the late Entente Allies sit around a table and bandy words, while the most brutal nation in Europe, composed solely of dastards, is quietly girding up her loins for a renewal of the struggle to dominate Europe in the near future.

These nearly seventy million Germans, well housed, beginning again to till their rich acres, to set the wheels of factories and mills running, are feeling very far from dejected over the outcome of the war they launched upon almost defenseless Europe five years ago.

The suffering and devastation of that awful struggle lie with the victors, not with the supposedly conquered. Never in all her history has Germany been as strong and defiant in spirit as she is to-day, less than one year after the armistice which concluded the warfare.

Already has America forgotten the hatred that the insolence and murder of the Teuton provoked in every American breast. Germany was to be ostracised forever after the war. Nobody would countenance her supremacy among nations of the earth, it was declared. What are the facts? We are already making plans for a renewal of commercial relations with that despised and hated country. The steel industries of the Fatherland are again coming into their own. It is said that German steel is already in the market in competition with that of the United States and that our own steel manufacturers have been underbid in the open market by those of Germany.

The people of Germany do not realize they lost the war. Not one among the people will acknowledge that German arms were defeated, and they have good reason to believe this. When the Allied forces came to within striking distance of Germany's border the Teuton overlords called a truce. Hostilities ceased and blood was not shed within the borders of the Fatherland.

None of the suffering and dangers that had saturated other lands with gore came across the storied Rhine. A truce was agreed upon. Germany decided it best to throw up the sponge for a brief rest, making no sacrifices other than the fortunes of war had doled out to her on the battlefield of her enemies. Not a rood of her own soil desecrated. All the devastation and wreck of cities, homes and lives of wives and babes sac-

rificed falling to their enemies, none to Germany.

The German nation has come through five years of desecrating war intact, so far as the homeland is concerned. She lost men in battle, but so did her enemies. With the national domain unscathed, with all her farms and firesides undesecrated by the hand of the despoiler, she cannot but help feeling, when she looks out upon the lands of the enemy laid waste by her ruthless soldiery, that Germany and not France, England and Italy won the victory in the war.

With thousands of murders proven against the Germans, not one is cited to appear for punishment. Why? Because the Teuton is still in the saddle. He is still lord of all and is more intensely feared than on the day the armies of Kaiser Wilhelm crossed the Rhine to invade the soil of France and Belgium. If this was not so why such a silent consent to the settlements of peace, with the murderers of innocent babes and the dastard defilers of women and maidens left unpunished?

Unlicked Germany is still the bete noir of the European situation. Now if never before the leading men of the Allied armies and those of America realize that the war ended too soon. The Allies fell into a cunningly prepared trap set by the Teuton. It was a most grievous mistake when the armistice was granted. With everything in hand, ready and anxious soldiers on tap for business, the peace halt was called.

It was a German victory. What the Teuton failed to win by force of arms he won by cunning manipulation of the truce council.

All too soon the war came to a standstill. Impatient Yanks were ready and anxious to go on. The call to halt; the announcement of peace came as a damper to their desires. Berlin, seat of the Hohenzollern power, had all along been the goal the eyes of our soldiers contemplated. The soldiers of Foch should have pushed across Germany, destroying root and branch until the capital city was reached. On the ruins of smoking Berlin a treaty might have been secured that would have taken the turkey gobbler strut out of Germany and humiliated her sufficiently to secure her inability to create further mischief for the world for years to come.

The League of Nations, signed by America or not, is of no significance, so far as the German barbarian is concerned. The Teuton is nursing thoughts of revenge. In the near East he plans to rebuild all that has been torn down in the West. Count on the bully of Central Europe to feather his own nest at the expense of those who have flattered themselves that they came out victors in the late world war.

You can not long fight against nature. If you attempt to do what she has forbidden you to do in the very nature of your being, if every drop of blood and every nerve cell in you protests against what you are doing—no matter what your will power or determination—you will be a practical failure. You may possibly earn your bread and butter, but that is not success.

THE REAL PROFITEERS.

The fundamental cause of the present era of high costs is due to four primary reasons, as follows:

1. The action of the labor unions in forcing wages up to outrageous and abnormal limits.

2. The reduction of the hours of labor below the limit demanded by good health and economic conditions.

3. Reduction of the normal capacity and limiting the legitimate output of the individual worker by artificial restrictions, so that union workers in general have become a mass of shirkers, slovens and slouches.

4. Accepting into membership in the union any person who expresses a willingness to pay lodge dues, thus forcing upon employers a great mass of workmen who are utterly incompetent to earn 26 per cent. of the amount they must be paid. These incompetents occupy working space and use up machinery and power without giving an adequate return.

It is universally conceded by all economists who have given the subject painstaking investigation and study that the average union man—whose sole dependence on his situation is due to the possession of a union card—produces less than 60 per cent. of what he is capable of turning out if he were not handicapped by union rules and permeated with the insidious doctrine of unionism—the smallest possible result for the largest possible wage.

Here is the whole thing in a nutshell.

Any man who undertakes to divert attention from the real cause of the H. C. of L. by throwing it on the shoulders of the wholesale or retail merchant is dishonest to himself and false to the country which furnishes him an abiding place.

RESPECT FOR THE UNIFORM.

The frequent laments of the various newspapers about the waning consideration of the public for the man in the uniform of the United States Army, with special emphasis upon the enlisted man's uniform, call forth many explanations.

These explanations are usually far from complimentary to the alleged change of spirit of the American public and frequent references are made to the proverbial serpent's tooth. Perhaps the solution to the charges, if true, is that the great body of people take their cue from the attitude of the army authorities toward the enlisted man. They know that in France, where the army authorities for at least once in our history had absolute and unrestricted sway, with complete freedom from criticism, there was no consideration whatsoever apparently for the enlisted man. His status seemed to be that of a convicted criminal until proved innocent. Many discharged soldiers remember the signs of "Arrest all enlisted men; take all officers' names" and "Reserved for officers only." These would seem to make it unmistakably clear as to how the army authorities thought the enlisted man should be treated.

One must always remember that the

unlimited power of the army administration in France gave a free scope to all approved military ideals without any danger of inquisitive civilians interfering with what did not concern them. As Col. Ansell so aptly pointed out that the army adheres to the ideals of Gustavus Adolphus in its court-martial system, and it is just possible that seventeenth century European ideals in the handling of the common soldier are still the standard in the democratic army of the United States of America. At any rate it does not seem unreasonable for the public to assume that the ideal administration and control of the A. E. F. should indicate the approved attitude toward the enlisted man's uniform.

NASTY TO THE END.

The stock fire insurance companies—glutted with the ill-gotten gains of four months' illegal and unjustifiable surcharge extortion—have finally succumbed to public opinion and ceased adding the infamous surcharge to their charges for policies. Public opinion finally accomplished what insurance commissioners, courts and legislatures could not bring about—an enforcement of the law. The insurance moguls held themselves above the law and snapped their fingers at officers, courts and legislative tribunals. They have gorged themselves with overcharges for which there was no reasonable excuse and for which they are unable to make any adequate explanation. Since May 1, when the surcharge was ordered discontinued, they have stood before the public in the same light as the I. W. W., defying every law of God and man. They have mulcted the public during the four months from May 1 to September 1 to the extent of millions of dollars, for which they will some day have to give an accounting before the bar of public opinion.

In a circular letter to insurance agents, announcing the withdrawal of the surcharge after Sept. 1, a statement is made that no portion of the ill-gotten gains will be returned to policy holders in the event of cancellation of policies bearing the surcharge unless the cancellation is on a short rate basis. This condition clearly discloses the cloven hoof of the unholy combine which assumes it has the public by the throat and can tighten its grasp any time it elects to do so.

The new law providing for the licensing by the Department of Agriculture of Illinois of all merchants who handle eggs has become effective. All merchants under penalties imposed by law, must candle eggs which they buy from the producers and every licensee must place on the top layer under the top flap of every case of eggs, a candling certificate as required by the rules of the department. Every merchant must secure the apparatus for candling. The act does not apply to retailers who sell only to retail trade for consumption. Dealers must secure license beginning Nov. 1, and every year thereafter.

The Flavoring Problem Solved!

INTRODUCING

Virginia Dare Extracts

WE believe we have solved the flavoring extract problem. We know we have created a standard of strength and quality never realized in flavoring extracts. The natural flavors of the fruit, vegetables and spices glorified by the most exacting methods of preparation.

VIRGINIA DARE
EXTRACTS

*Vanilla 150% Strength
All Other Flavors Double Strength*

They are revolutionizing cooking. Domestic Science experts say they are a revelation. They banish all flavoring troubles housewives say. The trade is already thanking us for stabilizing and standardizing a complete line of flavoring extracts which they can positively guarantee for quality and results. The profit? That's the most surprising and satisfactory part of it.

ASK YOUR JOBBER TODAY

21 Absolutely Pure Flavors

Vanilla	Peach	Allspice
Lemon	Peppermint	Mace
Strawberry	Wintergreen	Cinnamon
Cherry	Rose	Clove
Orange	Onion	Nutmeg
Pineapple	Celery	Almond
Raspberry	Coffee	Anise

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Consumer satisfaction guaranteed. Money refunded by us on the slightest complaint.

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Food Products Established 1835

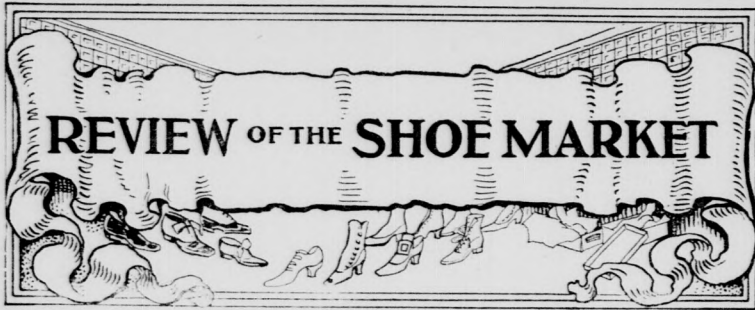
Bush Terminal

Buildings 9 and 10

Brooklyn, N. Y.



The Bottle That Don't Tip Over



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.

The Value of Shoe Trims.

Written for the Tradesman.

The writer has just returned from a visit to the Middle West, and has spent some little time sauntering around in the shopping districts of St. Louis, Kansas City, Wichita, and other leading towns in this section. On the whole he was favorably impressed with the shoe trims he saw. At least with some of the trims put on by exclusive shoe dealers. Entering shoe dealers in this great and prosperous section of the country have evidently come to realize the importance of the shoe window as a business-getter. Some of the windows, the writer saw, it is true, were a bit over-crowded, and in others the fixtures were a bit out of date, but for the most part the windows of the shoe dealers in these cities showed evidences of progressiveness.

If this should appear to any one an old subject, let him bear in mind that it is one of those matters of perennial importance. In the eager rush of these days to keep down overhead, the natural anxiety caused by the increasing price of footwear, and the incidental worry connected with getting goods one has ordered—and getting them against their day of need—there is a possibility of our neglecting to keep the windows spic-and-span.

Frequent Trims.

The writer is a strong believer in frequent trims.

Undoubtedly this is a weak point with many retail shoe dealers.

They may have good trims from time to time; but they do not have enough of them.

One good trim deserves another; i. e. one should keep everlastingly at it.

How often should a shoe window be trimmed? To this enquiry a hard and fast answer can hardly be given; but it isn't a bad rule to change one's windows at least once a week.

There are times when new trims should be staged oftener; but there are comparatively few dealers get up fifty-two new trims per year.

Unfortunately many shoe dealers look upon the window as an unimportant adjunct. They assume that the good ideas are pretty well worked out. They take it for granted that if they've got a miscellaneous assortment of shoes in the window that is about all that is necessary; and as

for the introduction of novelty features, ornamental accessories, and artistic arrangements—well, for that sort of thing they are not strong.

Not infrequently the task of trimming the window is turned over to some subordinate who looks upon it as a bore.

And this lack of enthusiasm anent the window is, of course, reflected in the trim he puts on. It couldn't be otherwise.

One of the fundamental things, then, I should say in order to have frequent trims is for somebody about the place to develop a lot of downright enthusiasm on the subject of trims.

Just because a dealer is located in a town that doesn't lay claim to metropolitan ambitions is no reason why he should slight his windows. And yet that is precisely what a lot of shoe dealers are apparently doing.

And a proof of it lies in the fact that they do not, as a rule, change their windows often enough.

The strong daylight is hard on shoes—especially those of the light and delicate colors. That alone should suggest that they shouldn't remain too long in the windows.

And then people naturally tire of seeing the same old trim day after day.

Perhaps they get to thinking these are the best you have; or all you've got.

Show them you have plenty of others just as attractive.

By exhibiting things that are different, and showing them often, you create the impression of plenitude and resourcefulness.

And these are constructive impressions that make for easy selling.

If one urges the objection that frequent trims involve work and trouble, the answer is that such efforts justify themselves in the results that follow; namely, more sales and more profits.

Suitable Fixtures.

Attractive windows cannot be arranged unless one has attractive fixtures.

And this is a big subject.

Of recent years manufacturers of window fixtures and accessories suitable for the use of shoe merchants have increased beyond the richest dreams of other days. To-day



R. K. L.

R. K. L.

School Days Are Here



Boys, Youths and Little Gents Shoes in Stock.

IMMEDIATE DELIVERY

Mr. Dealer: Don't fail to see our line at the Michigan Retail Shoe Dealers' Convention, Siginaw Mich., September 8-9-10.

	Price
6175 Boys and Youths' G. M. Blu. Nailed, 1 to 6	\$3.65
9812 Little Gents' G. M. Blu. Nailed, 9 to 13½	2.95
6176 Boys and Youths' G. M. Eng. Nailed, 1 to 6	3.65
9815 Little Gents' G. M. Eng. Nailed, 9 to 13½	2.95

Rindge, Kalmbach, Logie Company
 Grand Rapids, Mich.

R. K. L.

R. K. L.

Here Is a Strictly Solid Elk Outing Bal built for wear



The stock is a smooth, even boarded Elk, of the popular dark brown color now so much in demand. Soles are solid hemlock sole leather. Insoles are the same. Full gusset.

Men's, 6-11	\$3.50
Boys', 2½-6	3.25
Youths', 1-2	3.00
Little Gents', 8½-13½	2.80

Try them. You will like them.

Grand Rapids Shoe & Rubber Co

The Michigan People

Grand Rapids

we have elegant fixtures in wood, metal, glass and other materials. They are built in the form of stands, shelves, tables, and on the adjustable order so that any number of designs can be reproduced—and all admirably suited for the display of footwear. The writer holds no brief for any particular sort of window fixtures but he does believe that the progressive shoe dealer owes it to himself to have something worthy in this line—something that will not cheapen his shoes; something that will serve to enhance their attractive features and good qualities.

One doesn't need to buy a van load of such things. But such things as one has of this nature should be artistic, modern, elegant.

And in addition to just fixtures, one should use other accessories. A better word for this material necessary from time to time in effective trims—I mean material other than footwear and shoe store merchandise—would be window properties.

Not to attempt here an exhaustive list of such properties, but rather to suggest a few by way of illustration, one may mention doilies, floor coverings, rugs, backgrounds, hosiery, canes, dolls, cut flowers, posters, traveling and sport accessories etc., etc.,

In a article by an expert shoe window trimmer, he mentioned that he often displayed a cane along with a pair of young men's shoes. And he was at pains to say that his store didn't sell canes. Then why the cane? For the good and sufficient reason that these were shoes for street wear; and the psychological effect of the cane there in the trim with the shoes has actually proved to be a valuable one.

A poster in colors of a bathing beach scene, or some quiet and attractive country landscape is an admirable detail in your trim of sport, outing, or travel footwear and subsidiary stock for use on such occasions.

Display a shotgun along with your fall hunting shoes; ice skates with winter sport shoes and storm boots.

One thing that has contributed to the sameness of shoe trims is the old anachronistic idea that nothing but shoes and shoe store merchandise must go into the window. Get rid

of the notion. Really there's no law against the introduction of other things. Surprise the people of your community by getting out of the conventional rut. Introduce properties that will make them open their eyes and take another look. The one principle to be borne in mind is that the thing you use in your window should be related in some way to footwear and its use; so that it will suggest the way it is to be used, or the occasion, or the environment, or something of the sort. There should be a logical connection between these things and the merchandise you are featuring at the time.

Pleasing Effects.

Your main objective, as I understand the art of window-trimming, is to produce a pleasing effect. Whether the passer-by merely glances in and goes on, or whether he pauses to get a more detailed look, the trim you have staged should be able to produce in him a pleasing effect.

It will if the trim is fresh and well worked out. It will not, if the trim is old or dingy or dull in itself.

And I may say right here that the one besetting sin of too many shoe dealers is the overcrowded window. There is too much merchandise for the space. The man who trimmed the window attempted too much. Instead of a clear-cut trim with a definite appeal, he produced a conglomeration. The eye is confused, in-



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

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

terest dissipated by diversity of leathers and lasts and types, and the result aimed at is completely missed.

How many shoes ought the dealer to display in his window in order to have an effective display? Obviously the answer to this enquiry depends upon the size of the window; but there are few windows that are large enough for more than a dozen and a half pairs—if each pair is properly displayed.

And they should be displayed in pairs—always.

And they should first of all be carefully ironed and formed. Iron them out until every wrinkle has disappeared and lace them up until they fit the form with absolute flawlessness. And be sure the surface is free from dust and finger prints.

And this reminds me that the entire window—glass, floor, side and back—should be spotlessly clean before you begin to assemble your trim.

If the floor and back is hardwood, your task is relatively simple, but if the window is one of those less modern ones that requires a floor covering of some kind, it will take more time. It may also require a new covering for the floor or the cleaning of the old.

In the era just ahead of us it is safe to predict that far more attention is going to be given to the trimming of shoe windows than in any previous time, and the fellows who devote time and attention to it are going to find that it will pay.

Cid McKay.

Your Outdoor Customer

will soon be calling for a dependable service shoe for fall and early winter wear. Sell him the

H. B. Hard Pan Shoe

The H. B. HARD PAN Shoe has long been known for its wearing qualities. A lifetime of honest effort to produce the best service shoe is back of the name.

High grade materials, together with the best workmanship obtainable, are exclusively used. You can recommend and sell the H. B. HARD PAN shoe to the man who needs the best because IT IS THE BEST service giving shoe.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

We Want to Meet You at the Big Show

Sept. 8-9-10---Saginaw, Mich.

No retailer large or small can afford to miss it.

HIRTH-KRAUSE CO.

Tanners and Shoe Manufacturers

Grand Rapids, Michigan



Some Dominating Factors in American Prosperity.

[Concluded From Last Week.]

If our commercial and industrial activity is to be kept up—and clearly it must be—foreign outlets for our products must not be destroyed by the creation of prohibitive conditions such as are indicated in the foreign exchange situation of the present time. And the rights of common humanity in international commercial intercourse should also receive their share of consideration. It is not exclusively a business question by any means. We have in prodigal abundance all the material things which the rest of the world needs most. The cash and credit and man-power and machine-power required to make these things available to the rest of the world on fair and liberal terms, all are ours. Our amazing wheat crop and our herds of cattle and hogs alone stand between Europe and actual famine. Our steel and copper and coal must supply the scarcity which the war has wrought in every country of Europe, whether belligerent or neutral. Our railroad and factory equipment trades, our bridge-builders and ship-builders and builders of factories and homes, must play a major part in the reconstruction of the devastated areas of Europe, which are not confined by any means to France and Belgium.

Such, then, is something of our obligation to the other countries of the world and to the splendid position we have attained among them through the part we have taken in the war. Now we need full realization of these things and a method and an organization—necessarily on a National scale—for mobilizing the credit-granting resources of the country and applying them intelligently to the task of financing our sales of indispensable things to a world which has all too little money and, for the moment, no goods to give in exchange. To create such an organization is easily within the power and the compass of the banking and business community. The establishing and safe-guarding of the necessary credits present no insuperable difficulties, assuming, of course, that we attack the problem presented as sane business men have learned to attack the smaller, but not less difficult problems which come to them in the day's work.

Nor should we make the mistake of leaving this matter entirely to the bankers. It is a business matter and the most important business matter before the American business public at the present time. The bankers are

actively interested and will be found willing to lead or follow in any campaign of development which may be necessary. But the obligation of the business man, not a banker, to get busy at once is not in the least reduced because of the banker's readiness. Government, too, labors under a heavy responsibility in this situation. Quite naturally, business men and bankers and organizations of both classes can not properly launch a National, indeed, a world plan such as the present situation demands, without some assurance concerning the attitude of the Government in this matter—and as yet the Government has not acted.

Nor must we confine our consideration of the credit feature of this world-financing process to the credit methods which have obtained in the past. The task contemplated requires that we make available to the fullest extent the values possessed by our customers throughout the world. In this process the spirit of co-operation must be so employed as to give it the substance of a fact rather than a theory. Our people must learn to invest in foreign securities as a matter of self-interest, if for no higher reason. It always has been recognized as good business to make it possible for a customer to pay his debts without unnecessary strain upon or impairment of his business resources.

We are so prosperous just at the moment that we are apt to fail to realize how temporary a thing such prosperity may be. The large volume of exports which has made our present and recent affluence possible must be kept up if this prosperity is to continue. And unless we make it possible for our friends over yonder to buy from us without crippling themselves, we, as well as they, will suffer. Our export sales will de-

JOIN THE
GRAND RAPIDS SAVINGS BANK FAMILY!

33,000 Satisfied Customers

know that we specialize in accommodation and service.

THE BANK WHERE YOU FEEL AT HOME



WE WILL APPRECIATE YOUR ACCOUNT TRY US!

On Account of the War

it has become a fixed habit during the past five years to attribute everything to the War and especially high prices. Prices undoubtedly would have advanced over the level of 1914 had there been no war as those prices were too low to justify production in many lines. Prices of some things already have dropped to the before-the-War level; prices of some other things will never decline. The Monthly Trade Reports issued by this Bank will assist buyers in keeping tab on the trend of prices. Telephone your name to our Mailing Department.



Established 1853

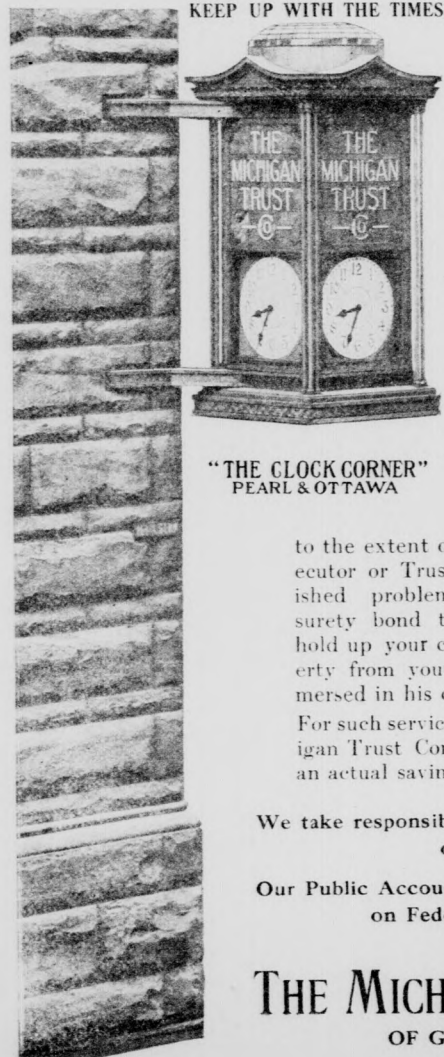
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THE OLD NATIONAL BANK
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KEEP UP WITH THE TIMES

"THE CLOCK CORNER"
PEARL & OTTAWA

THE time is passing when one can impose on his friend

to the extent of asking an amateur Executor or Trustee to tackle his unfinished problems, furnish the heavy surety bond the court requires, and hold up your credit and stave off poverty from your family, when he is immersed in his own affairs.

For such service and burdens The Michigan Trust Company is ever ready, at an actual saving to clients.

We take responsible charge of business affairs of any size.

Our Public Accounting Department specializes on Federal Tax Returns.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

crease, our present high power of production will diminish, our capacity to provide employment for our millions will be impaired, and, worst of all, perhaps we will have failed to justify the world's entirely reasonable expectation of us.

Our duty, therefore, is plain—obvious almost. These wonderful resources we have and the not less wonderful National qualities we possess—the world is willing to concede both to us now—should be co-ordinated in an effort, not governmental perhaps, but at least aided and sanctioned by the Government, towards the most splendid programme of humanitarianism and, incidentally, of world business which it has ever been the privilege of any nation to direct. There should be no delay in launching an undertaking so advantageous to our country and so essential to the world's welfare.

Shall we be able to play up to this part which has been set for us? Almost certainly, yes. But to do it we must utilize the very best that is in us—all of our powers and resources. World vision and charity we must have, but also steadiness and the power of discrimination. Our world benefactions, if such they are to be called, should be bestowed with an intelligent consideration of the merits of the different requests for relief which will come to us from so many parts of the world. After all, our experience with the world is still young, while in the ways of the world and its widely differing points of view, we are not in the least well schooled. We still have the bad habit of reading our own characteristics into the peoples of other nations, peoples to whom our characteristics are still puzzling and quite likely to be misunderstood.

Human nature may be "pretty much the same the world over," but how sadly at variance with this theory are the stories which so many of our soldier boys have brought home from abroad.

To do anything like justice either to our own possibilities or to the world situation which calls for our sympathy and action, it will be very important that we keep our own house in order. Industrial quarrels and armed truces and threats of strikes and lock-outs are but poorly suited to the accomplishment of the task before us. Just because our National activities are moving along more smoothly and more rapidly than those of sorely war-stricken nations, we should not delude ourselves with the belief that our problems are essentially less serious than theirs. We were not so deeply hurt as they, hence our power of reaction towards peace activities asserted itself more quickly than theirs. Our people and our industries wasted no time in getting back to work and turning out the products which other nations now need so badly. They have necessarily been slow in restoring their shattered productive agencies and getting under way.

It may be that certain aspects of

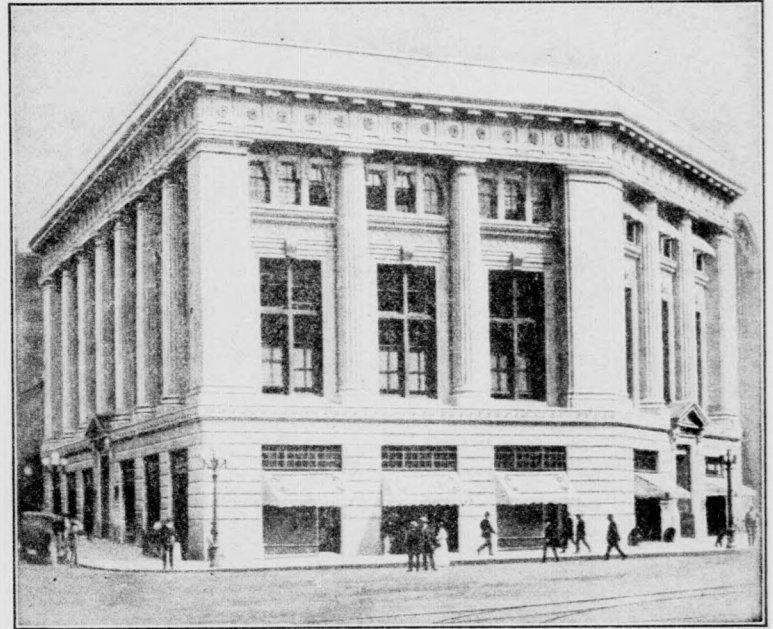
the European situation are worth studying because they exhibit intensive phases of problems which we also must solve on our own account and in our own way. Just as the sinister reign of the Bolshevik oligarchy in Russia has taught the world the dangers and mad extravagances inherent in state socialism, with its denial of property rights and disregard of the functions of capital and managing ability in business, so England's sluggish resumption of industrial activity is a striking demonstration of the truth that employers and employes must think together and work together for the common end if production is not to languish and prosperity not to depart.

It is not easy to grasp the bigness, the seriousness of our present situation. History is filled with instances of unusual distinctions being conferred upon individuals and nations. It is safe to say that there is "nothing new under the sun" either in human relationships or otherwise. Still it does seem that somehow our Nation and our people find themselves just now in a position, the like of which is difficult to find in all history. We seem to have everything which could be desired—youth, National health, unparalleled prosperity, a background without a flaw, the respect of all nations, the actual friendship of most of them, and not least important because it is a human world in which we live, strategic advantages, full exercise of which not only will operate to our benefit and credit but will make most of the nations of the world the beneficiaries of our commercial and industrial activities.

But the law of compensation holds good in this as in other situations. It would be difficult to imagine an advantage we possess under present circumstances which is not accompanied by a correspondingly grave responsibility. It would be nearly impossible to imagine any honor coming to us through proper administration of our world stewardship which would be more conspicuous or more ineffaceable in history than the disgrace we would suffer if our leaders in the Government and in business failed to recognize our National responsibility or to fulfil its requirements.

Lewis E. Pierson.

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



CAMPAU SQUARE

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

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

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

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

**What Our Trust Service
Means To You**

While you are active in the affairs of life, it is not wise to let too many people know about your business affairs. You will want your estate administered without undue publicity.

Whether as trustee during your life or as executor of your will, your financial cares, if left in our hands, will be managed confidentially and satisfactorily.

A personal interest is taken in the affairs of every patron, and trust matters are guarded as carefully as if they were our own.

Ask one of our trust officers to explain what our service means to you.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN BOTH PHONES 4391

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3 1/2 Per Cent

Paid on Certificates of Deposit

The Home for Savings

Government To Blame For Era of High Prices.

Chicago, Sept. 2—The most serious problem confronting the world to-day is without question the high cost of living.

As a political issue it promises to become the rock upon which parties and even governments may come to grief. Its effect upon social institutions and order has become menacing.

The front pages of our public prints are daily reminders of this unsolved problem, calling the attention of the reader to it incessantly. Even a cursory reading of these prints discloses the feature of passing the buck from producer to distributor, and from one group of distributors to the next.

The retail distributor has the best opportunity to see the question in its full aspect, to observe the intricacies and tricks of distribution. Therefore the writer sets forth his observations and conclusions, not for the purpose of whitewashing the particular group of distributors he represents, but rather to shed light upon the problem, no matter whom it may hurt or help.

The high cost of living came by no means unexpectedly to the close observer of industrial conditions, and is the inevitable result of the waste of four years of the most destructive war in the annals of history.

It was to be expected that the diverting of millions of workers from production to destruction—3,000,000 in the United States alone—would seriously affect available supplies and prices.

We must also assign as a contributory factor the hasty, makeshift action by our very Government quickly taken advantage of by a horde of big and little profiteers.

Millions have been spent and more is intended to be used for investigation, but we may safely predict that

there will be no relief until there is an entire change in the attitude of the administration and of congress. Fearless, impartial action must replace the policy heretofore adopted of placating one group of interests and agitating against another group.

The first serious error resulting in increased prices for everything we eat, wear or use was the awarding of war contracts by the Government upon the basis of cost plus 10 per cent. The temptation to increase profits through adding to producing costs became greater than any one could be expected to resist.

Here is where we began our running around in the circle and we have not stopped running yet. We are chasing one another and when we have almost caught up with the fellow ahead we are being chased further by those behind.

This is the way it began: a manufacturer holding a Government contract at 10 per cent. plus and formerly producing an article at say \$100 was entitled to add as his margin \$10. If he could increase the cost of production another \$100 he also added an additional \$10 to his profits.

This is the way it was done: wages increased by leaps and bounds, raw materials the more costly, the better suited for the chief purpose of increased cost of production when every item added spelled a return of 10 per cent. added to the profits.

With the elimination of need for efficiency in the production of 10 per cent. plus products, all industries became affected and suffered from lack of efficiency. Did anyone expect these conditions could be confined to war contracts?

As a matter of fact, the inevitable happened—paying higher wages for war work caused labor to migrate to war work factories.

In order to keep labor in its usual employment, engaged in producing for other than war contracts, employers

Michigan Shoe Dealers Mutual Fire Insurance Company

Fremont, Mich.

Note Our Net Gain in Insurance and Assets During July

Amount at risk June 30, 1919.....	\$2,667,475.00
Amount of New Business in July, 1919	72,100.00
Total.....	\$2,739,575.00

Cash on hand June 30, 1919.....	\$17,110.17
Cash received in July, 1919.....	2,497.45
Total.....	\$19,607.62

Cash paid out in July, 1919.....	1,031.69
Cash on hand August 1, 1919.....	\$18,575.93

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

No membership fee charges.

No surcharge.

GEO. BODE, Secretary.

What is Mutual Fire Insurance?

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

Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

BRISTOL INSURANCE AGENCY

"The Agency of Personal Service"

Inspectors and Adjusters for Mutual Companies

SAVINGS TO POLICY HOLDERS

On General Mercantile Lines 25 to 35 Per Cent.

Hardware, Implement and Garage Lines 40 to 55 Per Cent.

FREMONT

MICHIGAN

Assets \$3,099,500.00



Insurance in Force \$55,088,000.00

MERCHANTS LIFE INSURANCE COMPANY

Offices—Grand Rapids, Mich.

Has an unexcelled reputation for its

Service to Policy Holders

\$4,274,473.84

Paid Policy Holders Since Organization

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

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

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

SURPLUS TO POLICY HOLDERS \$477,509.40

Fire Insurance that Really Insures

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

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

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

in such production had to meet the competition of the 10 per cent. plus contractor and, of course, this added to the cost of his products and subsequently to the price ultimately paid by the consumer.

The increased prices paid for raw material by the 10 per cent. plus contractor forced the non-war manufacturer producing and marketing his products for the use of the general public to pay like increases in a competitive market for his materials.

In addition the distributor to the public charged a higher margin than formerly, necessitated in part by increased operating expense, caused by higher salaries paid to employees, in order to keep them behind the counter. Other expense increased apace.

No little was added by the desire of all to get their share while the getting was good, and profiteering has been and still is the general order of the day.

While it is true that under normal conditions supply and demand and competition place a check upon prices, and hold them to a fairly reasonable basis, under the 10 per cent. plus basis the law of supply and demand narrowed down to a competition of nerve in asking and paying the highest price both for material and wages.

Profits were determined only by what the traffic would bear, which seemed to be without limit.

Sol Westerfield.

Was Here When The Tradesman Was Born.

Port Huron, Sept. 2—I notice the current number of the Tradesman is the thirty-sixth year of publication, and apropos of the event, it seems to me a word of congratulation would not be amiss—a word congratulating not only the general public, which is indirectly benefited by the influence of so able a medium, but also the wholesalers and the retail elements of our modern business fabric.

The writer was a boy working for the Grand Rapids Eagle in the old Eagle building, on Lyon street, when your very creditable enterprise was born. He remembers the Fuller and Stowe Engraving Co., which was housed in the same building at that time; and the years that have passed have served to emphasize the need of the paper which has so long stood high among journals of this character and has been read and quoted from coast to coast.

It is for this reason that the paper respects the management and does honor to its chief—yourself—that these words, it seems to me, are both fitting and timely.

The paper has always stood for fair dealing, has been generous in its treatment of labor, and has always been conducted on so high a plane that the merchant and wholesaler, as well as the reading public of our great State, have come to feel that the publication is a necessity to our modern business life. While the tendency of the day is running to fads, isms and experiments without number, it is to be hoped that the Tradesman will continue to publish the unvarnished truth, reflect the wise judgment of its able editor, as in the past, and continue those departments which have made it one of the leading commercial papers in the United States.

May its power, prosperity and influence never grow less—which is another way of saying we hope the editor will "live long and prosper."
H. Arnold White.

No man ever lost anything by being clean, spick and span. If you are slovenly about your person, the public naturally forms that kind of an estimate about your business, and will not be very enthusiastic about dealing with you.

Improved
"Taylor-Made"
Honey Comb Chocolate Chips


A man is known by the company he keeps—
A merchant by the candy he sells.

"Taylor-Made" Candy
W. E. Taylor, Maker
BATTLE CREEK, MICH.

Order Today



"Where Can I Buy Mapleine?"




It makes such delicious and economical table syrup and is so good in all kinds of desserts I don't feel I can do without it. Can't you induce my grocer to stock it?"

We get these inquiries every day—don't let them come from your customers. Mapleine is just as essential on your shelves as vanilla.

Order of your jobber or
Louis Hilfer Co.
1205 Peoples Life Bldg., Chicago

Crescent Mfg Co.
(M-451) SEATTLE, WASH.

Fourth National Bank
United States Depository



Savings Deposits

Commercial Deposits

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

3 1/2
Per Cent Interest Paid on Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

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

Boston Straight and Trans Michigan Cigars

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

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

KYBO

1000 Sheet Manila Tissue

SNOWWHITE

6 oz. Bleached Crepe

Stocked by all progressive dealers.
Write for prices and sample rolls.

The Dudley Paper Company, Lansing, Mich.

We furnish you with blotters to distribute to your trade.

Find Out What Trade Wants and Get It.

I don't know a better way of merchandising scientifically than getting right down and finding out what the trade wants and getting it. That is modern merchandising; the kind of merchandise they want, in the quantity they want, quality they want and when they want it.

And it seems to me the other side of that is advertising, telling your customers you have got it. You know the ordinary mind well enough to know that he wants to know the goods before he lets you have the dollar.

Describe the goods carefully and in detail. You know what he wants to know about the goods as well as anybody on earth. Sit down and think what he will ask you, and then answer those questions; informative copy. These are the basis on which the mail order houses base their business. That is what modern merchandising is; that is all it is. Use modern merchandising and sales methods. You must find out what they want.

I sent out a questionnaire in Illinois last year, to something like 4,000 families, on our regular letter-heads. Eight hundred of these farmers' wives came back and enumerated specific items of merchandise they couldn't get in local stores—think of that valuable information. Think of it, and how willing they were to co-operate in that way by offering suggestions of the things they would like to buy.

The only thing is for each one of you to do the same thing. Not only is it essential that you use informative copy but keep good goods.

I had an illustration some three or four years ago that taught me a lesson. We received from an eastern clothing manufacturer a hanger. They wrote it was quite expensive and they had sent out only a few.

It was pretty, run in four or five colors, and they said they had sent out only a few to their customers, and if they were found to be satisfactory, they would issue them generally. I think they said they cost about \$1 a piece. I hung it up in our clothing section.

It wasn't over fifteen or twenty minutes before one of our farmer customers came in and asked about a check he had left there a few days before for some one, or wanted to know something about the check, and while he was asking me that, he glanced around and saw this hanger. After he had looked at it a minute he walked over and looked at it closer, and then walked back and said, "Did you hang that up?" I was taken by surprise, and sensed that there was something displeasing about it. I said, "No." I thought I would tell him my brother hung it up as he wasn't there, and I turned to look at it. I will tell you what he said.

It was a figure of a young man dressed in ultra style, he had a cane on his arm, a cigarette between his fingers, a little cap on the back of his head, and he was walking down

the street leading a big ugly-faced bull dog. The farmer said to me: "Ed, if you sold my boy a suit of clothes and it made him look like that, I would shoot you as sure as hell."

I should have known better than to put it up, but I am only giving you that experience so you will be more careful. We know that a farmer wouldn't think much of a boy who didn't have anything more to do than to lead a bulldog around, and I knew they didn't care about having him smoke cigarettes.

I knew he wouldn't care to have his son dressed up like that, I knew he would rather see that boy dressed in a conservative style so that he would look like a real man, and I knew he would rather have him doing something ordinary. So I wrote the clothing manufacturer what my customer said about it.

It is a valuable experience to show how important it is that we do use right illustrations in our advertising, keeping in mind our customers' wants and not our own.

Now another thing I discovered the other day. In about 158 stores, I don't suppose the same thing would hold good in North Dakota. I didn't find a complete up-to-date mailing list. Think of it! Gentlemen, you can not expect your advertising to draw, no matter what kind of copy you would like, or what illustrations you like, or what kind of merchandising you do, if you don't keep up your advertising system with a follow-up system.

Don't forget you must have the men, women and children—get the children—get the women on that list.

On the farm the women are 60-40. I am not sure about it in town. It is important to write the wife, and it is very important to write the children. I had an illustration along that line in our store a few years ago.

I was checking up a list of our customers, and I ran across one who used to trade with us but for some reason, had quit. I decided that I would write him. It is a hard proposition to write a man when you don't know what is wrong. We had something in the store that I thought he might be interested in, and I wrote him asking him to come in and see it, but he didn't come in. One evening the boys were unpacking dry goods and among them was a bunch of sweaters. They laid them out, and there were sweaters for boys and girls, and while I was looking over the cards, I came to this man to whom I had written twice.

I was called around the counter and saw those sweaters and it dawned on me to write his little girl, and I wrote the little girl: "Dear Madame: You will be glad to come in and see our sweaters for little girls. We have them in white, blue, gray." I named all the colors and I incidentally told her, which was true, that the same afternoon little Mary Smith had been in and her mother had bought one for her.

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.



**Rebuilt
Cash
Register
Co.**

(Incorporated)
122 North
Washington Ave.
Saginaw, Mich.

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

**TAKING
INVENTORY**

Ask about our way
BARLOW BROS. Grand Rapids, Mich

SAVE MONEY by insuring in the
**Michigan Mercantile Fire
Insurance Co.**

Mich. Trust Bldg. Grand Rapids, Mich.

To Dealers Only

Write for our latest
SPECIAL CATALOGS
No. M. T. 1919
John V. Farwell Company
CHICAGO

*Wholesale Dry Goods &
General Merchandise*

BLANKETS

Have you a good supply of Blankets?

If not, we are ready to supply your needs.

We still maintain the high standard lines
such as WOOLNAPS, all WOOL PLAIDS
and COTTON BED BLANKETS.

Prices on Wool Blankets ranging from
\$6.00 to \$9.00.

Prices on Cotton Blankets ranging from
\$1.87½ to \$2.95.

These are excellent values and will stim-
ulate your FALL SALES.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids

:::

Michigan



WINDOW CARDS FOR DEALERS

At the left is shown a small reproduction of a colored window card for dealer's use. This is one of a number of attractive 14 x 10 inch cards showing the different garments in our line. We also furnish dealers with newspaper cuts and other advertising matter.

THE WOMAN'S OUTERALL.

This card shows the woman's Outerall, very popular and practical for women who work in factories and around machines. Neat and womanly in appearance. Many housekeepers also wear them for their home duties. Excellent for work in the garden and on the lawn.

Outerall

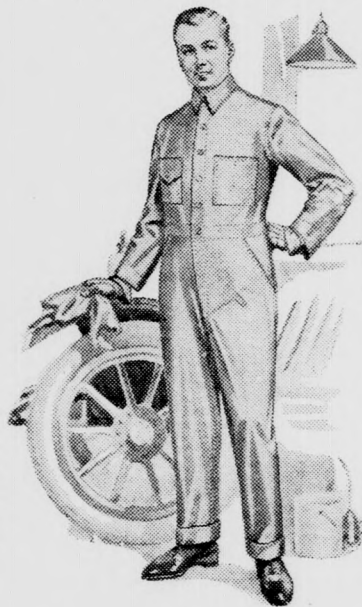
REG. U.S. PATENT OFFICE
"The Economy Garment"

The Longest-Wearing One Piece Garment Made

This claim has never been refuted. It has always proved true. Dealers who have sold various lines of one piece garments tell us their customers declare that the Outeralls wear longest.

Over 2,500 dealers in the Middle West now sell Outeralls, and we are adding new dealers every day.

- For Factory Men
- Laborers
- Garage Men
- Railroad Men
- Farmers
- Auto Owners
- Chauffeurs
- Women
- Children

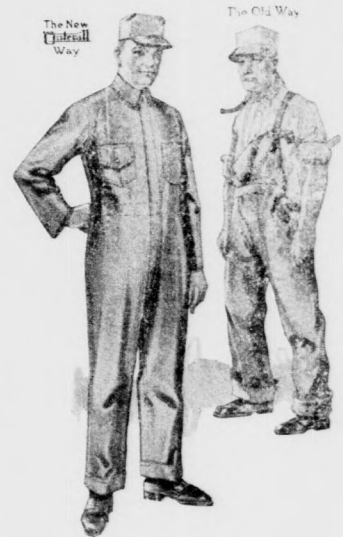


Every man who owns a car should have an Outerall to slip on when he works about his machine.

This is one of the fastest selling lines you can handle. The demand for good one piece garments grows daily. Men returned from service have grown accustomed to the practical uniform, and now turn to the Outerall one piece garment as the uniform of peaceful industry.

Outeralls are made of strong, durable materials. They save clothes, save washing, save mending. They fit snugly, yet comfortably. They are the one safe garment around machines, as there are no flapping ends to catch in wheels.

Outeralls are made in various fabrics, colors, styles and prices to fit every purse.



Outeralls for Children---2 to 16 years

Dealers find a big sale for the children's Outerall. Mothers quickly realize the practical features of this garment. It is the ideal play garment. Saves clothes, saves washing, saves mending. Sizes for the 2 year old kiddies, and on up to 16. School children slip them on after school and on Saturdays.

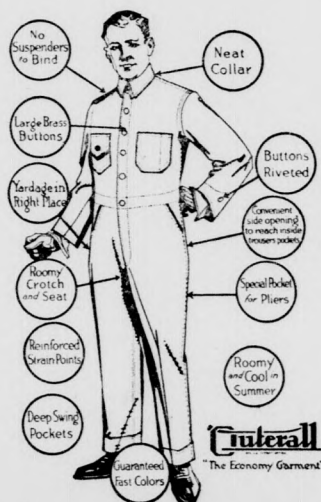
Wide Range of Fabrics, Colors and Prices

Outeralls are made in various styles. The summer Outerall has low neck and short sleeves, and this is a good year-round garment for inside work, as in a garage. We have garments with protected buttons, for work around machines. Some of our styles have an extraordinary number of pockets, for mechanics. Garments are made in khaki, olive drab and olive army shades, also plain blue, wabash stripe, shadow stripe and hickory stripe.



Sample Assortment on Approval

We have a sample assortment containing a fair representation of the line, which we send out to dealers who are interested. This package is sent with all charges paid. You are free to inspect the line. Go over it carefully. Then return if not satisfactory. No obligation attaches. Or you may keep and we will invoice. Many of our now biggest dealers started this way. Send for sample assortment to-day.



Michigan Motor Garment Company

Home Office: Greenville, Michigan

FACTORIES:
 Greenville, Carson City and Lowell, Michigan.

BRANCH OFFICES:

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

She got the letter the next morning—I think it was on a Tuesday. Wednesday and Thursday came and nobody came in, and we were about ready to close up. It had been raining and there weren't many around so it was a good opportunity to look over the books. The lights in front were turned out.

All at once the door opened and in came the farmer with the little girl. He said, "Well, Ed, here is Mary." I shook hands with her and took her down to the sweaters, and her father walked around the other aisle.

When he got down there, he looked across at me and said, "Ed, I want to tell you something. When you want me to come in at any time, just invite me in, but for God's sake, don't ever write the kids any more letters."

Mary got my letter and wanted to come in that day, but they couldn't, nor the next day, but that night she wouldn't go to bed and they had to bring her in. The children show their letters to their fathers and mothers, and are interested in them.

You must have a follow-up to your advertising. The newspapers won't do it all. Mail order houses do not stop at sending out catalogues. They have their check-ups and follow-ups in the mail order business.

To see how many they send their customers, we checked up, and in some lines it went as high as 1,100.

Yet we use a quarter page in the newspaper and expect the store filled the next day. No, it won't do it because it takes more than that—only one-half of your advertising is done when you use the newspaper; you must have a complete mail list. I do not know of one merchant who has made a success who has not had a complete mailing list.

Take your trade territory and map it out—lay it out and check up your customers. You discover that here is a corner from which you do not get your share of the business. Get out your mailing list and send it in there and see how it comes in. You can put your merchandise any place you want to if you advertise and follow it up. You can make your trade territory as big as your efforts, absolutely no limit.

E. B. Moon.

Programme For the Dry Goods Convention.

Lansing, Sept. 2—The following programme has been prepared for the annual convention of the Michigan Retail Dry Goods Association which will be held in this city next Tuesday and Wednesday.

Tuesday Morning.

- 9:30—Registration of all merchants.
- 10:00—Meeting called to order—F. N. Arbaugh, President of Lansing Chamber of Commerce.
- 10:15—Address of Welcome—Frank S. Kedzie, President of M. A. C.
- 10:30—Response and Address—President D. M. Christian, of Owosso.
- 11:00—Report of Secretary-Treasurer—J. W. Knapp, Lansing.
- 11:30—Report of Manager—J. E. Hammond, Lansing.
- 12:00—Noon—Adjourn for lunch.

Afternoon.

- 1:30—Meeting called to order—President D. M. Christian.
- 1:45—Address—G. Albert Garver, General Manager Garver Brothers Co., of Strasburg, Ohio, on "How to do a million dollar a year business in a town of two thousand inhabitants," followed by questions and discussion.
- 3:15—Report of Committee on Insurance—Chairman J. B. Sperry of the J. B. Sperry Co., Port Huron.
- 3:45—Discussion and explanation of State law governing mutual fire insurance—Hon. Horace C. Corell, Michigan Dept. of Insurance.
- 4:30—Remaining time until 5:30 discussions from the floor.

Evening.

Experience Meeting and Smoker—George T. Bullen, Chairman, Albion. Live subjects will be taken up in the order named. All are expected to take part in a full and free discussion.

1. Bonus or Profit Sharing Plans. Leader, Glenn R. Jackson, Smith Bridgman Co., Flint.
2. Discount allowed to employees. Leader, H. G. Wendland, H. G. Wendland Co., Bay City.
3. Charges for Alterations in all Good Stores. Leader, F. E. Mills, The Mills Dry Goods Co., Lansing.
4. Store Hours and How to Enforce Them. Leader, J. Geo. Dratz, J. Geo. Dratz Co., Muskegon.
5. Maintaining Buying Agencies in New York. Leader, D. W. Robinson, D. W. Robinson Co., Alma.
6. Chain Stores. Leader, J. C. Toeller, Toeller-Grant Co., Battle Creek.
7. Methods of Detecting Shoplifters. Leader, L. Higer, L. Higer and Sons, Port Huron.
8. Handling of Damaged Goods by Railroad Companies. Leader, F. A. Tallman, Michigan Stores Co., Flint.

Wednesday Morning.

- 9:30—Call to order by the President.
- 10:00—Address—John R. Richey, Bullen & Richey, Charlotte, on "Newspaper Advertising Rates," followed by questions and discussions.
- 10:30—Address—G. E. Martin, Gilmore Brothers, Kalamazoo, on "Department Store Advertising," followed by questions and discussions.
- 11:00—Address—L. G. Cook, Cook & Feldher Co., Jackson, on "Best Methods of Store Accounting," followed by questions and discussions.
- 11:30—Election of officers.

Afternoon.

- 1:30—Meeting called to order by the President.
- 1:45—Address—Hon. J. W. Fordney, Chairman of Ways and Means Committee of Congress, on "Luxury Tax and Government Revenues."
- 2:30—Address and Demonstration—Mrs. Genevieve Reid, Educational Department, Marshall Field & Co.
- 3:30—Address—Hon. T. E. Johnson, Sup't. Public Instruction, Lansing, on "Vocational Training in the Public Schools," followed by discussion and questions.

Evening.

6:30—Banquet at Chamber of Commerce. Addresses by Hon. J. W. Fordney, Mrs. Genevieve Puffer Reid, Dr. Frank Buffington Vrooman and others.

The subject of Dr. Vrooman's address is "Bolsheviki, Big and Little." Dr. Vrooman is a great orator. He is an editor and world-wide traveler. Music will be furnished for the entire convention by the faculty of the new Wilde Conservatory of Music of Lansing.

"APEX" UNDERWEAR

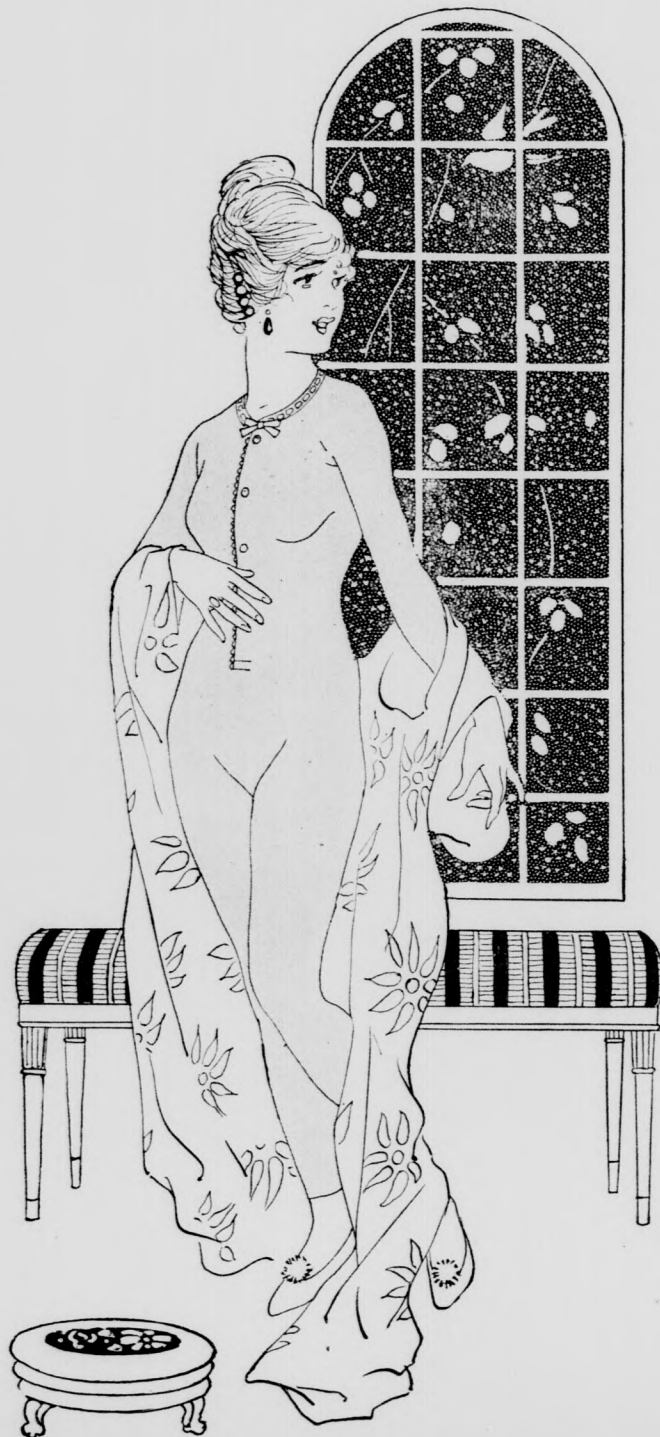
For Men, Women and Children

"Fit for a King"—That's an old saying but it is appropriately applied when we say "APEX" Underwear is fit for a King, yes and the Queen, too.

"APEX" Underwear is carefully knitted, made of high-grade yarns, economically priced and oh how it wears.

If you are not acquainted with the "APEX" line, it will pay you to send for a sample assortment NOW.

THE ADRIAN KNITTING COMPANY
ADRIAN, MICHIGAN



More About Sept. 10---\$100,000 City Day

We have received postal cards and information from the merchants of Michigan, showing us that at least 300 good merchants will be here on September 10th, and others have stated that they would be here if they could. As far as we are concerned we can take care of all that come, and we hope that no merchant will stay away who can possibly get here.

On that day in order to facilitate the placing of your order you will receive at the front door a printed list of specials, "sold" slips and a duplicate order book. Merchandise will be placed on display with the prices marked in plain figures, and we are going to ask all those who can, to wait on themselves by picking out the patterns and merchandise which they desire, immediately placing "sold" tickets on it showing your name, and writing the order in the duplicate order book. You can retain the original and turn in the order book when you leave, and as fast as these order books are turned in, the orders will be copied by our order department and consolidated, shipping tickets made, and shipments rushed in every way possible. This will give you an outline of a few things which we have planned to do in order to take care of the crowd. All of our salesmen will be here on that day. Our stock men will bring merchandise forward as fast as it is sold up, and we hope to take care of you without any trouble. If you have any suggestions, please write us.

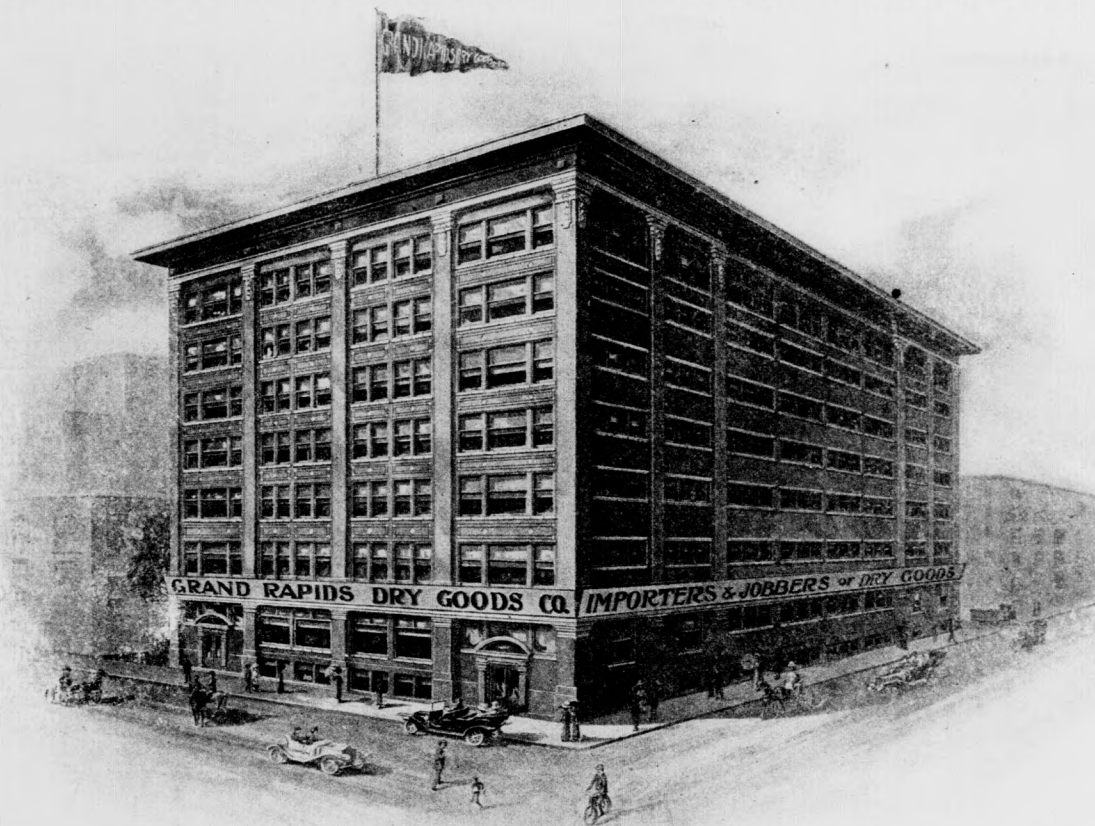
On suggestion of several of the merchants, we hope to have a Cafeteria Lunch Room fixed up on that day so that any time that you care to, you can stop work and have your lunch and a good time at our expense. As we said before, our purpose in having this sale is not for profit, but to make each one of you realize that we have a real up-to-date Dry Goods House in Western Michigan. We hope to make it profitable for you to be here, and that you will have a good time also. We want you to get used to feeling at home in our House, and we know that we can give you quality merchandise at all times at quantity prices

as reasonable as anywhere, and sometimes a little more so, and we can always save you on time and expense of delivery.

On September 10th we will offer both staple and fancy merchandise at bargain prices. For instance, we will be able to offer good Outings in full pieces at $19\frac{1}{2}c$, Outing Shorts at $16\frac{1}{2}c$; Shaker Flannel at $16c$; Thread $39\frac{1}{2}c$; Darning Cotton $23\frac{1}{2}c$; Sheetings, Cambrics and Seersuckers at 25% under prevailing prices; Veils at anywhere from 20% to 50% under current prices; Gloves, Buttons and all kinds of Notions at 25% under current prices; 1,500 dozen Ladies' Hose of a well known brand at $\$4.12\frac{1}{2}$ a dozen, ordinarily $\$4.50$ to $\$5.00$; a 16 in. Spring Needle Union Suit, well known brand, over 600 dozen, at $\$18$ per dozen, ordinarily $\$24$; another at $\$16.50$, just as good value. Also, other numbers of Hosiery and Underwear at the same sort of ridiculous prices; a $\$20$ Overall at $\$14.50$; a $\$15$ Work Shirt, well known brand, at $\$12.87\frac{1}{2}$; others at $\$12$; Men's Outing Gowns, over 300 dozen, our own make, and first class in every particular at $\$14.75$; cheap at $\$19.50$; Dress Shirts and other items of Men's Furnishings at the same low prices; Bungalow Aprons at $\$13.50$ a dozen; over 2400 Georgette Waists at $\$3.75$ each; 100 dozen Ladies' Outing Gowns, our make, at $\$14.75$ a dozen, cheap at $\$21$. These are only a few of the items which are so numerous that it is impossible for us at this time to give you an idea of all of them. Altogether our departments have bought over $\$200,000$ worth of merchandise for this Sale, and of course in addition we hope and expect to have your business on such regular items as you may need. On this day we are giving you a part of the profits on our good purchases in order to hold a merchandising event which will put us on the map and take from your mind forever the idea that we are small and can not do things in a large way.

In the meanwhile see our salesmen, or send us your 'phone or mail orders.

WE ARE LOOKING FOR YOU AND LUNCH IS SERVED.



Distributors of

Nationally Known Lines of Standardized Quality Dry Goods at Prices That Will Stand Any Comparison, Intrinsic Worth Considered.

ARE YOU WATCHING US GROW?



Brands and Labels for Egg and Poultry Products.

Will the time ever come when egg shippers, ambitious to create and capitalize good-will to the utmost, will undertake to place a brand or trade mark on each individual egg sent out, even as some shippers have dated eggs by means of rubber stamp imprint? This question is perhaps pertinent, in view of two items of news that have lately come from California. One of these is to the effect that an organization of orange growers is experimenting with a newly-invented machine designed to impress a trade-mark on the skin of an orange. The other new development is found in the offer by an organization of walnut growers of a prize of \$10,000 to any inventor who will perfect a method whereby a distinguishing brand may be placed on each individual walnut that is sent to market.

Whether the example of the California producers has any direct significance for egg and poultry shippers business men who have looked into the situation can but accept the added evidence of eagerness to broadcast brands as straws that show which way the wind is blowing. No matter what his line the average seller of goods that are good enough to bring repeat orders is keen to identify his product. The whole structure of American commerce and trade is on the threshold of an era of intensive trade marking, and it is natural and logical that this should beget an ambition to trade mark not merely commodities in bulk but each individual unit.

Just here is where the egg and poultry shipper, whose advertising and selling sense is well developed, will sympathize with the efforts of the California fruit and nut producers, even though he regard their scheme as impracticable from a mechanical standpoint or as not adapted to his own line. Even if an egg or poultry man holds that is a very different proposition to put a mark on his fragile product from what it is to affix a commercial signature to a nutshell or fruit skin he may, nevertheless, realize that there is much to be said for individual branding. In this day and age, when shipments are not only broken up but are divided and subdivided, and when the increasing army of flat dwellers and other ultimate consumers buy in the smallest possible quantities, it becomes an object to, if practicable, apply a brand, not merely to case or carton but to each individual item in a consignment intended for resale.

Even if it be not feasible to make each egg that is shipped carry its credential or origin, or if the shipper has concluded that this game is not worth the candle, the egg and poultry house that has any pride in its product is likely to feel, under the influences of the period, a certain responsibility for branding. Indeed, a non-branding shipper who is observant cannot well dodge the reflection that what is good policy for the interests to which he sells at wholesale, ought to be policy for him. He has his object lesson in almost any American city where he can behold individual grocers and "chains" of stores obtaining better prices for eggs packed in cartons under private brand than the same eggs will bring when sold without identification from the case and where branding is almost as effective in conferring prestige on dressed poultry.

The shipper who would essay to trade mark each individual egg or poultry item has his work cut out for him. It is bound to be time-consuming to attach a tag to each broiler or to affix to the shell of each egg a printed band or sticker. Where, however, the shipper subscribes to the idea of branding but does not carry it so far, does not go into such detail—the problem is less serious. The label on the case, an imprint on corrugated cushion and filler or other accepted means of identification, will assuredly "help some," even though the shipper does not establish that complete identification for his product that is possible when each unit has its separate identification tag.

It is perhaps superfluous to say that the egg or poultry shipper is clearly within the law governing registered trade marks when he

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in **SAXOLIN** Paper-lined Cotton, Sanitary Sacks



MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

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



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

M. J. Dark & Sons

Wholesale

Fruits and Produce

106-108 Fulton St., W.
1 and 3 Ionia Ave., S. W.

Grand Rapids, Michigan

Direct receivers of Texas and Oklahoma
PEACHES.

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



BECAUSE—it has the same texture and melting point as butter.

A-1 Nut Margarine

is considered by most dealers an ideal brand for both Summer and Winter.

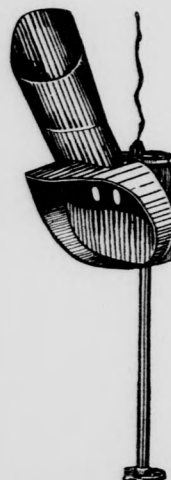
M. Piowaty & Sons of Michigan

MAIN OFFICE, GRAND RAPIDS, MICH.

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

OUR NEAREST BRANCH WILL SERVE YOU

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



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

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

KENT STORAGE COMPANY, Grand Rapids, Michigan

places his brand or trade name on a receptacle, rather than directly on the commodity which originates with him. Rules and regulations that decree that a trade mark to have standing in Uncle Sam's eyes must be attached or affixed to the goods are not to be taken too literally. On the contrary, the arbiters at the United States patent office have repeatedly ruled that it is entirely satisfactory and in conformity with the law if a trade mark be placed on a container in which an identified article of commerce is marketed rather than upon the merchandise itself.

For the egg shipper who is jealous of the reputation of his product the one disquieting feature of the plan of branding containers in lieu of a more intimate identification is to be found in the danger that his prestige may suffer in successive uses at second hand of the cases bearing his label. In other words it might well happen that after serving its initial purpose the placarded egg case would be used for the storage or shipment of eggs that might not conform to the standards of the original packer. To get around this difficulty various expedients have been resorted to. Most favored perhaps are those which involve the use of seals or labels that are of necessity torn or broken when the case is opened in the first operation and which sundering so mutilates a brand mark if it does not obliterate it that a successive user of the case could not help realizing that the original guarantee of quality had been cancelled. The same purpose is, of course, served by a seal or printed band that is affixed to a flat in such manner that it must be broken ere the underlying eggs can be reached, but, obviously, this type of label has not the same advertising value as a brand carried on the outside of the case, where he who runs may read.

Some egg and poultry shippers have suffered disappointment when they have essayed to establish trade mark rights in brand names or designs by the use of such vehicles of identification on their stationery and other printed matter instead of on the products actually passing in commerce. When marks used in this manner have been submitted for registration at Washington the trade

mark gate keepers at the United States patent office have invariably ruled that employment of a brand only on letterheads, price lists, etc., does not constitute a trade mark use such as warrants registration. There is, of course, no objection to an egg or poultry man playing up his brand in his trade literature if he meanwhile attaches the mark to the commodity that the brand is intended to identify, but must not merely talk about his brand instead of putting it to work.

Not a few egg and poultry shippers seem to have the impression, judging from the letters they send to Washington, that a trade mark and a label are one and the same thing. The impression is far from accurate. As it happens, a trade mark may be incorporated in the design of a label but standing by itself a trade mark cannot well be a copyrightable label nor can a label that is open to classification as such be registered as a trade mark. The reason is that the law lays down directly opposite requirements for the two. A trade mark cannot be registered if it is descriptive, because the function of a trade mark is to identify the origin of articles of commerce rather than to extol or advertise them. On the other hand, a label to be eligible for copyright must describe the goods to which it is to be attached. This description does not have to be elaborate or go into detail, but it must suffice to indicate in a general way the character of the goods rather than to merely disclose where the products came from and reveal the identity of their producer or trader, which is the function of a trade mark. This distinction between trade marks and labels does not, however, prevent an egg or poultry shipper from employing both forms to establish and ensure his exclusive rights in a valuable or promising brand. *Waldon Fawcett.*

We think rather too much about the trade of the rich man and his family. Most of the money spent is that of the comparatively poor.

Grand Rapids Forcing Tomato

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

Reed & Cheney Company
Grand Rapids, Michigan



A STOCK OF

WINGOLD FLOUR

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

—ASK US—

WORDEN GROCER COMPANY
Distributors

Grand Rapids

Kalamazoo



WE ARE HEADQUARTERS
WHOLESALE

Fruits and Vegetables

Prompt Service Right Prices
Courteous Treatment

Vinkemulder Company

GRAND RAPIDS

:::

MICHIGAN

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

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

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

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

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

THE MOORE COMPANY, Temperance, Mich.

**A DOMINO
Syrup**

DOMINO Golden Syrup is a pure cane product and has a wonderful cane flavor.

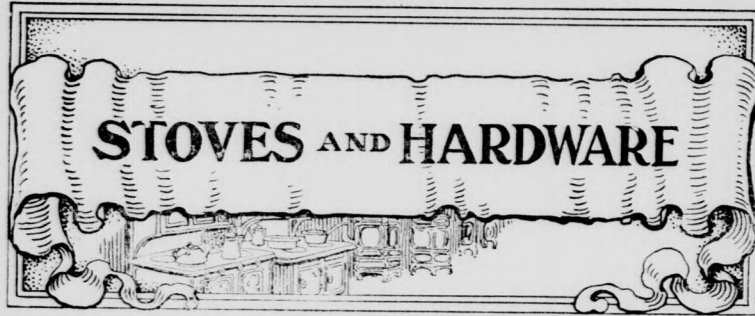
DOMINO Golden Syrup is relished all the year for it is just as good on ice cream and fruits as on waffles, muffins, biscuits and hot cakes.

DOMINO Golden Syrup is made and sold every day of the year. No need to order far in advance or stock heavily.

American Sugar Refining Company

"Sweeten it with Domino"

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



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

The Hardware Dealer and the County Fair.

Written for the Tradesman.

With the advent of September, the fall fair is once more in sight.

The "county fair" held in the average town or small city represents an excellent advertising opportunity for the hardware dealer. I know a certain town where there are several dealers, and where the fair is really nothing much to speak of, from the exhibition point of view. But it affords the country people and the city people a chance to get together for a day or two, meet old friends and chat about topics of interest.

Some ten or fifteen years ago an enterprising hardware dealer took a small booth in the main building, and showed stoves. He did not say much what results he got, but he took the same booth next year. The year after he expanded his display to take in half of the west wing of the building. Within a few years more first one, then another, of his competitors began to put on displays. Last year there were four hardware displays at that fall fair, in addition to which, a retail shoe dealer and several other merchants were taking space for the second or third time. And one and all declared, more or less enthusiastically, that they were at least satisfied, perhaps more than satisfied.

The fall fair gives the hardware dealer a first class opportunity to get into personal touch with country customers and country prospects, to say nothing of a host of town people. For this very reason it will pay the merchant, if he can at all make arrangements, to look after his fall fair booth personally. Failing that, he should put it in charge of his most capable salesman. Not that goods are sold direct at these exhibits—although quite often orders are taken in substantial amounts—but that the man who represents the store at the fall fair should be well equipped to meet people, to explain the goods, and to encourage new business.

The hardware dealer who plans to put on a display at the fall fair should make his arrangements well in advance. In addition to booking his space, he should take the necessary measurements, and plan his display to practically the smallest detail. The display usually has to be put together in a hurry. It should

be complete before the crowd starts to come. And preliminary planning will do a lot to save time when it comes to actually putting the display together.

What goods you display will depend on what class of customers you intend to reach. Stoves are always a good line—a fair line of heaters and ranges, particularly the latter. If space is available, other lines can be added. Paint can be shown on a small scale, although it does not as a rule make just the most satisfactory display for a fall fair. On the other hand, a hardware dealer last year put on a demonstration of an interior finish for floors and woodwork which he had been featuring. This demonstration made a distinct hit. Any line that can be demonstrated is good. Among country people there has been a distinct trend toward the introduction of labor-saving devices in the home. Thus washing machines and vacuum sweepers and cleaners can be shown. There is still an immense field for labor saving devices in country homes, and it will pay the hardware dealer to cater to and encourage this line of trade. Many of the labor saving devices so popular in towns and cities, however, are electrical, and electric current is often—though not always—unavailable in country homes.

It will be seen therefore, that the lines to be featured in a fall fair display depend almost entirely on local circumstances, the goods you handle, and the class of people you expect to meet. But stoves are always safe to feature, other items being added as space permits.

The opportunity is a good one to distribute advertising literature. If the quantity is limited, however, don't hand out expensively printed booklets to youngsters. It is better to have some catchy little souvenir—a blotter or a button—to ap-

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

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

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

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

pease the souvenir-craze of boys and girls. See that your real ammunition hits the mark every time, or almost every time; in other words, get your stove booklets and catalogues into the hands of past customers and present prospects.

It will be worth while, too, to make an effort to get the names and addresses of such prospects, for use in your fall and later selling campaigns. The bait of a "free souvenir" is often effective. One hardware dealer offered to reserve a souvenir for every lady leaving her name and address, the souvenir to be called for later at his store. Little premium articles can often be secured suitable for the purpose; there are many attractive and really useful advertising novelties. However, the tactful salesman in charge of a fall fair booth can usually pick up the names and addresses of a good many prospects merely by means of tactful enquiries. Jot down these addresses as you get them—they'll come handy later on.

A good display stunt for a fall fair booth would be a handy kitchen. You could show in your display space a kitchen corner with a modern range, a kitchen cabinet, a towel rack, aluminum and granite ware, and a wide range of handy kitchen utensils. The range is, of course, the piece de resistance; and it is just as effective if displayed with the usual kitchen accessories as it would be alone. Indeed, it is apt to be more effective. A companion display to this one, if space permits, would be a cosy living room, with a heater, and a showing of brass goods and cut glass, if you handle these lines. A small town furniture dealer who makes a steady practice of displaying at fall fairs invariably shows a series of completely furnished rooms—say living room, dining room and bedroom. Such displays, he claims, are far more suggestive and effective than mere displays of separate articles of furniture. The same thing holds good in regard to hardware. To suggest the goods in actual use is better display than merely to show the goods.

Another good stunt was pulled off by a merchant. In each booth at the fall fair were platforms of rather dirty and discolored white pine. In the middle of his display he left an open space of bare floor half of which he treated with a crack filler and floor varnish. Just behind this bit of floor he piled tins of the floor varnish and crack filler, with a card saying simply:

"BEFORE AND AFTER"

The contrast emphasized the results secured on old pine floors by the use of the preparation, and resulted in many orders.

The fall fair display, if properly put on and handled, is a fine advertisement and a good business getter.

Victor Lauriston.

Plans For the Next Hardware Convention.

Marine City, Sept. 2—Our next annual convention and Hardware exhibition will be held in Grand Rapids February 10, 11, 12 and 13, 1920. The convention sessions and the official headquarters will be at the

Hotel Pantlind and the exhibit will be at the Furniture Exhibition building, which is well adapted for the handling of an exhibit. Being only about a block from the hotel, it is very convenient.

Karl S. Judson, 248 Morris avenue, Grand Rapids, a past President of the Association will be the manager of the exhibit and any correspondence in regard to that feature of the convention should be addressed to him.

The success of the buying contest which the Association has conducted at recent conventions prompted the Executive Committee to renew this feature and some valuable prizes will be offered to the delegates who place orders with the exhibitors at the convention.

Committees to handle the exhibit and entertainment features will shortly be appointed and, bearing in mind the hospitality which has always been shown when the convention has been held in Grand Rapids upon previous occasions, it is safe to predict that the 1920 meeting will be one of the best ever held.

A leader is sometimes one who sees which way the people are drifting, and then gets in ahead of them.

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION

GENERAL RATING BOOKS

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

Superior Special Reporting Service

Further details by addressing

GENERAL OFFICES

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

**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

**OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS**

The Tisch-Hine Co.

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

**Jobbers in All Kinds of
BITUMINOUS COALS
AND COKE**

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

McQUAY-NORRIS

**LEAK-PROOF
PISTON RINGS**

For Trucks, Tractors, Automobiles, Gas Engines, Motor Cycles, Motor Boats, etc.



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

They Stop the Leaks

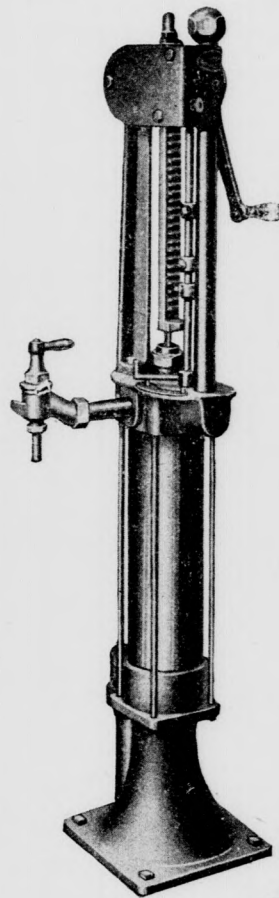


Fig. 41

Even the little leaks in business play havoc with profits. Present every day—so easily unnoticed—yet they amount up in the year's total.

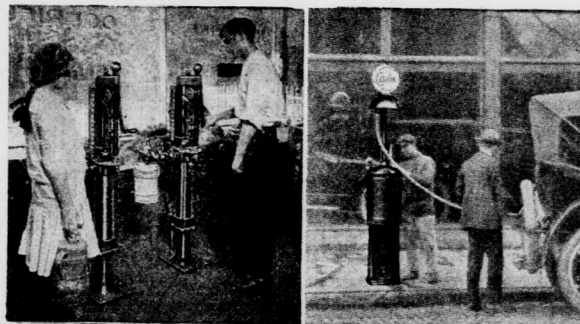
LOOK INTO YOUR OIL BUSINESS. Study it—you will find great opportunity for improvement and profit—cut out all unnecessary labor—offensive oil odors in the store. By installing

BOWSER
ESTABLISHED 1885
Oil Storage Outfits

you make oil as easy, clean and pleasant to handle as tea or coffee. The BOWSER is accurate—always ready for use—no costly up-keep—makes your profits sure. Write us for particulars.

S. F. BOWSER & CO., Inc.
Fort Wayne, Indiana, U. S. A.

Canadian Office and Factory, Toronto, Ont.



For gasoline, kerosene or other oils. Pump where convenient and attractive. Tank in basement or underground.



Fig. 241

"Red" Sentry gasoline pump. Measures and meters all gasoline pumped. Tank underground.



Has Sold Hickory Pipes For Thirty Years.

"Going to shut off our smokers? Tut, tut! They'll never do that while the flag waves or the eagle screams over these here United States."

"Old Hickory," at the threshold of ninety, was greeting Groceryman Jim Van Cleve at Macon, Mo. Jim belongs in the oldest inhabitant class himself, but he'll have to live ten years yet to be as old as Bill Critchlow, the man who has made old Missouri hickory pipes so famous that their smoke screen extends from the Mississippi River to the Pacific Coast. That's "Old Hickory's" territory, and in the thirty years he's been selling the little smokers he's pretty thoroughly covered it several times.

Bill has always been a smoking man and is not ashamed of it. For years he whittled his own hickory pipes from limbs, making them small and neat, with a place for the nicotine, and fitting in a short reed stem. One day he went to a tobacco pipe factory over at Bowling Green and showed his model.

"Make a pipe like that for me," he said, "and I'll sell more than you can turn out."

"Why, Bill, that's nothing but a cheap farmer's pipe," they told him; 'we got something that beats that all hollow and it looks like a pipe. Why, that stumpy thing of yours—"

"That's just the pipe I want," insisted the old salesman. "And I know how to sell it so they'll call for it from Dodge City to the jumping-off place."

So they began making the "Old Hickory" to retail at 10 cents until the profiteers began to send prices skyward, and "Old Hickory" had to go with them to 15 cents, which Bill declares a great shame and a violation of the Constitution.

"Billy Sunday says that prohibition has been put over the top and tobacco will come next," he said. "Let him try it on. The people of this country will stand a good deal of milling around by all sorts of axe-grinding reformers, but when you trample on rights guaranteed them by the Declaration of Independence there will be an earthquake. Suppose somebody—one of these reform fellows—had undertaken to pull Mark Twain's cob pipe away from him! Mark would have lambasted him into the middle of next Fourth of July and then printed a piece that would have curled his hair. Everybody knows that Grant's cigar helped him to take Vicksburg. Sir Walter Raleigh acquired the distinction of being the

most courtly man in England because he discovered tobacco and used it."

"And the Squareheads were great smokers," a man in the store ironically suggested.

"Yes, but they didn't smoke right. They used pipes with long, curved stems that had a big china bowl at the bottom and they smoked like a heathen. What I am trying to say is that it's the real smokers who have done most to carry the torch of civilization and to win the great fight for human liberty. A smoker is a thinker. He studies over things before he acts and doesn't go off at half-cock. Have you ever noticed that you can tell a good deal about a man by the way he smokes?" the old traveller asked.

"You see this little hickory pipe here—small, compact, handy to put in the pocket, yet with plenty of room in the bowl for a good, long smoke. It is the typical pipe of the West, almost exactly like the one Mark Twain used most of the time, which is now in the Clemens Memorial Home at Hannibal. Officers and soldiers also use that kind of a pipe. You can tell more about a man by the way he lights his pipe than you can by the shape of his head. There is the fellow who strikes the match on the south end of his trousers, holds his hand over the bowl until he gets it going, throws down the blazing match any old place and tilts his pipe toward the sky. That man may burn down his house or barn, but he'll never beat his wife or children and he will always give to the poor.

"The chap who lights his pipe with a safety match throws the stub in the stove and blows smoke rings is a financial expert or a promoter of oil wells. His manner shows meditative consideration of intricate problems. Editors chew their stem to pieces and forget their pipes ain't lit. Crooks and bad men don't often smoke pipes. They wouldn't be crooks if they did."

"Old Hickory" is a philosopher and carries his philosophy into the offices of his customers. They like his "line of talk," which is thrown in free with his pipes.

Critchlow was born in Kentucky, November 4, 1829, and has been a Missourian since 1859. During all his business life he has been in the tobacco business or selling pipes. He took a few weeks' vacation recently and then started out on the road again. He says that he enjoys life better and keeps healthier by being busy. He likes the road and gets restless if he stays away from it very long. Edgar White.

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

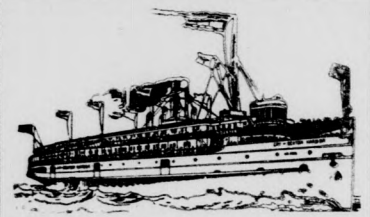
Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

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.



GRAHAM & MORTON Transportation Co.

CHICAGO
\$3.50 Plus War Tax
Michigan Railroad
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

CODY HOTEL

IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

New Hotel Mertens
GRAND RAPIDS

ROOMS WITHOUT BATH \$1.25
WITH BATH (shower or tub) \$1.70
MEALS 65-70 CENTS

Union Station

75 Steps East
Fire Proof

Wholesale Grocers Are Logical Food Distributors.

Chicago, Sept. 2.—The president of a powerful corporation is quoted as having remarked: "I retain the services of Mr. X— at a fabulous sum—because he is the only lawyer who seems able to tell me what I can do—instead of what I cannot do, despite the law."

Laws are often misinterpreted and evaded. People can often get away from the law. Furthermore, law is changeable.

On the other hand, facts are not changeable—facts cannot be misinterpreted—and nobody can get away from facts.

Our statutes are based on legal grounds—facts are founded on moral principle. Both should be respected but when there is doubt as to a legal obligation, we should solve the problem by our moral duty—for, then the solution will be right and just.

That's why, instead of turning to Blackstone for an interpretation of the law, I have turned to Webster for a definition of facts.

So, as in Webster's International Dictionary, I look up the meaning of the word "monopoly," I find as follows:

"Monopoly: The exclusive right, privilege, or power of selling or purchasing a given commodity in a given market; exclusive control of supply of any commodity or service in a given market * * * as enables the one having such control to raise the price of a commodity or service materially above the price fixed by free competition."

Webster, furthermore, says: "Exclusive control of traffic constitutes a monopoly in the economic sense whether acquired by state grant, as in the case of patents or copyright, which are statutory exceptions to the common law rule, making monopolies illegal, by control of sources of supply * * * as in case of cornering the market by combination or concert of action, or by any other means."

As I look further in Webster's Dictionary, I read:

"Altruism is an ethical term which is often used in economic discussions * * * the functions of Government, and general questions of distribution. Altruism is the opposite of individualism or egotism, and embraces those moral motives which induce a man to regard the interest of others."

And, finally, in Webster, I see individualism defined thusly:

"Individualism: Self-interest; selfishness; egotism."

So, not only on a basis of law, but primarily on the principle of fact, as gleaned from Webster's International Dictionary, I hereby submit my views that it is founded on economic justice and soundness that the broad and competitive distribution of the foodstuffs of America, by a great number of wholesale grocers, will bring, through the retail grocers, to the ultimate consumer, at a lower cost, the food supply of the Nation, than if the food traffic is controlled by a monopoly.

Does it not seem clear to every intelligent person that the wholesale grocers of America are the logical and most economical distributors of the foodstuffs of the Nation? for, as indicated by Webster's definitions of "monopoly," "altruism," and "individualism," respectively, a monopolist is an individualist, and cannot be an altruist—for, "individualism" which means selfishness is the opposite of "altruism," which, as by Webster's quotation above stated, "is the opposite of individualism * * * and embraces those moral motives which induce a man to regard the interest of others."

To control the food supply of a

nation means to corner the market in the necessities of life and to stifle free competition. No person, with even a fair degree of intelligence, could possibly construe an attempt to corner the food supply, to be prompted by "moral motives which induce a man to regard the interests of others."

We are now in an era of economic reconstruction—and the American people are not going to allow a food monopoly to exist—for altruism, and not individualism, is the basis of American ideals.



C. E. Martin

For a monopoly to gain control of the food supply would be the throttling and the death knell of free competition. We all know that competition is the life of trade—and to destroy that life would place in the hands of a monopoly the power to gouge and starve the people—and that would cause anarchy—and a bloody revolution. However, that will never be—because, speaking of Food Monopolists, the American people will, in stentorian tones, re-echo Joffre's immortal words: "They shall not pass."

Our boys who have fought, bled and died on the battlefields of France have, with the soldiers of our valiant allies, crushed and destroyed a political autocracy. They have made the world safe for democracy.

If a monopoly were to gain control of the Nation's food supply, it would mean an equally reprehensible autocracy, by which the American people could be placed into economic slavery—but the "eggs will be crushed before the danger is hatched."

Free competition in our industries shall live and be fostered. Economic autocracy is sentenced to death.

The wholesale grocers of the United States are doing business on democratic principles—they are a rightful and logical factor in the distributive system of foodstuffs—and they will survive.

C. E. Martin,

President Acme Packing Co.

George B. Forrest, for several years manager of sales promotion, export and other departments of the H. W. Gossard Company, Chicago, has resigned, to become sales promotion manager for the Acme Packing Co., Chicago, packers of Red Crown products. Mr. Forrest has directed and written copy for numerous large selling campaigns and was editor of Woman's World, Household Guest, Homefolks and Everyday Life during the period these publications were issued in Chicago by George H. Currier.

Lynch Bros. start to-day on a fifteen day sale for Rutledge, Young & Co., general dealers at Bangor. The stock inventories about \$28,000.

Regarding the Memorials of Tradesmen Soldiers.

Ann Arbor, Sept. 2.—Your letter of Aug. 25 received, informing me that only three persons have furnished data for a memorial number of the Tradesman. I realize somewhat your disappointment at the lack of response and your inability to honor our boys who gave up their lives in this war, in the way and at the time planned for. While I cannot regard this silence as evidence that bereaved relatives prefer no such memorial, I might suggest that the project be held in abeyance until further developments.

Having been the one to suggest a memorial number of the Tradesman I will assume to speak in behalf of all the families likewise bereaved and assure the editor of the Tradesman that our confidence in his patriotism, sympathy and integrity will in no degree be lessened if he sees fit to defer or omit entirely such memorial edition.

At this moment I discover one objection to the plan: It might indicate to some people that Tradesman readers are an exclusive group. Never would we claim it in this respect. Every boy who proved himself worthy to wear the uniform has equal place in our esteem no matter what his former vocation. You, dear sir, would dislike to exclude from such edition a part of the names of deceased Grand Rapids soldiers.

Each county in the State will have in some form a memorial for its fallen heroes; each company will compile a history. So also of regiments and divisions. This work will be and is being done by some whose duties are now imperative in other lines. Needless duplication should be avoided. Other reasons may present themselves as we ponder the matter, but our thought in writing this was to explain, if possible, the apparent lack of interest in this matter on the part of relatives of deceased soldiers.

Every day is a "memorial day" for such families and has been for weeks and months. There is a heartache which will not cease this side of eternity. There is a physical dismemberment which no artifice can remedy. There is an unhealed wound that bleeds at every unusual motion. Every paper that comes to hand contains reminders of the experiences which he must have undergone. One by one the boys are still coming home to bring joy to loved ones—but to bereaved ones another pang. In the midst of rejoicing at the return of a home company some see most plainly the vacant spaces in the line.

In accounting for the lack of response we think of the sacredness of sorrow and its limits within which only true friends have freedom of expression; the distrust of sorrow, which cannot perceive good intentions; the selfishness of sorrow, which rebuffs true sympathy, and the despair of sorrow. We need not try to expound these. There is a commendable modesty which withholds from boasting of the soldiers' deeds and achievements. There is the realization that few have more than a passing interest in published tributes. Parents whose sons have returned from the war unharmed seem to think "due praise is given the dead, for were not their boys just as brave and faithful? Why could they not keep it hidden? Few care to appear to parade grief or beg sympathy.

What need of further memorials when we think of the many sincere expressions from friends, neighbors and strangers, from near and far? The letters, the printed tributes, the memorial services. When so much has been done, why prolong the strain?

Sooner or later to every sorrowing heart comes the realization that nothing can be done to alter the eter-

nal fact or benefit the departed, but on every hand are those who need our aid. Sorrow must be restrained if we are to be of any use anywhere. To those who can hear may come the same message which God spoke to the prophet of old: "Get thee up; wherefore liest thou upon thy face? The people have sinned." That means there is work to do. The war against evil is not ended, and until our Captain orders us elsewhere we must "carry on." So long as we can lift our voices or raise a hand we must fight for the maintenance of our customs, our institutions and our civilization. We can best honor the boys still "over there" by fighting for what they fought for and dying as they did on the "firing line" if necessary.

Words can not tell what parents have undergone in the past two years. The succession of hopes and fears, delay, anxiety, disappointment, indignation, over and over again. We have suffered from our own imagination because information was needlessly delayed or withheld. We have been exploited, deceived and betrayed by some of those entrusted with the lives and welfare of the soldiers.

Why not have a memorial page each issue with standing invitation without discrimination. Publish one tribute or contribution of data each week and thus "start the ball rolling." Reading these might arouse interest.

E. E. Whitney.

Law of Supply and Demand Must Prevail.

Grand Rapids, Sept. 2.—The organization of a Fair Price Association, as suggested by the Attorney General, might be very effective in bringing down the retail price wherever there is a tendency towards profiteering.

However, from the result of the investigations in this vicinity and my knowledge of the men in the retail business I do not believe there is any profiteering in this community to speak of.

There is, of course, a certain amount of produce in cold storage at this time of the year which is necessary if the grocers are to take care of the people in the proper way. During the summer months such items as cheese are produced faster than they are needed for consumption and during the winter months they are not produced as fast as people wish them, therefore it is customary for jobbers and manufacturers to keep their cheese in cold storage to prevent spoiling and also to try to accumulate some surplus stock so as to be able to supply cheese during the winter months when the production is smaller.

It is my judgment from an intimate knowledge with a large part of the retail merchants in Western Michigan that very few of these men are making more money than they ought to. If they were profiteering it would begin to show in their accumulation of surplus moneys, but I fail to find any of them who have accumulated any large amounts during the last few years, and I think the most of them have made only what would be equivalent to good fair pay for the long hours they have worked and a fair rate of interest on the money invested.

There must be differences in the prices charged by different retailers because there is a difference in the service rendered and I think the consumer understands that he must pay more for the merchandise when he receives delivery and credit service than when he does not.

It is my opinion that the cost of living has doubled or nearly so, as the wages have, and that the law of supply and demand must control these prices. Whenever by our industry we increase production to the point where production is larger than consumption we will see prices going lower.

Guy W. Rouse.



Michigan Board of Pharmacy.
 President—H. H. Hoffman, Sandusky.
 Secretary and Treasurer—E. T. Boden,
 Bay City.
 Other Members—C. S. Koon, Muskegon;
 Geo. F. Snyder, Detroit; James
 Way, Jackson.

Mutual Relation of Pharmacy and Publicity.

No one doubts that publicity has educational value and shapes public opinion. Advertisements conveying messages impress the minds of individuals; editorials shape the thoughts of citizens, and important and sensational news items interest the readers. The importance of publicity as an influential factor in shaping public opinion can hardly be over-estimated.

The lasting impression or effect of publicity depends upon the value of that to which publicity is given in the affairs of men and nations, and the accuracy or truthfulness of the statements. But no matter how untruthful the latter may be, the average citizen does not investigate, but accepts as truth that which appears in print. Whether right or wrong, the public estimate of occurrences, of aims and purposes, of government, business and professions, does not always conform to facts, or exact knowledge leads to acts. The absence of proper conception which do injury and develop a prejudiced estimate.

Druggists are engaged in a semi-professional business which has many ramifications, and its activities come into contact with trades and professions. The former use methods of competition, while the latter, not infrequently, hold themselves aloof from the more intimate relations which should exist.

Not only the complexity of the drug business, but the fact that the dispensing of medicines must be regulated, stimulates National and state legislators' legislative propensities. The enacted laws are not infrequently framed in erroneous views or misinformation.

The few points made could be multiplied, but are simply intended to emphasize the necessity for publicity on the part of pharmacists—publicity which is truthful and will lead to a better understanding by the public of pharmacy and the drug business, also to direct attention to the need of correcting misstatements which so often go unchallenged and hence are accepted by the laity as truth. The fact that pharmacists were practically ignored in the service was largely due to deficient publicity. The multiplex federal taxation, the methods of regulations applying to revenue laws concerned

with narcotics and alcohol are in a large degree tinged by misunderstanding and deficient knowledge on the part of the legislators.

Along these lines, Chairman V. H. Arny, of the Committee on Federation A. Ph. A., states in Bulletin No. 3:

"We have talked a great deal about the remarkable influence of the American Medical Association, and on analysis, we find that the cause of its power is publicity. We have wondered at the remarkable achievement of the American Chemical Society in developing public opinion to the extent of establishing a chemical corps in the army, and when we seek the main factor of success, we find publicity.

"We pharmacists ask ourselves why the Edmond's bill does not pass; why the will of one man in the Medical corps thwarts the efforts of thousands of pharmacists; why the chemical corps gets credit for pharmaceutical work done by a pharmacist in the corps, and our answer is lack of publicity.

"A federated committee with funds sufficient to conduct the work of furnishing the daily press with news items relating to the pharmaceutical progress is essential if American pharmacy is to come into its own, and the creation of such a committee would be the most practical step toward the federation of pharmaceutical bodies."

Preparation for such co-ordinated and co-operative work takes time, but pharmacists and state associations can at once do a great deal in improving conditions and correcting false statements which are given out as truthful information. The assertion that pharmacists were not adequately prepared by education and training for services rendered by their fraters in Continental Armies has been a large contributory cause for non-recognition of pharmaceutical service notwithstanding the fact that absolutely unqualified men were in some instances assigned duties wherein pharmaceutical education and training were necessary. Unfortunately the medical men did not enthusiastically help in correcting these conditions and it is this indifference which tends to retard the advance of pharmacy so essential for the advancement of medicine. When an unprejudiced analysis is made of existing conditions in pharmacy, and medicine also, for that matter, it will be found that the aloofness of the medical profession is a contributory cause. The people have a right to demand a service from

the co-operative endeavor of medicine and pharmacy. These professions have been granted special privileges because they serve the public, and the latter has a right to expect and investigate their co-operation. There is a widening field of medical science before us, developed by the experiences of the world war. There should be helpful publicity, co-ordination and co-operation of all engaged in the activities concerned with medicine.

Statements of officials and of the press that are derogatory to pharmacy too frequently go unchallenged. The advertisements of manufacturers sometimes cast aspersions on the drug trade, and then these same manufacturers, in language that does not evidence sincerity, seek the co-operation of the drug trade. Such two-faced methods should be exposed. Without regard for actual facts assertions are made relative to methods employed in drug stores; instances of violation are given general application, but seldom a corrected statement accorded the same publicity as that of the sensational item. The deplorable acts of an individual who is an outcast, as far as pharmacy is concerned, are made the thundering charges against all engaged in pharmacy. This should not be so; publicity is needed.

And now with the general prohibition of the sale of alcoholic druggists will have a serious condition to meet which will require their most careful thought, sincere patriotism and loyalty to the profession of phar-

macy. They, unfortunately, will practically alone have the right to dispense alcoholic beverages, as medicines, and every device and scheme known to the ingenuity of man will be tried in tempting their strict adherence to their obligations. The majority will stand the test; some will fall, and then a general application of violation of trust will be made. Preparations must be made to meet the exigency rightly, or pharmacy will seriously suffer. In this, as in the sale of narcotics conscienceless physicians will join in order to profit. It is time physicians and pharmacists and their associates co-operate to correct these despicable methods of traffic. A more intimate acquaintance will prove that the sincere in both professions desire to serve honorably and well.

E. G. Eberle.

Perfume for Talc Powder.

Oil of neroli	2 mils
Oil of cloves	1 mil.
Oil of bergamot	2 mils
Oil of sandalwood	1 mil
Oil of rose geranium ...	2 mils
Oil of lavender (old)	1 mil

"Army" Corn Cure.

Salicylic acid	10 grams
Petrolatum	10 grams
Anhydrous wool fat	30 grams

This is said to be popular with army surgeons.

Is it any less dishonest to help yourself to a nickel's worth of goods twenty times in a month than to a dollar's worth one time?

Two Attractions

The West Michigan State Fair and The H. & P. Holiday Display

The Fair will only be here for five days, September 15-19.

The Holiday Line will be on display from about September 2nd right up to Xmas Day.

Why not come to Grand Rapids at a time when you can see both exhibits? Both will pay you well. Anyhow, you will be down to get some Holiday Goods, you'd better come at Fair time.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Michigan

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	DECLINED
Quaker Corn Flakes Raisins Starch Galvanized Pails Washboards Salmon	Beans—Canned Red Kidney 1 35@1 45 String 1 35@2 70 Wax 1 35@2 70 Lima 1 20@2 35 Red 95@1 25 Clam Bouillon Burnham's 7 oz. 2 50 Corn Standard 1 55 Country Gentleman .. 1 75 Maine 2 00 Hominy Van Camp 1 35 Jackson 1 20 Lobster 1/4 lb. 2 45 1/2 lb. 4 60 Mackerel Mustard, 1 lb. 1 80 Mustard, 2 lb. 2 80 Soused, 1 1/2 lb. 1 60 Soused, 2 lb. 2 75 Mushrooms Buttons, 1s, per case 1 25 Plums California, No. 3 2 40 Pears in Syrup Michigan 1 75 California 2 35 Peas Marrowfat 1 75@1 90 Early June 1 65@1 90 Early June siftd 1 80@2 25 Peaches California, No. 2 1/2 .. 4 40 California, No. 1 2 40 Pie, gallons ... 7 50@9 50 Pineapple Grated No. 2 4 00 Sliced No. 2 Extra .. 4 75 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 Warren's 1 lb. Tall ... 3 85 Warren's, 1/2 lb. Flat 2 35 Warren's, 1 lb. Flat .. 3 85 Red Alaska 3 50 Med. Red Alaska 3 25 Pink Alaska 2 50 Sardines Domestic, 1/4 s ... 6 75@8 00 Domestic, 1/2 s ... 7 00@8 00 Domestic, 3/4 s ... 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 85 Snider's, 16 oz. 3 00 CHEESE Brick 35 Wisconsin Flats 35 Longhorn 37 Michigan Full Cream .. 35 CHEWING GUM Adams Black Jack ... 70 Beeman's Pepsin 70 Beechnut 80 Doublemint 70 Flag Spruce 70 Juicy Fruit 70 Spearmint, Wrigleys .. 70 Yucatan 70 Zeno 70
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 AXLE GREASE Mica, 25 lb. pail 1 60 BAKED GOODS Loose-Wiles Brands Krispy Crackers 18 L. W. Soda Crackers .. 17 L. W. Butter Crackers 17 Graham Crackers 18 Fig Sm Bar 18 L. W. Ginger Snaps ... 17 Honey Girl Plain 23 Honey Girl Iced 24 Coconut Tally 25 Vanilla Water 35 Subject to quantity discount. BLUING Jennings' Condensed Pearl Bluing Small, 3 doz. box 2 55 Large, 2 doz. box 2 70 BREAKFAST FOODS Cracked Wheat, 24-2 4 50 Cream of Wheat 7 50 Pillsbury's Best Corn 2 25 Quaker Puffed Rice .. 4 85 Quaker Puffed Wheat 4 30 Quaker Branflour Biscuit 1 99 Quaker Corn Flakes .. 3 35 Ralston Purina 4 00 Ralston Branzen 2 20 Ralston Food, large .. 3 35 Ralston Food, small .. 2 35 Saxon Wheat Food .. 4 80 Shred Wheat Biscuit 4 50 Triscuit, 18 2 25 Kellogg's Brands Toasted Corn Flakes 4 20 Individual 2 00 Krumbles, Indv. 4 20 Krumbles, Indv. 2 00 Biscuit 2 00 Branet 2 00 Peanut Butter 3 65 Bran 3 60 BROOMS Fancy Parlor, 25 lb. 9 00 Parlor, 5 String, 25 lb. 8 75 Standard Parlor, 23 lb. 8 50 Common, 23 lb. 4 25 Special, 23 lb. 5 50 Warehouse, 34 lb. 9 00 BRUSHES Scrub Solid Back, 8 in. 1 50 Solid Back, 11 in. ... 1 75 Pointed Ends 1 25 Stove No. 1 1 10 No. 2 1 35 Shoe No. 1 90 No. 2 1 25 No. 3 2 00 BUTTER COLOR Dandelion, 25c size .. 2 00 CANDLES Paraffine, 6s 17 Paraffine, 12s 17 Wicking 40 CANNED GOODS Apples 3 lb. Standards @2 00 No. 10 @7 50 Blackberries 2 lb. Standard No. 10 15 00 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	COCONUT 1/4s, 5 lb. case Dunham 44 1/4s, 5 lb. case 43 3/4s & 1/2s, 15 lb. case 45 6 and 12c pkg. in pails 4 75 Bulk, pails 32 Bulk, barrels 30 24 8 oz. pkgs., per case 5 30 48 4 oz. pkgs. per case 5 40 COFFEE ROASTED Bulk Rio 34@36 Santos 39@43 Maracabo 45 Mexican 45 Gutamala 45 Java 52 Mocha 52 Bogota 45 Peaberry 47 Package Coffee New York Basis Arbuckle 40 50 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extracts N. Y., per 100 9 1/2 Frank's 250 packages 14 50 CONDENSED MILK Eagle, 4 doz. 11 00 Leader, 4 doz. 8 50 EVAPORATED MILK Carnation, Tall, 4 doz. 7 25 Carnation, Baby 8 doz. 6 60 Pet, Tall 7 50 Pet, Baby 5 25 Van Camp, Tall 7 25 Van Camp, Baby 5 25 MILK COMPOUND Hebe, Tall, 8 doz. 5 75 Hebe, Baby, 8 doz. .. 5 50 CONFECTIONERY Stick Candy Pails Horehound 26 Standard 25 Cases Jumbo 26 Mixed Candy Pails Broken 25 Cut Loaf 25 Grocers 20 Kindergarten 29 Leader 25 Novelty 26 Royal Creams 35 Royal 24 X L O 22 Specialties Pails Auto Kisses (baskets) 26 Bonnie Butter Bites. 32 Butter Cream Corn .. 32 Caramel Bon Bons .. 32 Caramel Croquettes .. 30 Coconut Waffles 28 Coffy Toffy 30 Fudge, Walnut Maple 32 Fudge, Walnut Choc. 32 Fudge, Choc. Peanut 30 Champion Gum Drops 25 Raspberry Gum Drops 25 Iced Orange Jellies .. 27 Italian Bon Bons 37 AA Licorice Drops 5 lb. box 2 25 Lozenges, Pep. 26 Lozenges, Pink 26 Manhus 27 Molasses Kisses, Baskets 25 Nut Butter Puffs 38 Chocolates Pails Assorted Choc. 32 Amazon Caramels 30 Champion 28 Choc. Chips, Eureka 35 Klondike Chocolates 38 Nabobs 38 Nibble Sticks, box .. 2 25 Nut Wafers 38 Ocoro Choc. Caramels 34 Peanut Clusters 40 Quintette 32 Regina 27 Pop Corn Goods Cracker-Jack Prize .. 6 60 Checkers Prize 6 60 Cough Drops Boxes Putnam Menthol 1 50 Smith Bros. 1 50
COOKING COMPOUNDS Mazola Pints, tin, 2 doz. 9 10 Quarts, tin, 1 doz. ... 8 65 1/2 gal. tins, 1 doz. ... 16 30 Gal. tins, 1/2 doz. 15 80 5 Gal. tins, 1-6 doz. 25 00 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. CREAM OF TARTAR 6 lb. boxes 65 3 lb. boxes 66 DRIED FRUITS Apples Evap'd, Choice, blk .. 22 Citron California 35 Peel Lemon, American 30 Orange, American 30 Raisins Choice S'ded, 1 lb. pkg. 14 Fancy S'ded, 1 lb. pkg. 15 Thompson Seedless, 1 lb. pkg. 20 Thompson Seedless, bulk 19 California Prunes 90-100 25 lb. boxes .. @18 80-90 25 lb. boxes .. 70-80 25 lb. boxes .. @19 60-70 25 lb. boxes .. @22 50-60 25 lb. boxes .. @25 40-50 25 lb. boxes .. 30-40 25 lb. boxes .. @30 FARINACEOUS GOODS Beans California Limas 15 Med. Hand Picked ... 10 1/2 Brown, Holland 8 Farina 25 1 b. packages 2 80 Bulk, per 100 lbs. Hominy Pearl, 100 lb. sack ... 5 75 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 90 Fould's, 2 doz. 1 90 Pearl Barley Chester 6 00 Peas Green, Wisconsin, lb. .. 7 1/2 Split, lb. 10 Sago East India 15 Taploca Pearl, 100 lb. sacks ... 13 Minute, Substitute, 8 oz., 3 doz. 4 00 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 Linen Lines Fudge, Choc. Peanut 28 Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00 Floats No. 1 1/2, per gross .. 1 50 No. 2, per gross 1 75 No. 2 1/2, per gross ... 2 25 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 37 Size 4-0, per 1,000 ... 1 65 Size 5-0, per 1,000 ... 1 97 Sinkers No. 1, per gross 65 No. 2, per gross 75 No. 3, per gross 73 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 38 No. 9, per gross 4 67 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 35 Cent ... 2 85 2 3/4 Ounce 45 Cent ... 3 10 4 Ounce 55 Cent 5 20 8 Ounce 90 Cent 8 60 1 1/2 Dram Assorted ... 1 25 1 1/4 Ounce Assorted .. 2 00 Moore's D U Brand Per Doz. 1 oz. Vanilla 15 Cent 1 30 1 1/2 oz. Vanilla 25 Cent 2 00 3 oz. Vanilla 35 Cent 3 00 1 oz. Lemon 15 Cent 1 30 1 1/2 oz. Lemon 25 Cent 2 00 3 oz. Lemon 35 Cent 3 00 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, 1/4s 12 65 Meal Bolted 4 90 Golden Granulated .. 5 10 Wheat Red 2 13 White 2 11 Oats Michigan Carlots 84 Less than Carlots ... 88 Corn Carlots 2 12 Less than carlots ... 2 18 Hay Carlots 32 34 Less than carlots .. 34 36 Feed Street Car Feed 78 00 No. 1 Corn & Oat Fd 78 00 Cracked Corn 84 00 Coarse Corn Meal .. 84 00 FRUIT JARS Mason, 1/2 pts., gro. 8 00 Mason, pts., per gro. 8 40 Mason, qts., per gro. 8 75 Mason, 1/2 gal. gro. 11 00 Mason, can tops, gro. 2 85 Ideal Glass Top, pts. 9 50 Ideal Glass Top, qts. 9 90 Ideal Glass Top 1/2 gallon 12 00 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 60 Oxford 75 Plymouth Rock, Phos. 1 65 Plymouth Rock, Plain 1 85 Waukesha 1 00	

COCONUT	COOKING COMPOUNDS	Hooks—Kirby
COFFEE ROASTED Bulk Rio 34@36 Santos 39@43 Maracabo 45 Mexican 45 Gutamala 45 Java 52 Mocha 52 Bogota 45 Peaberry 47 Package Coffee New York Basis Arbuckle 40 50 McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago. Extracts N. 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CREAM OF TARTAR 6 lb. boxes 65 3 lb. boxes 66 DRIED FRUITS Apples Evap'd, Choice, blk .. 22 Citron California 35 Peel Lemon, American 30 Orange, American 30 Raisins Choice S'ded, 1 lb. pkg. 14 Fancy S'ded, 1 lb. pkg. 15 Thompson Seedless, 1 lb. pkg. 20 Thompson Seedless, bulk 19 California Prunes 90-100 25 lb. boxes .. @18 80-90 25 lb. boxes .. 70-80 25 lb. boxes .. @19 60-70 25 lb. boxes .. @22 50-60 25 lb. boxes .. @25 40-50 25 lb. boxes .. 30-40 25 lb. boxes .. @30 FARINACEOUS GOODS Beans California Limas 15 Med. Hand Picked ... 10 1/2 Brown, Holland 8 Farina 25 1 b. packages 2 80 Bulk, per 100 lbs. Hominy Pearl, 100 lb. sack ... 5 75 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 90 Fould's, 2 doz. 1 90 Pearl Barley Chester 6 00 Peas Green, Wisconsin, lb. .. 7 1/2 Split, lb. 10 Sago East India 15 Taploca Pearl, 100 lb. sacks ... 13 Minute, Substitute, 8 oz., 3 doz. 4 00 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 Linen Lines Fudge, Choc. Peanut 28 Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00 Floats No. 1 1/2, per gross .. 1 50 No. 2, per gross 1 75 No. 2 1/2, per gross ... 2 25 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 37 Size 4-0, per 1,000 ... 1 65 Size 5-0, per 1,000 ... 1 97 Sinkers No. 1, per gross 65 No. 2, per gross 75 No. 3, per gross 73 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 38 No. 9, per gross 4 67 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 35 Cent ... 2 85 2 3/4 Ounce 45 Cent ... 3 10 4 Ounce 55 Cent 5 20 8 Ounce 90 Cent 8 60 1 1/2 Dram Assorted ... 1 25 1 1/4 Ounce Assorted .. 2 00 Moore's D U Brand Per Doz. 1 oz. Vanilla 15 Cent 1 30 1 1/2 oz. Vanilla 25 Cent 2 00 3 oz. Vanilla 35 Cent 3 00 1 oz. Lemon 15 Cent 1 30 1 1/2 oz. Lemon 25 Cent 2 00 3 oz. Lemon 35 Cent 3 00 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, 1/4s 12 65 Meal Bolted 4 90 Golden Granulated .. 5 10 Wheat Red 2 13 White 2 11 Oats Michigan Carlots 84 Less than Carlots ... 88 Corn Carlots 2 12 Less than carlots ... 2 18 Hay Carlots 32 34 Less than carlots .. 34 36 Feed Street Car Feed 78 00 No. 1 Corn & Oat Fd 78 00 Cracked Corn 84 00 Coarse Corn Meal .. 84 00 FRUIT JARS Mason, 1/2 pts., gro. 8 00 Mason, pts., per gro. 8 40 Mason, qts., per gro. 8 75 Mason, 1/2 gal. gro. 11 00 Mason, can tops, gro. 2 85 Ideal Glass Top, pts. 9 50 Ideal Glass Top, qts. 9 90 Ideal Glass Top 1/2 gallon 12 00 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 60 Oxford 75 Plymouth Rock, Phos. 1 65 Plymouth Rock, Plain 1 85 Waukesha 1 00	

HIDES AND PELTS

Table listing various hide and pelt items such as Green No. 1, Calfskin, and Horse, with their respective prices.

Table listing Tallow items including Prime No. 1 and No. 2, and Unwashed med. and fine.

Table listing HONEY items including Airline No. 10, 15, and 25.

Table listing HORSE RADISH and JELLY items, including per doz. and pure per pail.

Table listing JELLY GLASSES and MAPLEINE items, including 2 oz. bottles and 16 oz. bottles.

Table listing MINCE MEAT and MOLLASSES items, including None Such and Fancy Open Kettle.

Table listing NUTS—Whole items including Almonds, Brazil, and Pecans.

Table listing Shelled nuts including Almonds, Peanuts, and Walnuts.

Table listing OLIVES items including Bulk 2 gal. kegs and Stuffed 4 oz.

Table listing PETROLEUM PRODUCTS items including Perfection, Red Crown Gasoline, and Gas Machine Gasoline.

Table listing PICKLES items including Medium and Small barrels.

Table listing Gherkins items including Barrels and Half barrels.

Sweet Small

Table listing Sweet Small items such as Barrels, 5 gallon kegs, and Half barrels.

Table listing PIPES and PLAYING CARDS items, including Cob 3 doz. and No. 90 Steamboat.

Table listing POTASH and PROVISIONS items, including Babbitt's and Barreled Pork.

Table listing Dry Salt Meats and Lard items, including S P Bellies and Pure in tierces.

Table listing Smoked Meats items including Hams, Compound Lard, and Ham, dried beef.

Table listing Sausages items including Bologna, Liver, and Pork.

Table listing Beef items including Boneless, Rump, and Pig's Feet.

Table listing Tripe and Casings items, including Kits, 15 lbs. and Hogs, per lb.

Table listing Uncolored Oleomargarine items including Solid Dairy and Country Rolls.

Table listing Canned Meats items including Red Crown Brand, Corned Beef, and Roast Beef.

Table listing RICE items including Fancy Head.

Table listing ROLLED OATS items including Monarch, Rolled Avena, and Steel Cut.

Table listing SALAD DRESSING items including Columbia, 1/2 pints and Durkee's large.

Table listing Washing Powders items including Snow Boy, 100 lb. and Snow Boy, 50 lb.

SALERATUS

Table listing Saleratus items including Packed 60 lbs. in box and Arm and Hammer.

Table listing SALT items including Solar Rock and Common.

Table listing SALT FISH items including Middles, Tablets, and Wood boxes.

Table listing Holland Herring items including Standards, Y. M., and Standard.

Table listing Herring items including K K K K, 8 lb. pails, and Cut Lunch.

Table listing Trout items including No. 1, 100 lbs. and No. 1, 40 lbs.

Table listing Mackerel items including Mess, 100 lbs. and Mess, 50 lbs.

Table listing Lake Herring items including 1/2 bbl., 100 lbs.

Table listing SEEDS items including Anise, Canary, and Cardamon.

Table listing SHOE BLACKING items including Handy Box, large and Handy Box, small.

Table listing SNUFF items including Swedish Rapee, Norkoping, and Norkoping, 1 lb. glass.

Table listing SOAP items including James S. Kirk & Company and Lantz Bros. & Co.

Table listing Tradesman Company items including Black Hawk, one box and Black Hawk, five bxs.

Table listing Scouring Powders items including Sapolio, gross lots and Sapolio, half gro. lots.

Soap Powders

Table listing Soap Powders items including Johnson's Fine, Johnson's XXX, and Lantz Naphtha.

Table listing SODA items including Bi Carb. Kegs.

Table listing SPICES items including Whole Spices and Allspice.

Table listing Pure Ground in Bulk items including Allspice, Jamaica, and Cloves.

Table listing Seasoning items including Chili Powder, Celery Salt, and Sage.

Table listing STARCH items including Kingsford, 40 lbs. and Muzzy, 48 1 lb. pkgs.

Table listing Kingsford items including Silver Gloss, 40 lb. and Gloss.

Table listing Muzzy items including 48 1 lb. packages and 12 6 lb. packages.

Table listing SYRUPS items including Barrels and Half Barrels.

Table listing TABLE SAUCES items including Lea & Perrin, large and Lea & Perrin, small.

Table listing TEA items including Medium Japan and Choice.

Table listing Washboards items including Banner Globe and Brass, Single.

Table listing Window Cleaners items including 12 in. and 14 in.

Table listing Wood Bowls items including 13 in. Butter and 15 in. Butter.

Oolong

Table listing Oolong items including Formosa, Medium and Formosa, Choice.

Table listing English Breakfast items including Congou, Medium and Congou, Choice.

Table listing Ceylon items including Pekoe, Medium and Dr. Pekoe, Choice.

Table listing TWINE items including Cotton, 3 ply cone and Cotton, 3 ply balls.

Table listing VINEGAR items including Cider, Benton Harbor and White Wine, 40 grain.

Table listing WOODENWARE items including Baskets and Bushels, wide band.

Table listing Butter Plates items including Wire End and 1/2 lb., 250 in crate.

Table listing Churns items including Barrel, 5 gal. and Barrel, 10 gal.

Table listing Clothes Pins items including Round Head and 4 1/2 inch, 5 gross.

Table listing Egg Cases items including No. 1, Star and No. 2, Star.

Table listing Faucets items including Cork lined, 3 in. and Cork lined, 9 in.

Table listing Mop Sticks items including Trojan spring and Eclipse patent spring.

Table listing Pails items including 10 qt. Galvanized and 12 qt. Galvanized.

Table listing Toothpicks items including Ideal.

WRAPPING PAPER

Table listing Wrapping Paper items including Fibre, Manila, white and Fibre, Manila, colored.

Table listing YEAST CAKE items including Magic, 3 doz. and Sunlight, 3 doz.

Table listing YEAST—COMPRESSED items including Fleischman, per doz.

Table listing AXLE GREASE items including WICKING.



25 lb. pails, per doz. \$1.18

KITCHEN KLENZER



50 can cases, \$4 per case

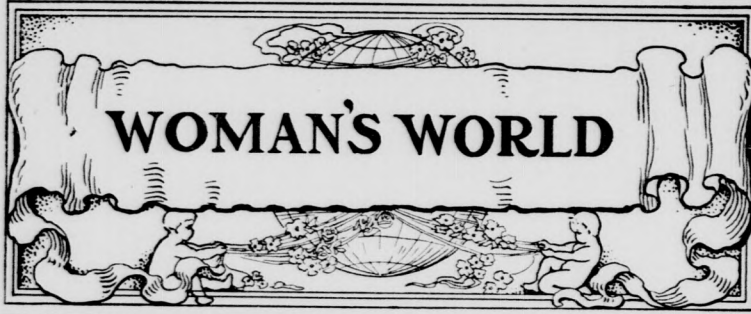


8 oz., 2 doz. in case \$ 3 50

24 1 lb. pails \$ 6 40



Per case, 24 2 lbs. \$ 1 80



Arbitrary Symbols Which Tell About Mental Growth.

Do you realize that your son and daughter dread the first of the month, or the days just following the end of the school term, as the so-called funny papers say you dread the letter-carrier's monthly deluge of bills? Haven't you ever observed the anxious expression of countenance that awaits your comment on the school report?

You old fraud, do you actually behave upon that occasion as if you never were in school yourself? Do you pretend that your marks always gave unalloyed satisfaction to your own parents? Have you forgotten?

It sometimes seems to me that parents have lost all sense of proportion and perspective, if not all sense of humor. I was told last spring of a broken-hearted young girl at a certain well-known women's college whose mother actually told her that because she had "flunked" in some of her examinations, she "needn't come home." Of course she did not mean it, but it was a cruelty whose scar will never leave that girl's soul; it will sour her relations with her mother as long as she lives.

When you have looked over your child's report and read those cabalistic "B's" and "C's" and "D's" and "E's," do you really know how much he or she knows about the subjects to which they relate? Do they really tell you anything worth while about what your child has been doing at school, much less what kind of teachers are awarding those marks? Most parents take the marks as if they were given from On High by some omniscient Power able to assess with judgment and finality; they accept them as the basis for comment and sometimes for verdict and sentence beyond the range of common-sense and even of plain decent humanity.

Do you know what kind of a mind your son has, anyway? What do you know about his mind? What do you know about the mind of the teacher who thus marks human beings up or down? Don't you remember how, when you were in school yourself, you got along very well in the classes from day to day, but on examination suffered torment of nervousness and overstrain and maybe flunked just because it was "examination"? But perhaps you were one of those glib bluffers who slide through the examination on the strength of special tutoring or all-night "cramming"—although you loafed all through the course and really

know no more of the substance of the subject than if it were Choctaw.

Personally I have a very poor opinion of school marking systems. I would not attach much importance to my own son's marks unless I knew a good deal about the teachers who made the marks. More than that—if the nervous condition of the child at the time of examination is worthy of consideration how would it be if the teacher had a splitting headache or a bad digestion, or a sour disposition at the time when he was examining the papers?

A school superintendent said to me not long ago:

"I was very curious to see how a test paper would be marked by a hundred or more of the teachers under me. I sent an identical copy of the questions and of the answer-paper of one of the pupils to each. When I got the papers back there were marks as low as 29 and as high as 90, with all the various grades in between!"

"Now if this great discrepancy could occur in a test paper with no personality of the child to help or hinder or illuminate or condone, without any chance for favoritism or prejudice, how much greater margin for difference would there be with personal likes and dislikes, knowledge of home conditions and other circumstances, to color the judgment one way or the other—saying nothing of the personal equation of the teacher, his clearness of mind or temper at the time, whether he is severe or lax, his own idea of the

RETAILERS— Now is the Time to Sell COFFEE

Coffee—the most INDISPENSABLE and yet the least EXPENSIVE item of your menu.

Never in the history of the trade has there been a time like this! Coffee is the *live* topic. Coffee is in the public prints,—in the public eye,—in the public mind.

Imagine!—\$25,000 are spent every month to advertise Coffee. This is spent in praise of Coffee,—in defense of Coffee. To boost the Coffee "idea",—to sell Coffee *generally*.

The purpose is to increase the consumption of Coffee,—not any one brand, or grade,—but all coffees of all kinds,—*yours* among the rest.

This advertising is creating demand. It is arousing interest. People are thinking about Coffee—inquiring about Coffee,—getting ready to buy Coffee,—more and *more*.

Naturally—the Retailer is the first point of contact. Your store is the central station for your trade. If you don't show Coffee, and talk Coffee, and sell Coffee,—what will your customers think?

You are in business to sell goods. Naturally you sell what is wanted. Right now everybody wants *Coffee*. It's up to *you!*

Get busy! Show your brands,—make window, counter and show-case displays. Paste in the ads in your windows,—put up your signs. Include Coffee in every sale, and make it a part of every 'phone order.

If you don't make money now, it is your own fault! Write this paper for particulars.

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



Don't Let High Coffee Prices Scare You

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

Cash in on This Advertising Co-operation

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

Royal Valley Coffee Company

321 East Larned St.

Detroit, Michigan

relative importance of recitations and test papers; whether when he marked the paper he was tired or lazy or nervous, or had plenty of time or was in a hurry. All these things govern marks."

You cannot calmly sit at home and write your signature, "John Jones," on your child's report and think your responsibility discharged. You must go to the school, cultivate acquaintance with the teachers; form a judgment as to the reactions of their minds upon the mind of your child. Their responsibility is joint with yours; you cannot simply turn this growing life over to them and wash your hands of the business. You must know whether the possibilities of that child are being strengthened, or warped and suppressed, by the people who now see more of him than you do.

The fact that your son gets good marks all through his school life is no guarantee that his mind and character are being enriched and developed really, that he has gained mental power and broad scope of knowledge to equip him for life. One of the men who devised the psychological tests for the army told me that it was not always the college man who could adapt himself the most quickly or most efficiently to new duties and conditions; that a man had stood well in his classes or graduated with honors was no assurance that he would come through the test brilliantly or even passably well. When they asked him "What can you do?" "How long will it take you to learn something else?" his real quality came out, for if he could do nothing, (as was frequently the case), had not the power of mind quickly to grasp another kind of work, his achievements in the matter of marks at school or college stood him in little stead. Many college graduates never got abroad simply because they had no aptitude for taking up new subjects.

It is by no means unlikely that your child gets poor marks because he has a poor teacher. Henry Clay Trumbull used to say, "Unless something has been learned, nothing has been taught." In a very real sense, poor marks are a reflection not upon the pupil but upon the teacher. What do you know about this when you

look so loftily upon the report that your child brings home and condemn him because the teacher has written "D" or "E" where you would like to see "A"? Are you leaving the entire development of your child's mind to total strangers, trusting to luck that they shall find out his capacities and make the most of them, or discover shortcomings or handicaps that should have had your own wise and careful attention long ago?

The doctor who examined the soldiers for their efficiency put through sometimes many hundred in a day. There was much room for mistake and misjudgment. What could he know about their personalities? Teachers with large classes have a better knowledge of their pupils than that, but they are still badly handicapped in the classification of their results. They must have your help, and I am making now a plea at the outset of the school year that you shall cultivate companionship with your children, know them thoroughly, and give to the teachers the benefit of that knowledge rather than to depend for your touch with them upon conventional symbols which are just as likely to be wrong as right, and the more likely than not to create a barrier between you and your young folks, making them afraid of you and telling you nothing about what is really happening to them in school.

Prudence Bradish.
[Copyrighted, 1919.]

Just Like That.

At Kalamazoo Sunday, as we stepped up to the counter the boy in the drug store remarked:

"It's nice and cool this morning, but it will probably warm up before the day is over."

"Yes," we said sententiously, "it's a peculiar thing, but it's a way it has. It is always warmer in the summer than it is in the winter, and what is equally strange, cooler in the winter than it is in the summer. Now, it would be a great thing if it would only be cold in summer when it is so darned hot, and hot in the winter when it is so darned cold."

The boy looked at us a minute and then asked, just like that:

"What'll it be?—a nut sundae?"

BUSINESS WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Complete set grocery fixtures consisting of floor cases, refrigerator, cash registers, scales, stoves, etc. Will sell whole or part. A bargain. Act quick. Address No. 456, care Michigan Tradesman. 456

TO LIVE GROCERYMEN ONLY—If you are making two thousand dollars annually on your investment of eight or more, why not pick up a chance and make eight thousand or more on the same investment? Write C. J. Birch, Proctor, Minnesota. 457

WANTED—To sell or rent my flour and feed mill located in Otsego. Address W. C. Dann, Otsego, Michigan. 458

For Sale—General merchandise store. Postoffice in connection. Holland settlement. English merchant. Good reasons for selling. Address No. 459, care Michigan Tradesman. 459

Hardware For Sale—One of the best locations in State. Good reasons for selling. Address No. 460, care Michigan Tradesman. 460

To Exchange—Eighty acres land, stock, crops and tools for stock of merchandise. J. J. Rodgers, Rural Route No. 1, Honor, Michigan. 461

Wanted To Buy Or Rent—Commercial hotel by experienced hotel man; would consider management; paying proposition. Address Hotel, 469 Pipestone St., Benton Harbor, Michigan. 469

FOR SALE—WELL LOCATED FAMILY GROCERY in best southern city; healthy and delightful climate; stock about \$10,000; annual sales nearly \$150,000. Box 1575, Savannah, Georgia. 450

Wanted—One second-hand cash register. Give full description and price in first letter. Glenn Banton, Butternut, Michigan. 454

For Sale—Established grocery and meat business. Good clean stock. Fine location. Doing business of \$24,000 yearly. G. S. Coleman & Son, 1024 North Rose St., Kalamazoo, Michigan. 455

FOR SALE—STOCK OF GROCERIES AND GENERAL MERCHANDISE; located in a live Michigan town; doing a good business; also have post-office which brings \$650 per year. Good reason for selling. Address No. 437, care Michigan Tradesman. 437

Wanted—Tinnners at once. Churchill Hardware Co., Galesburg, Illinois. 438

—: We have the only method for selling merchandise stocks at 100 cents. Twenty-two years experience in twenty-one States. References and methods free. W. D. Hamilton & Co., Galesburg, Illinois. 439

Wanted—Communication with anyone who would like to go into the automobile supply business. Young man at present engaged in grocery or hardware business preferred. E. A. Bowman, 719 John R Street, Detroit, Michigan. 444

For Sale—General merchandise stock in live village in prosperous farming community. Reason, ill health. Investigate quick. Address No. 443, care Tradesman. 443

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

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

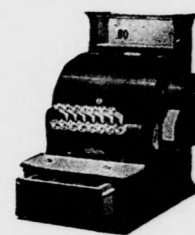
Will pay cash for whole or part stocks of merchandise. Louis Levinsohn, Saginaw, Michigan. 757

GET MY TANKS—Make big money developing films. Particulars free. GILLETTE, Boscobel, Wisconsin. 419

FOR SALE—ONE 300 McCASKEY ACCOUNT register, in good condition. Address Wm. Fuelling & Son, Farmersburg, Iowa. 433

For Sale—One No. 6 Hubbert bake oven, \$200 and one No. 8 Hubbert bake oven, \$100. Frank Schroeder, Mancelona, Michigan. 447

Wanted—To buy good running stock of merchandise, dry goods or general stock in good town. Address No. 431, care Michigan Tradesman. 431



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



Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



Wilmarth show cases and store fixtures in West Michigan's biggest store
In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
Catalog—to merchants

WILMARTH SHOW CASE COMPANY
1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids



In sizes from 8 oz. to 100 lbs. Originators of the Sanitary Tin Package for Peanut Butter.

Bel-Car-Mo Peanut Butter

The sanitary process by which this delicious Peanut Butter is made and packed enables its makers to guarantee the quality.

—Ask Your Jobber

Late News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 2—C. E. Cornwell, of Detroit, was a business visitor here last week. In discussing the high cost of living and the rates charged by the various hotels, Mr. Cornwell tells us of one of the best hotels in Newark, Ohio, the Arcade Hotel, has seventy-up-to-date modern rooms with baths at \$1.25 per day and gives a fine meal at 35 cents, consisting of soup, three kinds of meat, two kinds of vegetables, tea, coffee and milk. This sounds like a dream, but coming from Mr. Cornwell we are satisfied that it is a fact.

"A handful of common sense is worth a bushel of book learning."

A large delegation of members of the Yacht Club of Cleveland will arrive in the Soo next Thursday on a sight seeing expedition. They will be accompanied by the Naval Summer Band of forty pieces. Arrangements are under way to give them a good time while here so that they will leave the Soo with a good impression. They expect to return by way of Georgian Bay.

Labor day was celebrated at the Soo in a fitting manner the Canadians uniting with the Americans making a rousing celebration. The sports were held at Cloverland Park, the principal speaker being Julius Duetelbaum, editor of the Detroit Labor News.

The opening of the fourth lock will take place about September 15, although no definite plans have as yet been made for the celebration. Mr. Spalding, Assistant Superintendent of the Locks, is the oldest man in the service and saw the opening of the four locks. He was four years old when the first lock, which was built by the State of Michigan, was opened in 1855. In those days there were not many people in the Soo and at the opening of the State Lock he was taken along to help make up a large crowd. Mr. Spalding's first appointment as Assistant Superintendent was on the State Lock in 1877, when the canal was later taken over by the United States Government, but was again appointed to the same position. During the first administration of President Cleveland, Mr. Spalding was removed but was reappointed during the administration of President Harrison. He was out of luck only during the change of administration, but is still on the job.

Major General Wood, one of our country's distinguished army officers, paid the Soo a visit last week. After inspecting Fort Brady, he was tendered a complimentary luncheon by the Le Sault Saint Marie Club. The General has many admirers here who will be pleased to see him the next President of the United States.

Sidney McLaughlin, well-known meat merchant of Detour, is rejoicing over the arrival of a new daughter and is receiving the congratulations of his many friends.

The city is to be congratulated on the purchase of a new motor fire truck which arrived last week, being one of the best of its kind in the State. The few demonstrations have proved that it is all that could be expected.

"Habits are like porous plasters, easy to acquire but hard to get rid of." William G. Tapert.

Couldn't Say.

A lady who sat near a famous bishop at a dinner said to him in a most enquiring voice:

"My aunt was prevented at the last moment from sailing in that ship which foundered last week. Would you not, bishop, call that a most providential interposition?"

"Can't tell," chuckled the divine. "I don't know your aunt!"

Petoskey Portland Cement Company

Capital Stock \$1,500,000

All Common Stock. Fully-Paid and Non-Assessable.

No Preferred Stock. No Watered Stock. No Bonds. No Debts.

The stock of the above company is being offered to investors as an unusual investment opportunity because of the extraordinary advantages possessed by the company for the manufacture of cement.

DETERMINING FACTORS IN THE SUCCESS OF A CEMENT PLANT.

Amount of raw materials available, chemical composition of materials, physical character of materials, location with respect to market, fuel supplies, transportation routes, management.

The Company owns sufficient raw materials above lake level to maintain a large cement plant for 100 years or more.

The chemical and physical aspects of the material have been proven excellent by the fact that the use of the material has produced one of the best Portland Cements of Michigan for over 12 years besides the limestone has been and is being used by iron furnaces, foundries, road commissions, sulphite mills, etc.

By means of two railroads and water transportation it will have the best possible distribution for its finished products; the railroads enabling it to take care of its large local market and by water transportation it can reach all of the great consuming centers of the Great Lakes, and by means of water transportation it can bring coal to its plants at a much cheaper rate than by rail.

The management of the company is in very able and safe hands.

It can therefore be at once recognized that the Petoskey Portland Cement Co. possesses every natural and elementary advantage in favor of success. This fact in turn is evidence that as an investment the stock of this company possesses great possibilities.

SAFEGUARDS OF THE INVESTMENT.

In considering this stock as an investment from the angle of safety, understand that there is no prospecting or experimenting to be done, because the rock business alone has proven itself a very profitable business and the Newaygo Portland Cement Co. has proven beyond question that a very high grade Portland Cement can be manufactured from the raw materials furnished it by the Petoskey Portland Cement Co.

Money secured from the sale of stock is not expended in experimenting but goes directly into expansion of the crushed stone business to a large scale by the building of a dock, now under construction, and a large additional crusher and the remaining capital will build a modern cement plant of 2,400 barrels per day capacity. It is therefore evident that all money subscribed goes directly into Dividend-Earning-Equipment.

Further it can be said upon the authority of reliable geologists that the Company's raw materials alone are worth three times the entire capitalization of the Company.

To the man who appreciates the Great Reconstruction Era ahead and also the Great Concrete Road building boom, the offering of this stock will appear as a real opportunity to participate in the great profits of the future.

We invite your thorough investigation through all reliable sources.

F. A. Sawall Company, Inc.

405-6-7 Murray Bldg.

Grand Rapids, Michigan

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

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

Name

Address

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