

Se 12 1919

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 10, 1919

Number 1877

The Man Who Refuses to Knock

You've heard a fellow refusing to drink
and of others refusing to eat;
You've heard of a fellow refusing to smoke
and a fellow refusing a seat.
There's men who are famed for refusing to run
for office or safety or pelf,
But here is a scrawl for the man who, of all,
has the finest control of himself.
I speak of the man with a clamp on his voice,
whose talking is tight under lock;
The man with a muffler attached to his mouth—
the man who refuses to knock.

The man who won't knock is a curious chap. He
often goes out with the crowd,
Where grouches are aired and the grievances bared
in fault-findings candid and loud;
Where only his friends are around him to hear
the hurts that he probably feels,
And every one revels in woes and complaints
and mention of villainous deals;
Where hammers go ringing with vigor and zest
on anvils that shudder and rock;
Yet calmly and firmly he passes his turn, the
man who refuses to knock.

Public Reference Library
Library St

Lily White

"The Flour the Best Cooks Use"

For exacting women who place quality above price; who realize true economy is practiced when complete satisfaction is obtained.

Of course, a good cook will be able to bake good bread and biscuits from the ordinarily good flour.

But if you desire something A LITTLE BETTER, more light, flakier—with a delicious flavor and splendid color—LILY WHITE should be used.

Money back if it does not give complete satisfaction.

VALLEY CITY MILLING CO.
Grand Rapids, Mich.

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.



Quick Sales and No Waste

because there is no time lost to the grocer or his customers by handling

Franklin Package Sugars

which save loss in paper and twine, loss through spillage and broken bags.

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Confectioners, Brown, Golden Syrup



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

NATION WIDE CANDY WEEK

October 6-7-8-9-10 and 11

Get ready to participate and reap the benefit. For the asking we will send you, without charge, A BEAUTIFUL WINDOW TRIM made especially for the occasion. They are very attractive and catchy and every candy dealer will want one. Send in your name today.

Above all, have a good stock of PUTNAM'S "DOUBLE A" CANDY.

Distributors of
LOWNEY'S Putnam Factory Grand Rapids Michigan

SNOW BOY Washing Powder

Family Size 24s

Will Not Hurt the Hands

through the jobber—to Retail Grocers

25 boxes @ \$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

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 10, 1919

Number 1877

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

Subscription Price.Two dollars per year, if paid strictly
in advance.Three dollars per year, if not paid in
advance.Canadian subscriptions, \$3.04 per year,
payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents; issues
five years or more old, \$1.Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.**THE GERMAN MENACE.**

The Peace Conference, in its note accompanying the revised Treaty handed to the Austrian delegates, insists on bringing home to the people of remnant Austria, as it did to the German people, responsibility for the acts of its former government. The Germans demurred on the ground that they had definitely broken with their old regime. The Austrians argued that they are to-day but a fragment of the former monarchy of the Hapsburgs. In both cases the Conference has refused to abate anything from its moral indictment while recognizing the practical limits to reparation. Austria's part in bringing on the great world tragedy is an old story. Her complicity with Germany, as a tool possibly, but certainly a willing tool, is established. An eloquent footnote to the Conference's arraignment of the Teuton conspirators is found in William II's letter to Bethmann-Hollweg, written the day of Serbia's submission to the Austrian ultimatum. The War Lord recognizes that Serbia has given complete satisfaction, but insists in the first place that Austria must have a pledge of Serbia's good faith, namely, Belgrade, and in the second place that military action of some kind is necessary to save the feelings of the Austrian army, which had now been mobilized for the third time and which might grow resentful if it were sent home once more without—one can phrase it in no other way—a run for its money. Out of such criminally puerile motives was an unparalleled horror let loose upon the world.

Nevertheless, the Conference note might have taken cognizance of one vital difference between the case of Austria and that of Germany. The former has made much the heavier atonement for her crimes. There is still a Germany of more than sixty million bloody brutes who have never shown any real repentance for their crimes and who are already laying plans to trouble once more the peace

of the world. The Austria of to-day, with its seven million people and consisting largely of a mountain land grouped around an overgrown capital, is but a pitiful shadow of the former Hapsburg monarchy. Germany of to-day is much more the Germany of 1914 than remnant Austria is the "Austria" of five years ago. Hence the inconsistency and injustice of handing over to Italy the Austrian Tyrol on the ground that "the Italian people have suffered from a menace deliberately directed at their heart by the retention in Austro-Hungarian hands of military outposts commanding the Italian plains." Having forbidden Austria to unite with Germany and reduced her in numbers and power to a position comparable with that of Portugal, the Conference cannot seriously defend a violation of the principle of nationality on the ground of any military menace to Italy in the future.

THROW OFF THE SHACKLES.

Every member of President Wilson's Cabinet has, in turn, indicted the retail dealer of profiteering, thus following in the footsteps of their illustrious leader, the Chief Executive of the Nation, who has poured whole vials of wrath on the heads and shoulders of the retail dealers, while dealing out honeyed words of commendation to the real profiteers, the labor unionists whose grasping and gouging methods precipitated the present crisis. The last member of the Cabinet to come to the support of the President in his universal condemnation of the retail trade is A. M. Palmer, United States Attorney General, who recently stated:

We have found it to be a fact that the corner grocers are taking advantage of the situation to charge excessive prices.

It is commonly supposed that it is the duty of the Attorney General to enforce the laws and not sit in judgment on those who are accused, but—like the President himself—Mr. Palmer assumes the prerogatives of judge, jury and prosecutor and renders the verdict directed by the hand that signed his appointment.

How long do the retail merchants of the United States propose to bow their heads to this sort of dictation, which places them on the same basis as the serfs of Russia, with no day in court, no opportunity for defence and no hope of appeal?

President Wilson's attitude toward the retail dealer reduces the Republic to the level of a mobocracy, in which there is no such thing as justice, fairness or freedom—nothing but the iron rule of the tyrant and the bending neck of the cringing subject.

Profiteering By Raisin and Rice Growers.

A veritable hornet's nest has been kicked up in the grocery trade because of the prices at which the raisin and rice crops are to be sold this year, the advance being very considerable over last year. Wholesale grocers are especially incensed over the situation, although the retailers echo their sentiment in the light of the criticism that has been heaped upon the trade because of the higher cost of food. Both claim this is the effect of the Government exempting growers and producers' organizations from prosecution under the law, and say this has made these organizations so brazen that they do not hesitate to stick on more than the traffic can bear.

One jobber, in discussing the situation with a representative of the Tradesman, said the wholesale grocers of this country were a lot of lobsters when they consented to buy on a future basis subject to the price to be named many months hence. In other words, the buyer for the jobbing house, when purchasing raisins, gave his order to the Raisin Growers' Association and had no idea what they would cost him. This jobber said he was told by the sales manager for the California Associated Raisin Co., which is understood to control 90 per cent. of the crop, when he came through Grand Rapids, that the price would be very little higher than last year.

To their utter dismay, however, they are asked to pay 17 cents a pound for Thompson seedless in twenty-five-pound boxes, with correspondingly high prices for other grades. This will mean about a 25-cent price per pound to the consumer, almost if not a prohibitive price. Last year the opening prices were around 9½ cents for two-crown loose muscatels, whereas this year the jobber is asked to pay 15¼ cents, or approximately 65 per cent., more than last year.

The rice growers and millers seem to be exerting the same strangle hold upon the trade by loading the traffic to the limit. The prices announced this week for new crop fancy Mississippi Honduras rice are on a basis of 14½ cents f. o. b. milling point. The trade was naturally astounded to receive such advances for a staple like rice in view of the prices heretofore prevailing. In 1916 the crop opened up at 4¼@4½ for the same grade, 7½ in 1917 and last year 9½, which was set by the Government. This is an advance of practically 59 per cent. over last year and 222 per cent. over 1916.

In the face of the fact that the Government reports for August say that the crop is 13,000,000 bushels more than the five-year average from 1913-

1917, the increase seems to be out of all reason or justification except a desire on the part of the growers and millers to take advantage of the opportunity. The rice growers, too, have an organization, which is exempt from prosecution under the law and it is said they control the Rice Growers' Association and have set the price with impunity.

There is a disposition in the trade to force action on the part of the Government against the manipulation and control of prices by these growers' organizations. It is insisted that their elimination from control by law has caused them to run riot in naming prices while the wholesalers and retailers are held responsible for the increases. There is a pronounced feeling that something should be done to force these organizations off of their high horse.

At the price which the jobber is asked to pay for rice it will be selling in the retail stores at 20 cents a pound which will mean that this staple will become a luxury and wholly out of reach of the poorer people who are the principal consumers.

Certain aspects of foreign trade came in for a share of attention in business circles during the past week, the outlook for exports to European countries being especially studied. The ban on imports to the United Kingdom has been lifted and trade with Germany has also been freed from most of the wartime restraints. But there has been no great rush to make use of the new privileges. Selling goods implies some guarantee of payment for the same, and it is difficult to get assurances under the present conditions. Again, the lowering of the sterling exchange rate, like the depreciation of the franc, the mark, and the lira, is not conducive toward helping to sell goods in Great Britain, France, Germany, and Italy, although it may aid in inducing those having dollars to buy in those countries on the basis of their depreciated currencies. But the belief prevails that the hindrance to the buying of American products abroad will be overcome by a system of loans or credits based on the security of foreign private or public solvent assets, and this accounts for the projects and negotiations of one kind or another which look to a resumption of trade with European nations. As things stand at the present, even adequate supplies of needed food to the Continental countries can not be assured. These are the first of the requisites, and after them will come the raw materials necessary to set the industries going of the countries recently at war.

Tribute to the Memory of Clyde Cole.

Kalkaska, Sept. 9.—Nothing that fate could have willed upon Kalkaska would have produced such a deep feeling of sincere sorrow and regret as was occasioned by the sudden and entirely unexpected death of Clyde Cole. Mr. Cole easily ranked as Kalkaska's leading merchant. He was the junior member of the firm of Cole Brothers, established here in the early '80's. His brother, Claude, died almost four years ago. For the present the mercantile business as built up by Cole Brothers will be continued. Definite plans have not yet been announced.

Organic heart trouble, from which Clyde Cole had been a constant, patient and uncomplaining sufferer, finally claimed him on the morning of August 28, immediately upon his return to the house after feeding his flock of chickens. Feeling faint, he remarked to his wife as he entered the kitchen, "Nettie, I feel so queer; numb all over."

His son, Clarence, offered the father a chair at the stove and, as Clyde Cole was seating himself, death fastened its hands upon him. He died a moment later.

Clyde Cole belonged to a type of business men that infrequently is found to-day. Of the hundreds who attended his funeral—which was the largest ever held in this locality—the same general tribute was paid him. He was known to be absolutely honest, some of his friends saying he was almost "violently honest," and he was fair, fearless and frank. The most solid mercantile business in the county was erected by Clyde Cole and his brother, Claude, and for years this business has stood as the monument to the unblemished integrity, untiring and indefatigable energy possessed by the boys.

Clyde Cole was 50 years of age. He was born in DeWitt, Clinton county,

Michigan, February 19, 1869. In his childhood his parents moved to Man-celona, Antrim county, later taking up a home in the wilderness of Kalkaska county, settling in what to-day is Rapid River township. In his youth Clyde sought the best educational facilities of the county. He found it necessary to leave the farm and go to town. In Kalkaska he clerked before and after school and in this way laid the foundation for his school education.

His first work as a servant to the public in mercantile matters was with the firm of Wheeler-Wooden, grocery-men. Three years the young man labored and during this time he concluded what his life's work was to be. His Brother, Claude, his inseparable companion, was similarly impressed, and the two decided upon their future.

An idea of the obstacles these boys encountered on the road to realization of their dream may be gleaned from the fact that, after two years of hard work, the boys had been able to save the princely sum of almost \$100. They had boarded and clothed and educated themselves meanwhile, without aid of a penny from other sources than the \$10 monthly wages they earned as clerks.

Before the boys had gained their majority they grasped the rather doubtful opportunity that fate threw in their way. C. E. Ramsey, for whom Claude Cole worked, had traded for a \$900 stock of general merchandise. He did not wish to handle it personally, because of his years and other interests. The suggestion that the brothers take this stock as the basis for a possible future business of their own was snapped up by them. They invested every penny they had earned, and the generous terms Mr. Ramsey made enabled them to have a store of their own.

Starting practically without capital the boys in eight months cleared

the indebtedness. From then on their rise in the mercantile world was steady and sure, without being spectacular. Youngsters though they were, they were looked upon as business men of exceptional ability. The Cole Brothers' motto of honesty became the by-word in two counties.

So successful was the business that branch stores were established in Elk Rapids, Antrim county, Leetsville, Rugg and Rowley, in Kalkaska county. The latter place remained constantly open, but the former three were closed soon after Claude's death, as Clyde felt the burden of operating all the stores too great.

In addition to these enterprises, Clyde Cole was identified with Bowerman and Cole Brothers in the wholesale produce business. He also ranked first in annual shipments of potatoes. This latter work was Clyde's hobby, and he had continued it.

Although his private business demanded most of his time, Clyde Cole never shirked his civic responsibilities. He could always be relied upon to attend any meeting that might be called and he was always present with suggestions and, when necessary, with the assistance needed.

Proof of this may be found in his civic record: trustee and treasurer of the Board of Education; member of the Board of Trade; trustee of the M. E. church and its treasurer; teacher of a special class for boys in his church; leader in Boy Scout and Y. M. C. A. work.

Socially he was active, too. He was a member of the Masons, the Knights of Pythias, the O. E. S., the Sons of Veterans, the K. O. T. M.

At a double wedding in Cadillac, September 27, 1892, he was married to Nettie Campbell. Three children blessed that union, Mrs. John F. Battle, of Mt. Pleasant; Bertine, of the M. A. C., and Clarence. Clyde Cole's home life was beautiful. The family was a bunch of "pals." The children's

respect and observance was steadfast. Their "Daddy" was their friend and playmate.

Clyde Cole was the friend of all. He was the advisor of many. A glimpse of his true nature was always seen in his cheery "Hello, Brother." His death cast a gloom over the community in which he lived and the depth of this sorrow only attests the genuine respect in which he was held. Ed. A. Nowack.

New Method of Figuring Income Tax.

First take your income,
Add wife's income,
Divide by your eldest son's age,
Add your telephone number,
Subtract your auto license number,
Add electric light bill
Divided by number of kilowatts,
Multiply by your father's age,
Add number of gold fillings in teeth,
Add your house number,
Subtract wife's age (approximate),
Divide by number of aunts you have,
Add the number of uncles,
Subtract number of daughters,
Multiply by number of times
You have gone up in an airplane,
Subtract your best golf score,
Add a pinch of salt,
And then go out and
Borrow the money and pay the tax.

How a Flint Merchant Regards the Tradesman.

R. A. Updegraff, 1119 West 3-d avenue: "I have taken the Tradesman for four years and like it first rate. I get much valuable information in it and I know it pays me well to take it. It's fine."

QUAKER COFFEE

Quality alone has made it a sure repeater and the one coffee no grocer can afford to be without.

Quaker coffee meets every test for PURITY and WHOLE-SOMENESS. Persistent and consistent advertising has built up a demand among consumers for this product—a demand that will not accept "something else."

Quaker brand is a symbol of the very highest quality, and the merchant who can point to it in his store is building a Quality Trade.

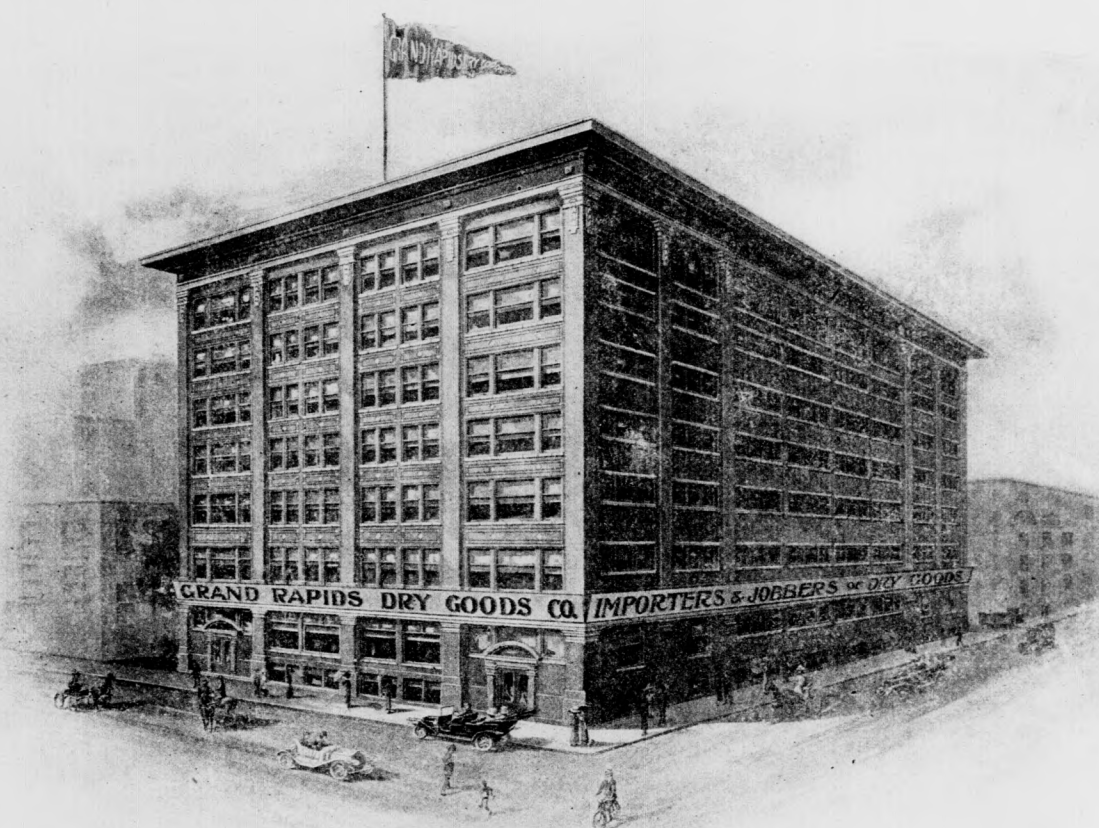
WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS

In Our Own Home at Last

We take pleasure in announcing to the trade that we have purchased the six-story and basement fire-proof Corl-Knott building, in one-half of which we have been located for several years. We have already taken possession of a portion of the other side of the building; and as soon as Corl, Knott & Co. can remove to another location, we will occupy the entire building, from top to bottom, with one of the most complete and up-to-date stocks ever offered to the dry goods trade of Michigan. This doubling of floor space will enable us to carry out the plans we have long cherished along lines of expansion, both as to variety and volume of merchandise and territory covered. We propose to extend the opportunity to buy goods from us to every nook and corner of Michigan, including every locality in the Upper Peninsula. We are rapidly increasing the efficiency of our house and road forces, both in numbers and selling ability, and confidently believe that our establishment now takes rank among the leading wholesale dry goods houses of the country.



The Hearty Handshake

We Can Write You Dozens of Letters—

Our salesmen can get to knowing you so well that both of you call each other by the first names—

We can send you Merry Christmas and Happy New Year Greetings without end—

But nothing takes the place of the good old handshake.

We would like mighty well to meet you during the West Michigan Fair next week.

We would like to show you around our new building, get you acquainted with the "head office," and return some of the little courtesies you have extended our sales force the past year.

Besides, you will have the time of your life at our Fair this year, for it has searched high and low for everything new and good in the world of amusement and liberal education.

We will look for you during Fair Week. Don't fail us.

A hearty handshake and cordial greeting awaits you.

Grand Rapids Dry Goods Co., Grand Rapids, Mich.



Movement of Merchants.

Lansing—Walter A. Springborg has engaged in the optical business at 106 North Grand avenue.

Freeland—The Peoples Grain Co. has erected a new grain elevator on the site of the one recently burned.

North Adams—Thieves entered the general store of Byron Lynch, Sept. 3 and carried away considerable merchandise.

Dearborn—The American State Bank of Dearborn has been incorporated with an authorized capital stock of \$100,000.

Battle Creek—E. Price Mayo and Carl M. Gault have formed a partnership and opened a new jewelry store at this place.

Akron—John Crandall has sold the Bloomfield House to Moore & Killingbeck, recently of Romulus, who have taken possession.

Carson City—The Carson City Produce Co. is erecting a cold storage plant to help care for its rapidly increasing business.

Lansing—Charles M. Norton, hardware dealer at 111 South Washington avenue, died at his home Sept. 3, following an illness of nearly a year.

Ypsilanti—John Maegle has purchased the Meyer block, 309 East Michigan street and will occupy it Sept. 15, with his stock of bazaar goods.

Kalamazoo—Grant Eaton has sold the Hotel Rickman to Alex MacSwan, of Perry, Iowa, formerly of Escanaba. Eaton will manage a hotel at Coldwater.

Eaton Rapids—A. L. Mitchell has sold his pool and lunch business to Charles Henry, who will conduct it in connection with his confectionery business.

Alma—James Redman, wholesale grocer, will retire and the business will be continued by his sons, William and Harold, under the style of Redman Bros.

Greenville—The Folsom Co., conducting a large general store at Columbiaville, has purchased the stock in the Z. C. Bohrer department store, taking immediate possession.

Albion—The store building of C. E. Singer & Son, furniture dealers, is a complete wreck, caused by the walls falling, following the fire which partially destroyed it a week ago.

Holland—The People's State Bank has joined the ranks of institutions with assets of \$1,000,000. It is one of the youngest and the last Holland bank to gain this distinction.

Detroit—The Detroit Dry Kiln Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid

in, \$5,000 in cash and \$95,000 in property.

Tecumseh—Charles M. Gilbert has sold his grocery stock to William Palman, who will remove it to the Hanford building and carry a line of shoes in connection with his grocery stock.

Jamestown—The Jamestown Co-Operative Elevator Co. has changed its name to the Farmers Co-Operative Elevator Co. of Jamestown and increased its capital stock from \$25,000 to \$50,000.

Carson City—The Carson City Produce Co. has begun the erection of a new cold storage plant, 36 x 90 feet, two stories high, with a basement. The cold storage rooms will have a capacity of 4,000 cases of eggs.

Mt. Pleasant—John F. Hileman, baker and grocer, has purchased the Warwick block and is erecting a large cement sanitary bakery in the rear and will remove to the new location as soon as the improvements are completed.

Detroit—The Colonial Clothes Shop has been incorporated to sell at retail, men and women's ready-to-wear clothing, with an authorized capital stock of \$10,000, of which amount \$8,500 has been subscribed and paid in in cash.

Detroit—The National Sales & Service Co. has been organized to buy and sell electrical and factory equipment, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed, \$200 paid in in cash and \$300 in property.

Elsie—J. H. Van Sice and sister, Maude Van Sice, of Mt. Pleasant, have purchased an interest in the Hankins Bros. grain elevator and the business will be continued under the style of the Elsie Elevator Co., under the management of J. H. Van Sice.

Port Huron—The Chamberlain-Holmes-Jefford Co. has been organized to conduct grain elevators and to deal in all kinds of farm products, with an authorized capital stock of \$125,000, of which amount \$66,900 has been subscribed and paid in in cash.

Alma—Roy Richards and Henry Breece, both returned soldiers, have formed a copartnership and engaged in business under the style of the Richards & Breece Produce Co. The company will handle all kinds of produce but specialize in eggs and dairy products.

Detroit—The Alexander Produce Co. has merged its business into a stock company under the style of the Alexander Produce Co., Inc., with an authorized capital stock of \$3,000, all of which has been subscribed and

paid in, \$500 in cash and \$2,500 in property.

Lansing—A. L. Borr, dealer in men's furnishing goods at 115 South Washington street, has sold a half interest in his stock to his brother, S. H. Borr and the business will be continued at the corner of Washington avenue and Washtenaw street under the style of the Quality Store.

Grand Ledge—Lewis V. Richards has merged his furniture business into a stock company under the style of the Grand Ledge Furniture Co., with an authorized capital stock of \$3,000, of which amount \$2,050 has been subscribed, \$550 paid in in cash and \$500 in property.

Port Huron—The Whiting Lumber Co. has merged its business into a stock company under the same style and will conduct a wholesale and retail lumber business, with an authorized capital stock of \$150,000 common and \$100,000 preferred, all of which has been subscribed and paid in in property.

Cass City—The Cass City Sand and Gravel Co., just organized and with a capitalization of \$100,000, has acquired gravel lands one and one-half miles south of Cass City, adjoining the Grand Trunk tracks, with an estimated capacity of 5,000,000 to 6,000,000 cubic feet of excellent gravel, easily accessible. Machinery will be installed this fall and the company is hopeful of an output of 20 cars daily commencing next spring.

Manufacturing Matters.

Chelsea—The Gobel Garment Co. will double its capacity by installing additional machinery.

Coldwater—The Champion Brass Works has increased its capital stock from \$20,000 to \$75,000.

Boyer City—The Traction Engine Co. has increased its capital stock from \$75,000 to \$100,000.

Howell—The Spencer-Smith Machine Co. has increased its capitalization from \$100,000 to \$200,000.

Nashville—The Farmers Co-Operative Creamery Association has increased its capitalization from \$5,000 to \$8,000.

Owosso—The Connor Ice Cream Co. has erected an artificial ice plant and will manufacture ice for its own use and for householders.

Charlotte—The Scott Manufacturing Co., making wood facings for cold air registers, has purchased a site and will build a modern plant on it.

Detroit—The Atlas Sheet Metal Works has been incorporated with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in cash.

Detroit—The Rex Plating Works has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$4,000 paid in in cash.

Menominee—The Signal Electric Manufacturing Co. has been formed in Menominee as the successor to the Tideman Electric Manufacturing Co., which will move to Cairo, Ill. The new company is capitalized at \$150,000 and will continue the operations of the Tideman concern in the latter's plant.

Flint—The Dayton Baking Co. has sold its stock of groceries, store fixtures and bakery at 1602 Oren avenue, to N. A. Herren, formerly of Pierson, who has taken possession.

Houghton—The Houghton Mill & Elevator Co. has been organized with an authorized capital stock of \$75,000, of which amount \$39,790 has been subscribed and paid in in cash.

Unionville—Haik, Neilson & Mossner, have purchased the plant of the Unionville Creamery Co., which has been closed for several years and will open it for business about Sept. 15.

Detroit—The Perfection Metal Spinning Co. has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and \$1,200 paid in in cash.

Marquette—John F. Matte, proprietor of the Federal bakery, on Washington street, has sold it to Charles Dutmer, who will continue the business under the same style.

Filer City—The Manistee Drop Forge Co. has been incorporated with an authorized capital stock of \$200,000, of which amount \$149,200 has been subscribed and \$20,000 paid in in cash.

Detroit—The United Grinding Co. has been organized with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed, \$5,500 paid in in cash and \$4,500 in property.

Hudson—The Hudson Milling Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, \$40,000 of which has been subscribed and paid in in cash.

Detroit—The Kadow Hoffman Co. has been organized to manufacture and sell store fixtures and equipment, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

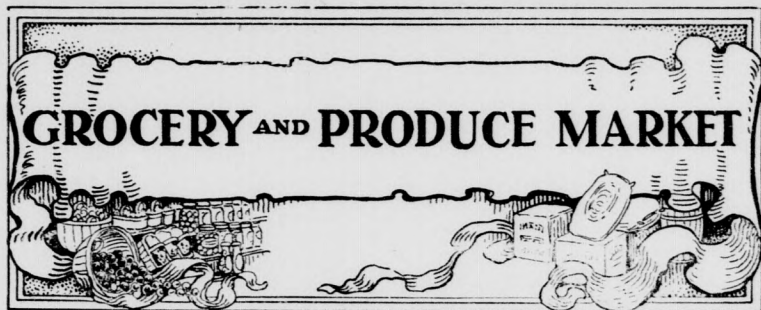
Saginaw—The Noco Chemical Co. has been incorporated to manufacture and sell commercial chemicals, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit—The G. E. Hough Flour Co. has been incorporated to buy and sell flour as manufacturers agent, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in in cash.

Battle Creek—The Battle Creek Corset Co. has been organized with a capital stock of \$50,000 to engage in the manufacture of corsets. W. J. Hacker is President. The factory is located at 99 West Main street.

Detroit—The Kant Sag Corporation has been organized to manufacture and sell upholstery for automobiles and furniture, with an authorized capital stock of \$75,000, of which amount \$39,000 has been subscribed, \$4,500 paid in in cash and \$19,100 in property.

Detroit—Owing to the great increase in its business, requiring larger quarters, the Whittaker Paper Co. has purchased the Goodyear building at Jefferson avenue, and St. Antoine street, and will occupy it soon after the first of the year. This building is six stories in height and has a frontage of 50 feet and depth of 200 feet.



The Grocery Market.

Notwithstanding the shortage in sugar and inability of jobbers to ship out the orders asked for by their customers and the cleaning up of stocks of canned and dried fruits, trade has been above normal. The increased business is made up in other lines, one of them being in fruit jars.

Distribution of California citrus fruits has been somewhat complicated, particularly in certain sections of the country, due to the combination of a car shortage and embargos placed by many railroads at junction points, because of strikes. The possibilities of a continued car shortage are becoming more apparent with the heavy movement of deciduous fruits from California at the present time and every effort is being made by the shippers to get their portion of cars for the movement of citrus fruit.

The railroad shopmen's strike throughout the East added to the difficulties by hampering the railroads in the return movement of empty refrigerator equipment through the congested Eastern terminals, but strike conditions have greatly improved within the last few days and it is expected that previous schedules will soon be maintained.

Considerable trouble has been encountered the past few weeks in making diversions by reason of the many embargos placed by Eastern lines against the handling of perishables, but with the strike situation clearing up, the traffic department expects that conditions soon will become normal.

Sugar—The sugar situation is about unchanged, except that large supplies of raws are on their way here and as soon as they arrive the scarcity will probably be over, particularly as the fruit season will also be over. Demand for sugar continues good and jobbers' stocks are still inadequate to fill current orders from retailers. There is a very great variance in the size of sugar stocks in retailers' hands in different sections of the country. There still continues to be no definite announcement as to the possibility of further Government control of sugar during 1919-1920 and future possible market conditions, relative to both raw and refined, are consequently obscured by the present uncertainty in this respect. It is said that the Shipping Board has allocated sufficient steamers to test the full loading capacity of Cuban ports, and arrivals, afloats and vessels now loading will ensure the movement of close to 400,000 tons to United States Atlantic ports before the end of the present month.

Tea—The market shows no change

Business is fair, with a strong undertone to everything. Stocks of old teas are getting fairly well pulled down, partly owing to the fact that the new crop is several weeks late. The tendency of the market is to advance within the near future. During the bad slump in teas which followed the signing of the armistice, the market in some cases got 25@35 per cent. below the cost of production. Prices have since recovered the larger part of this, but this year's teas are costing more than last year's to produce, with the result that the market will have to go higher in order to get on a normal basis. Tea at present prices would appear to be a good property.

Coffee—The market for coffee futures has had a bad slump. All along the line the situation is very weak, due in part to declines in Brazil and weakness in other staple markets here, such as grain and cotton. Altogether coffee options have declined about 7c per pound. This has not affected actual coffee to anything like that extent. As a matter of fact, Santos 4s have dropped but little, the decline amounting to about 3c. Rio 7s are held about 3c cheaper than the highest point. It looks as if the market was on its way permanently downward, as everybody has expected it might soon be for the last several months. The general opinion is that the decline will extend still further, although late in the week the market firmed up a little.

Canned Fruits—California canned fruits show no change, the buying season from first hands being over. So far as buying from second hands is concerned, this also appears to be slack, particularly the selling that was done at large premiums. Most of this came from speculators who did it for export, and this business is about over. Sales of California canned fruits from second hands are still being made, but the premium is not over about 5 per cent. over the opening price, as compared with as high as 15 per cent. sometime ago. Small Eastern staple canned goods unchanged and dull.

Canned Vegetables—The tomato pack this year will be the smallest in the history of the business, owing to the bad weather. Cannerymen are paying as high as \$1.30 a basket for raw stock and are quoting in the neighborhood of \$2 a dozen, f. o. b. factory in a large way, for No. 3s. Very probably there will not be a total pack of over 6,000,000 cases, which is only about one-third of last year's pack. Added to this will be some carry-over, but probably not a great

deal. Corn shows about the same conditions as have ruled for the past several months. Peas are stronger. Packers are not quoting New York State gallon apples, as they do not know what they will be obliged to pay for raw stock.

Canned Fish—New prices on Red Alaska salmon have been named during the week, on a basis of \$3.35 per thousand for one-pound talls, f. o. b. coast. The pack will be the shortest for a long time, the average delivery not promising to be more than 30@50 per cent. The pack of sockeye salmon will also be the smallest in years and Columbia River salmon is always a small factor, so that it looks like scarce salmon during the coming season, with very high prices. As a matter of fact, the consumer will probably pay from 40@45c for one-pound tins of Red Alaska salmon. Domestic sardines are very much in the dumps and as little as \$4.25 per case is quoted for ordinary key brands. This is said to be very much below the cost of production. Few imported sardines are coming in, but the price situation is unchanged.

Dried Fruits—No change has occurred in dried fruits during the week. Everything is firm on account of scarcity. The only 1919 dried fruits to arrive as yet are apricots, which show that not only have the packers advanced prices directly, but they have advanced them indirectly by reducing the quality, that is, they are now packing under the designation "choice" the grade of apricots that in normal times would not be called more than "standards." The outcry over the high raisin prices still continues, but whether it will accomplish anything remains to be seen. The jobbers bought at the opening price, that is, they agreed to take their purchases regardless of what the opening price might be, and now that it is higher than they expected, they are protesting very loudly, but the packers point out that that was the chance they took. The Government's attention has been called to the raisin situation, but whether anything will be accomplished remains to be seen.

Cereals—Puffed rice and wheat have not been made this summer, it is reported, and there seems to be no prospect of arrivals until next month, at least. Shredded Wheat is reported about 60 days behind and is being back ordered in instances for a week or two.

Cheese—The market is steady to firm, quotations slightly stronger than previous quotations. There is a good active demand for cheese, and receipts are moderate for this time of year.

Provisions—The market on lard substitute is steady, prices about 1c per pound lower than previous quotations, due to an increase in the supply and a slight decrease in the consumptive demand. The market on pure lard is easier, quotations having declined about 2@3c under last week's quotations. There is a very good supply of lard on hand at this time, with a moderate consumptive demand. We look for lower prices on this commodity. The market on smoked meats is slightly easier, with quota-

tions about 1c per pound under previous quotations. There is a normal supply to meet the fair demand. The market on dried beef is very firm, due to a good demand and a shortage in this particular article. The market on barreled pork is steady, with quotations ranging the same as previous quotations. The market on canned meats is slightly easier. There is an abundant supply and a moderate demand.

Hoover Predicts Crash Is Coming

Herbert Hoover, in his testimony before a Senate investigating committee, and J. Ogden Armour, the big packer, in an interview given out at St. Paul, both declared last week that the crest of the wave of high prices has passed, and that a big drop is sure to come within the next few months.

Mr. Hoover said that those in America who have been speculating in foodstuffs have about reached the end of their string, and that they are no longer able to maintain their grip on the market because Europe is too poor to buy their foods at the prices they ask.

"Warehouses in Amsterdam, Rotterdam, Copenhagen and Stockholm are now full of foodstuffs from America," he said, "but no outlet exists, as the countries needing food are unable to pay for it at present prices."

"Speculators of entire world are responsible for the present high prices, through hoarding in anticipation of European demands, which have not developed. The American Government must intervene by granting credits to the nations needing food, as well as by fixing maximum and minimum prices in the United States."

"An extremely dangerous situation will result in case the United States Government does not assist producers in finding outlets for their goods. During the war American products of all kinds increased threefold. Unless there are permanent markets for these products, a terrible reaction is inevitable, counteracting all the production incentives which caused the present efficiency."

"American farmers are entitled to the greatest consideration. After Government stimulation their production must be guaranteed markets."

Speaking of the general European situation, Hoover said:

"Belgium is in the best condition, industrially. Agricultural production in all the European nations is nearing a normal state, but the countries which have emerged from the war will need American financial assistance for another eighteen months."

"Bolshevism is permanently headed off in Western Europe. I believe one of the most effective weapons used against the menace was the relief of the American Food Administration. Committees composed of the so-called better classes, which took care of the children of the poor, thereby breaking up class antagonisms."

Honesty is better than ill-gotten wealth.

NEARING THE DANGER POINT.

Workingmen Have Lost the Power of Reasoning.

Grandville, Sept. 9.—One of the singular things about the present unsatisfactory condition of the business world is that the American laboring man cannot see an inch before his nose.

Strikes and rumors of strikes meet the eye of the newspaper reader at every turn until one wonders when and where it is all to end. A foreigner reading of these things would naturally become convinced that the United States was in the throes of an era of hard times. It is a singular fact, however, that when close times really exist; when labor is at a discount; when factories and mills are running half time, others wholly idle, the unrest in the labor world is at its minimum.

Strikes do not occur during a period of lax industry and panic. Truth is when there are two men for one job there is nothing left for the workingman to strike for. Work at any wage at such times is considered a boon. Such times have been known to exist in this country and it seems strange that men who labor have such short memories. The present insane demands for wages above what any man can possibly earn—wages that no contractor or factory owner can long pay and keep out of bankruptcy—will surely lead to a crisis before many months. It is not in the nature of business ethics that it should be otherwise.

One extreme follows another. Look out for the flood when the land is parched with drought. The President of the United States entered upon dangerous ground when he began to seek to curry favor with the labor unions. He certainly failed of his duty to his fellow citizens in all walks in life when he went out of his way to boost the wages of railway employees. To be sure it was a political move, pure and simple, yet it was playing fast and loose with the public, which no man can do, be he President or otherwise, and not get scotched in the end.

Just at present is the harvest time for labor. It is such a harvest as comes but once in a century. Instead of making the most of it, led by unpatriotic chiefs, the cause of labor is being sacrificed to fill the coffers of men who, professing the utmost love for labor's cause, prostitute their official positions for private gain. The laborer, who we all admit is worthy of his hire, is sure to suffer bitterly in the outcome.

Deal justly. Walk uprightly.

What a wide chasm separates these despoilers of the honest workman from that saw. The worst enemy to honest labor is the man who advises strikes for the purpose of compelling a wage rate which is confiscatory and which will in the near future result in reaction and ruin of the industries of the Nation. It is not necessary to name these persons. They are known of all men.

Just now carpenters in Chicago are on strike for a raise from 80 cents to \$1 per hour. In order to carry on this strike the families of the strikers receive a benefit fund of \$6 per week. Small sum to keep the household going, is it not, when the men demand more than that for a single day's work of eight hours?

The contractors have offered their men 92½ cents per hour, which has been rejected. It is one dollar or nothing with the men and seems fair to be the latter. Meantime business in the building world is at a standstill. We have the testimony of many carpenters that it will be years before they can hope to make up the losses in pay they have suffered by this summer's strike. Where, then, is the sense in it all? Doesn't it strike an ordinary man as the height of fool-

ishness for labor to thus destroy its power for production?

It is a demonstrated fact that production of labor has fallen off in large degree since wages have gone on a kite-flying excursion to the clouds. The higher the wage the less the earner produces. This may seem strange, yet it is nevertheless true, having been demonstrated time after time in many of the well-known industries of the country.

There is a lumber mill operated by a Kansas City concern which was producing 70,000 feet per day five years ago, and that now, with the same number of employees, turns out 45,000 feet. Like reports come from numberless other concerns. The trend of the times is for shorter hours and larger pay. The tendency is for sloth and scant production per man. This sort of thing cannot last. The reaction from such slipshod methods spells disaster, and that disaster will strike more heavily on the laboring man than on anybody else. Strange he cannot see this and call a halt in time to save the bacon.

Underproduction on the farms is still another very present danger.

War time burst of speed along agricultural lines has halted, nor is it going to be renewed until a halt is

There are more ways than one of killing the goose that lays the golden egg and the fatuous union laborites are rushing head on to this deplorable outcome. It does seem that it is about time that some plain talking was done by men who are in business. If it is right for men who sell their labor to combine for self improvement and protection, it is equally right for those who employ them to enter into a union for the purpose of protecting their business from financial ruin.

The danger point has about been reached. Forbearance on the part of those who are being exploited by the barons of union labor has ceased to be a virtue. When the worm turns something is sure to happen.

Old Timer.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 9.—Coral has a somewhat remarkable character in the person of Fred U. O'Brien, who has been connected with the local newspaper at that place for nearly thirty years. Mr. O'Brien was postmaster for many years, but had to step aside when the democratic party came into power. Instead of bemoaning his misfortune and refusing to be comforted, he utilized the space vacated by the postoffice with a stock

THE MUSIC OF THE TREES.

Written for the Tradesman.

How I love to hear the rustle of the leaves upon the trees
When the foliage of summer is a moving in the breeze
When the oak and beech and maple are a tuning up the air
As they hear the quaking aspen sending signals everywhere.

The deciduous forest people are a music making band
With their symphonies so simple that a child can understand
For there's meaning in their rhythm and a pleasure 'mong the trees
When the wind is blowing through them and a stirring all the leaves.

There's an overture in whispers which is soothing to the ear
Then a chorus full of comfort just a chasing out your fear
As the louder it is sounding and the louder yet again
Till at last are joys abounding when it falls in sweet refrain.

Yes, it brings you heaps of solace when the wind is blowing soft
In a lullaby of nature which will bear you way aloft
Till you leave this world of trouble with its fretting and its care
As you listen to the rustle of the leaves a playing there.

Oh, I love to stop and harken to the music of the trees
As the wind is sighing through them or a playing with the leaves
There's a harmony that holds you in the noises of the wood
Where I never tire of listening for it does a fellow good.

Charles A. Heath.

called to the outrageous advance in wages all along the line. The sooner this is understood and acted upon the better for all concerned.

Men seem to have lost their powers of reasoning in a mad rush for money their labor cannot honestly earn. Men in business, the bone and sinew of the manufacturing and producing world, have kept up nobly to date, but the impossible must not be expected even of them. The time for a break is startlingly near at hand. What would common labor do or skilled labor, for that matter, if the worm should turn and a majority of the employing concerns in this country conclude to ape their employees and go on a strike?

Suppose that only one-half the factories and mills should close down for an indefinite period, what then would become of these madmen striving for less hours work and a monumental wage? Is it not conceivable that, goaded to desperation by continual wage boosts and slack performances, the employers of labor may conclude to drop out of business until time brings the insane labor profiteers to their senses?

The hysteria of the hour is as sure to breed trouble for those who at present are riding on the high tide of prosperity, as the sunshine of to-day is to be followed by the thunder cloud and the devastation of the lightning on the morrow.

of caskets and undertaking goods and supplies. Instead of adopting the grasping methods of his city fraters, he established a nominal price of \$55 for a complete funeral, including embalming, casket, hearse and carriage for mourners and bearers, and a glowing obituary of the deceased in the Coral News. As this is about one-third what it costs to be buried elsewhere, aged people and persons in poor health are heading toward Coral, because it is the cheapest place in which to die in the United States. Plans are already under way to extend the limits and capacity of the Village cemetery, in order to accommodate the influx of prospective purchasers for both lots and plots. Mr. O'Brien is a genial gentleman who knows every person living in Coral and for a half dozen miles in all directions and it goes without saying that his popularity as a publisher is only exceeded by the popularity which has attended him in the pursuit of his new profession as undertaker.

The Grand Rapids Dry Goods Co. has made two additions to its road force during the past week, as follows: W. W. Ladd, for the past twelve years store manager for B. E. Muehling & Co., has arranged to cover Jackson and the towns and cities in that vicinity. He will make his headquarters in Jackson. Carl Orwant, who has been traveling in the Upper Peninsula for some time, has

arranged to cover that territory for the Dry Goods Co. He will make his headquarters in Marquette.

Competent authorities declare that no business training is complete without experience as a traveling salesman. Relatively speaking the processes of distribution are more complex and numerous than those of production. No one will deny that immense technical skill and vast resources are brought into play in the making of commodities. The problems of the factory touch the life of commerce at every point. Ability of a high order is essential to the maintenance and improvement of output in every line of industry. Much diversity of talent is brought into play through invention, administration, and operation of a factory. It is willingly conceded that ambition, enthusiasm and brains are indispensable to continuously successful production. But when all this is said and freely admitted, the fact remains that experience as a traveling sales representative is needful to the proper rounding out of the various factors which enter into the making of leaders of industry. Frequently it has happened that radical modifications of a product have been put into effect as a result of the salesmen's experience in marketing it. Trade requirements shift from time to time. Styles change. Tastes undergo alteration. The toothpick pointed shoe gives way to the broad Munson last. Trailing skirts are shortened to shoe-top length and their ample girth is reduced to scant diameter—all in response to the whims of the season or in answer to better knowledge. The Franklin stove, by successive stages, yields room to the warm air heater. And so the story runs through practically every commodity which enters into the commerce of a nation. The traveling sales representative is among the first to note the changes, and to acquaint the manufacturer with new tendencies of popular demand. In the great school of traveling salesmanship, therefore, theory is hammered into practical shape upon the anvil of experience. The man of business who graduates from this school has learned that the human equation is the most important element in the making and selling of goods. He learns the true meaning of service. He acquires the knack of estimating what for want of a simpler word may be called the psychology of the ultimate consumer. He finds out what motives and emotions are most potent in a given set of circumstances with reference to the commodity which he manufactures or sells.

Wise sayings often fall to the ground, but a kind word is never thrown away.

The more we help others to bear their burdens, the lighter our own will be.

The remedy of to-morrow is too late for the evils of to-day.

Never utter a word of slang.
Never shut the door with a bang.
Never say once that you "don't care."
Never exaggerate, never swear.
Never lose your temper much;
Never a glass of liquor touch.
Never wickedly play the spy.
Never, O never, tell a lie!

Not Emancipated.

Mrs. A. F. Howie, the famous lecturer on dairying, tells this one:

After finishing her lecture in a farming section of Alabama she suddenly ran into an old negro sitting at the rear of the tent, who plainly showed that he had been a slave.

"Well, how do you do, uncle?" said Mrs. Howie. "And you were a slave?"

"Yes," replied the old man.

"Well," enquired Mrs. Howie, "you got your freedom?"

"No, ma'am," replied the negro, "I dun got married."

Staple as Gold



ROYAL BAKING POWDER is made from pure cream of tartar, which is derived from grapes. It perfectly leavens the food, making it appetizing, delicious and healthful, and its superiority in all the qualities that make the perfect baking powder is never questioned.

*Royal Contains No Alum —
Leaves No Bitter Taste*

Royal Baking Powder Company, New York

QUIET IS PREVAILING.

Cotton goods markets are still quiet after the auctions, although outside of gray goods circles it is not thought that the effects will be very extensive. It is pointed out that there has been a great deal of bungling in handling surplus cotton goods owned by the Government. Had they been offered earlier in the year and without so many hampering string on the sales and deliveries, it is contended that the merchandise would long since have been on its way to consuming channels and the trade would be relieved of comparatively small lots of offering when the absorbing capacity of the markets is lacking.

That the trade is reconciled to the view that lower prices must be encouraged in order to ensure a steady distribution, especially until the export outlook improves, may be accounted for readily, when it is remembered that prices made some little time ago by selling agents were designed in part to assist jobbers in their fall sales, and to indicate what agents then thought goods would be worth for future delivery. The actual volume of business booked at the extremely high prices was small and much less difficulty is going to be encountered in holding orders intact than would be the case if all markets were breaking badly.

The trade is looking forward to the naming of dress gingham prices for spring and it is hoped that they will give some line on what mills consider possible on merchandise to be made and which cannot be delivered as promptly as in the case of sheetings, drills and other unfinished products.

The small output, the demand for such goods for export, and the known clean condition of many stocks in first and second hands, may operate to cause higher prices than the trade will figure as warranted by actual costs and prospective selling opportunities. Nevertheless, if substantial higher prices are made, the limited amounts that will be accepted on order bid fair to keep the goods well in hand. The effect of higher prices within the trade will be less important in such an event than it may prove to be outside of it.

In pointing to the market conditions some jobbers say that the retailer is not as well stocked to-day as he has been at a similar period in any of the past three years. One great reason has been that the jobber was not willing to sell far in advance because of the lack of holding power in retail orders. Another reason is that the retailer was more anxious to reduce his stocks this year than to augment them, most of the retail merchandise men contending for a long time that the primary market rise was fictitious and jobbing advances unimportant. These jobbers say their August business was good because much of it was for goods to be delivered promptly. There were plenty of orders tendered for future delivery, but a great many were declined and the retailer is not secured by large advance purchases at this time. If this view of the market is correct, recovery from the present

quiet should be looked for toward the middle or latter part of this month.

In the interval since the holidays it has been possible to discern a decidedly easier tone in wool and silk goods markets. The fever of rising prices has given way to questioning of the holding power of all textile prices and the enthusiasm for placing large future orders is wanting. Meanwhile, mills keep very busy.

CUDDLED BY UNCLE SAM.

Paternalism as a cure for a bad reputation, even if not wholly deserved, is the latest suggestion. It comes from the canners, and at a recent meeting of the Baltimore Canned Goods Exchange one of the leaders of the industry urged the appointment of a committee to persuade the Government to work out some plan whereby the canners might be Federally licensed "as an assurance to the people that the canners are acting fairly." And, according to trade press reports, such a committee was chosen to confer with the Government about it.

While this may seem radical, and contrary to the courageous spirit of independence which characterizes most of the trade in meeting schemes for governmental control, there's no denying that many people in the food trades—the canners are not the only ones—feel the same way about it. Weary of being "the goat" to the sensational reformers and press, many grocers would welcome the feeling of Uncle Sam's hand on their shoulder if it would serve as a guarantee of goodness. During the war, while thousands complained about being suppressed by the Food Administration, they secretly rather liked it, and in the long run found that they made money under the system.

In surrendering all of his palaces to the nation except the Savoy in Turin and that in Rome, the King of Italy has more than set a precedent. The rulers of Italy have several times since 1870 branched out on unusual enterprises that have greatly increased their popularity. To have given up the historic Savoy palace would have been an act of impiety and so regarded by the Italians. To relinquish the one in Rome would have virtually amounted to a reprimand to the Italian Government. King Victor's reduction of the crown charges on the civil list from 16,000,000 lire to 11,000,000 will also meet with approval beyond the boundaries of Italy. The overhead expenses incurred by the State from some of the royal houses of Europe have long been a delicate problem. When kings begin to render such substantial aid in the task of reducing the high cost of living, there is hope for the rest of us.

This administration is supposed to be boosting for the home; but, if so, why close up the postoffice on Sunday so that a man can't get a letter from it?

There is only one way for a salesman to keep down his traveling expenses any more, and that is to take a slow train.

INTERNATIONAL TRADE.

Is the increase in wages abroad relatively any higher than the increase in this country? That is an important question, as it has a bearing, a very close bearing, on our ability ultimately to meet foreign competition. There has been an idea prevalent that wages abroad are so high that we need have very little concern about competition from that direction.

An interesting news item throwing some light on this point has been received. In England a strike has been averted by granting the firemen seven shillings a day—a day of eight hours. Eleven shilling normally is worth about \$2.60. This is a striking contrast to the wages demanded by the firemen on our railroads, who threaten to strike unless they are awarded \$7 a day. There is no warrant for the claim that the difference in wages between here and abroad is offset by higher prices for commodities on the other side. The Department of Commerce has compiled information showing that from 1914 to 1918 the rise in prices of commodities has spread over the entire world, and while it was shown that the average of 150 commodities in England was somewhat higher than in the United States, the difference has probably been largely wiped out, since the time these tables were compiled, by the tremendous increases on this side due to the very excessive domestic and foreign demand for our goods. Let us not take for granted that our superior efficiency will necessarily offset a lower production cost abroad, the statement of Lloyd George to the contrary notwithstanding. Europe of course, wants our raw material because she is compelled to have it for her re-export trade. It is well to remember, however, that Germany, through Holland and the Scandinavian countries, is in a position to counteract to some extent the exchange handicap on her imports. A larger number of drafts are being drawn on these neutral countries ostensibly for the account of merchants in those countries, but it is strongly suspected that a large part of the shipments is being diverted to German sources.

Apropos, consider the present percentage value of the German mark:

United States	20
Amsterdam, Holland	72
Christiania, Norway	72
Stockholm, Sweden	72
Copenhagen, Denmark	73
Berne, Switzerland	72

That is to say, German exchange in Holland and Scandinavian countries is worth over 200 per cent. more than it is in the United States; or, in other words, while it has depreciated 80 per cent. in this country, it has depreciated only about 27 per cent. in the others.

The bright side of the picture is shown in the indicated demand for a tremendous production to satisfy the internal requirements of other countries. That is one feature of the situation which offers some assurance to the manufacturer in this country. So that, boiled down, it is reasonable to expect such a continued demand the

world over that the markets of any one country can hardly be seriously affected by competition from another country, at least for some time to come. In the meantime, an increase in our imports and a decrease in our exports would find its reflection in a healthier condition of international exchange.

PYRAMIDING IS DANGEROUS

Increasing wages, which necessitate the adding of abnormal profits, must stop soon, even though the whole world is tired and is slow about getting back to real work. Contracting for goods to be delivered far in the future at any old price the seller names seems rather foolish when the prices are so high that they are becoming top-heavy.

This applies to capital and labor alike.

Secretary Redfield's resignation makes the third vacancy that President Wilson has had to fill in his Cabinet during his second Administration, McAdoo having been succeeded at the Treasury by Glass, and Attorney-General Gregory having been succeeded by Palmer. There were three changes during his first Administration also, of which one was in the Attorney-Generalship, McReynolds going to the Supreme Court. The others were Lansing for Bryan as Secretary of State, and Baker for Garrison as Secretary of War. Half a dozen new Cabinet officers in the course of as many years is a rather low record, and speaks well for the ability of the President to get along with his official family. Mr. Redfield's withdrawal will not be greeted with the outburst of enthusiasm that would hail that of the Postmaster-General, but it is impossible to say that it will plunge the country into gloom. He has not made a conspicuous success as a Secretary of Commerce, and more than once has delivered himself of observations that were not calculated to inspire confidence in his grasp of important matters coming within his purview. His departure leaves five—just half—of Mr. Wilson's original Cabinet still retaining their portfolios: Burleson, Daniels, Lane, Houston, and Wilson.

Tactics intended to delay the process of distributing surplus cottons owned by the Government and thus work for an abnormally high price do much to add to the uncertainty of business in dry goods. Some merchants feel that if the Government surplus had been sold promptly in the markets through regular channels there would have been much less cause for resisting the present high prices in the trade.

There are said to be thirty-five wars going on at the present moment in various parts of the world, indicating that, in spite of the League of Nations, we still have the habit more or less.

Silk mills are having considerable trouble in making deliveries on account of the dyers' strike, and buyers are in many cases asking for shipments on orders already in hand.

Mr. Progressive Merchant

Your methods of handling meats, coffees, accounts, cash, etc., are modern.

Why have fruits and vegetables scattered throughout the store displayed in boxes, baskets, barrels, crates, etc.

Be 100% UP-TO-DATE.

Send for Illustrative Catalogue. DO IT NOW.

The Dayton Display Fixture Co
DAYTON OHIO

APPEARANCE COUNTS FOR MUCH WHY NOT IMPROVE THE LOOKS OF YOUR STORE?



Courtesy of R. C. Howland

*Why handle
Fruits and Vegetables
for accommodation
only?*

BEFORE

R. C. Howland

CHOICE MEATS AND FINE GROCERIES

1113 & 1115 CLINTON AVENUE SOUTH

Rochester Phone 5237
Bell Phone Chase 1269

ROCHESTER, N. Y., April 15, 1919

THE DAYTON DISPLAY FIXTURE CO., Dayton, Ohio.

Gentlemen: Your fixture, "The Silent Salesman," which I have recently placed in my store is already working overtime, and I confess delightful surprise in the way it increases sales as well as calls forth favorable comment from most all my customers.

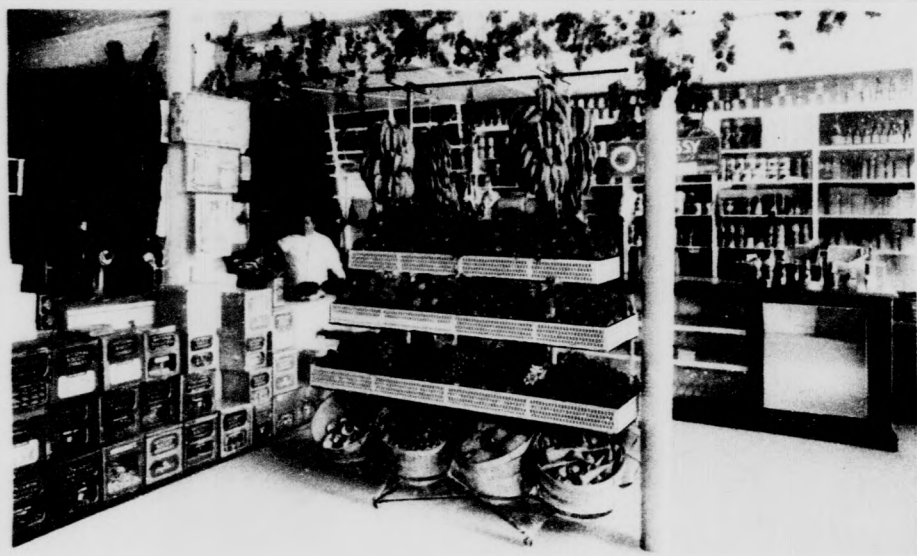
It has already become a permanent fixture in this store, and which I now consider as necessary as my cash register.

Yours most respectfully,

R. C. HOWLAND

AFTER

*Display them
tastefully
and turn
Loss into Profit*



Courtesy of R. C. Howland

The Dayton Display Fixture Co
DAYTON OHIO

PERSONAL GOVERNMENT.

American People Resent Use of Schoolmaster's Rod.

Grandville, Sept. 9—After a sojourn of several months in Europe our President comes romping home, stops at Washington long enough to warn Congress that it is highly important that it keeps in session for the purpose of settling the numerous problems of reconstruction forced to the front by war's dread decisions, then himself quits the seat of Government, hies himself Westward on a tour of the Middle and Far Western States for the avowed purpose of saving the league of nations covenant from failure.

President Wilson seems to presume exceeding much on the patience of a long suffering people. His many absences from his post of duty seems to grow upon him in a manner that marks him as the one eccentric itinerant occupant of the presidential chair.

He is truly the Wandering Jew of the American National Government. His two visits to Europe, wholly uncalled for—doubtless indulged in for the purpose of catering to a sort of vanity that is a part of the personality of the Chief Executive—were of a nature bordering on the fantastic, while at the same time he left his country without a head. Such conduct on the part of the chief of any other government might easily have led to revolution.

We Americans are an easy, good-natured sort, permitting almost any ill-advised foolishness on the part of our rulers. Once the President had set foot on his native soil a second time within the year, people imagined we had him back at Washington until important legislation might be enacted for the good of the country.

No such good luck, however. Or is it the other way round? Are we better off with our Chief Executive on the warpath, traversing the Far West in a strained effort to save the country, while at the same time he mends some very dilapidated party fences? There's no telling. Woodrow Wilson is nothing if not original. He seems to carry the idea that the weal or woe of the United States rests wholly with him, and that it is incumbent upon him to personally attend to the minutest details of the law-making forces of the Nation.

He is not content to work in that groove stipulated by the Constitution for presidential guidance, but injects his personality into Congressional prerogatives, to the detriment of the executive department of the Government.

Having been a schoolmaster for so many years, the habit of personal government with him seems second nature; and the wielding of the master's rod the principal part of his duties. In war time the American people were only too glad to stand back of the President in every effort made to defeat the despicable Hun. Since that time, with the return of peace with its manifold new duties, the people of the United States have other needs to look after than cutting bait for the Presidential partisan hook.

The war is over, and we trust times are to improve in the immediate future for the householders of this land, who have been paying tribute full long enough to the profiteer and to labor agitators with I. W. W. leanings.

Mr. Wilson has assured the country that in about thirty days he will convene representatives of capital and labor in a big meeting for the purpose of straightening out the kinks into which his, the President's humiliating surrender in favor of union laborites has plunged the country. It is a noticeable fact that whenever the labor agitators get on their high horse and threaten to tie up the business of the country unless their unjust and hysterical demands are complied with instantly they appeal to President Wilson to come forward and untie the knot of their own making.

Apparently there is method in this, such method being so plain the blind may understand. Heretofore the President has lent himself to the schemes of the labor agitators. Having once fawned at their feet, these spoiled pets of the Government seem to think there is no end to the concessions the administration at Washington will make for the sake of peace.

As he has bent the suppliant knee to Mexico, the most violent agitators of our own country consider themselves safe in making demands that, if fully complied with, would but add to the miseries already afflicting the consuming public. Far better would it be for all our citizens if the President would content himself for a few weeks or months at Washington and pay strict attention to getting the Nation out of the kinks into a good road leading to the happiness and prosperity of all.

At the capital of the country and not railroading over the country in an effort to convince the people that he did the right thing for them when he packed his carpet sack and rushed off to Europe some months ago is where the Chief Executive of the Nation should be, and there he ought to remain until all the complicated isms and brain-storms afflicting the country are acted upon and set right.

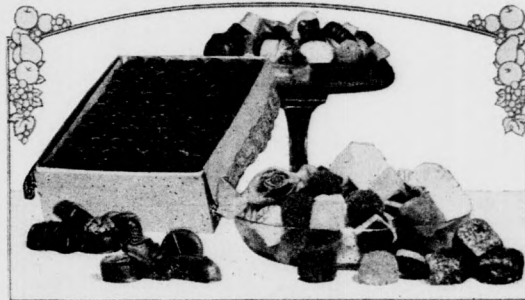
It seems to be the aim of Mr. Wilson to inject his personality into every measure that comes up, in and out of Congress. His friends take pride in comparing their hero to Abraham Lincoln, whose name outshines that of any other human being on the pages of history. Comparisons are sometimes odious, and in this case the odium rests on those who would make a mockery of history by comparing such a man as Wilson to the great Emancipator.

It is said by some that the present itinerary of the President is more particularly for the purpose of furthering the third term propaganda of the man and his ardent admirers. This hardly seems plausible. Whatever else he may be, Woodrow Wilson is not all fool. That he stands the least show for a third term is unthinkable. He may desire to name his successor in the Presidential chair, which, perhaps, may have something to do with his latest eccentricity. Old Timer.

The three bills before Congress to grant an additional bonus to discharged soldiers differ only in the amount to be given, and the method of payment. All three are ill advised. It is not a question whether the plan will make possible the eventual introduction of the pension system; it is a pension, and in intensified form at that: every man who has seen service is to be rewarded equally. It is impossible to do justice to 4,800,000 en bloc. Meritorious service rendered at a personal sacrifice will be cheapened by any attempt to pay for it. Those who never heard a hostile shot and "had the time of their lives"—which may have been their lot and not their choice—will be given still other erroneous ideas. There are already too many people who believe that Federal expenditures have no bearing on private purses. There is little point in referring to the fact that England has treated her discharged soldiers more generously than we. She paid her men thirty-six cents a day as against our dollar and over.

What you need in your business is good ideas. Don't let an issue of your trade paper go into the waste basket without getting out of it all you can.

"Ask the PILOT!"



Sell a Carload of CANDY this Christmas



YOU HAVE an opportunity to take part in a sweeping candy drive that will give you the greatest Christmas candy business you have ever had. Complete plans have been worked out in detail for you which will produce a volume of sales far beyond your most eager expectations.

The Greatest Candy Sales Plan Ever Perfected for Dealers

Includes Free Advertising for your window; the "Secret Chart to Candy Success"—a book of successful sales and merchandising ideas; liberal offer of Free Goods; and Rock Bottom Prices on the finest quality, fastest selling confections on the market. These are forces that will pay you big profits. You need them to get the most out of your candy department. Let the PILOT explain this big feature plan to you. If he has not already called, mail the coupon below—RUSH!

National Grocer Company

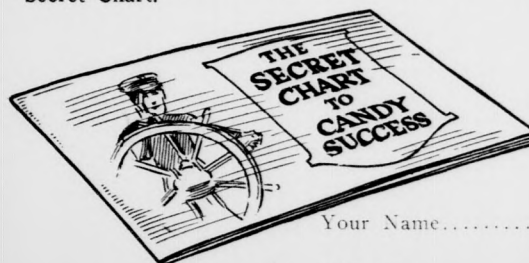
GRAND RAPIDS
TRAVERSE CITY

LANSING
CADILLAC

Mail coupon at once to our nearest Branch.

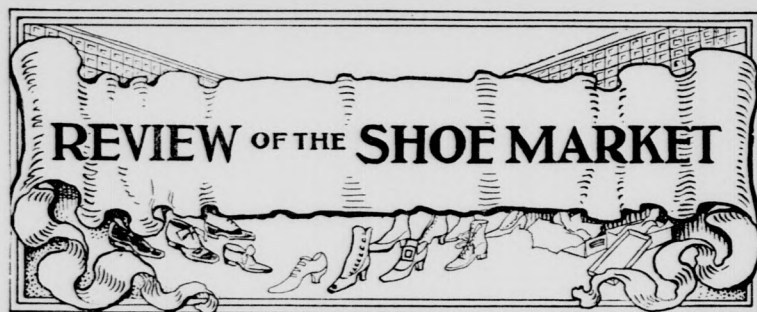
National Grocer Company:

I want the large volume candy Sales and Profits that your organized sales campaign will bring me. I want to take part in the drive! Have the PILOT call on me with the plan, merchandise and the Secret Chart.



Your Name.....

Address.....



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.

A New Argument For Findings.

Written for the Tradesman.

The merchant or salesman who has once really considered findings as a merchandising proposition knows that their distribution rests upon a solid basis, and that the several commodities usually thought of as belonging in this category are worth while. Instead of being something or other just made to sell, each of them answers a particular and definite need on the part of folks who wear shoes. In other words they stand the test of serviceability—without which any thing can not come into general, or even a limited, favor.

While this is true—and, indeed, because it is true—the findings enthusiast is more susceptible than others to any new argument that gives—or promises to give—new pith and point to the sale of findings. It is with a view to calling attention to a certain implication or angle of the high cost situation as affecting footwear generally that this is written.

If it be true—and it may safely be assumed that it is—that the average shoe store patron of to-day is desirous of getting the maximum of wear out of a pair of shoes, then it follows that he should be interested in knowing what findings are, and why they are. Findings such as polish, laces, heel grips, rubber heels, etc., make shoes fit neater, look better, feel more comfortable, and last longer. No matter how carefully a pump or oxford is lasted, the leather will yield more or less in process of time. And all finishes of leather acquire dirt and grime, hence require cleansing and renewing. And laces wear out and heels round off. While the shoe proper—both sole and upper—is yet unimpaired and practically as good as new, it may cry aloud for dressing, heel retainers, laces, and new heels. No matter how good the material of which shoes are originally made, and no matter how conscientious the workmanship that entered into them, they can not be insured against the recurrence of certain supplemental requirements. These needs can only be met by commodities in findings.

And the new argument for findings emerges just here: In view of the high cost of footwear at present, every intelligent and economically-inclined person owes it to himself to

make each pair—whether shoes or low-cuts—last as long as they will, and yield the maxim of style, comfort, and wear.

Put the sale of findings on the basis of economy, for there is where it really belongs. Show them how, by a nominal and relative trifling expense, they can make a larger investment still profitable. This is the new argument for findings—and it carries a real punch. They can't get away from it. Cid McKay.

Cookies Help Sales.

Business has increased appreciably for a New York shoe concern since the proprietor adopted the plan of giving cookies to restless small children.

The proprietor conceived the idea one day when a woman entered the store with a small child who protested against the purchase of shoes. In an effort to make the sale as easy as possible, he thought of some cookies he had purchased that noon. He offered one to the child; as a result the sale was made quietly and with entire satisfaction.

The child has been in many times since, as he remembered the "cooky man." Since then many other children have become his regular customers. And he never fails to have a bag of cookies on hand.

The cemeteries of American soldiers in France should ever remain in their completeness as a perpetual testimonial of America's aid in the great war. The emotional French people need permanent reminders of this fact. With the opportunities to travel which the coming transformation in railroad facilities is bound to afford, French peasants will not remain ignorant of the names of towns only ten miles distant from their birthplaces. Excursions to battlefields and cemeteries will supply the place of written history, which, it is hoped, may in course of time be placed within the reach of all. The French could not understand why every American soldier did not smoke cigarettes, nor why the most of them preferred water to wine, and they must learn that America had no mercenary motive in entering the war in order to perpetuate friendship between the two countries.



Why not try Something Different?



No. 440—Men's Nikrome Blucher
 A Cracker-Jack @ \$3.95



No. 405—Men's Drab Mule Scout
 A World Beater @ \$2.90

Hood Leather Shoes are made by the Hood Rubber Co. with **TIRE FIBRE** soles and Tire Fibre welts.

These soles and welts are made by the Hood Rubber Co. from Tire materials of Bullseye stock or compound. Every pair is a Goodyear Welt.

The heels are the Hood special patent pneumatic heel.

Dirt Excluder gussets.

When you buy Hood Leather Shoes, you buy good leather shoes made entirely in their own factory. Hood does not buy fibre soles made by some other company. He makes the soles himself, by his own process.

The Tire Fibre Welt—that's the thing that holds them.

Grand Rapids Shoe & Rubber Co

The Michigan People

Grand Rapids

R. K. L.

R. K. L.

FAIR VISITORS



Make our sales-rooms your headquarters while in the city.

Welcome

During Fair week we will have special bargains on our shelves that will surprise you.

We have in stock for immediate delivery the following numbers in Boys, Youths and Little Gents shoes:

	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.

Bad Effect of High Wages and Shorter Hours.

"Directly after the armistice was signed, there was a very decided slump in orders for nearly all classes of textiles which lasted until the speculative stocks were exhausted," said John G. Shedd, President of Marshall Field and Co. By speculative stocks I mean those in the hands of brokers who buy from the producers and hold the goods in the natural state until they are wanted for conversion and final distribution to the retail trade. Considerable exhaustion of these speculative holdings occurred during March. At this time a demand for textiles arose in all parts of the country and it has continued strong up to the present moment with constantly increasing prices.

"The cutting down of production by the shortening of the hours of labor has probably equalled or exceeded 20 per cent. There have been tremendous increases in wages over those paid previous to the war equaling 100 per cent. It is easy to see how this slackening of production and high wages have raised the cost to the consumer. Adding to this the necessary increase in transportation charges due to the higher wages of the railway employees and increased cost of railroad materials, makes it an easy process to trace out a very important phase of the high cost of living. With all the advance in costs there has come a continual increasing demand, indicating that the buying power has constantly grown stronger. This is further shown in our business by the fact that our cash retail sales have increased much beyond the gain shown by our credit sales, indicating that the wage earner is spending his money freely. Prices in England and on the European continent have advanced in an even greater proportion than in this country. Production there has been cut down in the same manner, consequently there is no relief in sight from that source.

"It is to be hoped that the prices of raw materials and the cost of labor will not go higher, for while there is no danger signal in sight commodities are all so extravagantly high that at least a fair amount of caution should be exercised in all commitments involving enterprises beyond the first three months of 1920. To judge at the moment, however, by your business, this situation seems abnormal. For the future it may be only commonplace. Who knows?

"The crusade against the high cost of living is a good thing, and I hope it will succeed, but I must confess it is a most difficult problem. Extravagance, waste, reckless spending are also factors in the inflation. It would be well for us as a people to heed the advice of the leaders of public thought who are preaching economy and conservation. Extravagance is the rule among all classes. Profit-eering has been practiced by both capital and labor. This is all due to the abnormal conditions created by the war. It was necessary in

order to stimulate production to the utmost to offer more than normal prices for both labor and materials. This has landed us on the pinnacle of high costs and how we are going to get down I confess I do not know.

"The granting of a constant and persistent demand for a greater wage increases the cost of production and the wage earner being in the majority must bear the greater part of this burden. That being the case, labor does not ultimately gain by increased wages. But that is not the worst part of the situation. They are also demanding and obtaining shorter hours of employment, thus limiting production and adding another cause for higher prices. I am a believer in shortening the hours of those who toil at heavy labor to any point that is necessary to conserve strength and health. Recent demands, however, reveal a tendency to idleness and do not tend to the greatest happiness of the people as a whole. A man finds real happiness not in idleness but in justly remunerative work. The mainspring of humanity's progress and happiness is work and when you adopt a policy that strikes at that principle you tear the heartstrings out of the moral and economic welfare of the world."

Michigan State Normal College Ypsilanti, Michigan

Prepares for every grade of work from the kindergarten to the high school.

Fall term opens Sept. 27.

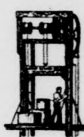
Write for bulletin.

C. P. Steimle,
Secretary.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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



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

Quality vs. Price

Talk Quality never price.

Quality is a definite quantity. Price is not. You start talking price there is always some one ready to beat your price.

We do not know of a customer that tried to meet prices but what he had to beat them and failed.

We do not know of a customer that ever failed talking and selling quality.

Hirth-Krause Co. are known by manufacturers as demanding quality and delivering same.

Hirth-Krause Co.

Tanners and
Shoe Manufacturers

GRAND RAPIDS,

MICHIGAN

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

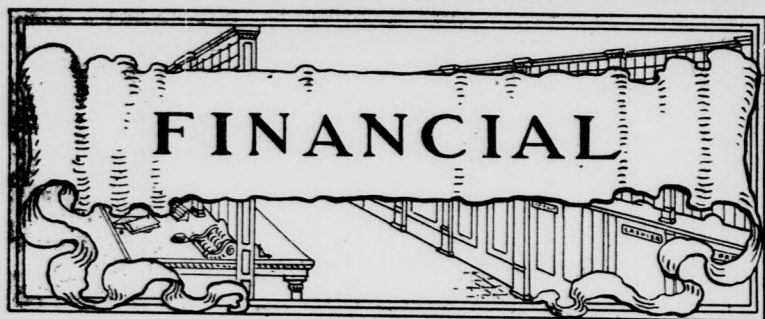
The H. B. HARD PAN Shoe has long been known for its wearing qualities. A lifetime of honest effort to produce the best service shoe is back of the name.

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.



Volume of Money and Level of Prices.

Every discussion to-day that deals with the immediate business future of the United States concerns itself almost wholly with two topics. One of them is labor. The other is prices. Labor's class consciousness has been developed to such a degree by radicals that familiar standards of business no longer occupy their former place in many workers' minds, while most of the current price discussion is not directed against underlying conditions at all but against men. To one person who thinks of the cost of living to-day as an economic problem, there are ten who regard it as a moral problem, so that instead of a dispassionate study of the subject in political circles, we have mainly a heated denunciation of profiteers.

Because the labor question and the price question are so closely related, it is impossible to consider them apart. In a statement addressed to the public and calling a halt on the railway wage increases, President Wilson pointed out how further increases in wages at this time "would certainly result in still further increasing the cost of production, and therefore, the cost of living, and we should only have to go through the same process (of advancing wages) again."

Since the wages paid to labor enter so largely into the cost of goods and materials, labor unrest which has expressed itself in demands for lessened working hours and higher pay has inevitably found its reflection in advancing prices. Of course, wage advances have not been solely or even primarily the cause of the present high prices. Neither, for that matter, has profiteering. Speculation, hoarding and profiteering, after all, are accompaniments and results of scarcity and high prices rather than the causes. Men do not hoard unless they expect a scarcity to be even greater in the future, in which case, by withholding their stock until that time comes, they may be able to alleviate the more distressing scarcity and to stabilize market conditions. The fact is that the people who are now selling things for as much as they can get are always selling for as much as they can get. They were just as anxious to do this in 1913, before the war, as they are now. They were charging as much as they could get in 1913, but they could not get as much. People who blame present high prices on the gluttony of the seller fail to ask why, if the seller can get certain prices now, he has not been getting them all the time. How account for the previous modesty of his demands? The element of human greed, being always

present, can well be assigned considerably less importance. Our problem is to determine the conditions which make it possible to get more for goods now than in 1913.

The only way prices could be advanced now above the 1913 level by cupidity alone, would be by the substitution of monopoly for competitive conditions. It has not been demonstrated that more monopoly exists in business now than in 1913. But even if monopoly could be proved, say in the meat packing industry, that would solve nothing about the high prices of cotton, corn, wheat, rents, clothing, coal. We cannot make the absurd assumption that monopoly conditions have suddenly been inaugurated in all these lines.

Wherever collusion, monopoly, wilful destruction, or artificial restriction of output exist, they need to be dealt with promptly and ruthlessly. But when we talk of these things, we are after all dealing merely with the waves of the sea and ignoring the tides. President Wilson recently proposed that "surplus stocks in private hands be drawn out of storage and put upon the market." Such a programme would undoubtedly lower prices for a time and might even break and disorganize certain markets badly. But when these stocks had been absorbed, the consequent scarcity and lack of reserve stocks might force prices even higher than now.

We hear it asserted repeatedly that if the Government were to fix prices everything would come out all right. There are still people who imagine that the Government can fix prices at will, a delusion strengthened by superficial knowledge of our war experience. One of the railroad brotherhood leaders publicly stated a short time ago that he wanted to see "some plan devised that will permit somebody to say that beef, pork and commodities of that kind cannot go above a certain per cent."

The evil effects of price fixing ought now to be sufficiently clear, even if they were not so before the war. When a Government arbitrarily fixes a lower price for a commodity than that prevailing, it necessarily leaves less profit for the producers, and may even entirely wipe out the profits of certain producers. It therefore discourages production. The lowering of prices, it must be remembered, does not add a single item to the Nation's wealth. It does not add a loaf of bread, build a single new house, nor bring into being a single extra pair of shoes. On the contrary, by the certain discouragement of production, it brings fewer loaves of bread, fewer houses and fewer shoes.

Credit Development

The development and extension of the credit of any concern depends upon its business methods as much as upon its tangible assets. The concern with a good credit standing usually is managed by men who are thoroughly informed on the basic conditions of trade, thus eliminating guesswork in their daily operations. Most men of this caliber will find much of interest in our Monthly Trade Reports.



Established 1853

OUR OFFICERS

WILLARD BARNHART
Chairman of the Board
CLAY H. HOLLISTER President
WILLIAM JUDSON Vice President
CARROLL F. SWEET Vice President
GEORGE F. MACKENZIE
Vice President and Cashier

OUR DIRECTORS

Willard Barnhart
W. R. Shelby
L. H. Withey
William Judson
Carroll F. Sweet
W. D. Stevens
Clay H. Hollister
John Duffy
John C. Holt
Edward Lowe
Frank Jewell
Geo. F. Mackenzie
James F. Barnett
Wm. M. Wurzburg
John P. Homiller

THE OLD NATIONAL BANK
MONROE AT PEARL GRAND RAPIDS



Do Not Hesitate!

Some men hesitate to create a Living Trust because they do not wish the management of their property to pass out of their hands entirely and they believe that in creating a Trust they would tie up their property irrevocably. This is a mistaken idea.

You can create a Living Trust which is revocable at any time. You can give over the management of your property to us for so long as you see fit. Whenever you wish to resume charge of your property, you may terminate the Trust with us—not through a complicated, long-drawn-out process, but simply by giving such notice as shall be provided for in the Trust.

GRAND RAPIDS TRUST COMPANY

OTTAWA AT FOUNTAIN

BOTH PHONES 4391

The evil of reducing prices is that if you fix the price of anything at all, you have to fix prices all along the line, else the whole burden is placed upon a small class, forcing it, possibly, to quit business. If the price of shoes were suddenly cut in half, or to their 1914 level, the retailer of shoes would be crippled because of the high price he must pay to the manufacturer. If the price charged by the manufacturer were correspondingly cut by the Government, he in turn would be crippled because of the high price he must pay for labor and for leather. If the price charged for leather were forcibly reduced, the tanner would be made to face the high price of hides. These reduced, the hide dealer would contend with the high price of cattle. The price of cattle reduced, and what would the cattle raiser do when corn and other fodder cost more than twice as much as before the war?

The artificial reduction of prices, if it were attempted on any large scale, would bring a whole train of evils. As prices are rarely high unless commodities are scarce, it is essential at such times that the supply be conserved as much as possible. High prices themselves help to ensure this. Whereas artificial reductions, unless accompanied by strict rationing, encourage waste.

A way of circumventing some of the evils of price fixing was lately considered for wheat. With the Government acting as intermediary, and the producer being guaranteed a high price, it was proposed to allow the consumer a low price. This was to be done by the Government assuming the loss, the difference to be made up by the taxpayer. Against this plan, however, Chairman Barnes of the United States Wheat Corporation brought certain special objections that have apparently led to its abandonment. The general objection to this practice—especially if the attempt were made to carry it thoroughly into a large number of commodities—is the power and duties it would impose upon the Government, the multiplicity of officials that would be needed to carry it out, and the vast possibilities that would be opened in the way of scandal.

Before trying to remedy high prices, it is essential that those charged with the duty come clearly to recognize the causes. The high cost of living has not been due to conditions peculiar to any one industry. There have been three general causes, affecting all industries: the unprecedented export of goods to Europe, the decrease in production, and the expansion of the currency.

When we ship goods to Europe at the rate we have been shipping them for the past five years, there must necessarily be fewer goods left for ourselves, and their prices must rise perforce. Of course we could now lower prices quite easily by an embargo on exports. But in doing that we would be depriving people in far more desperate need than ourselves. And we would be inviting panic among our own producers, and stagnation in industry.

The factor of decreased production is allied to this. During the war we

not only shipped great quantities of goods to the rest of the world, but we turned the energy of 20,000,000 hands to manufacturing war goods, leaving less productive power for peace time goods. Further, 4,000,000 picked men were taken from productive pursuits to serve in the military forces.

The third factor, the expansion of the currency, is a potent one. The word demand, when strictly used, means not only the desire for goods, but the willingness to pay the market price, and, moreover, the means with which to pay it. The value of money, like that of all other things, is determined by the supply of it and the demand for it, although the value is not expressed in price but in purchasing power.

More than half a century ago John Stuart Mill asked what would happen if, on some morning, every person in the Nation should wake to find his supply of money doubled. "There would be an increased money demand, and consequently an increased money value, or price, for things of all sorts," he explained in answering this question. "It would be an increase in values only as estimated in money, a thing only wanted to buy other things with; and would not enable any one to buy more of them than before. Prices would have risen in a certain ratio, and the value of money would have fallen in the same ratio. It is to be remarked that this ratio would be precisely that in which the quantity of money had been increased. If the whole money in circulation was doubled, prices would be doubled."

Not all bankers and economists agree with Mill on this exact quantitative correspondence between the volume of money and the level of prices, but practically all agree that an increase in currency, with no corresponding increase in goods and services, advanced prices, and that this price advance bears a general relation to the currency increase.

Many people pass their fiftieth, even their sixtieth milestone, before they find themselves, before something happens which unlocks a new door in the great within of themselves and reveals new powers, new resources, of which they had never before been conscious. Then in a few years after their discovery they have redeemed half a lifetime of ineffectiveness.

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

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

Resources

10 Million Dollars

3½ Per Cent

Paid on Certificates of Deposit

The Home for Savings

The Public Accounting Department of THE MICHIGAN TRUST COMPANY

Prepares Income and Excess Profits
Tax and other Federal Tax
Returns.

Installs General and Cost Account-
ing Systems.

Makes Audits and Investigations for
any purpose desired.

Room 211

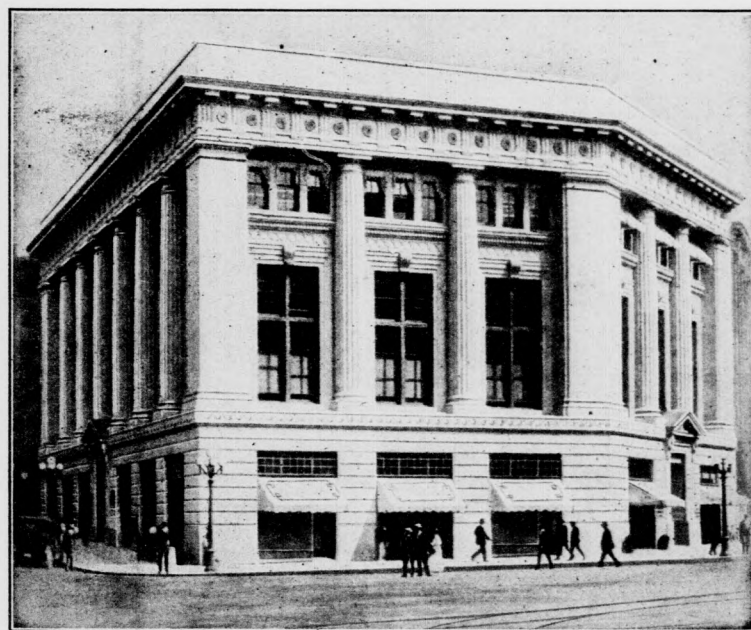
Michigan Trust Company Building

Citz. 4271

Bell M. 408

Grand Rapids, Michigan

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

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Sept. 8.—The Grand Rapids Shoe Trimming Co. has been adjudicated a bankrupt on the petition of creditors. The first meeting of creditors has been called for Sept. 15, at which time creditors should appear, prove their claims and elect a trustee. The schedules of the bankrupt firm show liabilities amounting to \$5,810.28 and assets amounting to \$5,807.77, which amount includes machinery and tools scheduled at \$5,051.90, debts due on open account, \$754.50, and deposit of money in bank, \$1.37. The schedules show the following creditors:

George Ellis, Grand Rapids	\$ 2,050.00
James F. Knowlton, Grand Rapids	350.00
Hunt, Rankin & Co., Boston	38.19
Eagle Ottawa Leather Co., Grand Haven	40.85
Dennett & Prince, Boston	272.51
U. S. Machinery Corp., Boston	223.41
Hirth-Krause Co., Grand Rapids	83.90
Herold-Bertsch Co., Grand Rapids	90.82
Holland Shoe Co., Holland	868.00
Myers Transfer Co., Grand Rapids	144.58
Star Transfer Co., Grand Rapids	25.25
Wildor & Co., Chicago	10.32
Kindel Bed Co., Grand Rapids	40.99
R. H. Havens & Co., Grand Rapids	9.50
Powell Electric Co., Grand Rapids	85.96
G. R. Advertising Co., Grand Rapids	12.00
M. Smith, Grand Rapids	54.00
Lenoard Refrigerator Co., Grand Rapids	80.00
Joseph Renihan, Grand Rapids	11,330.00

Total \$5,810.28

Eli L. Mace, Cadillac, filed a voluntary petition in bankruptcy. Adjudication has been made and the matter referred to Referee Corwin. The first meeting of creditors has been called for Sept. 19. The schedules of the bankrupt show liabilities amounting to \$1,882.93 and assets amounting to \$1,067.50, which includes, among other items, property claimed as exempt, household goods, \$250; real estate, \$55; horses, cows and other animals \$42.50; and policy of insurance, \$700. The schedules show the following creditors:

Saginaw Milling Co., Saginaw	\$ 41.46
Secured Creditor:	
George McNichol, Oscoda	\$ 804.79
Unsecured Creditors:	
Gowan & Sons, Buffalo, New York	20.14
Gustin, Cook & Buckley, Bay City	38.23
Iroquois Cigar Co., Flint	50.50
A. B. Perkins & Co., Bay City	59.75
Joe Anderson, Harrisville	26.63
Shern Gillett Co., Chicago	10.95
Washburn Crosby Co., Saginaw	28.00
David Stott, Detroit	23.75
Thunder Bay Milling Co., Alpena	43.79
National Biscuit Co., Detroit	8.76
Joe Solomon, Glennie	5.08
Parker Webb & Co., Detroit	41.88
Symons Bros. & Co., Saginaw	231.35
Bay City Beef Co., Bay City	45.00
Holmes & Kelsey, Alpena	85.75
Phipps Penoyer, Saginaw	82.93
Hammond Standish, Bay City	183.95
Lee & Cady, Saginaw	61.79
Tanner & Dailey, Bay City	112.30
Saginaw Wooden Ware, Saginaw	6.65
E. Goben, Lincoln	12.90

The above accounts were all merchandise accounts for goods purchased by bankrupt in mercantile business carried on at Au Sable prior to July 11, 1911, on which date fire destroyed the business of the bankrupt and said city of Au Sable.

In the matter of Bundt Brothers, bankrupts, Muskegon, the final meeting of creditors has been held. Claims were allowed. Resignation of Albert K. Primeau as trustee, was accepted and report showing balance on hand of \$68 was approved and allowed. George B. Kingston was appointed trustee by the referee. Made order for distribution, directing payment of administration expenses and first and final dividend of 5 per cent. Meeting adjourned without day.

In the matter of Charles Kahler, bankrupt, this city, the trustee has received an offer of \$100 from John Merryweather for one certain popcorn machine, inventoried at \$660. The hearing on such offer will be held Sept. 18.

A meeting is this day being called in the matter of George W. Ellens, bankrupt, of Muskegon, who filed his petition sometime ago. The assets of the bankrupt amount to \$1,600, but are all claimed as exempt, since they include household goods, \$250, and house and lot occupied as homestead \$1,350. The liabilities amount to \$678 and are listed as follows:

Castenholz Bros., Muskegon	\$380.00
S. Steindler, Muskegon	19.00
Peoples Milling Co., Muskegon	185.00
Wolffs Bros., Muskegon	56.00
Albert R. Damm, Muskegon	38.00

Total \$678.00

Just because another business man asks you for advice is not necessarily any reason for giving it. It might be followed at the cost of the other man's good will.

GOODRICH BOATS

To Chicago

Daily—8:05 p. m.

From Chicago

Daily—7:45 p. m.

FARE \$3.50 Plus 28c War Tax.

Boat Car Leaves Muskegon Electric Station 8:05 p. m.

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

Tickets sold to all points west.

Baggage checked thru.

W. S. NIXON,
City Pass. Agent.



Fourth National Bank

United States Depository

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

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

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

Investment Offerings

of many descriptions are being presented to the public.

To the Individual with Money to Invest

we recommend a careful investigation of the present high standing of cement stocks as dividend earners.

Examine the future and see what it holds for the cement industry.

This industry is almost universally prosperous to-day and this prosperity due to the Good Roads Boom is sure to continue many years.

Filling out and mailing the attached coupon will bring you complete information concerning the Petoskey Portland Cement Company—now a dividend paying company adding a cement plant.

No other industry to-day presents such a strong opportunity for real investment.

Petoskey Portland Cement Company

Petoskey, Michigan

CAPITALIZATION \$1,500,000

A. B. KLISE, Pres.
HOMER SLY, 1st Vice-Pres.

JOHN L. A. GALSTER, Sec. and Treas.
J. C. BUCKBEE 2nd Vice-P es.

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

Gentlemen: Without any obligation on my part, please send me all the information you have regarding 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.

Fire-Insurance Profits.

Fire-insurance premiums of eighty-five companies in the years 1909 to 1918, inclusive, amounted to the vast total of \$3,005,253,942; the losses were \$1,550,523,064, and the expenses were \$1,112,994,345, according to The Spectator. As the liabilities of these companies were augmented during the period mentioned by the amount of \$238,336,884, it is apparent that the result of their underwriting transactions in the last decade was a net profit of \$103,399,649, or 3.44 per cent., of the premiums. The underwriting operations may be summarized as follows:

	Per Cent.
Losses	51.59
Expenses	37.04
Increase in liabilities	7.93
Underwriting profit	3.44
Total	100.00

Fire Company Successful.

Reporting on the operations of the Retailers' Mutual Fire Insurance Company during the year, Wilmer Crow, of Harrisburg, said policies in force at the end of 1918 totaled \$5,233,050, an increase of \$300,955 over the preceding year. So far this year there has been an additional increase of \$350,315. The income in 1918 was \$48,109.26 and the amount paid out in losses \$25,590.70.

Some Congressmen proposed last week to abolish the wheat guarantee so there might be an unrestricted world market and lower prices to consumers. Now some farmers' representatives are demanding the abolition of the \$2.26 guarantee so there may be an open market and higher prices to the grower. It is difficult to say which set of men would find their expectations fulfilled. But it is plain that the farmers' representatives cut a shocking figure in demanding a market open to the sky and higher prices while the Nation is racking its brains to lower the cost of living. The \$2.26 guarantee is a minimum, not a maximum, price. Yes, they rejoin, but it operates as a maximum. There is evidence that it does not in the prices ranging near \$3 which old wheat of fine quality brought in Minneapolis. But what if it does? The price was set at \$2.26 after a careful calculation that if that figure did turn out to be the maximum as well as minimum, it would yield the farmer a good profit. It was fixed to make the profit high enough to tempt him to sow a large acreage. A representative of the National Grange had the temerity to say in Washington last week that wheat would have gone to \$5 or \$6 a bushel if unrestricted, and that "we want no damned restrictions." He computed that the farmer will get a billion dollars less this fall than he might without the guarantee, or a dollar a bushel. What wheat prices of \$3.26 a bushel would mean to the consumer he could not have considered.

It has been evident in many of our own recent labor demonstrations, as it has for some time been evident in the industrial disputes of England, that there is war within the labor

unions, quite as aggressive as the war between unions and employers. A faction in the union membership, larger or smaller as the case might be—usually in the minority but sometimes seemingly in the majority—has been restive under all restraint. Although members of the unions and therefore bound by its authority and rules, they have repeatedly made their influence felt through refusing to obey orders of their union leaders and in repudiating contracts made by those leaders for due consideration, in behalf of the individual members.

This is an opportune time for insurance agents to show their loyalty to their companies, to serve their insured and to make some money for themselves—and most of them need a larger income as much as others do. A special advantage to agents and companies in increasing insurance on ordinary small lines, such as household goods and small residences, lies in the fact that more premium income is secured without any additional labor. It costs more to write a policy for \$2,000 than for \$1,000, nor is there any more expense attached to handling it at the home office, except in the matter of taxes. Issuing larger policies on renewal is not likely to solve the expense problem, but it will help.

We believe the time is coming and should soon arrive when automobile insurance can be written by the use of more simple forms and by methods less liable to cause mistakes. Gradually, it appears, most of the old line companies are taking no auto insurance. This fact indicates that insurance managers think the future of automobile insurance promises large returns. We would be interested in examining any special and all-inclusive form of fire and theft policy that has been simplified down to date, known to any of our readers.

A new fire hazard has developed in the airplane. Recently a dwelling was burned in Arkansas when an airplane fell on the roof and the gasoline tank exploded. The loss was \$3,500. Question is, if it was insured, will the insurance company pay or will they claim non-liability under the explosives clause in the policy? Will action be taken against the owner of the airplane, or the Government in case the driver was a Government or postal employee. These are new questions in the insurance line.

UNITED AGENCY

ACCURATE - RELIABLE
UP-TO-DATE

CREDIT INFORMATION**GENERAL RATING BOOKS**

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

Superior Special Reporting Service

Further details by addressing
GENERAL OFFICES

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

C. N. BRISTOL, Manager

A. T. MONSON, Secretary

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents 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

Fire Insurance that Really Insures

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

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

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

MICHIGAN BANKERS AND MERCHANTS' MUTUAL FIRE INSURANCE CO.

Wm. N. Senf, Secretary

FREMONT, MICHIGAN

What is Mutual Fire Insurance?

It is the principle of self-government of government "of the people, by the people and for the people" applied to the fire insurance business. Do you believe in that principle?

Then co-operate with the

Grand Rapids Merchants Mutual Fire Insurance Co.

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

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

INSURANCE AT COST

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

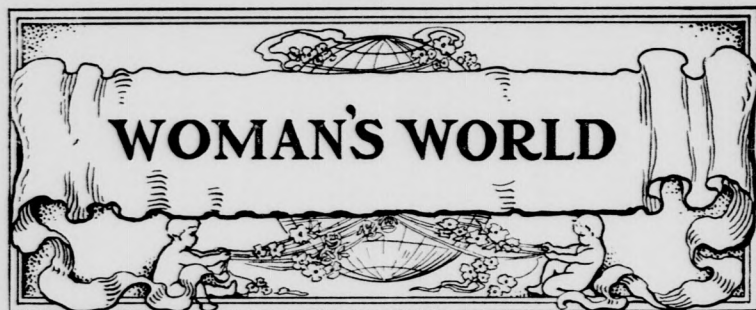
No membership fee charges.

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FREMONT, MICH.

One of the Strongest Companies in the State



Some Things That Make and Spoil Character.

Written for the Tradesman.

A good part of this summer I passed in a place where there are many trees, some of them so old that they may have been there since before the first white man came; some of them large and spreading, but doubtless of the second or third generation since settlers first cleared the hills and valleys of that region; some just in middle growth after comparatively recent lumbering, and many little trees, just finding themselves—three, two, one year old. Some looking up at the sun this year for the first time. In that country last year was "seed year" with the pines, and the squirrels did not eat all the cones.

The state foresters were up there a good deal of the time hunting out the gypsy moth and the white pine blister rust; rooting up the currant and gooseberry bushes which, they say, are the only plants on which the rust can start before it goes to the pines; it does not go from pine to pine. These foresters told me many things about the trees and how to care for them, and more and more I came to see in how many ways trees are like people. Especially could I see how much the after-life of a tree depends upon the soil in which it has grown, upon its relation to other trees; upon a score of things that have very little to do with the tree itself.

"I often think of a saying I heard when I was a little boy," the chief forester said to me. "It goes something like this:

"A certain man had two seeds. One he planted in sand, without fertilizer or any preparation of either seed or soil. He put the pot away in a dark corner, never watered it, or gave it any other care whatever. It came up, thin and spindling, and the blossoms were thin and feeble, and the seeds that resulted from them never came to life.

"The other seed he planted in rich soil, gave it plenty of sunlight and water; and it grew and thrived and blossomed abundantly, and its seeds produced a hundredfold.

"And the man said: 'I tell you, blood will tell!' But he did not know, or had forgotten, that both of the two seeds came out of the same pod."

Walking through the lanes and wooded paths on the place where I was staying, I found a number of little pine-trees tied in knots. When I enquired how they came to be that way, I was told that a man who used to own the place had a fashion of getting drunk, and when he was that way he would go through the woods and tie the little pines that he

could bend because they were very young and tender into fantastic knots and loops and shapes. Sometimes he tied together the tops of two trees. Not far from the house there was a large pine which had been tied that way; but before it was too big some one found and untied it, in hope, no doubt, of setting it free and giving it a chance to grow naturally. He was too late; as long as it lives that tree will be a cripple—a great awkward bend in its trunk where the drunken man tied it. But the tree goes on, doing the best it can; its point aspires to the best height it can make; its needles whisper in the breeze as softly as those of the sister-pines near by that no mischievous hand ever warped.

I found other trees twisted and distorted by the same insane hand; each was hopelessly deformed but bravely making the best it could of life; trying hard to live up to the pattern of its kind, to bring forth its blossom and its seed and to carry its particular purpose on as well as possible in the great scheme of things.

In another place I found what they call a "slash"—a large tract where the trees were cut down last fall and winter, and the dead tops of the birches and pines were thrown about helter-skelter to die and rot and find the way back into the store-house of Nature's materials for new trees. The field was full of great piles of brown brush—unsightly and a great fire-danger to the surrounding woodland.

Up through the interstices of the brush all manner of little seedlings

were pushing their plucky way, beginning the making of the new forest that some day will fill that place. Each little tree was fighting its way up to the light, putting forth its leaves and driving down its roots. The bees hummed and the birds hopped in the young branches. And down in the clutter of dead wood and unwonted shadow snakes rustled about and all the kinds of growths that thrive in the shadow make the most of the tangled wilderness.

Down under the masses of brush I

found scores of little pines crushed, twisted and bent low; but each fighting for its chance to live. Sometimes the little trunk was flat upon the ground for a foot or two; then at the first open space its crown would turn upwards, its five little branches spread forth, and every preparation be made to grow straight from that point on.

For a good many days I worked hard to free some of these little pines, cutting away and lifting off the old dead tangle that weighted

The Lessons of the War

affirm the supremacy of wheat as a food for human beings. Experience has kicked to death a lot of theories about food. The whole wheat is the acknowledged king of all foods.

Shredded Wheat

is the whole wheat in a digestible form. The only way you can "cash in" on the consumer-demand we have created for this product is to keep on hand always plenty of fresh stock. It is the same Shredded Wheat Biscuit you have always sold—clean, pure, wholesome, nutritious.

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



"HILCO" Profit Sharing System The Perfect Premium Plan

Adapted to any line of retail, wholesale or manufacturing business. TESTED IN OVER 35 different states and found to be the one sure method of **Increasing Sales and Profits.**

Our stock catalog listing 600 Premiums of real merit is ready for instant delivery (we imprint your name and advertisement on front and back covers free of charge.)

SEVEN DENOMINATIONS of Coupons from 5c to \$5.00 always in stock; also attractive Signs, Circulars, Electros, etc., all without our name on them anywhere. The "Hilco" Plan becomes your own, as we imprint your name on all catalogues, coupons and circulars.

Write us for particulars and a copy of our Premium Catalog.

HINKLE-LEADSTONE CO.

180 N. Wabash Ave.

Chicago, Ill.

them down, straightening up the bent trunks and bracing them with forked sticks in hope that they would be able to get back to normal shape. Sometimes the tiny branches would be wound almost around the trunk, where the space in which the tree was growing was too small to permit them to straighten out. I liked to fancy that these little children of the forest had some sense of what I was doing, and that in years to come, when men and women yet unborn came to linger and make love under their spreading branches they would whisper, even to unperceiving ears, of the woman who long ago came along and gave them a chance to grow and to be all they were meant to be.

The lesson is too obvious to need elaboration. What better illustration of the things with which little humans have to contend as they come up—the deliberate perversion by hands ignorant if not drunken or insane; the crowding together and crushing down under the weight of the dead remnants of things that once had life, the brave fight to live and get along in spite of these things, the rebound of the best when some wise and kind intervention removes the handicaps! I never busied myself with this work, but I thought of the city tenements and still worse village slums and the little lives being warped there; of the devoted men and women who give themselves to the work of freeing the children and helping them to rise above their surroundings.

And I thought just as often of the

children in what are called better homes, warped by other conditions that perhaps look better, but really are not. Life does what it can in all manner of conditions, but its growth is stunted and warped by things, many of which could be cut away if only we were wise enough to see the need and the importance of it, and to know how to do it—and if we really cared.

Prudence Bradish.

[Copyrighted, 1919.]

Widening Field of the Traveling Saleswoman.

Encouraged by the report that there is a big future for the traveling saleswoman, a young girl of eighteen wrote me recently enquiring where she could get a job.

Now, it is true that youth and good health are necessary assets in an occupation of this sort, but extreme youth is a handicap.

In the first place, a job as traveling saleswoman presupposes some other experience or training for business, and it is hardly likely that a girl of eighteen has an adequate amount of such experience.

The traveling saleswoman comes in contact with retail sales people or proprietors of stores.

They expect her to talk about business intelligently, and the successful women are those who are able to make suggestions to these retailers about improving business.

Any woman who attempts to "go out on the road" without first filling her mind with substantial business information won't be an interesting

seller of merchandise. And if she can not make her business conversation interesting to her prospective buyer he isn't likely to develop into a customer.

Here is a suggestion to the woman who wants to be a traveling saleswoman:

First—If you are under twenty-five, get some experience of business before you can concentrate on training for traveling salesmanship.

An excellent kind of experience is that which you can obtain by retail selling. Get a job in some retail or department store and learn everything you can about the technique of retail selling.

When you know what goes on behind the scenes of a retail store you will understand so much better the problems of the people you eventually hope to sell goods to.

You see when the traveling saleswoman calls on a retailer she is expected to talk as though she knew all about his type of business.

If she displays ignorance she can not possibly answer his arguments or objections, and he easily overrides her feeble attempt to convince him to buy.

A second suggestion is to get some specialized training for the work. Time was when a person was supposed to be born with a gift for selling, and superstition was that if you weren't born with the gift you never could acquire the ability.

But the attitude about selling goods has changed in recent years. Nobody expects a salesman to be a hypnotist.

All that is expected is that a seller of goods has an intelligent understanding of business in general and the ability to describe well his own merchandise.

This conception has made a science of selling possible, and science can be taught.

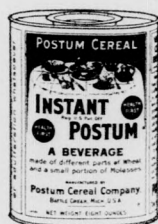
Many of the firms that employ traveling saleswomen give them a course of training right in the organization. If not, you can get a course in salesmanship in some of the good schools either through personal training or through correspondence.

It is interesting to know, too, that the National organization of salesmen admits women to membership, and already several capable women are on its board of directors.

There is a tremendous amount of opportunity for women in the field of outside selling, and women who have good health, some business experience or specialized training can undoubtedly achieve great success in the field.

But don't plunge in hastily without some preparation or a good basis for feeling self-confident.

Luck is ever waiting for something to turn up. Labor, with keen eyes and strong purpose, will turn up something. Luck lies in bed and wishes the postman would bring him the news of a legacy. Labor turns out at 6 o'clock and with busy pen or ringing hammer lays the foundation of a competence. Luck whines. Labor whistles. Luck relies upon chance; labor on capital.



To Satisfy Trade
that shows discontent
at the increasing high
price of coffee--feature
POSTUM CEREAL
AND
INSTANT POSTUM
No advance in the price of either!



Cotton Production and Cotton Goods.

Although the report by the Department of Agriculture on the condition of the cotton crop, issued early in the week, had been virtually discounted by the speculators on the exchanges, the mere fact that it was no worse than expected was enough to help in pulling down quotations. There is some food for reflection in the figures as presented. The 11,200,000 bales of cotton estimated as this year's yield represents about one-third of a bale to the acre. At 30 cents a pound this means a gross return of \$50 per acre, which is very good in comparison with what was obtained before the war and for some time thereafter, but is by no means what it should be, everything considered. The question has been bruited as to whether or not the planters cannot get better results by more adequate precaution against insect ravages and flooding of their lands, as well as by providing for temporary irrigation where the rainfall fails. To bring up the average yield to half a bale per acre would mean a great deal.

The principal incident of the last week in the goods' market was the auction sale of army cottons. The prices realized were lower than at the preceding sale, but not enough to indicate that bottom had been reached. Meanwhile, in the regular trade second hands are still letting go of their holdings gradually and mills are not anxious to sell. Quiet prevails in knit goods lines, with occasional purchases for filling in purposes for fall as well as spring.

Imported French Gloves.

An interesting method of meeting advancing costs of manufacture was described by the representatives of a prominent French glove importer. It is a method, however, that applies only to importers, and is further restricted to those with sufficiently good credit facilities. The opportunity which the importers have taken advantage of has had its origin in the low rate of French exchange enabling the importers to get approximately 8 francs instead of 5 for a dollar.

The following figures explain the operations of those houses that have arranged for depositing sums of money in France. The cost of production for a dozen gloves may be set down as 130 francs. On the basis of 5.15 exchange the cost translated into American currency would be about \$25.50. At an exchange rate of approximately 8 francs the cost is about \$16.33. Following the pricing of the gloves through other items, \$2.25 is added for duty and 37 cents for a

landing charge, making a fixed charge of \$2.62 under both rates of exchange. In one case, with the profit added, the gloves under normal conditions of exchange would be priced at \$33.62 a dozen. Under the present rate of exchange the cost is only \$23.05. This leaves a wide margin to take care of increasing cost of manufacture and at the same time permits the importer to maintain his normal prices and actually undersell the domestic manufacturer, who is not so fortunately placed.

Wool, Woolens, and Garments.

It will probably be a couple of months or so before the Government will resume its auction sales of wool. Meanwhile, negotiations are in progress for securing a fairly large allotment of fine merino wool from Australia direct. The idea is to sell this wool here at auction before it is shipped across the Pacific. This will imply an allocation of shipping to transport the material and it is possible that the British will require it to be brought to this country in their own vessels. Other shipments of wool are coming here in fair volume and the domestic clip is being absorbed at good prices. In the manufacturing end, each month shows an increase in the amount of machinery active in turning out fabrics, so much so in fact that the talk of a scarcity of cloths seems unwarranted. Prices of fabrics are kept up remarkably well, a reflex of which appears in the enlarged dividends being paid to stockholders in woolen mills. Those who deal in made-up garments are in something of a quandary, because they are having frequent occasion to try to explain increased prices in the face of the movement against them. Even though their mark-up is the same as before in percentage, it means many more actual dollars to be paid by the consumer. There have been some intimations of cancellations, but not enough of them have as yet materialized to disturb the garment manufacturers.

Mexico As a Knit Goods Market.

The Chihuahua district as well as other parts of Mexico, according to information obtained by Consul J. B. Stewart, offers a good market for light and medium weight cotton, worsted, silk, and artificial silk sweaters of standard colors. Better grade hosiery also is in great demand, domestic manufacturers supplying the cheaper goods. Light and heavy woolen underwear has been depleted, and as a result good prices obtain for such lines.

To Dealers Only

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

*Wholesale Dry Goods &
General Merchandise*

Merchants of Michigan

While attending the

West Michigan State Fair

We invite you to inspect our lines
of Fall Merchandise.

All our departments are offering
good values.

Come in and see us. Make our
store your headquarters.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids

:::

Michigan

TAKING INVENTORY

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

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

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

Another Objectionable Cost Making Bill.

In the United States Senate Saturday, August 30, Senator Jones, of Washington, introduced a bill somewhat similar to the Siegel bill pending in the House.

The Jones bill provides that manufacturers making articles which enter into interstate commerce must mark the cost thereon and further provides that any retailer handling such articles must mark thereon in plain figures the cost to him.

The Attorney General, under the bill, is vested with power to make rules and regulations covering the enforcement of the law if enacted and a penalty of \$1,000, one year's imprisonment, or both is provided for violation.

The bill has been referred to the Senate Committee on Interstate Commerce, but our Washington correspondent is unable as yet to learn whether there is any determined support for this measure.

Under the circumstances it would be wise for every retailer to take the same action in connection with the Jones bill that was taken with the Siegel bill. Wire or write to the members of the Senate Committee on Interstate Commerce and state your reasons for opposing such legislation.

The Senate Committee on Interstate Commerce is made up as follows:

Albert E. Cummins, Iowa; Charles E. Townsend, Michigan; Robert M. LaFollette, Wisconsin; Miles Poin-dexter, Washington; George P. McLean, Connecticut; James E. Watson, Indiana; Frank B. Kellogg, Minnesota; Bert M. Fernald, Maine; Joseph S. Frelinghuysen, New Jersey; Davis Elkins, West Virginia; Ellison D. Smith, South Carolina; Atlee Pomerene, Ohio; Henry L. Myers, Montana; Joseph T. Robinson, Arkansas; Oscar W. Underwood, Alabama; Josiah O. Wolcott, Delaware; and A. Owsley Stanley, Kentucky.

Our best policy is to oppose legislation of this kind while it is in the Committee. Support our efforts as you did with the Siegel bill.

What We Must Face.

At the very time when politicians from the President down are holding out hopes to the public of lower prices all the basic facts indicate that the worst is yet to come.

International conditions are such that nothing President Wilson or Congress can do will avail to lower the standard of living in the United States. There may be vexatious investigations and sumptuary legislation, but in the final

analysis the destruction and expense entailed by the war will have to be paid for by all the inhabitants of the world. There will not only be a continuation of extreme taxation, but higher costs to the ultimate consumer for food, clothing, housing, transportation, etc.

If we are to believe the chemical investigators everything is full of alcohol excepting only the fellows who are thirsty for an old fashioned drink.

Need New Hats and Dusters.

Mears, Sept. 9—Harold Foote, the slow man representing Swift & Co up "this a way," is speeding up some this trip. He is talking, dreaming and selling cheese. Swift & Co. offered a prize of a genuine imitation panama straw hat to the salesman selling the most cheese this week. Every one up this direction is fervently hoping Harold lands the prize, as he certainly need a change. He has been wearing a 25 cent straw since April 1 and it is getting on our nerves. You can't get much of a stylish hat for two bits and when a guy wears one six months, riding a bucking ford, it certainly looks the worse for wear. Now, if the Hume Grocer Co. will put up a prize of a new duster to its salesman, we will all dig in and help Erny cop the prize.

Warning to E. P. Monroe: I am reading your darn Muskegon items. You are treading on sacred ground. Beware! Chronic Kicker.

Not So Many Brands.

In an Illinois store that carries a good many lines of some types of goods, a careful survey of one of the departments showed that as many as nine brands of one article at one price were carried regularly.

A separate vote was then taken on all items marked at the same price, each salesperson in the department voting privately on the merits of each article. The model that stood fifth or sixth on each list was then taken under discussion to see if it could not be discontinued.

The process was followed throughout the department and it was found that many lines could be discontinued without a loss of variety in price or style. B. L. Ennis.

They Keep Gloves Patched.

All gloves purchased in a Los Angeles department store are kept in repair free of charge. As the average patch on a glove costs 25 cents, this service proves a big inducement to women, and as gloves do not need repairing frequently, the expense to the store is negligible.

Did you ever hear of a business man starving to death? You have known of many of them, although, whose death could be traced to eating too much and too carelessly.

AN OPEN LETTER TO THE TRADE

Since our last bulletin, I have been in Chicago looking over the market there and while I realized before that conditions are bad, I had no idea they were as bad as I found them. My purpose in going there was to hasten deliveries on some of the merchandise for

September 10

\$100,000 CITY DAY

and, incidently, to get any merchandise which might look interesting to you on that day. I visited Manufacturers, Commission Houses, Wholesale Institutions and Second Hands even on the West Side. I think I am safe in saying that merchandise has never been so scarce as it is. Large houses with ordinarily large stocks had bare shelves and even Second Hands had little to offer. The Sales Manager of one of the biggest Manufacturers of Hosiery in the United States told me that their production of Fiber Silk Hose which is ordinarily 750 pairs a day dropped in August to 275 pairs per day and, in spite of all their efforts, they have been able to increase it very little over that.

The opinion of the leading business men of the United States seems to be that the present high prices cannot be remedied except by increased production and yet it seems as if production is getting smaller all the time. When I got back and looked at our stock I began to think that we were very lucky and while we have had to back order some items, which we do not like to do, I hope that you will understand the situation and realize that we are doing everything possible to merit your business.

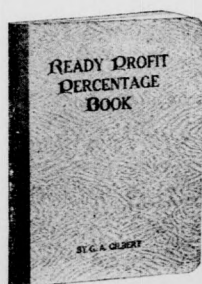
When I think of the bargains we might have had to offer on September 10 and the profit which we might have realized, I almost wonder if we did not pay too high a price for the advertising value of that remarkable event. But when I realize that there were hundreds of good merchants here and think of the bargains they secured, and the better acquaintance and friendship thus created and cemented and the realization that at last there is a real Dry Goods House in Western Michigan, I feel that in the years to come, we will be more than compensated for the profit which we voluntarily gave away on September 10.

Come to see us, or give your orders to our salesman or phone or write us. I think we are IN AS GOOD SHAPE AS ANY AND BETTER THAN MOST to fill your orders at this time of the year when you need merchandise most.

Yours truly,

C. J. FARLEY, General Manager.

Grand Rapids Dry Goods Co.



To Price Your Merchandise the Right Way
on Selling Price Use

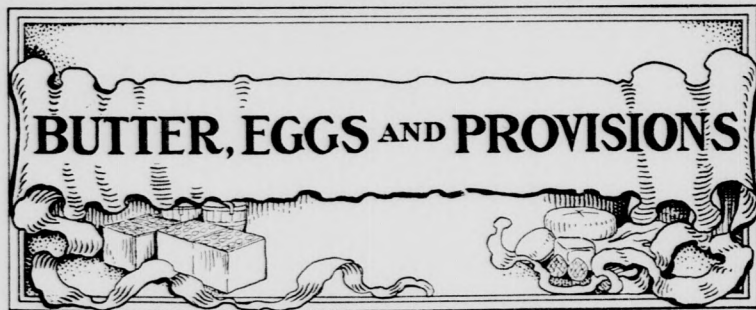
Ready Profit Percentage

Profits are figured out for you right to the penny, even to the fraction. These prices are figured on selling price—the right way. Ready Profit Percentage will be sent to any address in the United States upon receipt of \$1.10 by mail.

GEO. A. GILBERT & CO.

380 East Eleventh Street Portland, Oregon

Bankers Use an Interest Book. Why Shouldn't a Merchant Use a READY PROFIT PERCENTAGE BOOK?



What Will He Say To-day?

James M. Bynes has for many years operated a grocery store in one of the most populous negro districts of Chattanooga, Tennessee. It is not an unusual store, except, perhaps, in the volume of business done as compared with similar stores. What has made it and Bynes known to everyone, white and black, in Chattanooga and vicinity, is the little bulletin board fastened to the corner of his building, where for twelve years past Bynes has posted daily some bit of boiled down wisdom or humor—a fresh sentiment every morning. Sometimes the remark concerns National or foreign affairs, sometimes it is a local hit; sometimes it is a purely abstract reflection upon morals, economics or sanitation, as applied to the backsliders of his own race.

Bynes letters all his bulletins himself, upon sheets of heavy pasteboard. Putting up the new bulletin is one of the first duties of the morning. The local dailies often quote his sayings, referring to him humorously as the "oracle of the Fourth Ward."

If there be a moral in this to the average business man, it is that Bynes, with limited opportunities for raising his store above the ruck of enterprises like his, struck out upon a unique line, and, having struck out, has kept it until everyone within 100 miles of Chattanooga has heard of him. People in his neighborhood are always eager to see "what Bynes will say to-day," and some of them will go blocks out of their way to read his bulletins. Is it any wonder that his business can not be other than prosperous?

Could Not Sell Beans.

An ironical fate pursues the California bean men. In 1918, in patriotic response to the National call for food production, the farmers of this State increased their bean plantings to the uttermost and turned off a huge crop.

In the midst of the harvest the war came to a sudden end. The Government stopped buying beans. The farmers of the other bean-growing states of the Union had also produced a great crop. The Oriental bean fields had brought forth unusual quantities. The world was burdened with abnormal supplies of beans, and the abnormal demand that had brought them forth had ceased in one day.

In the general shortage of food throughout Europe it was believed that the great stock of beans would come in handy there. But beans, being nitrogenous food, are not life-sustaining in the absence of fat or even long palatable without it. All Europe was

and still is short of fat and refused to eat beans. The bean market fell flat. California growers and the banks in bean-growing districts were loaded up with beans that they could not dispose of. The situation was so serious during the winter and spring that many farmers and many banks that had loaned them money, expecting to get it in again with the harvest, were almost at the breaking point.

The strain has been terrific. Only recently the market began to improve. Some cargoes of beans had been disposed of in Europe, but the principal element in the movement toward recovery lay in the fact that the bean crop for 1919 is poor throughout the United States and the Orient, even considering the reduced acreage compelled by the absence of a market.

Although there is still an immense stock on hand in California, the bean men began to have hope. Now the bean market has been flattened again by the H. C. L. enquiry and the pursuit of food hoards. To the bean men it looks like the irony of fate.

There are great bean "hoards" in California. Wholly against their will the growers have been compelled to "hoard" these excellent legumes because they could not sell them. Beans are a drug in the markets of the world. These bean "hoards" are being "discovered" and announced. To the bean men the situation would be funny if it were not for the sense of injustice they feel at the accusation, implied at least, that they are hoarding beans in order to bull the market.—San Francisco Chronicle.

The Unkindest Cut.

"It's four years now since he left me," said the deserted wife. "I remember it just as well as yesterday—how he stood at the door, holding it open until six flies got into the house."

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



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

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

Prices to Come Down.

Admittedly the general average price level may never get back where it was before the war; but few indeed are the thoughtful men who do not expect prices to go half way back within a reasonable time.

Instant response to these economic factors cannot be expected. The business world is not a movie show in which the whole performance is over in an hour; and the high price levels may continue for a few weeks or months, depending upon monetary and trade developments. However, the main points are that the vast amount of idle producing capacity is sure proof that there will be a great increase in the total supply of goods, and that the tightness of the money market equally demonstrates that the time is not far off when producers and merchants will be shading prices because of inability to finance themselves otherwise.

In brief, the notion that the existing price level will be permanent is sheer nonsense. There is not a scrap of evidence in the business situation to sustain it, and it is contrary to all the principles of economics and to all the teachings of past experience. It is a belief which immediately disappears upon attaining the slightest knowledge of the subject.—Forbes Magazine.

Letters That Hold Customers.

Personal letters, sent at regular intervals to customers, are of great assistance in adding to the sales, according to the sales manager of a concern that deals directly with thousands of retail stores.

"Our salesmen," he says, "are able to call at the stores about once every two months, which is hardly enough. I found that some of the customers were being lost because some other concern sent salesmen around two or more times between our man's visits, and that orders were placed for goods that were wanted quickly. A little dispute with the salesman or an unsatisfactory letter from the office sometimes annoyed the storekeeper, who thereupon switched his business.

"When our records indicate that we are not getting our usual business from a customer," he says, "we immediately send a personal letter asking the reason and enquiring how

the customer would like us to handle the difficulty, if there is any. By means of these letters little differences have been patched up and disgruntled customers brought back.

"As I figure it, the customers who receive these letters feel that we want their business enough to keep them in mind at all times. Also when there is a little trouble present they figure that we want to explain and accept our just punishment if we are at fault. It perhaps tickles their vanity to have it said that they are to act as judge and jury, and this helps them to see the matter in the proper light. We try to make our letters act as if they were our representatives making a call. That is one reason why they have proved so successful."

T. F. Moriarty.

Stop Leaks Which Cut Down the Dollars.

How many of us cling to customs and to methods and equipment that are out of date? It is the easiest thing in the world to close our eyes and ears to the new. The old is so comfortable.

An old machine, or an old way of doing things, or an old idea, has served us well for lo, these many years! We have earned the cost of our living. Perhaps we have made a little surplus that is invested. So why should we experiment?

But these are not the days for the standpatter. We may inherit an old hand lathe, but that is no reason why we should not be up-to-date and use a modern turret lathe.

Our grandfather, and perhaps our father, used a scythe. No doubt it was made of very fine steel. Perhaps it still has a very keen edge. But that does not justify cutting wheat the old way. If we did, the world would soon go hungry.

The world demands action as well as good intentions. If we are going to win, we must do our work with the least possible use of man power. We must stop the leaks that cut down the dollars.

Grand Rapids Forcing Tomato

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

Reed & Cheney 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.

Judson Grocer Co.

Wholesale Distributors
of

**Pure Food
Products**

Grand Rapids, Michigan

**Bel-Car-Mo**
Peanut
Butter

*Wins lasting friends for the store that sells
it, because of its uniform goodness that is
protected by the sanitary tin package.
Comes in all sizes, from 8 oz. to 100 lbs.*

ORDER FROM YOUR JOBBER.



**WE ARE HEADQUARTERS
WHOLESALE**

**Fruits and
Vegetables**

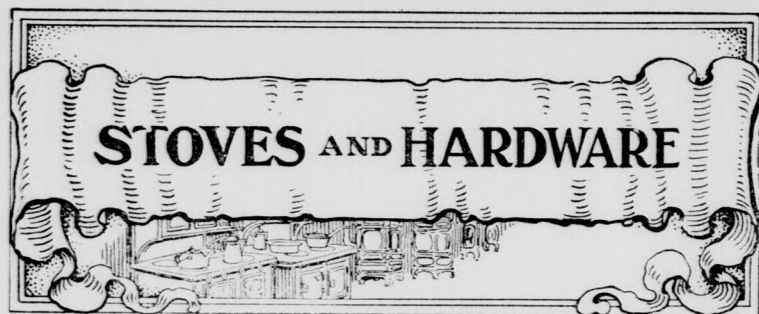
**Prompt Service Right Prices
Courteous Treatment**

Vinkemulder Company

GRAND RAPIDS

:-:

MICHIGAN



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

Persistence the Keynote of Success in Handling Paint.

Written for the Tradesman.

I have noticed with many hardware dealers a tendency to slacken their efforts at a certain stage in every paint campaign. They plan things fairly well in advance, get the campaign nicely launched; and then, because results do not flow in immediately to the extent anticipated, they seem to say, "Oh, paint is dead this year. What's the use of working hard?" And with that they let things slide.

Now, the paint business is something that requires education of the prospect before he will buy. It is essentially a follow-up sort of business. Mail a prospect one booklet, or a booklet followed by a personal letter, or talk to him once—you get no results. It is keeping after the customer that counts.

It is for this reason that the shrewd hardware dealer launches his fall paint campaign long before there is prospect of any great activity. He realizes that a certain amount of effort is required before he can expect results. And when results don't come immediately, he refuses to be disheartened. As one paint dealer once put it to me:

"If you keep after a man long enough, you'll land him. If I don't land a fellow this fall, I'll land him next spring. If another dealer gets him this time, I'll note the fact, and land him next time. I've done that last stunt time and again. And the man the other dealer has landed is often as not my best prospect. He is educated to the value of paint—all he needs is to be educated to the higher value of my particular brand of paint."

That is the sort of unconquerable spirit in which to take up and carry on a paint campaign.

It is worth remembering that in paint selling, results are cumulative. They come in the form of an inverted pyramid. You have a few sales today, and more to-morrow. The business keeps on growing. Every sale that results in satisfaction leads to more sales. The man who paints today will be a paint prospect again two or three years hence. The one thing that eminently and positively does not pay in the paint business is to let up. You must keep pushing on and on and on.

Otherwise the other fellow will get the benefit of a lot of good paint

education you have been handing out.

It is often the realization of this cumulative value in the paint business that makes all the difference between big success and comparative failure.

Thus, one merchant works on the hard and fast rule, "Once a prospect, always a prospect." Suppose Jones is listed among his prospects for this present fall paint campaign. Jones owns his home, and it has been fairly howling for paint these three years and more. This merchant writes personal letters to Jones, sends him booklets, fires something at him in the way of advertising literature every week or so from long before the paint season starts right up to the very finish. Nor does he limit his activities to printed matter. If opportunity offers, he telephones Jones—invites him to come down into the store and talk the paint proposition over, or offers to call at his home and give him a figure on the amount of paint required for the job and the probable cost. If he meets Jones on the street, he suggests paint—talks paint—is ready to suggest color combinations and quote an approximate figure. If he is anywhere near Jones' house, he takes the opportunity to size up the dimensions and the surroundings, and makes a note of them.

Suppose Jones decides not to paint until next spring—the minute the exterior painting season is over, this merchant opens fire with interior stuff. That bridges the gap until the spring paint season approaches when he once more takes up the subject of exterior painting.

If Jones goes to the hardware dealer in the next block and orders his paint there, the merchant makes a note of the fact, with the date. A year or two hence he is after Jones once more—provided Jones still owns a house. He realizes that Jones has been educated to the value of paint, and that Jones hasn't forgotten that he handles paint.

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

Bell Phone 596 Citz. Phone 61366

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

209-210-211 Murray Bldg
GRAND RAPIDS, MICHIGAN

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

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

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.

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

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

If Jones buys from him, he makes a note of the fact—date of purchase, amount and colors, price and weather conditions when the job was done; also by whom it was done. Jones will be in the market again in a few years, and all this data will be useful. And this merchant, with his organized system of follow-up, will approach Jones with regard to repainting long before his competitors have thought of such a thing.

That system represents persistence reduced to a fine art, and organized into a business. Yet a good many merchants go after the paint business much according to this very system.

One merchant uses a separate card-index file to keep tab of paint prospects. There is a separate card for each prospect, with all available data as to the building, amount of paint likely required, estimated cost, surroundings and desirable color combinations. When this customer is sold the card is not thrown away. Instead, the specific figures are entered, together with a memo of weather conditions when the job was done, the painter employed, etc. The card is then transferred to the section of the index labeled "1919 sales." In due time, when the 1919 customers are again in the market for paint, the 1919 cards will again be looked through, and a new follow-up campaign launched.

This sounds elaborate, yet it is a simple system that really requires hardly any work. It represents the most convenient and accurate method of keeping tab on paint prospects.

One dealer has a salesman take a photograph of every job done with his brand of paint. He has a wall in the paint department covered with these photographs. They form a very effective advertisement. Now and then they are utilized for window display purposes. With a post card size camera the expense is not heavy; in fact it is so light that the dealer feels that he can afford to give the customer two or three copies of the snapshot, to send to his friends.

The main principle in the paint campaign is to open your campaign early, and to keep it up right to the end. If results don't come to-day they will come to-morrow or next day, or, at the worst, next season. Good advertising is never wasted, and worth-while selling effort always counts in the long run. The only man who doesn't get results from his effort is the man who allows himself to become discouraged, and who quits too soon.

In your paint campaign you are working, not merely for immediate sales, but for future sales; not merely for this year, but for next year and for all the years you expect to remain in business. The biggest results are the cumulative results. But these results are all for the man who stays with the game; not for the man who quits discouraged.

Victor Lauriston.

Big Methods in a Small Store.

"Many merchants are given to thinking that because their stores are

small they cannot adopt innovations that originate with larger establishments," says the owner of a hardware store. "Our theory is that we can do everything the big store does, and make it pay. Of course we must work out the ideas on a much simpler scale.

"Take store meetings. We have only 15 employees, yet I venture our store meetings are just as productive of co-operation and suggestions and good will as are the meetings in the stores employing 1,500. We make them decidedly informal. Around six o'clock in the evening the girls slip up to the kitchenette and help put the dinner on the table. My wife, meanwhile, has come down in the afternoon; she is the cook. Sometimes the wives of the other men come down; their presence makes it seem like a social meeting. After dinner we have some kind of entertainment, in the arrangement of which I've not been allowed the slightest share. And all through the dinner and entertainment we talk business. We can not help it.

"Most of the bigger stores have clubrooms, restrooms, libraries, and the like. Well, we partitioned off one corner of the second floor with wall board. We put in a piano, a couch, a bookcase full of good books, a table, and chairs. It's nicely decorated, and there are rugs on the floor. We don't reserve the room absolutely for social purposes or relaxation. The other day one of the girls had a lot of reports to verify, and we carried the adding machine up there for her to work in peace and quiet.

"Another principle used in large concerns is that if you give a man responsibility, he will do better work. In a one-man business it is hard to delegate responsibility without inviting red tape. The big store has executive and sub-executive positions aplenty because it has various departments. Why not departmentalize our store? We did, and now we have a 'manager' for our retail department, one for our builders' hardware, one for our harness, and one in the sheet-metal and heating department. And our book-keeper 'manages' the credit department."

M. H. Florence.

Boston Straight and Trans Michigan Cigars

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

A Quality Cigar Dornbos Single Binder

One Way to Havana

Sold by All Jobbers

Peter Dornbos

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

FOR THE GREATEST CHRISTMAS IN HISTORY

H. Leonard & Sons

GRAND RAPIDS, MICH.

WRITE FOR CATALOG

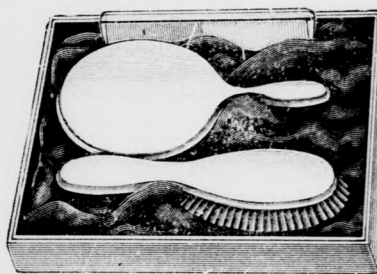
Or better still come to this city and see our many **USEFUL AND NECESSARY** lines as well as our splendid

Holiday Display

Merchants will enjoy a big business this year on **TOYS AND HOLIDAY GOODS** if they will make their selections as soon as possible. You will find toys profitable and a quick turnover and their presence helps the sale of other Holiday items.

BETTER MAKE A TRIP TO MARKET

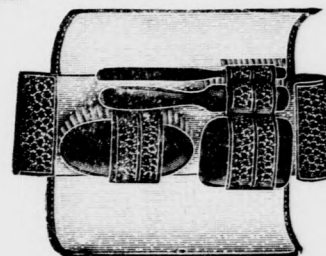
and settle the question.



See our splendid lines of
WHITE IVORY
TOILET ARTICLES,
PERFUMES,
MANICURE and
SHAVING SETS.

LEATHER GOODS

Bags, Purses, Bill Folds, Tourist Sets, Music Rolls, Military Sets, Etc., Etc.



TOYS, DOLLS, BOOKS and GAMES

Of every description and price. One entire room 100 x 50 feet is exclusively devoted to the display of samples of this important line and every sample is backed by ample stocks.

Your customers are looking for them.

DO NOT DISAPPOINT THEM.



Gas and Electric
PORTABLES,

Stationery, School Supplies,
Nickel Wares, Aluminum
Goods, **SILVER WARE,**
Sweepers, Brushes, Lamps,
Lanterns, Glassware, Clocks,

Beautiful **JAPANESE**
CHINA ASSORTMENTS.





The Everlasting Hurdle.

Before you can sell anything to anybody you will have to climb over his wall of self-preservation and defense. We are all customers part of the time and the one you are after is just about the same sort of a chap as you are. He has his own happy-hunting-ground of habits, ideas, proverbs, rules, regulations, and has had, to him, the biggest little mountain of experience on earth.

He is not interested in the purchase of a watch because it is thin, thick, oblong or spherical, nor in a bolt of linen because it is cheap, red, blue, or even pink, nor will he ever be interested in a mechanical device for the mere reason that it is equipped with agate bearings, a thermostat or twelve cylinders. You will have to get closer to him than that to begin with.

On your side of the fence you have a magnificent heap of achievement—the greatest factory of its kind in the world, the most smoothly working organization on this terrestrial ball.

There are the hundred details of beautiful textures, of intricate mechanism, of decorative art and the scientific wonderland of your research laboratories. All of these you say are at the service of your inappreciative, money-loving customer.

So very strange, you think, that he is not interested. But he is not nor will he ever be until you can find a way to move the entire precious pile over toward his own intimate, personal existence.

The other fellow's pyramid of inspiration outwardly resembles your own but it is built of materials of interest to himself. He doesn't care a snap about the size of your factory or even the price of your merchandise—yet—

If he is successful his mind is full of such things as money-making and money-saving ideas or devices, labor-saving methods and appliances, objects of beauty in his home that will first excite and then satisfy his pride, improve his knowledge or enlarge his business.

Your first endeavor will be to "ride in" on his exciting personal interests.

That's exactly what he wants you to do. The latch-string is always out. Your customer wants you to talk about the very things you should talk about—his interests.

Tell him your machine will save him more than it will cost, that your new fabric is a money-making investment, that your book on home decoration will delight every member of his family, or that the pleasure alone, not to mention the convenience, to be derived from his new car will justify the

expense, and he will listen and understand you.

Then—but not until then—tell your customer all about the exceptional features in the production of your machine, fabric, book or automobile.

The yearly out-put of your factory, your prices and terms of sale have then taken on a new significance. The circle of his personal interest has been widened to include your own by your appeal to things nearest to him.

All of this seems very simple and indeed it is, yet salesmen every day, sometimes even the best of them, begin their selling argument on such things as the reputation of their firm, on the mechanical structure of an article, on the price or terms of sale or details of manufacture. These are all important but they are invariably, and must always be, secondary in the mind of your customer.

It is not what a thing is worth that counts but what it is worth to him. You will have to hurdle his wall of personal interest before you can get his signature. L. B. Michaels.

Has Traveled Two Million Miles.

Edmund R. Ware of Worcester, Mass., lays claim to having traveled more miles, or at least as many, as any man now alive, and, judging from the fact that he has been a traveling salesman most of the eighty-five years of his life, the truth of his claim may well be accepted. Mr. Ware has been up and down and across the North American continent literally hundreds of times and estimates that he has covered more than 2,000,000 miles.

Most of Mr. Ware's traveling has been done in the interests of various firms which he represented as salesman, but he made extensive trips in Mexico for the purpose of securing a special collection of Mexican curios for the Boston Mechanics' Association exhibit of 1884. While in Mexico Mr. Ware traveled on a personal pass from President Diaz, whose friend and admirer he was.

Mr. Ware made an extensive tour through the Canadian Northwest and he was in the party which located the stations of the now famous Canadian Mounted Police, then just beginning their career.

Mr. Ware began his career as a traveling salesman when he was 20 and continued in it steadily for fifty-three years. In this period he says he passed half of his nights in sleeping cars and saw every city on the North American continent.

The feeling that you have the money with which to buy the things that money can buy is mighty comfortable, but the feeling that you have the money to buy the things which

money can buy loses all its satisfaction if it is coupled with the feeling that you are minus the things money can not buy.

More than one good sales talk has been cut short by a prospect because the salesman had neglected to use that grand old educational and uplifting institution, known as a tooth brush.

Who names the Pullman cars? It must be the same chap who names the collars and the constellations. Somebody with a cynical turn of mind once suggested "Robbers' Roost" as a good name for a dining car.

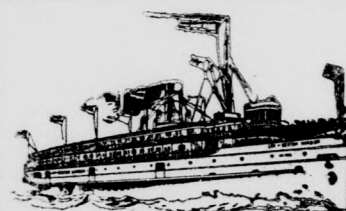
THE NEW MERTENS
Rates \$1.00
With Shower \$1.50
Fire Proof Meals Sot
A Hotel to which a man may send his family

CODY HOTEL
GRAND RAPIDS
RATES \$1.00 without bath
\$1.50 up with bath
CAFETERIA IN CONNECTION

Henry Smith
FLORIST
139-141 Michigan St.
Rd. Phone
GRAND RAPIDS, MICH.

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

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



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

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

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

Late News From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 9—W. J. Oliver, formerly in the grocery business at Manistique, but now located on a farm near Cooks Mills, is making great progress as a farmer, turning his farm into an up-to-date hog ranch, among which are a 40 x 80 foot hog pen, all of concrete, in which he has sixty-two hogs ready for market, and a chicken coop 60 x 24 feet, in which 200 chickens are housed. He has also built a shed, 200 feet long, in which to store all his farm machinery. He has 135 tons of hay under cover and 2,000 bushels of early potatoes ready for market, besides other small stuff. If some of our other merchants followed Mr. Oliver's vocation, the H. C. L. would soon be reduced to a minimum.

Uncle Sam is certainly doing the "grand" with his employees, the coast guards, by reducing them from \$2 to approximately 45 cents per day. This makes it difficult for a man to live, with food and clothes costing more than ever before. The men are allowed \$10 per month for house rent and, if married, the wife and family are each allowed a certain amount each month. This is known as the family allowance. The married men will have to use this allowance in order to meet the cost of living. At the present time, there is a bill before Congress to increase the salary of the coast guard and it should pass. It will neutralize the effect of the reduction of the allowance.

"Many a man spends half the time anticipating to-morrow and the other in regretting yesterday."

The Soo Hardware Co. has outgrown its present quarters and has purchased the Hoyt block, on Ashmun street, which it intends to remodel and use in connection with the wholesale business.

The Scripp-Booth service station has outgrown its present quarters and has taken over the supply business of the Gregg Brothers, who have been operating at 116 Ashmun street. They will move next week into their new quarters at 110 Ridge street. The auto industry seems to be the making of new business in many other lines.

"The weigh of the transgressor is invariably light."

J. A. Kay, for the past year manager of the meat department for David Rye, at Pickford, has resigned his position and purchased the meat business of W. D. Blaid, also of Pickford. Mr. Kay expects to make numerous improvements in his newly-acquired market, which will give Pickford another up-to-date meat market. Mr. Kay is a hustler and his new venture will be a success.

A party of prominent business men, consisting of Fred Shaw, H. E. Fletcher, Isaac De Young, J. R. Kirkpatrick and the chauffeur, entertained thirty-three of their friends and families in an auto trip through the Canadian wilds last Sunday. They had a symposium banquet at Goulias Bay and that the party was well behaved is vouched for by our Prosecuting Attorney, Thomas Green, and the Sheriff of Ingham county. A trip at this season of the year is one of the grandest, with the foliage of all colors extending away up to the mountain tops and the valleys and streams thousands of feet below. This was the first time some of the guests had made this trip and it was pronounced the best ever and the pleasant memories will linger long in the minds of the merry party.

"Lots of men seem to think there is a patent on honest labor and they do not want to risk being infringers."

The Chippewa County Fair held last week was a record breaker in the history of the Soo. The weather was ideal. The balloon went up daily and the concession men did a land office business. The school children were there en masse on Thursday, making in all an attendance of over 7,000, which

was a banner day, notwithstanding that the Prince of Wales drew a large crowd on the same day by his arrival in the Canadian Soo.

William G. Tapert.

Sneaking Habit of the Express Company.

Flint, Sept. 9—The present policy of the railroad and express companies seems to be that where they are called upon to pay claims, or at least to consider claims on account of damage to stock, that all goods for which the claim is to be placed, or the damaged goods, shall be returned to them for salvage. This no one denies them the privilege of demanding. However, during the past few months there have been several instances in the writer's experience, as well as several others with which he has come in contact, where goods were turned back to the carriers on which they expected to make claims. Within a few days letters were received from the shippers censuring us for returning goods without their consent and especially for sending them back in the condition we did.

At first we were at a loss to understand how this should happen. After enquiring, we found out that the express company had packed this merchandise in a crude way, returning it to the shippers with a statement that we refused the shipment at destination and ordered them returned. This put the shippers in a bad light and under the circumstances they, not knowing what to do, took the goods in, censuring us as above stated. It is very plain to see the possibility of straining the relationship between the manufacturer and shippers and those who purchase goods from them if such a condition is allowed to continue. As it seems to be practiced wherever possible, the writer thought it best that some decided action be taken by merchants throughout the country against this wrong.

We have no quarrel with the railroad or express company and at the present are not sure whether this is a general policy of the companies or a suggestion handed out to the representatives to try and put across when possible. It is a fact that it is being practiced more or less throughout the country. The writer has letters to this effect, thanking him for trying to help check the matter.

As it is at the present time, all shippers are paying well for the handling of their merchandise and are, therefore, entitled to not only fair deals, but prompt settlement of all claims for damages. It will be my object to find out how many others are experiencing the same trouble and the feeling regarding it, and, through the medium of our association, to ask that the carriers remedy the practice above mentioned. No doubt there will be some discussion on this matter and there will be brought out points which the writer hopes will give us an idea of how general this practice is.

There is no doubt that it is a very shrewd move on the part of the carriers, because they could crawl out very nicely from under claims, leaving consignees and shippers to fight the matter out between themselves, and as there are many merchants to-day who have misused the privilege of returning goods and caused somewhat of a stigma on such a practice and it would not look well for legitimate houses to be put on such a plane on account of something that they could not avoid.

I believe this will give you an idea of about what I shall try to bring out.

F. A. Tallman.

Manager Michigan Stores Co.

Don't try to train your memory by leaving important commissions to your memory alone. Put them down on paper and practice memory exercises on less important matters.

Bottom Facts From Booming Boyne City.

Boyne City, Sept. 9—We celebrated labor day with great eclat and two bands; two auto races and pink lemonade; a base ball game for your whiskers, in which the local team was walloped all over the lot the first two innings and no hit game the last seven; an industrial float parade which was a credit to all concerned. All the inhabitants of the surrounding country participated in the most notable event of the city's history. The streets were crowded all day and part of the night with pedestrians and automobiles. The absence of John Barleycorn permitted the day to pass without accident or disturbance. Detroit Free Press please copy.

The city's season's improvements are rapidly approaching completion. Two weeks will see the paving programme completed. The Park street bridge will be ready for use and work begun on the East street bridge. Very important extensions of the sewer system and improvements on many streets have been completed. Taken altogether, the present council and street committee have made very good use, indeed, of the funds entrusted to their care. During the past month a heavy truck has been added to the city's equipment.

Because of failing health, J. N. Larne, who has conducted the Boyne City Laundry for many years, has been obliged to close his place of business. He will take an extended vacation trip. This leaves Boyne City without any public laundry, which is especially hard on those who cannot secure proper household help.

The second annual banquet of the Boyne City Chamber of Commerce will take place Thursday of this week. As the festivities and programme are under the management of Charles B. Wagner, the organizer of the association, we are expecting a very pleasant affair. As a damper on the too exuberant enthusiasm of the members, Lee M. Bierce, of Grand Rapids, is expected, with the help of J. M. Harris, to conduct the obsequies and to add to the solemnity of the occasion. The ladies of Boyne City will be allowed to attend—if they agree not to smoke.

Maxy.

Sparks From the Electric City.

Muskegon, Sept. 9—Jos. Roebuck has sold his garage on Clay avenue to Litma & Hambricht, of Shaw, Walker & Co. Mr. Roebuck has not announced what he expects to do in the future.

Murphy & Monette have purchased the Olson garage, at Holton, and are removing the old building and will erect a 40 x 80 fire proof building. As they are son and son-in-law of general merchant S. P. Murphy, they will have good business advice.

Charles W. Curtis, of Rolhbury, has purchased the A. J. Douglass shop, at Hesperia, and will take possession Sept. 15.

Paul Brink, of Grant, has closed out his stock at auction and retired. We hear he expects to go to California.

Jay Lyon and family motored to Hart to spend Sunday with William Lyon, who was home from a trip to Northern Michigan.

You know of a friend or customer who had a phone last time you called, but you cannot tell which one, so you call up. In about an hour, central says, "Give us 15 cents" and tells you he has no phone, so you try the other phone. In about 90 minutes central says, "15 cents," and reports his phone taken out. You give her 20 cents for a messenger and one hour and 45 minutes later central says, "15 cents." You pay and then are told your party is out of town for the day. You have lost two and one-fourth hours, your sunny disposition and 65 cents in cash and have talked to no one, but feel that you could tell a few things if you had the right

party present. So, I say, boys, when you go into the booth and central wants 15 cents for a report tell them to keep their report. What you want is your party, for I found reports only tell you that they couldn't get your party and as they have your cash do not care, but if you make them get the party before you pay you may get them. Such dealing makes us think the kaiser is not the only fellow who needs hanging these days.

E. P. Monroe.

Watch Out For These Goods.

Benton Harbor, Sept. 9—On Sept. 1 the following goods were stolen from the store of Rapp & Prideaux: Skinner Silk, 404.

One piece, 15 yards, Wisteria.

One piece, 15 yards, Silver gray.

One piece, 25 yards, Battleship gray.

French Serge.

One piece suiting, W. F. wool, black, 35 1/4 yards.

One piece suiting, 54 inches wide, Color, navy.

Three pieces coating, 54 inches wide, 10 yards each.

Seven pieces all wool poplin, 40 inches, 35 1/2, 37 3/8, 32 7/8, 37 3/8, 38 3/8, 38 3/8, 15. In this lot were blues, browns, greens and bright red, the 15-yard piece being red.

Two pieces French serge, all wool, 48 wide, 37, 36 1/4 yards.

Four pieces French serge, 40 inches wide, 42, 39 1/4, 38 3/4, 40 yards.

Three pieces Broadcloth, 50 inches wide, 20, 20 and 10 yards to the piece. Colors—Navy, Russian green, Pekin blue.

Two pieces of French serge, 35 3/4, 35 1/2 yards, both blue.

One piece of Storm serge, 31 1/2 yards, brown.

A liberal reward will be paid for recovery of all or any part of above goods.

Charles Johnson,
Chief of Police.

From Display Manager To Road Salesman.

Detroit, Sept. 9—Samuel A. Weiss has resigned the post of display manager for the Emporium, to associate himself with the Decorators' Supply Co., Chicago. He will cover Illinois, Indiana, Ohio, and Michigan in the interests of the latter concern.

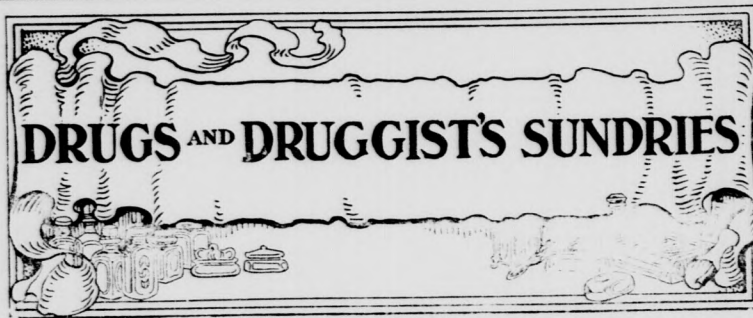
Before leaving Detroit Mr. Weiss was the guest of honor at a farewell dinner given to him by Charles Wendel, display manager for the J. L. Hudson Co., Detroit, and President of the Display Men's Association of that city. Mr. Weiss having been Secretary of the Association, the affair was one of unusual importance to the fraternity in Detroit.

Prior to going with the Emporium Mr. Weiss was for more than eleven years display manager for the Boston Store, Chicago.

Fearless, Impartial and Aggressive.

The Michigan Tradesman has completed its thirty-sixth year of publication—all of that time under the management of its founder, E. A. Stowe. Whether one always agrees with Stowe or not, one must credit him with being fearless, impartial and aggressive—and we'd say that is a tribute few trade paper publishers deserve.—Howard City Record.

During the war the Government caused many of the very high prices by allowing mills a very wide margin of profit to stimulate production. The prices then made were abnormal, and in disposing of the product the Government officials have in mind the abnormal prices they must get to kale them whole. Traders think those profits should be charged off as war losses and the goods should be offered as are and without strings to the offerings.



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.

What One Fountain Called "Service."

I went into a soda fountain the other day where indications seemed to point that I would get prompt service. There were two clerks in charge. The one nearest to the door had no sooner perceived me enter than he was "Johnny-on-the-spot." I gave him my order and waited. He did not come back from whatever duty had called him at the far end of the fountain. The other clerk, seeing me standing there waiting came to my rescue with "What can I get for you?" I took a chance on the dispenser not coming back with my strawberry soda and thereby being served with two sodas at once. My fears were justified, for the other clerk totally disappeared from view and that was the last I saw of him. It seems to me that if a clerk is needed elsewhere after he has taken an order that he might at least tell the other dispenser to attend to it.

The check-in-advance system which prevails mainly at the chain stores, readily lends itself to mistakes. I had procured my check, decided upon a chocolate sundae and proffered my check to the dispenser with hand outstretched for the necessary passport. I waited, expecting him to return. It seemed that the malted milk container needed filling, so he refilled it and, evidently forgetting that he had taken my check, went off to attend to another customer—a sad lapse of memory. Naturally when he returned in my direction with the phosphate for the other customer, I demanded my chocolate sundae for which I had paid. The dispenser did not even recognize me and denied ever having taken a check from me. I was boiling over with rage and gave him a piece of my mind. Even that did not convince him that the "customer is always right." He went to the other end of the fountain, conferred with the head dispenser and served me with what I had paid for. Still even this did not soothe my ruffled feelings, knowing that I had had to fight for my rights and did not get them recognized without a struggle.

It was a scorching hot day and my wife and myself were both tired and irritable. We had quite a long ride home on the elevated before us, so we decided to cool off by visiting a soda fountain. We had hoped for a separate table in a quiet, out of the way portion of the store, but were decidedly peeved when we found that

there were not even stools or chairs in front of the counter. We, in company with other tired human beings were expected to drink our sodas standing up on our weary feet. This fountain was not in a business section where men are accustomed to eating and drinking on the run. It was in a shopping center, with women predominating. We wanted our sodas very much, but we needed seats equally as much, so we walked out and went across the street to a less elaborate fountain, where stools and chairs and even tables were not at a premium.

Not all the foregoing instances may apply to your fountain. But the confectioner will find numerous variations of the same little, but important, details taking place every day at his fountain. Every day lost in nipping such defects in the bud means a lost customer. You really can never tell how many patrons you have already lost by your fountain service shortcomings, so it is more sensible to avoid such mistakes in the future.

I. R. Merritt.

Yield of Oil of Spearmint.

The cultivation of spearmint is conducted extensively for the production of the volatile oil, which is used largely for the flavoring of chewing gum. Rabak reports an interesting series of experiments undertaken by him to determine the influence of time of harvest, drying and freezing of spearmint upon the yield and odorous constituents of the oil, the experiments being conducted through a period of years in which the plants were harvested and distilled at three distinct stages of growth, namely, budding, flowering and fruiting stages. He finds that no definite relationship exists in the yields of oil from the fresh herb at any stage of growth during the several seasons, the yield varying with the season and the period of growth. The yield is highest during flowering, and the tops of the plant then contain the highest proportion of oil. The yield of oil from the fruiting plants is uniformly low, while those from the dried plants during any stages of growth are lower in practically all cases than that of the fresh herb, the effect of the drying being to reduce the yield of oil and to increase the proportion of alcohols and esters in the oil. A similar tendency to increased formation of alcohols and esters in the oil is observed as the plant matures, while freezing of the plant promotes the formation of the odor-bearing constituents.

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

Would A Fire Put You At The Mercy of Your Customers?



Let A Metzgar Carry That Risk

A Metzgar just as you see in the above picture is all you need to protect your accounts and other valuable papers and records against fire. One of these systems recently went through a five story building fire in Grand Rapids—falling five floors to the basement, where it was recovered twenty-four hours later with all accounts in good legible form.

The Cost Is Trifling

Aside from the Metzgar Account Register being fireproof and insuring your accounts and other valuable records against loss through fire (something that no Insurance Company will do) it will keep your accounts posted up-to-the-minute, and with only one-writing. It will eliminate Forgotten Charges, Lost Slips or Charges, Mixing Accounts and Bringing Forward of wrong Past Balances. Your increased collections and savings through the elimination of mistakes will pay the small price asked for it several times over during the first year you have it in use and it will keep on making money for you as long as you are in business.

Write for free catalog and details.

Metzgar Register Co., Grand Rapids, Mich.

Red Crown Gasoline for Power

The modern motor and improved carburetors have demonstrated beyond question that gasoline made especially for motor fuel—as Red Crown is made—will give the most power—the most speed and the most miles per gallon. Red Crown, like your automobile, is built to specifications and Red Crown specifications have been worked out by the most eminent petroleum chemists and automobile engineers available.

Red Crown contains a continuous chain of boiling point fractions, starting at about 95 degrees and continuing to above 400 degrees. It contains the correct proportion of low boiling point fractions to insure easy starting in any temperature—the correct proportion of intermediate boiling point fractions to insure smooth acceleration—and the correct proportion of high boiling point fractions with their predominance of heat units to insure the maximum power, miles and speed.

These are the things that make Red Crown the most efficient gasoline possible to manufacture with present day knowledge.

For sale everywhere and by all agents and agencies of

STANDARD OIL COMPANY

(INDIANA)

Chicago

U. S. A.

DUTCH MASTERS CIGARS



Made in a Model Factory

Handled by All Jobbers

Sold by All Dealers

Enjoyed by Discriminating Smokers

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed . . . 2 60@2 80		Capsicum @1 95	
Boric (Powd.) . . .	18@ 25	Eigeron	12 50@12 75	Cardamon	@1 50
Boric (Xtal)	18@ 25	Cubebs	11 50@11 75	Cardamon, Comp. . .	@1 35
Carbolic	25@ 29	Eucal	13 50@13 75	Catechu	@1 50
Citric	1 28@1 35	Eucalyptus	1 25@1 35	Cinchona	@1 80
Muriatic	3 34@ 5	Hemlock, pure . . .	2 50@2 75	Colchicum	@2 40
Nitric	10@ 15	Juniper Berries 15	00@16 25	Cubebs	@2 60
Oxalic	35@ 40	Juniper Wood . . .	3 00@3 25	Digitalis	@2 10
Sulphuric	3 34@ 5	Lard, extra	2 00@2 20	Gentian	@1 20
Tartaric	1 12@1 20	Lard, No. 1	1 60@1 80	Ginger	@1 50
Ammonia		Lavender Flow 11	00@11 25	Gualac	@2 65
Water, 26 deg. . . .	10@ 20	Lavender, Gar'n 1	50@1 75	Gualac, Ammon. . .	@2 40
Water, 18 deg. . . .	9 1/2@ 18	Lemon	2 25@2 50	Iodine	@1 50
Water, 14 deg. . . .	9@ 17	Linseed, boiled, bbl.	@2 41	Iodine, Colorless . .	@2 00
Carbonate	19@ 25	Linseed, blid less 2	51@2 56	Iron, clo.	@1 45
Chloride (Gran.) 17 1/2	@ 25	Linseed, raw, bbl. .	@2 39	Kino	@1 35
Balsams		Linseed raw less 2	49@2 54	Myrrh	@2 25
Copaiba	1 00@1 20	Mustard, true, oz. @	2 95	Nux Vomica	@1 95
Fir (Canada)	1 15@2 00	Mustard, artifil, oz.	@1 25	Opium	@4 50
Fir (Oregon)	50@ 75	Neatsfoot	1 65@1 85	Opium, Camph. . . .	@1 25
Peru	5 00@5 20	Olive, pure	4 50@6 00	Opium, Deodor'd . .	@4 50
Tolu	2 25@2 50	Olive, Malaga, yellow	 3 75@4 00	Rhubarb	@1 80
Barks		Olive, Malaga, green	 3 75@4 00	Paints	
Cassia (ordinary) 45@	50	Orange, Sweet	4 00@4 25	Lead, red dry	13@13 1/2
Cassia (Saigon) . .	90@1 00	Origanum, pure	@2 50	Lead, white dry	13@13 1/2
Sassafras (pow. 60c) @	55	Origanum, com'l 1	00@1 25	Lead, white oil	13@13 1/2
Soap Cut (powd.) . .	40c 35	Pennyroyal	2 00@2 25	Ochre, yellow bbl. . .	@ 2
Berries		Peppermint	9 00@9 25	Ochre, yellow less 2 1/2	@ 5
Cubeb	1 75@1 80	Rose, pure	38 00@40 00	Putty	@5 8
Fish	@1 25	Rosemary Flows 2	00@2 25	Red Venet'n Eng. 2 1/2	@ 5
Juniper	12 1/2@ 20	Sassafras, E.	15 00@15 20	Red Venet'n Am. 2 1/2	@ 5
Prickley Ash	@ 30	Sassafras, true 3	00@3 25	Sassafras, true 3 00@3	25
Extracts		Sassafras, art'n'l 90	@1 20	Sassafras, true 3 00@3	25
Licorice	60@ 65	Spearment	12 00@12 25	Sassafras, true 3 00@3	25
Licorice powd. . . .	1 25@1 50	Sperm	2 40@2 60	Sassafras, true 3 00@3	25
Flowers		Tansy	5 50@5 75	Sassafras, true 3 00@3	25
Arnica	75@1 00	Tar, USP	48@ 60	Sassafras, true 3 00@3	25
Chamomile (Ger.) 75	@ 80	Turpentine, bbls. @	1 73 1/2	Sassafras, true 3 00@3	25
Chamomile Kom. 1	00@1 20	Turpentine, less 1	88@1 95	Sassafras, true 3 00@3	25
Gums		Wintergreen, tr. . . .	12 00@12 25	Sassafras, true 3 00@3	25
Acacia, 1st	60@ 65	Wintergreen, sweet birch	 7 50@7 75	Sassafras, true 3 00@3	25
Acacia, 2nd	55@ 60	Wintergreen, art 90	@1 20	Sassafras, true 3 00@3	25
Acacia, Sort'd	55@ 60	Wormseed	6 50@6 75	Sassafras, true 3 00@3	25
Acacia, powdered 45	@ 50	Wormwood	8 25@8 50	Sassafras, true 3 00@3	25
Aloes (Barb. Pow) 30	@ 40	Potassium			
Aloes (Cape Pow.) 30	@ 35	Bicarbonate	75@1 00	Bicarbonate	75@1 00
Aloes (Soc Pow) 1	40@1 50	Bichromate	37 1/2@ 50	Bichromate	37 1/2@ 50
Asafoetida	@6 50	Bromide	70@ 75	Bromide	70@ 75
Pow.	@7 50	Carbonate	1 00@1 10	Carbonate	1 00@1 10
Camphor	3 90@3 95	Chlorate, gran'l 1	00@ 75	Chlorate, gran'l 1	00@ 75
Guaiaac	@2 25	Chlorate, xtal or	 45@ 50	Chlorate, xtal or	 45@ 50
Guaiaac, powdered @	2 50	powd.	45@ 50	powd.	45@ 50
Kino	@ 85	Cyanide	32 1/2@ 35	Cyanide	32 1/2@ 35
Kino, powdered . .	@1 00	Iodide	4 29@4 50	Iodide	4 29@4 50
Myrrh	@1 40	Permanganate . . .	1 50@1 75	Permanganate . . .	1 50@1 75
Myrrh, Pow.	@1 50	Prussiate, yellow 1	20@1 30	Prussiate, yellow 1	20@1 30
Opium	11 50@12 00	Prussiate, red . . .	2 00@2 50	Prussiate, red . . .	2 00@2 50
Opium, powd. 12 50	@12 80	Sulphate	@ 85	Sulphate	@ 85
Opium, gran. 13 50	@13 80	Roots			
Shellac	1 30@1 40	Alkanet	4 50@4 75	Alkanet	4 50@4 75
Shellac Bleached 1	40@1 50	Blood, powdered 60	@ 75	Blood, powdered 60	@ 75
Tragacanth	4 25@4 75	Calamus	60@2 50	Calamus	60@2 50
Tragacanth powder @	4 00	Elecampane, pwd 22	@ 25	Elecampane, pwd 22	@ 25
Turpentine	15@ 25	Gentian, powd. . . .	25@ 30	Gentian, powd. . . .	25@ 30
Insecticides		Ginger, African, powdered	 25@ 30	Ginger, African, powdered	 25@ 30
Arsenic	13 1/2@ 20	Ginger, Jamaica 35	@ 40	Ginger, Jamaica 35	@ 40
Blue Vitriol, bbl. @	11	Ginger, Jamaica, powdered	 26@ 30	Ginger, Jamaica, powdered	 26@ 30
Blue Vitriol less 12	@ 17	Goldenseal, pow. 8	00@8 20	Goldenseal, pow. 8	00@8 20
Bordeaux Mix. 20	@ 37	Ipecac, powd. . . .	4 50@5 00	Ipecac, powd. . . .	4 50@5 00
Heliolebe, White powdered	 35@ 45	Licorice, powd. . . .	35@ 40	Licorice, powd. . . .	35@ 40
Insect Powder . . .	50@ 90	Orris, powdered 40	@ 50	Orris, powdered 40	@ 50
Lead, Arsenate Po 32	@ 49	Poke, powdered 25	@ 30	Poke, powdered 25	@ 30
Lime and Sulphur Solution, gal. . .	20@ 25	Rhubarb	@2 00	Rhubarb	@2 00
Paris Green	46@ 52	Rhubarb, powd. 2	50@2 75	Rhubarb, powd. 2	50@2 75
Ice Cream		Rosinwood, powd. 30	@ 35	Rosinwood, powd. 30	@ 35
Piper Ice Cream Co., Kalamazoo		Sarsaparilla, Hond. ground	 1 25@1 40	Sarsaparilla, Hond. ground	 1 25@1 40
Bulk, Vanilla	1 00	Sarsaparilla Mexican, ground	 75@ 80	Sarsaparilla Mexican, ground	 75@ 80
Bulk, Chocolate . . .	1 10	Squills	35@ 40	Squills	35@ 40
Bulk, Caramel	1 10	Squills, powdered 60	@ 70	Squills, powdered 60	@ 70
Bulk, Grape-Nut . . .	1 10	Tumeric, powd 25	@ 30	Tumeric, powd 25	@ 30
Bulk, Strawberry . . .	1 20	Valerian, powd. . .	@2 00	Valerian, powd. . .	@2 00
Bulk, Tutti Fruiti . .	1 20	Seeds			
Brick, Vanilla	1 60	Anise	42@ 45	Anise	42@ 45
Brick, Chocolate . . .	1 60	Anise, powdered 47	@ 50	Anise, powdered 47	@ 50
Brick, Caramel	1 60	Bird, ls	13@ 19	Bird, ls	13@ 19
Brick, Strawberry . .	1 60	Canary	28@ 35	Canary	28@ 35
Brick, Tutti Fruiti . .	1 60	Caraway, Po 75	60@ 65	Caraway, Po 75	60@ 65
Brick any combination 1	60	Cardamon	2 00@2 25	Cardamon	2 00@2 25
Leaves		Celery, powd. 80c	70@ 75	Celery, powd. 80c	70@ 75
Buchu	@3 00	Coriander powd 30	@2 40	Coriander powd 30	@2 40
Buchu, powdered @	3 25	Flx	30@ 40	Flx	30@ 40
Sage, bbl	67@ 70	Fennel	30@ 40	Fennel	30@ 40
Sage, 1/4 loose . . .	72@ 78	Flax	15@ 20	Flax	15@ 20
Sage, powdered . . .	55@ 60	Flax ground	15@ 20	Flax ground	15@ 20
Senna, Alex	1 40@1 50	Foenugreek pow. 15	@ 25	Foenugreek pow. 15	@ 25
Senna, Tinn.	30@ 35	Hemp	12 1/2@ 13	Hemp	12 1/2@ 13
Senna, Tinn. pow. 35	@ 40	Lobelia	70@ 75	Lobelia	70@ 75
Uva Ursi	25@ 30	Mustard, yellow . .	45@ 50	Mustard, yellow . .	45@ 50
Oils		Mustard, black 36	@ 40	Mustard, black 36	@ 40
Almonds, Bitter, true	 15 00@16 00	Poppy	@1 00	Poppy	@1 00
Almonds, Bitter, artificial	 7 00@7 20	Quince	1 50@1 75	Quince	1 50@1 75
Almonds, Sweet, true	 1 75@2 00	Rape	15@ 20	Rape	15@ 20
Almonds, Sweet, imitation	 75@1 00	Sabadilla	@ 35	Sabadilla	@ 35
Amber, crude 3 00	@3 25	Sabadilla, powd. 30	@ 35	Sabadilla, powd. 30	@ 35
Amber, rectified 3	00@3 75	Sunflower	15@ 25	Sunflower	15@ 25
Anise	2 50@2 75	Worm American @	45	Worm American @	45
Bergamont	8 50@8 75	Worm Levant . . .	1 65@1 75	Worm Levant . . .	1 65@1 75
Cajeput	1 75@2 00	Tinctures			
Cassia	4 50@4 75	Aconite	@1 70	Aconite	@1 70
Castor	2 60@2 80	Aloes	@1 20	Aloes	@1 20
Cedar Leaf	2 75@3 00	Arnica	@1 50	Arnica	@1 50
Citronella	80@1 20	Asafoetida	@3 90	Asafoetida	@3 90
Cloves	3 75@4 00	Belladonna	@1 40	Belladonna	@1 40
Cocunut	40@ 50	Benzoiz	@1 80	Benzoiz	@1 80
Cod Liver	5 60@5 75	Benzoiz Compo'd @	3 00	Benzoiz Compo'd @	3 00
Croton	2 00@2 25	Buchu	@2 70	Buchu	@2 70
		Cantharadiaz	@2 90	Cantharadiaz	@2 90

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED		COFFEE ROASTED		COUPON BOOKS		
Salmon		Karo Syrup		Bulk		50 Economic grade	2 25	
Abuckle Coffee		Mazola		Rio	34@36	100 Economic grade	3 75	
				Santos	39@43	500 Economic grade	17 00	
				Maracabo	45	1,000 Economic grade	30 00	
				Mexican	45	Where 1,000 books are		
				Gutamala	45	ordered at a time, special-		
				Java	52	ly printed front cover is		
				Mocha	52	furnished without charge.		
				Bogota	45	CREAM OF TARTAR		
				Peaberry	47	6 lb. boxes	65	
				Package Coffee		3 lb. boxes	66	
				New York Basis		DRIED FRUITS		
				Arbuckle		42 00	Apples	
				McLaughlin's XXXX		Evap'd, Choice, blk	22	
				McLaughlin's XXXX package		Citron		
				coffee is sold to retail-		California	35	
				ers only. Mail all orders		Peel		
				direct to W. F. McLaugh-		Lemon, American	30	
				lin & Co., Chicago.		Orange, American	30	
				Extracts		Raisins		
				N. Y., per 100		Choice S'ded, 1 lb. pkg.	14	
				Frank's 250 packages		Fancy S'ded, 1 lb. pkg.	15	
				14 50		Thompson Seedless,		
				CONDENSED MILK		1 lb. pkg	20	
				Eagle, 4 doz.		Thompson Seedless,		
				Leader, 4 doz.		bulk	19	
				8 50		CALIFORNIA PRUNES		
				EVAPORATED MILK		90-100 25 lb. boxes	@18	
				Carnation, Tall, 4 doz.		80- 90 25 lb. boxes	..	
				Carnation, Baby 8 doz.		70- 80 25 lb. boxes	@19	
				Pet, Tall		60- 70 25 lb. boxes	@22	
				Pet, Baby		50- 60 25 lb. boxes	@25	
				Van Camp, Tall		40- 50 25 lb. boxes	@30	
				Van Camp, Baby		30- 40 25 lb. boxes	@30	
				5 25		FARINACEOUS GOODS		
				MILK COMPOUND		Beans		
				Hebe, Tall, 6 doz.		California Limas	15	
				Hebe, Baby, 8 doz.		Med. Hand Picked	10 1/2	
				5 50		Brown, Holland	8	
				CONFECTIONERY		Farina		
				Stick Candy		25 1 b. packages	2 80	
				Horehound		Bulk, per 100 lbs.	..	
				Standard		Hominy		
				Jumbo		Pearl, 100 lb. sack	5 75	
				26		Macaroni		
				Mixed Candy		Domestic, 10 lb. box	1 10	
				Broken		Domestic, broken bbls.	8 1/2	
				Cut Loaf		Skinner's 2 1/2s, case	1 37 1/2	
				Grocers		Golden Age, 2 doz.	1 80	
				Kindergarten		Fould's, 2 doz.	1 90	
				Leader		Pearl Barley		
				Novelty		Chester	6 00	
				Premio Creams		Peas		
				Royal		Green, Wisconsin, lb.	7 1/2	
				X L O		Split, lb.	10	
				Specialties		Sago		
				Auto Kisses (baskets)		East India	15	
				Bonnie Butter Bites		Tapioca		
				Butter Cream Corn		Pearl, 100 lb. sacks	13	
				Caramel Bon Bons		Minute, Substitute, 8	oz., 3 doz.	
				Caramel Croquettes		4 00	FRUIT JARS	
				Cocoanut Waffles		Mason, 1/2 pts., gro.		2 00
				Coffy Toffy		Mason, pts., per gro.		8 40
				Fudge, Walnut Maple		Mason, qts., per gro.		8 75
				Fudge, Walnut Choc.		Mason, 1/2 gal. gro.		11 00
				Fudge, Choc. Peanut		Mason, can tops, gro.		2 85
				Champion Gum Drops		Ideal Glass Top, pts.		9 50
				Raspberry Gum Drops		Ideal Glass Top, qts.		9 90
				Iced Orange Jellies		Ideal Glass Top 1/2		gallon
				Italian Bon Bons				12 00
				AA Licorice Drops		GELATINE		
				5 lb. box		Cox's, 1 doz. large		1 60
				Lozenges, Pep.		Cox's, 1 doz. small		1 00
				Lozenges, Pink		Knox's Sparkling, doz.		2 00
				Manchus		Knox's Acidu'd doz.		2 10
				Molasses Kisses,		Minute, 1 doz.		1 25
				Baskets		Minute, 3 doz.		3 75
				Nut Butter Puffs		Nelson's		1 50
				28		Oxford		75
				CHOCOLATES		Plymouth Rock, Phos.		1 55
				Assorted Choc.		Plymouth Rock, Plain		1 35
				Amazon Caramels		Waukesha		1 00
				Champion				
				Choc. Chips, Eureka				
				Klondike Chocolates				
				Nabobs				
				Nibble Sticks, box				
				Nut Wafers				
				Ocoro Choc. Caramels				
				Peanut Clusters				
				Quintette				
				Regina				
				27				
				Pop Corn Goods				
				Cracker-Jack Prize				
				Checkers Prize				
				6 60				
				Cough Drops				
				Putnam Menthol				
				Smith Bros.				
				1 50				
				Boxes				
				No. 1 1/2, per gross				
				No. 2, per gross				
				No. 2 1/2, per gross				
				1 75				
				2 25				

HIDES AND PELTS

Hides	
Green, No. 1	35
Green, No. 2	34
Cured, No. 1	38
Cured, No. 2	36 1/2
Calfskin, green, No. 1	65
Calfskin, green, No. 2	63 1/2
Calfskin, cured, No. 1	70
Calfskin, cured, No. 2	68 1/2
Horse, No. 1	13 00
Horse, No. 2	12 00

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

Tallow	
Prime	@12
No. 1	@11
No. 2	@10

Wool	
Unwashed, med.	@55
Unwashed, fine	@49

HONEY	
Airline, No. 10	4 00
Airline, No. 15	16 00
Airline, No. 25	8 75

HORSE RADISH	
Per doz.	95

JELLY	
Pure, per pail, 30 lb.	4 60

JELLY GLASSES	
8 oz., per doz.	40

MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 80
16 oz. bottles, per doz.	18 00
32 oz. bottles, per doz.	30 00

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

MOLASSES	
New Orleans	
Fancy Open Kettle	74
Choice	60
Good	50
Stock	42
Half barrels 5c extra	

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

Shelled	
Almonds	55
Peanuts, Spanish	
10 lb. box	1 85
Peanuts, Spanish	
10 lb. bbl.	16 1/2
Peanuts, Spanish	
200 lb. bbl.	16
Pecans	1 50
Walnuts	90

OLIVES	
Bulk, 2 gal. kegs, gal.	3 25
Bulk, 5 gal. kegs, gal.	7 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed)	
14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19	
oz.	5 50
Queen, Mammoth, 28	
oz.	6 75
Olive Chow, 2 doz. cs.	
per doz.	2 50

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection	14 7
Red Crown Gasoline	22 7
Gas Machine Gasoline	44 3
V. M. & P. Naphtha	22 7
Capitol Cylinder, Iron	
Bbls.	49 8
Atlantic Red Engine	
Iron Bbls.	22 8
Winter Black, Iron	
Bbls.	13 3
Polarine, Iron Bbls.	44 8
L. Rubbing Oil	12 1/2

PICKLES	
Medium	
Barrels, 1,200 count	12 00
Half bbls., 600 count	7 50
5 gallon kegs	2 50
Small	
Barrels	14 00
Half barrels	7 50
5 gallon kegs	2 80

Gherkins	
Barrels	25 00
Half barrels	13 00
5 gallon kegs	4 50

Sweet Small	
Barrels	28 00
5 gallon kegs	5 75
Half barrels	15 00

PIPES	
Cob, 3 doz. in box	1 25

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

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	60 00
Short Cut Clr.	51 00@52 00
Brisket, Clear	55 00@56 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tiers	@33 1/2
Compound Lard 26 1/2@26 1/2	
80 lb. tubs	advance 7 1/2
60 lb. tubs	advance 1 1/2
50 lb. tubs	advance 1 1/2
20 lb. pails	advance 1 1/2
10 lb. pails	advance 1 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1

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

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

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

Pig's Feet	
1/2 bbls.	1 75
3/4 bbls., 40 lbs.	3 40
1/2 bbls.	9 00
1 bbl.	16 00

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

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

Uncolored Oleomargarine	
Solid Dairy	28@29
Country Rolls	30@31

Canned Meats	
Red Crown Brand	
Corned Beef	4 25
Roast Beef	4 25
Roast Mutton	4 20
Veal Loaf	2 55
Vienna Style Sausage	1 40
Sausage Meat	3 65
Potted Meat	57 1/2
Deviled Meat	57 1/2
German Deviled Ham	3 00
Hamburg Steak and	
Onions	2 05
Corned Beef Hash	1 70
Cooked Brains	3 10
Cooked Lunch Tongues	3 35
Cooked Ox Tongues	15 55
Chili Con Carne	1 80
Sliced Bacon, medium	3 35
Sliced Bacon, large	5 55
Sliced Beef, 2 1/2 oz.	1 80
Sliced Beef, 3 1/2 oz.	2 25
Sliced Beef, 5 oz.	3 00
Sliced Beef, 7 oz.	3 80
Sliced Beef, tin, 3 1/2 oz.	2 25
Sliced Beef, tin, 7 oz.	3 90

RICE	
Fancy Head	15

ROLLED OATS	
Monarch, bbls.	10 00
Rolls Avena, bbls.	10 85
Steel Cut, 100 lb. sks.	5 50
Monarch, 90 lb. sacks	5 25
Quaker, 18 Regular	2 15
Quaker, 20 Family	5 50

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

SALERATUS

Packed 60 lbs. in box	
Arm and Hammer	3 25
Wyandotte, 100 lbs	3 00

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

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

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

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

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

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

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

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

SEEDS	
Anise	45
Canary, Smyrna	20
Caraway	50
Cardamon, Malabar	1 20
Celery	60
Hemp, Russian	12
Mustard Bird	13 1/2
Mustard, white	40
Poppy	75
Rape	15

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

SNUFF	
Swedish Rappee 10c 8 for	64
Swedish Rappee 1 lb. gis	60
Norkoping, 10c, 8 for	64
Norkoping, 1 lb. glass	60
Copenhagen, 10c, 8 for	64
Copenhagen, 1 lb. glass	60

SOAP	
James S. Kirk & Company	
American Family, 100 7 85	
Jap Rose, 50 cakes	4 85
Kirk's White Flake	7 00

Lautz Bros. & Co.	
Acme, 100 cakes	6 75
Big Master, 100 blocks	8 00
Climax, 100s	6 00
Climax, 120s	5 25
Queen White, 80 cakes	6 00
Oak Leaf, 100 cakes	6 75
Queen Anne, 100 cakes	6 75
Lautz Naphtha, 100s	8 00

Proctor & Gamble Co.	
Lenox	6 00
Ivory, 6 oz.	8 00
Ivory, 10 oz.	13 35
Star	7 85

Swift & Company	
Classic, 100 bars, 8 oz.	7 50
Swift's Pride, 100 8 oz.	6 00
Quick Naptha	6 50
White Laundry, 100 8	
wool	5 90
Wool, 24 bars, 6 oz.	1 70
Wool, 100 bars, 6 oz.	7 00
Wool, 100 bars, 10 oz.	11 00

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

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

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

SODA	
Bi Carb. Kegs	4

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

Pure Ground in Bulk	
Allspice, Jamaica	@20
Cloves, Zanzibar	@55
Cassia, Canton	@40
Ginger, African	@28
Mustard	@42
Mace, Penang	@100
Nutmegs	@42
Pepper, Black	@34
Pepper, White	@43
Pepper, Cayenne	@23
Paprika, Hungarian	@60

Seasoning	
Chili Powder, 10c	90
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponilly, 3 1/2 oz.	2 25
Kitchen Bouquet	2 60
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH	
Corn	
Kingsford, 40 lbs.	11 1/2
Muzzy, 48 lb. pkgs.	9 1/2
Powdered, barrels	7 1/2
Argo, 48 lb. pkgs.	4

High Price Problems Hampered by Wage Scales.

About a thousand letters and telegrams are reaching Congress each day from people all over the country who want laws passed that will enable the President to fix prices on practically every article produced or manufactured in the United States or imported from any foreign country. The majority of the writers of these communications would like to see nearly all prices marked down from 50 to 80 per cent., although you will gather the impression from some of the letters that the writers make a few things on which they think the present prices are "fair," and should be allowed to stand.

Some thinking on this subject has been done by Homer Hoyt, who served on the price section of the War Industries Board, and who, therefore, has had some experience in this interesting field of economics. In a formal statement given out here, Mr. Hoyt makes a few observations that will attract attention, even if they do not command full approval. He says in part:

"The belief is now almost universal among the peoples of the world that high prices are due to profiteering, and that prosecution of the profiteers, or the fixing of a few prices, will drop us back on the pre-war level of prices overnight.

"If Congress starts to fix prices it must fix thousands of prices, it must fix wholesale prices or else the retailer will be forced out of business.

"If it fixes wholesale prices, it must fix costs, for the Supreme Court will not issue a writ of mandamus to compel a manufacturer to produce at a loss. If it fixes costs at a lower level, it must inevitably fix wages at a lower level, for wages are the ultimate basis of cost.

"Wages are the chief element in the expense of putting raw materials on the market, and wages are the chief factor in fabricating these raw materials into finished products. Thus the end of the gigantic price-fixing undertaking would be a lowering of wages. Lower prices bought by lower wages would be a fruitless trade."

What Mr. Hoyt seems to overlook is that current high prices are in line with only such wages as have been boosted from 75 to 100 per cent. in the past two years, and are out of line with all the other wage scales. This means hardship for every worker who doesn't belong to a well-organized trade powerful enough to hold up the employing interest and force higher pay on threat of strikes.

But this is not all. It means hardship also for millions of people who work for small salaries in offices, stores, banks and other places where compensation levels were fixed twenty years ago and have not since been advanced even during the war period.

And yet again. The greatest hardships of all are suffered by those persons, well along in years in most cases, who are living on the interest of small investments which can not be increased a single penny by any device that may be resorted to.

Reduce Abnormal Wage Scales.

Now, would it not be vastly better to hammer down the abnormally high wage scales in certain industries—carrying prices down, too, of course—and thus restore approximately the conditions that prevailed before the war? Thus the former purchasing power of everybody's income would be restored and the stress of present-day conditions fully relieved.

In no other way can income and cost of living be brought to a common level. The constant revolution of the vicious circle of raising wages to meet rising costs, ad libitum, will get us nowhere.

As a matter of fact, these wage adjustments are so haphazard, and affect so small a part of the community at large, that they can hardly be said to do any real good, even to the direct beneficiaries. A man does not have to be a trained economist to appreciate the harm they do to the millions who do not share in them and to whom each increase in cost of production means a further scaling down in the standard of living.

Increased Production and More Economical Distribution.

The Council of National Defense has transmitted to Congress a report on the high cost of living, which is an effort to get the problem stated as clearly and comprehensively as possible. The findings of the council indicate that the high cost of living is primarily caused by curtailment in the production of nearly all commodities except raw food products, to profiteering and to inflation of circulating credit. The situation can be improved, the report says, by stimulated production, the repression of hoarding and profiteering, the improvement and standardization of methods for distributing and marketing goods, and by the perfecting of means to keep the Nation informed about probable National requirements as well as current production and available stocks.

Emphasis is laid on the fact that the most urgent need of the Nation to-day is increased production and more economical distribution. The report also very carefully points out in detail the fallacy of the belief held by many that a raise in wages or income under present conditions should alone increase the individual's standard of living. The report states that the demands for increased wages is simply profiteering because "it should be clear that increased purchasing power, derived from reduced service, is the very essence of profiteering."

The campaign to stimulate increased building, the report says, is handicapped by a shortage in building materials which, under present conditions, will last for some time. A copy of the report can be obtained some time in the future. It can be obtained from the Council of National Defense, Washington, D. C. Grosvenor B. Clarkson is director.

A man who teaches his children habits of industry, provides for them better than giving them fortunes.

It is only occasionally a man is found who ventures an opinion instead of proclaiming it.

Selling "Service Memberships" Instead of Stock.

Word reached the Tradesman last week that the Upper Peninsula was teeming with solicitors selling stock in the Creasy Corporation, alleged to be organized under the laws of New Jersey. As the sale of such stock has never been authorized by the Michigan Securities Commission, which undertook to prosecute several Creasy salesmen who offered stock in the Creasy creations before obtaining permission to present the securities to the public, the Tradesman undertook to ascertain the exact facts in the situation. It appears that, instead of selling stock, the crafty salesmen are selling "service memberships," judging by the following letter:

Ishpeming, Sept. 6—In reply to your letter of Sept. 3, will say that August 1, 1919, we paid \$50, being the first payment of \$300 on a service membership in the Creasy Corporation of Delaware, and the sum of \$2, being payment for one year's subscription to the Mercantile Co-Operator to Mr. A. B. Rider as authorized representative. Mr. Rider explained the workings of his corporation and the great value it would be to retail merchants. He was a good talker and as we looked at it then we thought it was a good thing to invest in to save money by getting lower prices on our goods and therefore made the payment. We have made no payments since then, for the reason that we wanted to find out about their financial standing and reliability in the mercantile world, and if it was safe for us to invest any more money in such an undertaking. We have made a few enquiries about them, but failed so far to get any information relative to their standing. Will you kindly inform us in any way you can if it would be wise or safe for us to make the other payments.

A. W. Myers Mercantile Co.

As the Securities Commission probably has no jurisdiction over the sale

of "service memberships," the solicitors will probably be permitted to continue the work of inveigling merchants into the Creasy Corporation by means of specious promises and invidious comparisons which are without any reasonable basis.

When you are tempted to stock up on some new line of goods, consider the financial cost, but consider also whether you know enough about that line to sell it successfully.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

A Money-Making Hint

for grocers. Find out those of your customers who have washing machines. Then sell them

Fels-Naptha Soap

by the box. Fels-Naptha makes a washing machine do even better work. Women wash their clothes oftener when they have a washing machine and plenty of Fels-Naptha. Keep them well supplied with Fels-Naptha. It means more money for you and saves money in the long run for the housewife.

Fels &
Co.

Philadelphia,
Pa.



"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

Vinegar Decision Reaffirmed—Egg Substitutes Barred.

The term "cider vinegar" states the United States Department of Agriculture, Bureau of Chemistry, should be applied only to the product made from fermented apple juice and it is not permissible to use this name for the product made from chops and dried skins and cores by the process of soaking and subsequent fermentation, according to a recent ruling of the Bureau of Chemistry, United States Department of Agriculture, which reaffirmed the position taken previously by the department in Food Inspection Decision 140 relating to the labeling of vinegars.

This decision was made in reply to certain manufacturers who requested permission to label their product, made from dried or evaporated apple products, as cider vinegar, claiming that their product was equal to or superior to the article made from fresh apple cider. The Bureau of Chemistry does not question the wholesomeness of such a product, if made from clean sound material, but holds that the purchaser should be informed as to the nature of the material from which it is made.

The Bureau, in a letter reaffirming the position taken previously by the department, stated that in cereal products such as wheat flour artificially colored yellow to imitate the appearance of eggs, the consumer pays a price far in excess of their food value and intrinsic worth.

Baking tests showed that cakes made with these so-called egg substitutes are inferior to cakes made with water in place of the substitute, otherwise using the same recipe, are not nearly so good as cakes made with milk, and in no measure are comparable with cakes made with eggs. There is no doubt, say the specialists, that most of these products do not really resemble eggs, neither can they take the place of eggs in baking and cooking, and further they do not serve any purpose in baking and cooking which is not equally served by the ordinary product daily used in the household.

A distinction should be made by the consumer between dried egg preparations, dried egg powders and the like, which consist entirely or mainly of real eggs in powdered form, and the so-called egg substitutes which contain little or no egg in any form. Real egg powders, properly prepared, will answer most purposes of shell eggs in baking and cooking.

Prosecutions are now pending in the Federal courts against manufacturers of a number of the so-called egg substitutes, on the charge that the preparations are misbranded under the terms of the Food and Drugs Act. Inspectors have been instructed to

watch interstate shipments of such preparations and take appropriate action in cases where misbranding is found. The Federal Food and Drugs Act does not apply, however, to preparations made and sold wholly within the State.

Governor Lowden's Views of Present Day Problems.

"You cannot divide more than you create."

"More profits and wages cannot be squeezed out of a business than it produces."

"Worker and employer must get together."

"It must be shown that the worker is getting from the product his just share of his contribution towards that product."

"The balance between earning power of men and purchasing power of wages must be restored."

"The causes of unrest are the great war, and the high cost of necessities of life."

"America's most dangerous enemies are the closed shop and the red flag brigade."

"Class warfare is abhorrent to democracy."

"American liberties must be preserved as they were won."

"Individualism is America's precious heritage."

"Full swing and a fair field must be kept for human capacities, resourcefulness, initiative and talent."

"We're all in one boat; the Nation flourishes most when every single element in it is prosperous."

"We've got to work in the direction of closer industrial relations."

"We've got to get back to the human interest relationship of the small plant of former days."

"The heart is as vital a factor as the mind. Friendship and amity between labor and capital, instead of discord and distrust—these are fundamental things."

"Private property must remain if civilization is to go on."

"The more people who own property the higher the civilization will be."

"We should not try to destroy private property but to distribute it more widely and equitably."

"Industrial prosperity rests upon private ownership and management of business."

"American ideals and principles are the opposite of the communism of the bolshevist."

Always put off until to-morrow what you can not do right to-day. There is no advantage in rushing it through to-day if it means having to do it over again to-morrow.

BUSINESS WANTS DEPARTMENT

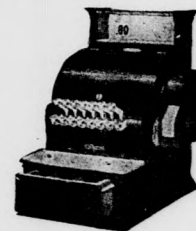
Advertisements inserted under this head for three cents a word the first insertion and two cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

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

Grocery Manager Wanted—I wish to build full sized model of an order filling and selling device for groceries that I have patented and which should revolutionize the grocery business, but, being tied down with the managing work of my own business (groceries, meats, flour, feed, etc.), yearly business, \$140,000 to \$150,000, I wish to get in touch with someone of undoubted ability and integrity who can take my place here, while I am spending part or all of my time on this model. Perhaps some man, now retired from a successfully conducted grocery business, could help me out awhile. Further particulars by mail. J. A. Stromberg, Escanaba, Mich. 453

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

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

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

Wanted To Buy Or Rent—Commercial hotel by experienced hotel man; would consider management; paying proposition. Address Hotel, 469 Pipestone St., Benton Harbor, Michigan. 449

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

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—Tinnars 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, Cincy, Illinois. 397

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



"The Quality School"
A. E. HOWELL, Manager
110-118 Pearl St. Grand Rapids, Mich.
School the year round. Catalog free.

For Sale—McCray refrigerator show case, American meat slicing machine, Hobart electric coffee grinder, Bowser self-measuring oil pump and tank, Stimpson computing counter scale, cheese and cracker cases, five-foot plate glass cigar case and four-foot plate glass candy case. Address E. J. Wilber, Howell, Michigan. 462

For Sale—One of the oldest drug stores in State. Only one in town of 700. Clean, up-to-date stock. Will sell at inventory. Building can be bought cheap. Selling reason, poor health. Fine farming country. Big saw mill in town. Good deer hunting and trout fishing. First come, first served. Address No. 463, care Michigan Tradesman. 463

Wanted—Shoe repair outfit including jack, etc. Must be reasonable in price. Address No. 464, care Michigan Tradesman. 464

Wanted—A partner in an established hardware business located in a growing little city in one of the best counties in Michigan. This is a corporation. One of the principal stockholders died and heirs want to close the estate. Capital stock, \$15,000. Business about \$50,000. References required. Address No. 465, care Michigan Tradesman. 465

WANTED — EXPERIENCED SALESMAN FOR our silk department. Address Frank Dry Goods Co., Fort Wayne, Indiana. 466

Hardware Business—Successfully conducted and located in prosperous town and farming community near Buffalo; business amounts to twenty-five thousand dollars yearly; owner retiring and able to do so financially; stock and fixtures at inventory; chance of a lifetime to step into prosperous man's business. Address Square Business, 395 Ellicott Square, Buffalo, New York. 467

DRUG and grocery store, store building and dwelling to trade for a farm in Southern Missouri or Arkansas or ranch in New Mexico. A. B. Lasswell, Alanson, Michigan. 468

Wanted—\$3,000 to \$10,000 general stock merchandise, anywhere in Michigan. Small town on railroad preferred. Do not answer unless you mean business and want to sell out for cash. W. Klaasen, 404 Sheldon Ave., Grand Rapids, Michigan. 469

For Sale—Complete stamping outfit for steel ceiling and other ornamental stamping. Fine assortment of steel dies; large number patterns. This is a money maker and dirt cheap. For further information, write to D. P. Burrows, Benton Harbor, Michigan. 470

Wanted—To buy good running stock of dry goods or groceries, in live town, for cash; would buy or rent the building. Address No. 471, care Michigan Tradesman. 471

Wanted—Salesman for general store; one with three or four years' experience; young man preferred; good wages and steady position for a man that is a hustler. E. F. Blake & Co., Middleville, Michigan. 472

WE INVITE CORRESPONDENCE

Jobbers—Brokers—Dealers

HOM-BRU—(Hops and Malt)

Details and Prices on request.

HOM-BRU EXTRACT COMPANY

11 Grand River West,

DETROIT, MICHIGAN

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

General Conditions in Wheat and Flour.

Written for the Tradesman.

The United States' visible supply increased during the week six million four hundred and eighty-one thousand bushels, compared with an increase of seven million seven hundred and eighty-five thousand bushels for the same period last year, which indicates the farmer is not marketing his wheat as rapidly now as at the same time last year.

The Government September report makes the spring wheat crop two hundred and eight million bushels compared to three hundred and fifty-nine million bushels last year. The winter wheat crop is shown to have been seven hundred and fifteen million, or a total production this year in the United States of nine hundred and twenty-three million bushels, or approximately three hundred million bushels less than was estimated earlier.

It is now very evident that although we have a big crop of wheat after we supply Europe with her requirements there will practically be no surplus to carry over into another year.

Prices are ruling about the same. Kansas hard wheats are bringing a premium of ten or eleven cents per bushel over Government basis, while the premium on choice No. 1 northern spring is considerably higher. In fact, the choice varieties of both hard spring and winter are bringing fancy prices. For instance, out of a total of 2239 cars of dark hard received in Kansas City the past week only 91 cars graded No. 1, 2 and 3 dark, or less than 4 1/2 per cent. of the total receipts of wheat for the week graded choice dark hard.

While there have been a great variety of prices quoted the various levels have practically been maintained, and no immediate change is looked for. Wheat is moving in heavy enough volume to supply the mills with the required amounts for this season of the year so that advances are not looked for in the immediate future.

It is true some of the hard wheat millers have advanced their prices about 20c per barrel during the past four or five days on the choicer grades, but as a general thing markets have held very uniform.

Trade has been in good volume, although the retailer reports there is not as heavy buying on the part of the consumer this time of the year as is usually the case, this condition being due in a large measure, we believe, to the Government talk of reducing price of foodstuffs.

Of course, flour being the cheapest item on the list from the standpoint of food value it can hardly be expected prices will run any lower, particularly in view of the fact the mills are working on the Government basis and assurance being given by Wheat Director Barnes and President Wilson that no resale price on wheat will be set. In other words, that the guaranteed price is to stand.

City mills are operating full time and grocery houses report with the

mills a good volume of business. In fact, the condition seems to be very healthy indeed, and, if the trade will continue to buy in a reasonable volume from time to time instead of endeavoring to load up at this time for the year, a more satisfactory business will result for the miller, wholesaler and retailer and the consumer will buy at better prices.

While, of course, conditions are not normal business is very much better than for the same week a year ago and has a much healthier tone.

Prices range from \$10.50@13.25 per barrel, and while this is quite a wide spread it must be borne in mind the very choice grades of wheat this year are bound to bring a premium over the ordinary grades and it must be expected the high grade flours will sell as a consequence at a considerable premium over the mediums.

Lloyd E. Smith.

Review of the Produce Market.

Apples—Wolf River, \$2@2.25; Wealthy, \$1.75@2; Strawberry, \$2.50. Bananas—\$8 per 100 lbs. Beets—\$1 per bu.

Butter—The market is very firm, particularly on the finer grades of creamery. There has been more or less shortage of fancy marks of fresh creamery butter, causing the market to advance about 2c per pound over the quotations of last week. There is a fairly good demand at this writing and receipts are moderate for this time of year. We look for continued firm market in butter in the immediate future. Local dealers hold fancy creamery at 55c in tubs and 56c in prints. Jobbers pay 45c for No. 1 dairy in jars and 40c for packing stock.

Cabbage—\$1.75 per bu. or \$4 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.

Egg Plant—\$2.25 per doz.

Garlic—60c per lb.

Grapes—California Malagas, \$3.25 per case; Concord, \$3.25 per doz. for 4 lb. baskets, 32c per 7 lb. basket, bulk, \$2.75 per bu., \$1.50 per 1/2 bu.

Eggs—The market is very firm. The receipts are somewhat less than a week or two ago. The market has advanced about 2c per dozen and there is a very good demand at this time. We do not look for any radical change in the egg market within the next few days. Local jobbers are paying 45c 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—Head, \$1.25 per bu.; garden grown leaf, \$1 per bu.

Onions—California, \$4 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 per bu.

Peaches—Elbertas, \$4.25 per bu.; Prolific, \$3.50.

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.; Flemish Beauty, \$3.

Pieplant—5c per pound.

Pickling Stock—Cukes, 20c per 100 or \$3 per bu.; little white onions, \$2 per 20 lb. box.

Plums—\$3 per box for California; Green Gages, \$3.25; Bradshaw, \$3; Lombards, \$2.75; German Prune, \$3.50; Blue Damsons, \$3.50.

Potatoes—Home grown, \$2.35 per bu.; Jersey Giants, \$5.50 per 150 lb. sack.

Radishes—Home grown 10c per doz. bunches.

String Beans—\$1.75 per bu.

Sweet Potatoes—\$2.25 per hamper or \$7 per bbl. for Virginia.

Tomatoes—Home grown, 75c per 1/2 bu. basket; \$1.25 per bu.; Green, \$1.15 per bu.

Water Melons—40@50c apiece for Missouri.

Wax Beans—Home grown command \$1.75 per bu.

Mutual Insurance Notes.

Wm. A. Haan has retired from the position of Secretary of the Grand Rapids Merchants Mutual Fire Insurance Co. Paul Hoekstra is temporarily in charge of the office, pending the election of a successor to Mr. Haan.

C. H. Hare and Wm. A. Haan have organized a new mutual insurance company to be known as the Michigan Retailers' Mutual Insurance Co. of Detroit. Offices will be maintained at Detroit and Grand Rapids, Mr. Hare taking charge of the Detroit office and Mr. Haan the Grand Rapids office. Mr. Hare will continue as manager of the Michigan Mercantile Fire Insurance Co.

Settlement of the loss on the M. D. Crane general stock, at Stanwood, has been delayed for a few days in

order to enable Mr. Crane to obtain duplicate invoices of goods purchased since the date of his last inventory, the originals having been destroyed by fire.

The Michigan Shoe Dealers Mutual Fire Insurance Co. reports that it wrote new business to the amount of \$155,350 during August—a most remarkable showing. Cash receipts during August were \$4,246.09 and expenditures \$2,524.75, making the total amount of cash on hand Sept. 1, \$20,297.29.

At first sight Major Moton's comment on race antagonism, of which open warfare in the North and an upflare of lynching and violence in the South have been the ominous expression, would put the blame on the negro. "I never have known," says the head of Tuskegee, "the colored people to have more intense feeling toward the white people than at the present moment, and I never have known a time when there was less reason for it. I never knew a time when the white people of the South, not only the leading white people, but the average white man, were more anxious than at present to be absolutely fair and just to the negro." Why, then, the hideous spectacle of mob murder in the streets of Washington and Chicago and the lynchings and church burnings in the South? Did provocation come from the negroes? Or is the intense feeling toward the whites only the result of such outrages? Major Moton hints at the true answer when he says that he "never knew a time when the Southern white people were more determined to put down mob rule." It is not the average white man that is responsible for the outrages that have stirred negro fear and resentment, but the sub-average white man. This is a challenge addressed to the white people of the South. Are the good intentions of the great white majority to be frustrated by the riff-raff of their own race?

An honest man is always a child.

COLD STORAGE FOR WINTER APPLES



in Grand Rapids, Mich., the all year round market and distributing center for a wide and prosperous area. Direct transportation with all important markets of the country, with storage in transit privilege covering apples on which through rates to final destination will apply when desired. We sell space

and guarantee proper temperature. Write for rate schedules and reservations.

KENT STORAGE CO.
GRAND RAPIDS, MICHIGAN