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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1920

Number 1918

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Ten Rules for a Happy Vacation

1. Take only congenial company; even if you are limited by this rule to yourself.
2. Before leaving turn off all the faucets and gas jets, deposit the pet animals where they will be safe, lock the door and pay your debts. Take no worry along with you.
3. If you are going within a hundred miles of any body of fresh water take mosquito netting, pennyroyal and punk sticks.
4. Discard three-fourths of the clothes you intended to take but don't omit something warm for the first cold night. Wear easy shoes, easy clothes, an easy hat and an easy temper.
5. Don't take along a serious book. You know you won't read it.
6. Don't take anything that will break. Tin cups are better than china.
7. Don't be ashamed to loaf outright without any pretense of fishing, sewing, nature study or other camouflage.
8. You will forget something important from your equipment. Don't worry; the human race lasted for centuries before it was ever invented.
9. Don't try to light a fire by rubbing sticks together. "In the movies they do it," but not in real life.
10. Don't take other people's good advice too seriously; not even our own!

Dorothy Dalton the star of "Aphrodite" has acclaimed Fleischmann's Yeast a wonderful beautifier and aid to Good Health.

The demand for Fleischmann's Yeast is very heavy. Be sure your stock is sufficient to meet the increased sales.

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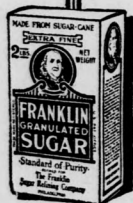


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INSTANT SERVICE
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Home Packing Company
CHICAGO, U. S. A.



MICHIGAN TRADESMAN

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1920

Number 1918

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.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

Canadian subscriptions, \$4.04 per year, payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old, 50 cents.

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

IS HEADED FOR A FALL.

The denunciation of the Republican platform by the gompers gangsters at their recent Montreal convention, because it denies to union slaves the right to strike at the behest of venal and unscrupulous union leaders, clearly indicates that union labor has reached the crossways and is headed for a fall.

The question of the crossways is whether laborers are to make their further advances as individuals or as a class. Great as has been the increase in the cost of living, wages have, on the whole, kept pace with it—in many cases considerably outrun it. It is not so with those who work with their minds. From the humblest clerk to the technical expert and the university professor these have seen the purchasing power of their salaries diminish, their bank accounts dwindle, the happiness of their homes fade and the future of their children shrink. There is material here for class antagonism. Among capitalists there may have been an apparent gain—unquestionably the war-made rich are many. But here, too, the diminished dollar comes into the reckoning, as also redoubled taxation. And there is another factor, as to which those who are wise say little. A dangerously large part of the world's capital has been wiped out. The nations are up to the ears in debt, some of them floating precariously. In this danger, which only order, industry and thrift can surmount, labor is no less deeply concerned than its co-workers in the national life. Everything is at stake which it has gained in a century of heroic conflict.

Yet labor proclaims its right to strike, although the main arteries and the main port of the Nation are crippled. And now the federation of labor has declared for the principle of the Plumb plan, although it knows well if it knows anything about the matter that Government ownership means increased cost to the public and decreased efficiency. Is it too

much to say that in clinging to its right to strike in basic industries and public utilities, that in yielding to the temptations of a fallacious "democratization of industry," labor is bartering its soul? As an individual, the wage earner is able to rise to the pinnacles of power—as is shown, for example, in the case of the railways, which are with few exceptions under the presidency of men who have risen from the line. With the increase of prosperity which the war has brought, which means an increase in education and in all opportunity, the freedom of the American workman to rise is greatly enhanced. Shall he risk this gain for another experiment along the lines of Greenbackism, the single tax of Populism?

If he does this, the ultimate result can hardly be in doubt. The great conflicts of the past have been mainly duels between labor and capital in which the intermediate people had no interest of which they were conscious. Wherever labor had a just grievance the public was its generous partisan, and was recognized as the decisive factor. Under the more radical modern leadership, labor is attacking basic industries and public utilities—in the steel strike, the coal strike, the railway strike, the harbor strike. Of their interest in such conflicts the intermediate folk have become keenly aware. They are embittered, moreover, by a sense of personal wrong, which is as just and as deep as that which, in the last century, inspired the great struggles and the great victories of labor. When Governor Allen asked gompers his famous question, gompers evaded the answer; and when he did produce a statement many days later, it was obviously, notoriously, another evasion. The answer is simple and plain. In any basic industry, when labor and capital are at strife, it is not a duel but a nation-wide war, in which the public has the predominant interest. As long as organized labor has the right to strike, the public has, by the selfsame law, the right to organize and break that strike. Make no mistake about that. It was the public that broke the Winnipeg strike, the English railway strike, the French railway strike, the Copenhagen dock strike, the American soft coal strike; it is the organized public that is now breaking the New York port strike. It takes no gift of prophecy to tell what will happen if labor persists in its purpose to bring public utilities and basic industries under Government ownership and control.

We are in full career, in short, toward a thing unknown and abhorrent to American institutions—the sub-

merging of individual liberties in class warfare. The spirit that has so often misled the American workman is tempting him once again, and at a time when the whole fabric of industry is in danger.

HERBERT HOOVER.

Nominated or not, Mr. Hoover's merits remain. Whatever his initial missteps in an unfamiliar field, he is pre-eminently the kind of man that the country delights to see enter politics; the kind of man for whom, although announcing himself as a member of a particular party, members of all parties are eager to vote. The action of the Chicago convention has not shelved him. You cannot shelve a human dynamo. During the next four years he will be busy with big problems, of which the one that he has made especially his own—relief for war-stricken Europe—may bulk largest. Not being a mere candidate for office, he is not lost to the country merely by being defeated for a nomination. His abilities will enable him to render as a private citizen services which it will be the privilege of few officials to perform. And, without having his eye especially upon 1924, he is bound to be thought of from now on not only as our outstanding exemplar of efficiency and energy but also as one of our most admirable political figures. That is one of the gains of the campaign of 1920.

Why is our politics not richer in men of the Hoover type? It is not solely because they are looked upon with horror by the politicians. The blame lies in part with the voter, who to some extent shares the politician's distrust of a man who is "different;" but it lies in no small part with these men themselves. Some of them would not touch politics with a ten-foot pole, and too many of those who try to get into politics cannot conceal their feeling that they are debasing themselves for the sake of ends that can be reached in no other way. We might as well recognize first as last that this feeling must be overcome if such men are to have the influence to which their abilities and their ideals entitle them. No man who shrinks from contact with his fellows deserves preferment at their hands. Aversion to the political methods that our democracy has developed is hardly to be distinguished from aversion to democracy itself, and it rightly means banishment from our politics. There are practices to which no self-respecting man will stoop, but they do not excuse an attitude of patronizing indifference. The only way to banish them is for able, high-minded Americans to play a larger part in the political game.

McADOO IS RIGHT.

Mr. McAdoo finds himself in the position of many men who have given time and service to the country at serious personal cost. It will be remembered that when he resigned as Secretary of the Treasury and as Director General of Railroads he gave as the reason the fact that he felt it to be his duty to rehabilitate his own private fortune in order to make provision for his family. That reason still prevails with him. In the eighteen months that have elapsed since he left public office he has not had time to accomplish the object he had in view, and no man can gainsay him when he declares that it "is at once a sacred duty and the cherished desire of every right-thinking man" to provide for the support in ease and comfort of the members of his family.

He presents another reason for declining to enter the contest which, in view of very recent incidents, will be universally approved as sound and creditable. "A Presidential campaign," he says, "imposes upon the candidate unavoidable expenses which I am unable to assume and which I do not want my friends to assume." It is plain to the commonest understanding that our present system of Presidential nominations and elections has grievous faults. Circumstances of private fortune ought not to constrain any man fitted for high office to put away the honor and opportunity because he cannot afford to enter the lists. Notoriously the direct primary is an enormously costly contrivance, as well as an arrant fraud. Ambitious penury, even if high qualification and popular favor go with it, can make its way in that path only on borrowed or contributed money. We have had enough of that.

The dismissal of the indictment against the American Woolen Company for profiteering seems to reveal a flagrant inadequacy in the Lever Act. As originally passed it would have applied to extortionate charges for woolen fabrics, but an amendment which dealt specifically with "wearing apparel" is held by Judge Mack to have so narrowed the act that only made-up clothing is covered. The tailor and clothing seller, but not the cloth manufacturer, are liable to prosecution for profiteering. The case is appealed, and hope still exists for a sustaining of the action. The American Woolen Company may be able to present evidence counteracting the impression, produced by its published figures of profits and dividends, that its charges have been outrageous. But until it does so it can hardly blame public sentiment for being against it.

GREATNESS OF CALIFORNIA.

Graceful Tribute To Its Grandeur and Glory.

San Francisco, June 15—Some day somebody big enough in vision and in vocabulary will appear upon the scene and tell the world about California. The State and its wonders are bigger than any present writer can negotiate. Having a Michigan bias and a Michigan pride, I somehow can't get into the frame of mind to let loose the floodgate of words and do the job myself. Anyhow, I don't propose to be accused of pulling any press agent stuff at a moment when editors are waiting up nights with rolling pins looking for dealers in deadhead dope. The temptation, however, to muse a little on the subject is strong, and the best way to sidestep a temptation is to yield to it.

Recently I was one of a party who made a little trip of 500 miles or so across a part of the center of the State. Out here no one thinks he is going anywhere if the distance is under a thousand miles. People travel three or four hundred miles to mave a tooth pulled, to buy a necktie or to go to the movies. Nothing but big things happen or grow or occur in California. The State itself is something like a thousand miles long. There is so much of it that only a part is used. It is like the loaves and fishes. After everybody has had all he wants, there is more left than when the crowd started in eating.

In San Francisco the weather is perennially cold. An overcoat feels good every day in the year, with maybe six or seven days out of the 365 when you are comfortable with out it. Seasons are practically unknown. It is just as cold in July as it is January. So far as I can judge, the only difference is that the sun is in evidence a little longer in July than it is in January. How any vegetation can thrive in this cold atmosphere is something that can never be explained to a man accustomed to see things grow only when the air is warm. But vegetation runs riot here in a way that folks back East would be astonished to see. Flowers, flowers everywhere, any time, and in quantities surpassing cat-tails in a marsh! Flowers are about the only products of California that are cheap. Two bits will fill a big vase with all the finest things that grow, outside of gasoline, which people are now hoarding like sugar and potatoes. As to whether gasoline grows or not may be a question, but there is no doubt about the growth of its price.

Starting this trip of 500 miles on a day in June, the wearing of an overcoat out of San Francisco was necessary to comfort. Forty miles down the peninsula, off came the wraps, for summer is summer everywhere, it seems, except in Frisco. Thus we had summer and winter inside of an hour or so.

You have to go South forty miles from San Francisco before you can go East, unless you cross the bay to Oakland. The ferryboats are always jammed with autos on days when offices are closed, and so time is saved to auto parties headed Eastward by going forty miles out of the way. After doing this we turned Northeast toward Stockton, the weather as hot as a July day in St. Louis. From the beautiful highway running South out of San Francisco, through long lanes of eucalyptus trees and endless orchards of prunes, apricots, olives, almonds, peaches, cherries, grapes and what not, we came upon foothills and mountains of surpassing beauty. Things grow here anywhere if you supply the water, and irrigation has been reduced to a science of exceeding fineness. I think if I had planned the creation of California, I would have supplied a little more rain and perhaps not quite so much fertility, to even things up, but the absence of moisture from the clouds doesn't seem to worry anybody out this way. Back in Michigan we would "holler"

our heads off about the drought, but here they harness up the rivers and get water out of the ground, and run it through ditches to where it will do the most good.

After much mountain climbing and going up and down interminably, and long before getting to Stockton, the ground becomes as level as a calm sea, and for hundreds and hundreds of miles this flat country continues. Its soil is so rich that people who own it take on the same characteristic. You wonder what in the world they do with so much fruit and hay and live stock. I imagine they "do" everybody, judging by the prices they get for their products. The orchards are marvels of perfect husbandry. After ordinary cultivation, the soil looks as though the women folks had gone over it with a fine comb hunting out the cooties. Ground squirrels, rabbits, quail and pheasant are constantly seen along the roadside. Japanese and Chinese labor is always in evidence. The yellow folks may not be desirable citizens, but their knowledge of horticulture and agriculture is something that excites the admiration of everyone except the venal and unscrupulous labor leaders who hate the Orientals because they refuse to work only two hours a day, two days a week. Vineyards are everywhere; acres and acres of vines, all set in orderly fashion, which seem to indicate that prohibition may stop the open manufacture of wines, but it has not stopped the open growing of the makings of it. Somebody is going to have something stronger than near-beer to drink, for surely there are not enough people in the world to consume all these grapes if they are converted into raisins.

The hotel in Stockton where we stopped affects the Spanish type of architecture. Its front was a mass of flowers. They simply put soil in boxes any old place, plant the flowers, pour on the water and there you are! The flowers grow and grow and, there being no cold weather to stop them, they don't stop. Stockton is one of the oldest cities in the State. Near here gold was first discovered in California, and there yet remain many of the old houses that date back to days when men went mad over the wild search for the yellow metal that the world still worships as its god.

The country in between Stockton and Sacramento is the same level land that seems to have no end or beginning, once you get to traveling over it. Sacramento is a city of much prosperity, not alone because of the rich soil surrounding it, but because it is the capital of a rich State. A pile of money drifts into and lodges in places where laws are made. There is always a great affinity between money and the enactment of laws—perhaps as much as exists when primaries are held for Presidential nominees.

Then we wound our tortuous way over east to Placerville. Going further in the same direction, the snow-capped Sierras loomed large out in front. With these vast fields of snow in full view, all about were roses, sweet peas, hollyhocks, marigolds, digitalis, snap-dragons and geraniums. Cherries hung in countless clusters from the boughs and the color was just coming to the cheeks of the apricots. Sheared sheep and sleek cattle fed in the fields. Out in front were the snows of winter; at our feet vegetation thrived lush and lusty in the summer sun. From the high Sierras the melting snows feed rushing mountain rivers and streams, whose waters are as pure as the late lamented Mrs. Caesar, whose reputation for chastity has lasted through the mists and mazes of the centuries to set a much needed example to us folks who live now.

In these waters speckled trout leap to the fly, and along the banks we saw many fishermen from away back in Frisco, who think it but a trifle to run out a distance of 200 or 300 miles for a day's sport. The roads over the

mountains east of Placerville twist and turn like a political platform. A snake would break his spine if he essayed to follow them. Up and up, and down and down, and round and round they go. The driver must keep his eyes upon the road ahead, but the passengers may look up on one side at the sheer walls of granite that seem to go all the way to the clouds, and down on the other side into ravines, gulches and canyons whose bottoms are invisible. The Creator seems to have brought His mightiest energies to bear when He made California, for it shows what colossal things are possible to one who knows how.

As the end of these present musings is neared, I find I have said nothing about the magnificent character of the roadbeds over which we traveled—as smooth as the promises of a candidate up for election and as endless as taxation. In California are thousands of miles of these paved State highways, running up and down and around mountains, across level plains and through vale and valley and eternal verdure. Not a word have I said about the mighty trees of Mariposa and Yosemite; nothing about the waterfalls and forests; nothing about the grandeur and magnificance of Pasadena, Los Angeles and other fair cities to the South; nothing about a sea coast that runs from Mexico away up to the South end of Oregon; nothing about the wild life of the forests; nothing about the vastness and

heat of Death Valley, with its neighboring deserts of burning sands, where even the sage brush and cactus refuse to survive. And I have not mentioned the big people out here—giants in mind and physique—who laugh at trouble, thrive on opposition, and go eternally on in spite of any handicap that man or Nature may set up. It is a race of men to whom earthquakes are but an incident and distance a delusion. "Women?" did you enquire. The fairest creatures the sun ever shone on, full sisters to Annie Laurie, except those foolish few who try to improve upon the work of God by the drug store route.

Great is California—greater than all France, Italy and Switzerland! But with all its greatness, California has not yet produced the genius whose pen has measured up to the job of telling its grandeur and glory in print! James Kennedy.

You become a real business failure only when you give up and quit.

TO TEST TRADESMAN ADVERTISING

I offer Men's Union Made Wabash Stripe good weight large cut genuine Stiff's Overalls, about \$27 value at \$22.50. Frocks same price. Mail orders to W. B. Dudley, 301 College Ave., N. E., Grand Rapids, Mich.

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Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

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401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

"ECLIPSE" STANDS for Berries, Fruits and Vegetables



These Stands are Steel Sectional Revolving Ball Bearing.

Occupy 60 inches floor space—save two-thirds the space now used.

Manufactured by

The Wellston Manufacturing Co.

WELLSTON, OHIO, U. S. A.

SERVICE

Service as we understand it is selecting the best goods that the markets can furnish and knowing where to buy them.

Service is having a complete stock for the retailer to choose from and keeping in a position to fill orders promptly and completely.

Service is having a knowledge of market conditions and helping your customers to take advantage of them.

Service is collecting in large quantities food products from the four corners of the earth and being in a position to distribute them in smaller quantities to the retailer for his trade at the smallest possible cost.

We render this kind of service to our customers and offer this kind of service to any retailers in the localities we now serve who are not now our customers.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Caro—Fire destroyed the Secor Hotel, entailing a loss of about \$8,000.

Comstock—William G. Epley succeeds A. R. Peer in the grocery business.

Muir—J. J. Hettler is succeeded by Hettler & Long in the hardware business.

Thompsonville—H. E. Wareham succeeds A. R. Chattaway in general trade.

Charlotte—Morgan & Lentz succeed A. R. Morgan in the grocery business.

Middleville—L. J. Roberts succeeds Roberts & Hinckley in the hardware business.

Clare—The Clare County Savings Bank has increased its capitalization from \$20,000 to \$40,000.

Grand Haven—The Grand Haven State Bank has increased its capital stock from \$75,000 to \$100,000.

Saginaw—Morley Bros., wholesale and retail dealer in hardware, has increased its capital stock from \$1,200,000 to \$1,500,000.

Grand Ledge—C. M. Furnace, who recently purchased the A. O. Halstead store building and drug stock, has taken possession.

Lakeview—G. L. Cantwell, formerly engaged in the grocery business at Laingsburg, has engaged in the hardware business here.

St. Johns—The St. Johns Tire & Battery Co. has engaged in business at 56 Clinton avenue in the building which it recently purchased and remodeled.

Lansing—The Barker-Fowler Electric Co. sustained a fire loss which was covered by insurance, at its store, 117 East Michigan avenue, June 16.

Lake City—The Lake City Elevator Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in cash.

Cedar Springs—The Cedar Springs Co-Operative Marketing Association will purchase the grain and produce elevator of E. A. Remer and will continue the business.

Brighton—Dr. H. P. Mellus has sold his drug stock and store fixtures to George M. Wood, recently of Pontiac, who will continue the business at the same location.

Brighton—Stowell & Webb have sold their service garage and automobile supplies and accessories stock to Ben Bidwell, recently of Howell, who has taken possession.

Maple Rapids—Isaac Hewitt has sold his interest in the Gates Half Sole Tire Shop to Burr Wright and the business will be continue under the style of Boatwright & Wright.

Owosso—Herman Thieman has sold the stock and business of the Owosso Floral Co. to H. E. Anderson and Joseph Smith, who will continue the business under the same style.

Jackson—The Bowen Machinery, Tool & Supply Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$17,900 paid in in property.

Lansing—Frank L. Gardner has sold his drug stock and store building on North Washington avenue to Mark P. Jefferys and Glenn D. Derby, who will continue the business under the style of Jefferys & Derby.

Big Rapids—John C. Jenson has merged his dry goods and shoe business into a stock company under the style of the Vogue Shop of Big Rapids, with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The U. S. A. Drug & Chemical Co. has been incorporated with an authorized capital stock of \$125,000, of which amount \$62,500 has been subscribed, \$5,000 paid in in cash and \$7,500 in property. The business will be conducted at Jacobs Creek, Pennsylvania.

Byron Center—The Holleman-DeVeerd Auto Co. has merged its business into a stock company under the same style and will deal at wholesale and retail in farm implements, motor vehicles, tractors and supplies therefor, at Byron Center, Holland and Zeeland, with an authorized capital stock of \$100,000 common and \$40,000 preferred, \$60,000 of which has been subscribed and paid in in property.

Manufacturing Matters.

Lansing—The Longstreet Lumber Co. has increased its capital stock from \$65,000 to \$200,000.

Detroit—The Utility Compressor Co. has increased its capital stock from \$200,000 to \$500,000.

Detroit—The Grace Harbor Lumber Co. has increased its capital stock from \$300,000 to \$500,000.

Battle Creek—The Redner & Cortright Paper Co. has changed its name to the Cortright Paper Co.

Battle Creek—The Taylor-Made Candy Co. has increased its capital stock from \$25,000 to \$50,000.

Mt. Clemens—The Mt. Clemens Truck Body Co. has increased its capital stock from \$30,000 to \$50,000.

Pontiac—The Oakland Motor Car Co. is building an addition to its plant which will enable it to double its capacity.

Detroit—The Thorne Steel Treating & Research Co. has changed its name to the Twentieth Century Heat Treating Co.

Saginaw—The Lufkin Rule Co., manufacturer of yard sticks, measuring rules, etc., has increased its capital stock from \$1,000,000 to \$1,500,000.

Zeeland—The Colonial Manufacturing Co., manufacturer of clocks and den furniture, has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Paper Distributing Co. has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—The Davis Metal Fixture Co. has been organized with an authorized capital stock of \$30,000, of which amount \$16,000 has been subscribed and paid in in cash.

Ypsilanti—The Ypsilanti Motor Castings Co. has been incorporated with an authorized capital stock of

\$15,000, of which amount \$8,000 has been subscribed and \$5,000 paid in in cash.

St. Johns—The stockholders of the Triangle Motor Truck Co. have authorized an increase in its capital stock from \$200,000 to \$400,000 and recommend a stock dividend of 10 per cent.

Detroit—The American Machine Products Co. has increased its capital stock from \$40,000 to \$500,000.

Detroit—The Detroit Cabinet Co. has increased its capitalization from \$130,000 to \$300,000.

Detroit—The Kay Jewelry Co. has been organized to manufacture and sell at wholesale and retail, jewelry, leather goods, etc., with an authorized capital stock of \$150,000, all of which has been subscribed and \$50,000 paid in in cash.

Detroit—The F. A. Engineering & Manufacturing Co. has been organized to manufacture and sell electrical equipment and supplies, etc., with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Benton Harbor—The Messner Motor Co., manufacturer of automobile parts, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$100,000 common and \$50,000 preferred, all of which has been subscribed and paid in in property.

Review of the Produce Market.

Asparagus—Home grown, \$1.65 per doz. bunches.

Bananas—9½c per lb.

Butter—The market continues firm, due largely to the fact that the receipts of creamery have been very short. The production is light and until the receipts show a material increase we look for continued firm market conditions. The quality of the fresh receipts has shown considerable improvement and is very nearly full grass flavor. Local jobbers hold extra creamery at 54c and first at 53c. Prints 2c per lb. additional. Jobbers pay 33c for packing stock.

Beets—Home grown, 65c per doz. bunches.

Cabbage—California, \$5.25 per 75 lb. crate; Tenn., \$4.25 for 50 lb. crate.

Cantaloupes—Imperial Valley stock is now selling on the following basis: Standards, 45s -----\$6.00

Ponys, 54s ----- 5.00

Flats ----- 3.00

Carrots—\$3.25 per hamper.

Cauliflower—\$3.50 per doz. for California.

Celery—California, \$1.50 per doz.; Florida, \$10.50 per crate of 3, 4, or 6 doz.; \$10 per crate for 8 and 10 doz.; home grown, small but good quality, 50c per bunch.

Cocoanuts—\$1.50 per doz. or \$10 per sack of 100.

Cucumbers—Home grown hot house, \$1.75 per doz.; Illinois hot house, \$1.50 per doz.

Eggs—The market on eggs continues firm, due to the fact that real fancy eggs have been short. There is a good demand for eggs at this writing and we look for continued firm market during the next week or so. The majority of the eggs which

are now coming into the market show more or less heat effects, therefore making the real fancy eggs somewhat short. Jobbers pay 38c f. o. b. shipping point for fresh including cases.

Egg Plant—\$4.75 per crate of 24 to 36.

Green Onions—25c per doz. bunches for home grown.

Green Peppers—\$1 per basket.

Lemons—Extra fancy Californias sell as follows:

360 size, per box -----\$7.00

300 size, per box ----- 7.00

270 size, per box ----- 7.00

240 size, per box ----- 6.75

Fancy Californias sell as follows:

360 size, per box -----\$6.50

300 size, per box ----- 6.50

270 size, per box ----- 6.50

240 size, per box ----- 6.25

Green Peas—\$4 per bu. for home grown.

Lettuce—Iceberg \$4.50 per crate of 3 or 4 doz. heads; home grown, \$2.25 for head and \$1 for leaf.

New Potatoes—\$6 per bu. or \$15 per bbl. for Carolina Cobblers; Virginia Cobblers, 50c per bbl. higher.

Onions—Texas Bermudas, \$3 per 50 lb. crate for White and \$2.75 for yellow; California 25c per crate higher.

Oranges—Fancy California Valencia now sell as follows:

100 ----- \$7.25

126 ----- 7.50

150 ----- 7.50

176 ----- 7.50

200 ----- 7.50

216 ----- 7.50

250 ----- 7.25

288 ----- 6.75

324 ----- 6.50

Parsley—60c per doz. bunches.

Pieplant—\$1.50 per bu. for home grown.

Plants—Only two varieties still on sale, as follows:

Cabbage, Late Danish ----- \$1.25

Tomato ----- 1.25

Potatoes—Home grown, \$4 per bu.

Radishes—Outdoor grown, 20c per doz. bunches.

Spinach—\$1.25 per bu.

Strawberries—Home grown command \$3.50@4 per 16 qt. crate. The recent rains have improved the quality and size of the fruit and lengthened out the season at least two weeks.

Sweet Potatoes—\$3.75 per hamper for kiln dried Delawares.

Tomatoes—\$2 per 6 lb. basket from Florida; home grown hot house, \$2.75 per 7 lb. basket.

Water Melons—75@95c for Floridas.

Wax Beans—\$5 per bu.

Steel Bros. have merged their flour, feed and fuel business into a stock company under the style of the Steel Bros. Co. with an authorized capital stock of \$50,000, of which amount \$35,000 has been subscribed, \$1,393.94 paid in in cash and \$20,406.06 in property.

Ball Jars—Orders already booked must be taken care of first, reports this factory. So no orders are being taken for jars and jellies and caps until booked orders are shipped out. This seems to indicate a shortage.

Essential Features of the Grocery Staples.

Only the lethargic retail grocer needs to be reminded that the Fourth of July holiday is approaching and that, because it comes on Sunday, there is to be the usual observation on Monday. This gives three days of holiday this year, Saturday always being a semi-vacation day anyway.

With week end parties as a result of this pleasant combination there is an opportunity to sell heavily in picnic lines and only the dealers who have stocks will be in a position to command the trade.

Delayed orders always result in extra expense because they have to go by express or parcel post, and there is always the chance that late orders will not be filled complete because of depleted stocks at the wholesale houses, resulting from early orders by live dealers.

Of course the usual picnic supplies are on call for Fourth of July celebrations, including beverages, fountain supplies, candies, nuts, etc. The fireworks and explosives orders, of course by this time, are practically all in and being filled as far as stocks will go round. This is a class of goods manufacturers will not carry over and the late orders generally are unfilled.

Jobbers are issuing their seasonal warning that complaints covering spoiled perishables must be made immediately on receipt of goods. The shippers carry these stocks in cold storage, ship them in cool cars, and expect the dealer to continue these precautions, as warm or hot stores are death on perishable goods.

Naturally the wholesale houses cannot be responsible for damage claims on goods that reached destination in apple pie condition, such as cheese, fish and dried fruits.

The picnic goods referred to heretofore and fountain supplies have been in unusually good demand the last two weeks, which indicates that the dealers are preparing for a heavy trade through the summer months. This sort of business has a short season and the forehanded dealer is the one who is to reap the benefits this year. It is a good time to display and push this line of merchandise, therefore.

Sugar—The raw market is about unchanged, there still being considerable uncertainty about it, with perhaps a little more easier tone. Refined sugar, however, is entirely unchanged and is still very scarce and strong. The organization of a national association, including all varieties of sugar users, under the auspices of the Department of Justice, for the purpose of handling the sugar situation for the next few months, is the one thing of note in sugar during the week. There are those who are predicting lower refined sugar because the refineries will soon be working on lower priced raws. As a matter of fact, the decline was about 4c per pound, which should be reflected sooner or later in the price of refined. In fact, the McCahan refinery in Philadelphia has

already sold a little sugar in and around Philadelphia at 19½c.

Tea—The market shows no particular change for the week. Business is dull, as it usually is during June and it may be said to be on most things, outside of Japans, a buyer's market. The tea market in this country being essentially foreign in its elements, is affected more than most other lines by foreign financial conditions. Since they are at present particularly disturbed, the tea market is feeling very sluggish and everybody is afraid of it.

Coffee—The market for mild coffee is showing considerable weakness, due to the large unsold stocks. Prices, however, have not slumped to any extent, although the undertone is undeniably not strong. The demand for mild coffee is poor at the present. Rio and Santos rule about the same, as they have ruled for several weeks. The undertone in Brazil also is not very strong and bad crop reports from Brazil have not inspired any particular buying. The market is weak and coffee would seem to be a safe thing to let alone so far as anticipating one's wants is concerned.

Canned Fruits—A buying drive for peaches developed at the close of last week and considerable action occurred in all grades. The main interest was in clings, which went at \$4.50@4.75 for extras. The market has been pretty well cleaned up of the offerings at that range of prices. Apricots were only taken in a routine way at the prices current of late. Pears are about out. New packs are still moving slowly as the average buyer is holding off. Those who want recognized brands have taken the corporation's fruit at opening prices, but some jobbers are holding back as usual. Independents are cutting prices and booking some business. Pineapple is out on the old pack. New Hawaiian contracts are not freely offered for resale, but will bring 20@38 per cent. over, according to the packer. Apples showed more activity last week on all packs, while, in addition to the buying of old goods, contracts for futures have been placed at prices previously reported.

Canned Vegetables—The chief interest has been in new pack peas, which are now being put up in the South and will soon be well under way in the Western sections. Fancy and extra fancy on spot are out and what is left of the standards has been picked over and cut up into small blocks, which are held above their real intrinsic value. Fear is entertained that new pack Southern peas will be slow in reaching the market as the freight service is so poor. When they arrive they will find a wide outlet. Packers have sold up their product so closely that few are offering at the moment. Tomatoes are quiet. There has been some weakness noticeable in No. 2s, which have been cut to \$1.20 factory in some quarters. The general asking price, however, is \$1.25. No. 3s and No. 10s remained unchanged all of the week. Futures are quoted at the same range, but there is no active buying and no pressure to sell on the part of the canner. California standard No. 2½s have been neglected of late. Corn has

been firm both here and at factory points on spots and futures. Southern Maine style standards hold close to \$1.25 and Western at \$1.30@1.35 f. o. b. factory. Fancy corn is far short of requirements and jobbers to meet their needs have been forced to make a close canvass. Futures are still being withheld by the canner. Other vegetables were unchanged during the week.

Canned Fish—New pack sardines are wanted to some extent, but owing to the great demoralization in transportation it is difficult to get the goods from New England. Stocks of the new pack are very light on this account and also because the pack itself has been light. As far as the packers are concerned the market is firm. There is a great shortage of tins in this as in every other packing line which uses tins, and this will probably affect the season. Old pack sardines are unchanged. Salmon shows no change for the week and the demand is light. There are some weak sellers here and there in pinks, but the general situation is fair. Red Alaska is firm, with a slight advancing tendency as to private holdings, but the Government salmon is still below the general market.

Molasses—The grocery trade is placing a limited amount of orders and in heavy enough volume to hold prices at the same level.

Rice—The better grades are held firm but cheap lines are subject to some discount.

Dried Fruits—Little is expected from the California Associated Raisin Company on raisins until about August 1, while the California Prune & Apricot Growers, Inc., may not name its prices on prunes and apricots until the size of the crop can be more accurately determined, which will not be until the middle of July. The preliminary opening prices on prunes by the independents on California and on Oregon future packs are regarded as too high for immediate attention. Some business is being placed but it is not general nor of large volume. The spot market on the larger sizes was firm all of last week. The Coast has nothing to offer, and from the lack of stocks elsewhere it is presumed that the surplus is no more than sufficient to see the trade through the season. Compared to opening prices old packs are favorable as to prices, and as they cannot be replaced there is no disposition to sell except in jobbing lots to the regular trade. Small prunes are more plentiful here and there are some still on the Coast, causing an easier feeling compared to the larger sizes. Raisins are developing into a runaway market and there appears to be nothing in sight to check their upward trend in values. All varieties are so short of requirements that buyers are being forced to take currants as a substitute. There is nothing on the Coast, it is said, and what jobbing lots there are in the East are held by distributors for their own trade and there are more buyers than sellers. What the future market will be is uncertain but a high range is expected judging by the contracts which packers are making with growers. They are paying 16½@17c per pound for all varieties, which would

mean a 23@24½c market. As the season advances the prospects of heavier arrivals of foreign raisins are increasing. Currants are naturally selling more freely and promise to gain in popularity as the season advances. They are firmly held in the way of spot stocks, and considerable interest is shown in the prices which are quoted for September shipment from Greece. Apricots are uncertain as to future price as the association has not declared itself and independent packers are still on the fence. Buyers are already making inquiries as to probable stocks of the Northern packs. Everything in that line is firm while Southern apricots are steady. Peaches are also in light supply here and in good, steady demand, but there is little call for pears.

Paper—Sugar bags are on an advance of 1c this week, and this is an indication to the manufacturing situation, which does not improve. Mills are part down or are all down as a result of not getting enough material for full operation. This is all in addition to advances that have been made already.

Paris Green—As usual, as the demand is due for paris green, retailers as well as jobbers are expected to find they are short on supplies, at the height of the season. Orders have been holding back for some reason.

Cheese—The market is slightly easier, quotations on fresh-make goods having declined about 1 cent a pound under the quotations of last week. The quality is gradually improving and we will probably have full grass cheese in the course of a week or so. There is an adequate supply to meet the present demand.

Salt—Common salt is advanced again. Pocket salt has been going up and it is said that common may advance more. Practically all shippers are making price the date of shipment and jobbers are selling carlots only the same way.

Thread—Manufacturers are making liberal shipments and now it is said the trade may buy thread again as they want it.

Provisions—The market on lard continues steady, there being an abundant supply and a moderate consumptive demand. Quotations this week are about ½c per pound lower than previous quotations. The market on lard substitute is weak and quotations have declined about 1c per pound on this commodity, due to extremely light demand and a large supply. The market on smoked meats remains unchanged. There is a good supply and a fair demand. The market on dried beef is slightly firmer, with a light supply at this time and a fair demand. The market on barreled pork is firm and unchanged. The market on canned meats is steady, with quotations unchanged.

Salt Fish—The feature of the fish market during the week has been the arrival of new Cape Shores, which, however, have not met with a great deal of favor owing to their very high prices. The prices for 100-140 size ranged from \$22 to \$23 a barrel. Buyers are not very confident of the market and are not taking much interest. Other mackerel quiet and unchanged.

No Room For Class Distinction in America.

Grandville, June 22—The agitation for the elimination of the middleman being carried on among the farmers and others is something to excite wonder and enquiry as to what it is all about. Brethren should dwell together in unity. It is positively wrong for enmity to exist between classes.

The agitator who excites one class against another is an enemy to his country and one to be shunned. Men and women in all walks of life are very similar in makeup, in their likes and dislikes, and it is flying in the face of Providence when people fail to agree on general principles, as if they thought what was good for one class of the commonwealth was rank poison to another.

There are a goodly number of "whys" afloat in the minds of enquiring men these days. One wonders what the farmer expects to accomplish toward his own upbuilding when he has succeeded in doing this, the many now thriving villages of the State—social centers for farmers and their wives—would be wiped off the map. With no intermediary between the producer and the consumer, there would be no handy stores along the country ways, only an isolated tract of country, inhabited by the producing class, while the consumer would reside many miles away in the big cities.

Why does boss gomper whet the knife of labor to cut the throat of capital? What sort of world would be left after the capitalistic class lay weltering in its gore, done to death by these union slackers who demand so much that cannot be granted because of absolute inability on the part of the employers to come to the one-sided terms of these men?

Why is it that a statesman like Woodrow Wilson desires nothing so much as that his country shall enter a league of European nations where in the United States would be at a disadvantage in whenever disagreements came up between the contracting parties, thus placing a yoke about the neck of Uncle Sam that nothing less than a bloody sacrifice of men and money could throw off?

Duluth witnessed not long ago an outburst against negroes which disgraced the city and called for stern repression at the hands of the military. Why is it when a colored man commits a crime the whites rise up and seek to exterminate a whole race? Is it sensible, just or proper to hold a whole race guilty because of the misdemeanors of an individual of that race? If this were true the race of white people would long ago have been swept from the face of the earth.

If one business man proves untrustworthy, why condemn every man in the same line of endeavor? Criminality is individual, seldom classwide. Because one farmer has cheated by placing the big fruit on top of the basket, why condemn all farmers for this one man's shortcomings? Nevertheless this is too often done to the detriment of the peace of mind of a large part of the community.

Labor and capital ought to dwell together in harmony, yet there are so many agitators who go about inciting class hatred, it seems utterly useless to try to prevent clashes over imaginary wrongs, when the use of good horse sense, and a put-yourself-in-his-place sort of feeling would bridge all difficulties and keep the peace indefinitely.

The wrongs of one class are continually dinged into the ears of those who imagine themselves misused, until a certain class hatred is bred here in America that is both senseless and oft times dangerous to the well being and peace of the community. Such things ought not to be. The man who yesterday was of the shirt-sleeve class is to-day a capitalist in broadcloth. Here in America it is but a short step from the ditch to the palace of the millionaire.

Then why is it that so much irritation exists among our people? Our form of government, a republic, with constitutional restrictions, is the best government ever instituted among governments by mankind. Within the confines of such a state there ought not to be class distinctions and class hatreds, as we see about us today. The injustice of holding a class or a race accountable for the sins of a single individual of that class or race is so palpable as needs no exploitation here.

There is something strangely perverse about nature, something so savage and vindictive as to raise a blush on the face of decent men for their kind.

In this country there should be no class distinctions. It is absurd to insist on farmers' rights, the right of this and that class, clique or clan to be heard in the halls of legislation. It is the height of imbecility and injustice to give ear to the wrongs of one class as against another.

Let the Congress of the United States legislate for the plain American citizen, showing no favoritism in any spot or place, and when this is done Congress will have performed its whole duty in the premises and will earn the praise of well done good and faithful servant. Old Timer.

In the Local Bankruptcy Court.

In the matter of E. Allen Conklin, Reed City, the assets have been appraised at \$2,535.71, and a special meeting of creditors has been called for June 29.

In the matter of Marvin E. Hall, Grand Rapids, a voluntary petition in bankruptcy has been filed and the matter has been referred to Benn M. Corwin, referee. The first meeting of creditors has been called for July 7.

Barrel Prices Go Up.

The Hartford cooperage industries have announced that barrels to carry Michigan's apple crop to markets this fall will command the highest prices in history. Barrels are being contracted in large quantities at a

price of \$1.25 each. Six years ago apple barrels were sold for 30c to 35c.

Would Pay Fifteen Dollars Per Year.

Ellsworth, June 22—Enclosed find check for \$3 and want to say that if the price was five times as much you would not find us without your valuable paper. It has saved us its price many times and will any merchant who will read it. We certainly like the stand you take on the governor.

D. E. Clow & Co.

Position Wanted: As clerk for a merchant who is willing to do more to help me learn the business than merely teaching me the price mark, and showing me how to open the cash register.

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

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

STOCKS

BONDS



THE SIGN OF

QUALITY

The Brawn That Made America Great Came from Flour

The pioneer men and women whose strength and stamina laid the rock-like foundations of America's greatness were bread eaters. In wholesome bread made from good flour they obtained the nutrition that gave them strength to work and achieve.

For nearly sixty years the particular women of Michigan have used

Lily White

"The Flour the Best Cooks Use"

Look for the
ROWENA
trade-mark
on the sack

In this flour they found the means to give their families the good main-stay. Save for milk, bread is the food of greatest nutrition. LILY WHITE is scientifically milled to retain all the nutrition values of the wheat. Only the best wheat obtainable is used. It is cleaned four times, scoured three times and actually washed before going through the processes of breaking and milling. Every atom of dirt and undesirable material are eliminated.

This is why three generations have found bread made from LILY WHITE FLOUR delicious, palatable, wholesome and healthful. Looks good, bakes to a perfection that makes "homey" women proud. The same with biscuits and pastry. LILY WHITE is guaranteed to give perfect satisfaction.

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

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.

Service and the Seal

FOR over thirteen years the National Canners Association has been working consistently toward a definite goal—to make canned foods “*the safest food that comes to our table.*”

For over seven years its extensive research laboratories at Washington have carried on practical, scientific investigations in the interest of the canning industry and of the nation that uses its products. These laboratories are the clearing-house for canners' problems. Here are determined many intricate scientific problems which the industry has to meet.

The Inspection Seal on canned foods that pass its sanitary requirements is the mark that stands for the high standards thus maintained by the National Canners Association Inspection Service. Your interest in this Seal is for the best interests of your customers.

NOTE CAREFULLY—The National Canners Association has organized an efficient inspection service for the purpose of assuring satisfactory sanitary conditions and clean, sound food products, canned either in tin or glass.

Any canner may subscribe to the Inspection and Advertising Service and by complying with the Association requirements may secure the privilege of placing the Seal on each can of his products.

NATIONAL CANNERS ASSOCIATION, Washington, D. C.

A nation-wide organization formed in 1907, consisting of producers of all varieties of hermetically sealed canned foods which have been sterilized by heat. It neither produces, buys, nor sells. Its purpose is to assure for the mutual benefit of the industry and the public, the best canned foods that scientific knowledge and human skill can produce.

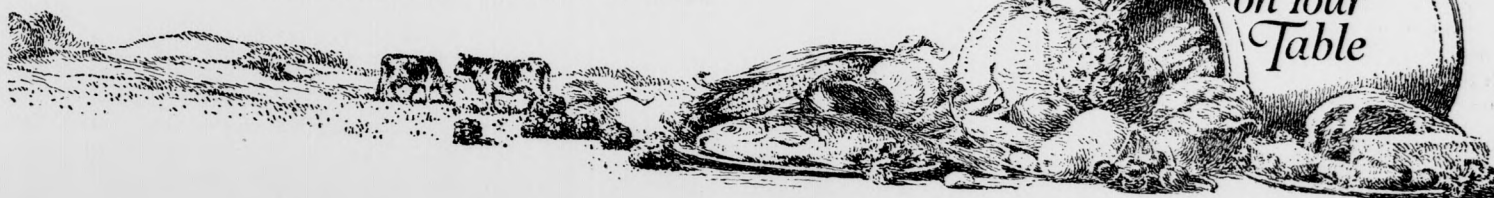


**“Of great benefit
to both retailer and consumer”**

“In our opinion your advertising and inspection will be of great benefit to both the retailer and the consumer. As retail merchants we know the value of having any goods that are canned carefully and properly inspected. Really the things you are trying to do will be of untold value to the canner, the retailer and the consumer, consequently anything that is done which helps everybody must be a beneficial thing and we feel sure that your efforts along the line of inspecting and advertising will have the hearty endorsement of every enterprising merchant.

“Assuring you of our hearty appreciation of your efforts in helping us and our customers in procuring better things, we remain

CRONE & JACKSON COMPANY
Nashville, Tenn.”



GRAPPLING THE PROBLEMS.

The uncertainties that exist in the business outlook are growing more complicated in dry goods in consequence of the changed conditions in world trade and in some of the principal textile raw materials. It is known that the English textile manufacturing position is not as strong as it was represented to be a couple of months ago, when most reports agreed that mills were sold ahead for a year. Foreign buyers of dry goods called on to operate for the long future are much less willing to make commitments. Buyers who were abroad a month or six weeks ago can hardly credit some of the reports brought here by more recent visitors.

Cotton and flax alone of the textile raw materials are now conceded to be affected by the limited production on the farms. The lower prices on wool, jute and silk tell their own story of changed conditions that have come about since the early spring. Egyptian cotton is no longer in the dangerously speculative position it occupied in early April, nor have the American cotton markets made as much of the poor crop prospect as might have been true if financial conditions were rosier. While flax is scarce, the speculators in linens have prudently released their grip to some extent and the market seems to be on a much safer basis for the long pull of waiting until more flax is grown.

Correctives are slowly being applied to the distorted labor conditions in textile manufacturing centers. Clothing and garment workers are being told plainly that higher wages and shorter working hours will not be conceded. Those who have work are better disposed to hold on to it and to make a little more effort to produce reasonable quantities.

After eliminating most of the hypocrisy of many retail sales that have occurred in a month or six weeks past, there still remains the fact that many retail buyers at the counters cannot afford to pay the high prices as freely as they would like. There is still a substantial purchasing power in the country and business will not roll on its back from merchandising influences alone if prices are not worked up to a prohibitive level. It has been definitely settled in the minds of many of the leading primary merchants that retail prices based on primary values are not workable in a satisfactory way now. As to the amount of revision that can be made or the character of the readjustment that is looked upon as inevitable, they are still very much in the fog. Jobbers can give them very little leading at this time, and financial prospects are too little defined to warrant an immediate move on all lines at first hands.

A very general revision of orders is going on in many lines, notably in silks, woolsens, some lines of cottons and yarns, and some lines of knit goods. Repudiation of orders is not as common as public discussions would lead one to think. Readjustments are being forced in a number of instances in order to meet the difficult financial problems arising out of long delayed deliveries. Speculators in some divisions of the market

are being squeezed out and their profits must have been amazing in view of their readiness to pull out without court assistance. There are many still left to deal with and the bankers are better acquainted with them than they were two or three months ago.

It is very well settled that most of the large and well managed mills are now inclined to absorb extra costs of the time in the profits of the past. Because of the high costs of production profit margins are contracting, but too much must not be expected in the way of permanently lower prices at once.

The past week has developed a willingness on the part of some yarn spinners to listen to reason on prices and in a few weeks it is expected that yarn users will be better disposed to go ahead. The woolen goods outlook is newly complicated by troublesome problems arising out of the declining price of wool and the abundance of wool at a time when mills dare not buy. The silk trade has withstood a great shock in a most remarkable way and the stronger men in the industry are beginning to take hold of the new conditions they must face.

There is still a great deal of hectic merchandising discussion in the dry goods markets and too little readiness to grapple with problems that must be settled on a sound price basis in the next sixty days. Extremes in fashions, the flaunting of luxuries and luxury prices, constant issuing of misleading propaganda designed to start more price booming, must give way, conservative merchants are agreed, to a policy that will insure a larger and steadier output of the standard honest merchandise American mills can make when labor will settle down and do its part.

MRS. TOODLES OUT OF DATE.

Something like a half century or so ago, the fictitious Mrs. Toodles was put forward as the type of person who bought things because they were cheap regardless of whether they were needed or not. It was of her it was told that, at an auction sale one day she bought a coffin at a bargain, explaining that "it was a handy thing to have around the house." There are those who believe that the spirit of Mrs. Toodles still abides here, and, in corroboration of this, point to the kind of buying that many have indulged in since the "reduction" sales have been staged in different portions of the country. So long as such purchases were made in moderation and to meet real needs they were highly commendable from the thrift standpoint. But when, as happened, a large number not only bought too much of what they needed, but also a lot of things they did not, they were helping rather to keep up prices than to bring them down. Depleting the shelves of retailers too quickly only sends them bidding against one another to those who supply them and that, of course, means higher prices. The kind of economy that will have an effect in reducing the high cost of living is one which implies that only so much of anything shall be bought as is absolutely needed, and that it

shall be made to last as long as possible, that nothing shall be bought unless it is virtually indispensable and that every dollar that can be saved shall be put in bank or in securities bearing interest. A general adoption of this would bring down prices of commodities with a rush.

WATCH THE ARTERIES.

A man is as old as his arteries. While circulation of blood is strong and safe a man can do things and keep on doing them. This is equally true of both the body physical and the body-commercial.

As a Nation we are only as strong as our arteries. While products and population circulate freely and safely, we live; when that circulation becomes impossible, we die.

To-day the arteries of commerce have ceased to function in normal fashion. Railroads lack rolling stock because the terminals are clogged and the sidetracks are glutted with loaded cars shunted there by shirking union employes, who follow the orders of their leaders and work only half-heartedly. Public roads, put into bad condition by heavy war-time trucking, cannot play their old-time part; a succession of strikes has crippled certain ports and thrown all export machinery out of gear at a critical moment in the world's history.

It is time to face real facts, recognize a real danger and find a real remedy. The commercial heart of the world is sound and strong, but it cannot function with clogged arteries.

Let us forget, for a time, minor ills affecting minor organs, and concentrate on the vital question of making National life safe, by making National and international arteries able to do their work.

PENALTY OF CARELESSNESS.

A fire breaks out somewhere in this country every thirty seconds.

Every thirty-five minutes a human life is sacrificed to the fire fiend.

1918 showed a fire loss of approximately \$290,000,000, \$2.63 per capita, nearly nine times the average of European countries, a loss that more than equals our gold production for 2½ years.

Carelessness with matches was responsible for over \$10,000,000 in fires.

Cigarettes caused the loss of another \$11,000,000.

Electric fires cost over \$23,000,000.

And so it goes—getting worse and worse—more startling and more terrible every year.

Stop for a moment to consider the terrible threat these facts and figures fling in your face. How much will you do to lessen the fire loss for 1920?

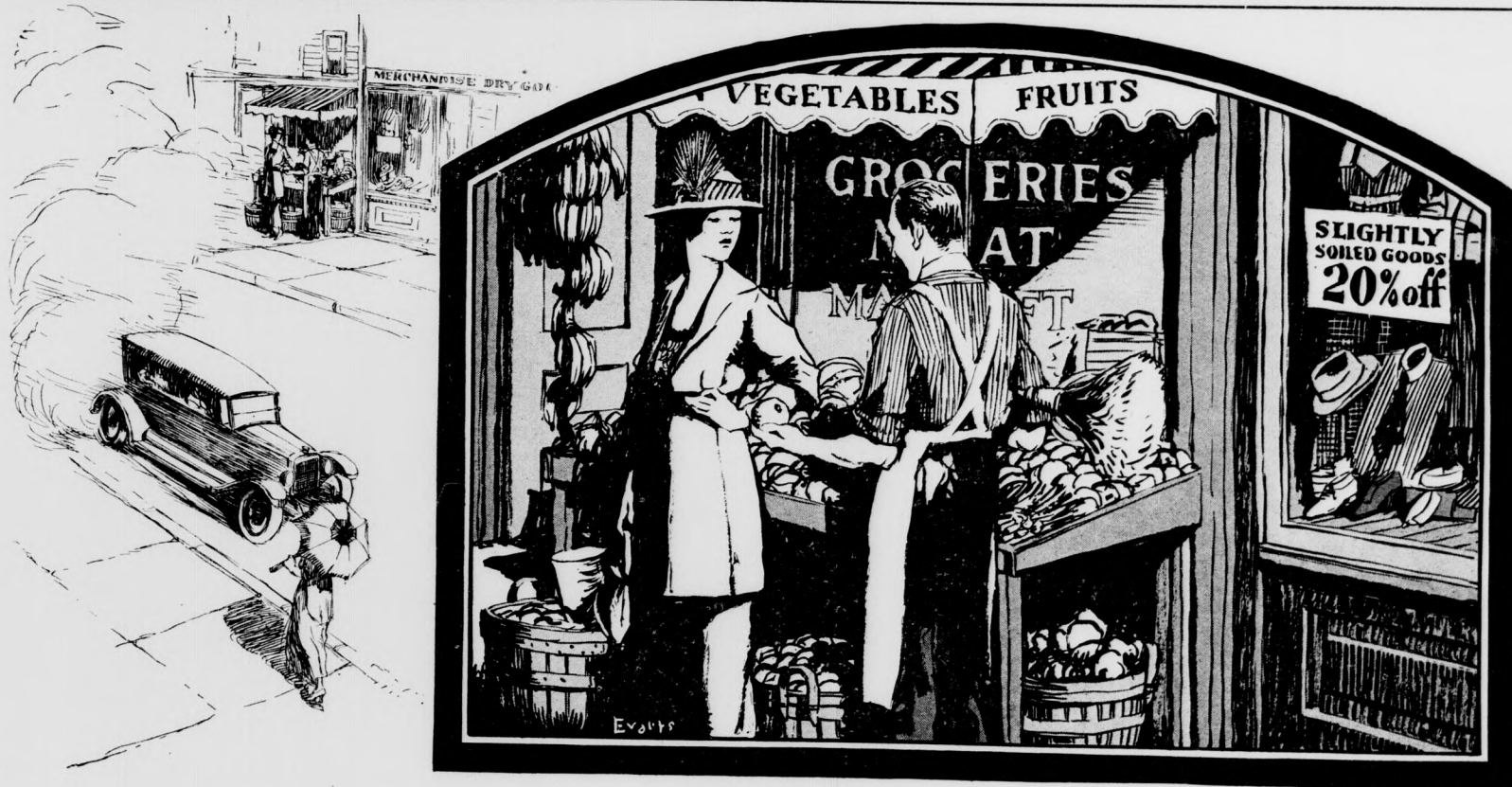
Boss gompers boasts that he will write the labor plank of the Democratic platform for 1920. It does not seem possible that the staid old party of Jefferson and Cleveland would permit such a fire brand free play to wreck a party which has frequently stood for the best there is in American life. If gompers is able to make good on his boast, the lines will be pretty sharply drawn between Americanism and gompersism.

NOT BREAKING HOME TIES.

The transfer of Burton Home—with its beautiful traditions of early privation and heroism and subsequent atmosphere of domestic happiness, intellectuality and inspiring uplift—to a new ownership marks an era in the historic records of Grand Rapids, linking the past with the present in a most harmonious cycle of events. Mr. Garfield has given more of his valuable time to the betterment of Grand Rapids and Michigan than any other man in the State and he has also bestowed upon the city a priceless heritage in the Garfield playground which will make his name a cherished one as long as time lasts. His splendid physique, his extraordinary vitality, his keen mentality, his boundless nervous force, his immeasurable energy, his great human sympathy, his love of life, his broad, deep interest in affairs, in people, in all human problems, his devotion to his family and his friends, his love of country—all these find expression in Burton Home and its surroundings, which are the creatures of his genius, carefully nurtured and carried into execution.

It is the individual quality of Mr. Garfield that endears him more than even his remarkable achievements. Whether or not he pours into his everyday work the precious lifeblood of a master spirit, he is a master spirit. With a multitude of fellow workers and associates he lives on terms of the freest intellectual exchange. They are at liberty always to draw upon him on sight for what they need. If it is advice, they get it, as penetrating as kindly. If it is criticism, he gives it to them from a clear mind and an honest heart. Encouragement, cheering up, good-humored rallying, all pour from him in streams. And he is just as generous to struggling aspirants as he is to those of achieved position. How many a fumbling hand he has patiently guided aright! To what a number of striving talents he is a beckoning friend! His genial, sunny ways, his spontaneous sympathy with everything human, his persistent courage, his quiet and smiling identification of himself with unpopular causes, his calm acceptance of a life of labor, without haste and without adequate rest, his admirable poise, his splendid Americanism—in the best sense of that much abused word—all find expression in a life which has always been sweet and pure.

To the casual observer it may appear a little singular that Mr. Garfield should at his age leave the home which has housed him and his family for sixty years, but in transferring his effects to a more modern home, scarcely 100 feet away from the scene of sixty busy, enjoyable and profitable years, and in hedging the transfer with conditions providing for the maintenance of things as they are during the lifetime of himself and his estimable wife, it will be seen that he is pursuing a logical course which will ensure a continuance of the placid, primitive and out-door life this worthy couple has so long enjoyed.



Dusty Streets Cost You Money

A dusty street in front of a store causes financial loss to any retail merchant. Goods are spoiled or rendered less attractive by dust that blows in. Many hundreds of dollars are lost that way every year in many smaller towns all over Michigan.

A single application of Solvay Calcium Chloride makes a street cool and dustless for many weeks. Two applications will last a season. As soon as the clean chemical salt is applied to dirt, gravel, or macadam streets, it begins to absorb moisture. There is no mud, no stickiness, nothing to track, nothing to harm automobile tires. The road stays slightly damp, becomes smooth and packs down with traffic.

Solvay Calcium Chloride can be applied with a shovel to small stretches and a two-horse spreader can cover $1\frac{1}{2}$ miles per day. Does not require skilled labor. Makes the surface road last years longer because it keeps the binder from blowing away.

If your business is located on a dusty street, investigate Solvay Calcium Chloride, talk it over with other merchants and the city authorities. It gives you a cleaner, better road without the extra taxation paving requires.

Get all the facts by writing for booklet.

SOLVAY

WING & EVANS, Inc.

623 Book Bldg., Detroit, Mich.

Sales Agent for

THE SOLVAY PROCESS COMPANY
MANUFACTURER OF ALKALI

Calcium Chloride



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.

Increasing Shoe Sales By Price Reductions.

Written for the Tradesman.

Shoe dealers in many sections are experiencing difficulties in liquidating their stocks. The spring selling was nothing like as good as had been confidently expected. This was due in part to a cold, rainy, backward season, and in part to an organized but rather general protest against the current high prices of footwear. As a result many dealers found themselves going into summer with excessively heavy stocks. With the merchandise of two seasons on hand, and only a single season in which to dispose of it, something had to be done.

Sales had fallen away below normal and the public had become extremely unresponsive to announcements based exclusively on the eternal style feature. As a matter of fact, they were fed up on style talk, and sore as a boil on high prices. Consequently people began scaling down their footwear requirements, as people will under certain conditions; and without any formal announcement of such decision, they adopted the watchful waiting policy. It was another illustration of the old saying about the worm's turning. It was so general and so unexpected, and doubtless many retail shoe dealers have been painfully disillusioned and worried thereby. Many of them had come to think that pretty much anything that came in cartons and looked a bit like shoes could be sold on sight, and at almost any price.

The people decided otherwise. The people decreed that shoe prices had reached and passed the high peak. And the people have a way of enforcing their decrees. It is extremely effective. They simply quit buying. And they could do this. They always can. Between the low level of actual footwear necessities beyond which the public cannot go and keep anything at all on their feet, and the high level of footwear consumption possibilities is some cry. Buying from necessity rather than choice is slow, hard work for the seller; and on the whole it tends to take the joy out of life. So stocks that were slated to move lively didn't budge at all. And the wet, cold weeks of spring offered little to relieve a situation which became increasingly acute as June drew near.

Something had to be done. But

what? It evidently had to be drastic. It must be something that would tremendously stimulate the selling. It could be but one thing, and that was drastic price-cutting. To get the people to buy shoes the people must be given an opportunity to buy them for less money.

One of the most successful and best known business men of the East started the ball rolling by inaugurating a widely advertised sale of all goods at reductions of 20 per cent. from original markings. His example was followed by merchants throughout the country. And this widespread price-cutting activity not only attracted general attention, but greatly stimulated buying. Shoe prices in particular were cut substantially in many localities thus offering shoe store patrons real economizing opportunities.

As some one has aptly put it, all this has at least created a psychological background for lower price levels. To what extent the growth and vigor of this mental attitude which, after all, is economic law action, will influence the future course of prices, is problematic.

While it is doubtless true that there has been as little profiteering in the retail shoe business as in any other single line, and far less undoubtedly than in many lines, it is also true that some dealers have marked their shoes higher than they should. Here is an illustration: In a line of boys' shoes for spring wear the cost per pair to the dealer was \$3.50. He sold them to his customers at \$8, thereby making a gross profit of 114 2-7 per cent. which is positively exorbitant on that kind of a shoe. Now if the shoe had been a freak or a novelty shoe—a commodity extremely precarious because of its excessive style element—the case had been different; but this particular line was almost what one might term a staple product.

There is a strong potential demand for merchandise of all kinds. Generally speaking, stocks are not large, though a backward season has retarded selling in footwear, and this has resulted in a temporary stock accumulation. But this will no doubt quickly melt away in the face of the large potential demand to which reference has been made—provided this potential demand can be converted into actual calls for the goods. And

Home Case STRAP SANDAL In Stock

Glazed Colt—Flexible McKay St. No. 500—\$2.60
 Write for pamphlet showing other In-Stock Comfort Numbers
BRANDAU SHOE CO.
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HOOD WURKSHU
 Built Like An Auto Tire



BLUCHER

Brown duck upper. Loose lined to toe. Half-bellows tongue. Fibre insole and counter. Leather sock lining. Gray corrugated rubber sole made from tire-tread composition. Rubberized toe box. Pneumatic heel.

For hard work and hard play, where stout, serviceable footwear is needed. Mail-bag duck uppers, joined by live steam pressure to tire-tread soles, give the ideal combination of durability without excess weight. Pneumatic heels ease the feet and a leather sock lining insures cool comfort.

	Sizes	Bal.
Men's E and EE	6 to 12	\$2.50
Boys'	2½ to 6	2.25
Youths'	11 to 2	2.00
Women's	2½ to 8	2.00
Misses' (Spring Heel)	11 to 2	1.75
Child's (Spring Heel)	8 to 10½	1.50

We have thousands of cases of HOOD TENNIS on the Floor.
 Write for special Tennis Catalogue.

HOOD RUBBER PRODUCTS CO., Inc.
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Shoes of Good Style That Are Strong and Durable and Moderate in Price

That's what you want to build your trade on. The BERTSCH shoe answers every requirement for style and service, and is rightly priced.

It appeals to the great mass of people, men who want a dollar of value for every dollar paid out. You cannot go wrong on the BERTSCH Line.

Get acquainted with this wonderful line now, if you are not already selling it. It's the most consistent seller and best trade builder offered you today.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

this is the trick retailers are hoping to turn by their price-reductions. On the whole it would appear the plan is working out rather encouragingly. The public still has good purchasing ability, which is abundantly demonstrated by expenditures on luxuries.

Many shoe manufacturers are complaining that crepe should really be tacked up by their office entrance in as much as every mail is bringing in cancellations; and some of them are passing the buck to the retailer, saying that it is due exclusively to the retailer's profiteering disposition that the shoe game has been spoiled for the present. But those who know the real inwardness of the situation will take this complaint with a generous pinch of salt. Where you'll find one profiteering retail shoe dealer, the writer will undertake to find at least two profiteering shoe manufacturers.

And, after all, the game hasn't been spoiled very much; for aggressive and alert dealers who now have reduced prices in vogue, are filling their

stores with customers; and they are also making fairly good net profits in spite of such reductions. Their original markings were so high they can easily afford to cut them from ten to twenty-five per cent. Having liquidated present stocks a new season will bring new opportunities and prospects, and the game will go on quite as merrily as before.

True the average shoe dealer will be a bit more cautious, and he'll look carefully before taking a plunge, but the American public must have footwear. Shoes are essential commodities, and while the present is not altogether free from difficulties and perplexities, the prospects for a good fall demand are encouraging. This is no time to lose one's punch or acquire a panicky mood.

Cid McKay.

If you never get into a bigger town and see what others in your line are doing, you will be pretty well satisfied with a second rate shop which costs you business every day.

WHITE CANVAS PUMPS AND OXFORDS IN STOCK FOR IMMEDIATE DELIVERY



- 2721—Wos. White Canvas 6 Eyelet Oxford, Covered Louis H., Turn C-D \$2.75
- 2722—Wos. White Canvas 6 Eyelet Oxford, Covered Low Hl., Turn C-D 2.75
- 2716—Wos. White Canvas 6 Eyelet Oxford, Covered Louis Hl., McK. D 2.20
- 2725—Wos. White Canvas Plain Pump, Covered Toe Low Heel, Turn D 2.75
- 2724—Wos. White Canvas Plain Pump, Cov. Toe Louis Heel, Turn D 2.75
- 2726—Wos. White Canvas Colonial Pump, Cov. Toe Louis H., Turn C-D 2.85
- 2718—Wos. White Canvas Colonial Pump, Covered Louis Hl., McK. D 2.25
- 2764—Wos. White Canvas Plain Pump, Covered Louis Heel, McKay E 1.80
- 3502—Misses White Canvas H C Lace, McKay E 1.65
- 3902—Childs White Canvas H C Lace, McKay E 1.55
- 3820—Misses White Canvas 5 Eyelet Oxford, McKay E 1.25
- 7154—Men's White Canvas Bal. Oxford, McKay E 1.65
- 7156—Men's White Canvas Bal. Oxford, McKay E 1.80
- 7157—Men's White Canvas Bal. Med. Toe, McKay E 2.25

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On account of unseasonable weather we are caught with a big stock of low shoes.

We shall sacrifice on same and put on sale

June 29th and 30th

Come and be surprised.

We guarantee prices will interest you and styles offered are the best. *Sizes good.*

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Shoemakers for three Generations
Shoes

Tanners and Shoe Manufacturers for Three Generations
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**Flat Opening
Loose Leaf Devices**

We carry in stock and manufacture all styles and sizes in Loose Leaf Devices. We sell direct to you.

THE Proudfit
LOOSE LEAF CO.

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"The Park Beautiful"

The Ideal Place For Your Outing

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V A U D E V I L L E | **D A N C I N G**
"The Ramona Kind"
Mats. 3:00 Nights 8:30
8:15 Every Evening
Hentschel's Orchestra

Boating, Fishing, Picnics, Pavilions. Plan your Picnic today.
Don't miss the Jack Rabbit, Merry Go-Round, the New Frolik, Manhattan Bathing Beach, Fishing Pond, Chinese Restaurant.

Every Day is Your Day at Ramona



Review of Financial and Economic Conditions.

The long-predicted decline in prices seems at last to have made its appearance in many quarters, and the main question now in the mind of the public and the business man is "How far will prices fall?" Though prices of some special articles will doubtless move contrary to the tide, the general level seems to have reached the flood, and a definite recession is indicated. The present turn backward, however, is not likely to be as great as appears to be imagined in many quarters. A decline brought about by the forced sale of goods through credit scarcity is in its very nature temporary. And such a rush of buying as followed recent price cuts in many cities certainly does not presage further declines.

There are numerous forces pulling both ways at prices. Tending to pull them down are the shortage of credit which may continue to force some goods on the market; the economy movement, the protest against high prices; the falling off in purchasing power of people who had sold their Liberty bonds and consumed accumulated savings; and finally, the very belief that prices are due for a decline. In addition, increased production is indicated in some lines. Tending to keep prices up are the continued shortages of many commodities, with little prospect for relief; shortage of all kinds of goods at the points at which they are wanted, and the disappointing outlook for leading crops, such as wheat and cotton, with the prospect of poor crops in general because of the farm labor shortage. Also tending to hold prices up are the high costs of production, high wages, and the labor shortage which works at the same time to maintain high wages and to limit production.

Foreign Trade and Prices.

A highly important factor, though of uncertain influence, is our foreign trade. Though substantially below the March figures, our April exports were the fifth largest of any month in our history. It is altogether likely, however, that this trade must soon or late begin to show a decline, unless credit is liberally forthcoming. The proper way to finance this export trade is by long-term investment loans. For the past year or more the burden of financing this export trade has been thrown upon the banks. The present alternative is either that these extensions of credit will suddenly come to a stop, because of the present scarcity of credit, or that the loans will go on by further inflation. If the first policy were

adopted, it would mean a severe falling off in our export trade, and a consequent decline in commodity prices here. The second course would mean not only that commodity prices would be maintained by the continued sales to Europe, but that continued credit inflation would tend to raise prices of all commodities still more. This continued inflation and the extent to which it is likely to go, depends largely upon the attitude of the Federal Reserve Board. The alternative could be avoided if the investing public were made to realize quickly enough the national need and the personal advantage of taking long-term European obligations.

There is an historic precedent for some decline of prices at this time. In the Civil War period prices reached their peak not during the war, but one year later. At a basis of 100 in 1860, they rose to 190½ in 1864 and to 216¾ in 1865. It was in the following year, 1866, that the strain upon credit forced commodity liquidation, bringing the level down to 191. The general level of prices never returned to that of 1865; but it is significant that a recovery followed this break, and that prices did not return to their pre-war levels until twelve years after the war.

The Credit Strain.

The commodity liquidation which appears to have gotten under way in some quarters may lighten the burden upon the banks, and it may be that the worst of the credit strain has now been seen. But prediction proves difficult because of the large number of factors that enter. The autumn always brings additional demands for

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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

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The Joy of Living

The joy of living largely depends upon the elimination of care and worry.

A Living Trust is a plan that will relieve you of the care and management of your estate.

"YOU AND YOURS," our monthly trust letter for July, discusses this matter.

We will gladly place you upon our mailing list without charge, upon request.

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We not only are prepared and equipped to care for your banking needs, but we also

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in a way which will meet with your unqualified approval

- CLAY H. HOLLISTER
President
- CARROLL F. SWEET
Vice-President
- GEORGE F. MACKENZIE
V.-Pres. and Cashier

credit to move the crops. The banks will doubtless continue for a time to be called upon to finance our export excess. Any indiscriminate calling of loans or refusal to renew loans is out of the question: "deflation" at the cost of essential production is not desirable. That part of present bank loans due to transportation tie-ups cannot be reduced without damage unless and until the railroad congestion is relieved, and though some relief may shortly appear, permanent betterment can come only from more labor and more equipment—the last not a very near probability. That part of bank loans due to purchase of Liberty bonds cannot be reduced without injury to individuals until people take more seriously the need of saving and paying for the bonds which they are still allowing the banks to carry for them. That part due to certificates of indebtedness cannot be reduced until the Government's revenues exceed expenditures enough to give a surplus to redeem the certificates—again not a very near probability. Finally, that part of loans due to the financing of European export trade by bank credits cannot be reduced without bringing a halt to our excess exports until people here realize the necessity and the advantage of funding these credits in long-term investment securities—or until trade so reverses itself that our imports begin to exceed our exports—again a very distant possibility.

It would greatly relieve the present situation if the Government could arrange for the gradual retirement of the certificates of indebtedness and of the currency and credit at present outstanding against them; and if this were effected, not by levying still greater taxes in order to pay off this floating debt, but by Government economy that would leave a surplus from present taxes to enable such debt to be paid off. Such a step would also greatly relieve the present credit strain.

The Effects of Extravagance.

Any failure or inability of the Government to bring about a contraction of expenditure does not, however, relieve the private citizen of his responsibility for the correction of present unbalanced conditions. Collectively we have spent a great deal of energy and print paper in denouncing the profiteering of producers, but a large part of that profiteering would have been impossible without the extravagance of consumers. Extravagance encourages the increased production of the less essential goods. The increased production of the less essential goods draws labor and materials away from the production of the more essential goods, and hence creates a scarcity of necessities and an increase in their price.

The prosperity of the "luxury" trades was never greater than at the present day. Based on the amount paid in on the so-called luxury tax, the Collector of Internal Revenue for the New York district estimates that \$105,000,000 a month is being spent in that city alone on goods rated as "luxuries" by the tax, and that nearly \$8,000,000 of this amount represents expenditures on theaters and moving pictures alone. The consumption

and production of tobacco has grown year by year. Average production in the United States in the three calendar years 1912, 1913 and 1914 was 983,700,000 pounds; in 1919 it was 1,389,500,000. According to figures compiled by the Automobile Chamber of Commerce, the number of pleasure cars produced in 1914 was 543,679; production in 1919 was 1,586,787; the estimated production for the current year is 2,225,000. Reports of the Bureau of Labor Statistics show that employment in the automobile industry from March, 1919 to March 1920 increased 37.9 per cent., a greater proportion than in any other industry except the woolen and clothing trades.

A study of the reaction of this upon other industry and upon agriculture shows that hired farm labor is 12 per cent. less than a year ago and only 72 per cent. of what it was before the war. This farm labor shortage is part of the explanation for the shrinkage of the present indicated winter wheat crop to barely two-thirds of last year's crop. There has been a failure to increase, and often an actual falling off, in the production of most of the more essential goods, of which wheat is an example. In the three years ended June 30, 1912, 1913 and 1914, the per capita production of wheat in this country was 7¼ bushels, of which 1¼ bushels per capita were exported, leaving 6 bushels per capita for consumption. The present crop is expected to total less than 7 bushels per capita, and if exports maintain the same ratio as in the year ended June 30, 1919, the last for which complete figures are available, at least 2 bushels per capita will be sent abroad, leaving us with less than 5 bushels per capita.

The examples should suffice to show that it is individual purchasing power and not social need that often determines what goods shall be produced and in what amounts. The desire of rich Americans for expensive foreign limousines will lead to the production of these limousines in Europe to satisfy that American demand while the need of food for starving women and children in many European cities will not succeed in increasing the production of food in either America or Europe, because these starving peoples, in the absence of charity, have not the purchasing power to bid up the price of food sufficiently to encourage its production and allow farmers, in turn, to compete for labor against less essential employments.

It has often been said that there is under-production all around the circle, and that shortages exist even in less essential industries, as proved by the extent to which orders in these lines are now ahead of production. But we must not confuse an actual shortage with an apparent shortage. When the supply of the present day is below that of pre-war or so-called normal times, an actual shortage exists. This is true of wheat and many other essential commodities. Only an apparent shortage exists when, though "demand exceeds supply," and though manufacturers and producers are behind in their orders, there is as much or more of a particular kind of

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Capital - - - \$500,000
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11½ Million Dollars

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Bridge, Lexington and Stocking

goods being produced than in so-called normal times. This we have seen to be true of many of the less essential goods. In other words, an actual shortage is due to a decrease in supply; an apparent shortage to an increase in demand. If this increased demand is for a less essential commodity, there is no assurance that it will be maintained; and the much talked of "shortage," if any of a number of factors were suddenly to affect demand, could very quickly turn into a surplus.

Need For Balanced Production.

"Produce more" has been urged as the great panacea for our present ills. This, of course, is as true as it is obvious. It is not only desirable to produce more now; it is always desirable to do so. But it is easier to talk of more production than to effect it. The result of the shortage of labor is not only to limit production because of insufficient man-power, but by giving the men a feeling that they can always get work, it reduces the production per man. Immigration would help to correct this, and it is significant that immigration authorities report that immigrants are coming to this country as fast as the limited transportation facilities can bring them, and that there is every evidence that, even with the post-war passport restrictions, there would be the greatest rush of people to this country ever known if there were only ships to bring them.

But at the present the supply of labor and materials and capital is strictly limited, our attention, once we get labor to recognize the necessity for maximum production, would better be given to seeing that that production is properly directed, that it is not misguided, that we have maximum production of the right things, and not of the wrong things. A restoration of Government restrictions and "priorities," though it may now be forced by the railroad congestion, is to be avoided where possible. Such restrictions are usually clumsy and arbitrary, tie business in a tangle of red tape, and are often stupid. But upon each citizen rests the duty of thinking carefully about his expenditures, and recognizing that the manner in which he spends his income in these unsettled times is as important to the nation as the manner in which he earns it.

There is no danger of a general "over-production." But a condition of unbalanced production already exists, and this condition threatens to become more serious unless it is recognized in time and the proper remedy—voluntary thrift—applied. There is danger of over-production of some commodities in relation to others, though the better way of statement is that there is under-production of these others. The trouble on the railways is not a glut of goods, but a shortage of labor and of railway equipment. Extravagant expenditure brings increased facilities for producing luxury goods to meet the expected continuance or increase of the demand, and if manufacturers in these luxury lines over-estimate this future demand, they will produce more goods at present high costs of production than can be sold except at a

loss. If that should occur, men in those lines would be thrown out of work, and there would be a falling off in general production and much individual distress until these workers were absorbed in the more essential lines. Unbalanced production will correct itself in the long run, but if this correction is brought about by voluntary thrift, it will come without painful readjustment.

It would never be more absurd than now to say that saving, by reducing the demand for certain goods, would throw men out of employment. It is a continuation of extravagant spending, as we have seen, that will be more likely to do that. Saving will merely prevent undue expansion of the less essential industries, and the excess saving will be available for investment—for the extension of loans to rehabilitate Europe and as the sorely needed capital for our railroads and other essential industries, to build up their productive capacity and to provide the country with an increased supply of essential goods.

Another Open Letter To Mr. Kraft.

Ravenna, June 16—Replying to your letter of June 14, you are hitting at the wrong parties when you charge the agents, as you do, with dishonesty and violation of the law. We were under orders—at least I was—and carried out the company's orders to the letter. The surcharge is the company's profit to the extent of 85 per cent. of the amount on most policies and if there is any bomb throwing it must come from them.

Why don't you flay the wholesale and retail merchants that are charging 25 to 50 per cent. over reasonable profit on life's necessities?

Milton Kraft.

Grand Rapids, June 18—Your point is not well taken, because no man has any right to commit a crime or do an illegal act (as you did) because some one ordered you to do it.

Under the law a man who is accessory to a crime is held equally guilty with the principal.

Few will deny that the stock fire insurance companies are a menace to good government, because they defy every law, human and divine, and stand in the same position toward established government as trades unionists, socialists and anarchists. In fact, they are the greatest single factor in this country to encourage the growth of anarchy, because they are dominated by (criminal) intelligence of a high order and are thus able to defy laws which even violent anarchists sometimes respect. Because the companies hold themselves above the law and violate it with impunity is no reason why local agents should do the same. Insurance companies are corporations without souls, but individuals cannot commit crimes without being penalized therefor.

If you have knowledge of any act of profiteering on the part of any "wholesale" or retail merchant, it is your duty to bring same to the attention of the United States District Attorney in Grand Rapids for investigation and action. E. A. Stowe.

Warning Against Stolen Bonds.

The secretary of the Detroit Stock Exchange has sent a notice to the membership warning them against purchasing three bonds of the Acme White Lead & Color Works, Detroit, which were stolen last week. One bond of \$1,000 denomination is numbered 1,177, and two of \$100 denomination are numbered C-137 and C-138.

Statement of
Citizens Mutual Automobile Insurance Co.

As of June 1, 1920

CLAIMS PAID

	No	Amount
Since organization	3,431	\$458,226.98
First five months of 1920	667	95,850.85
During May, 1920	161	23,134.00

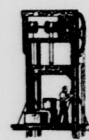
RESOURCES.

Current—		
Cash in Banks, Commercial Account		\$ 39,331.74
Cash in Banks, Savings Account		22,000.00
United States Bonds and Stamps		26,240.50
		\$ 87,572.24
Capital—		
Insurance, Building and Site	\$27,547.67	
Up-to-date Office Equipment	10,806.96	\$ 38,354.63
Total Resources		\$125,926.87

Why insure in a small company with small surplus when you can insure in the largest exclusive automobile insurance company in the world, organized on the mutual plan, with experienced officers and adjusters to take care of all serious claims?

Call on our local agent or Write the Home Office.

Citizens' Mutual Automobile Insurance Company
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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

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THE Tisch-Hine Co.

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

Fourth National Bank

Grand Rapids, Mich.
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

TANGLEFOOT
The Non-Poisonous Fly Destroyer
The U. S. Dept. of Agriculture says in the bulletin: "Special pains should be taken to prevent children from drinking poisoned balms and poisoned files dropping into foods or drinks."

Patriotic Duty Which Confronts the Democratic Party.

Grandville, June 22—The Republican convention at Chicago did a better work than some of the previous National conventions of that party. On the whole the ticket, Harding and Coolidge, is a strong one, and it will require careful management on the part of the Democrats to counteract the good impression this nomination has made upon the American electorate.

There is no heart bitterness left after the struggle such as prevailed after the nomination of Taft in 1912. The talk of a third party is mostly the idle frothings of a certain semi-socialistic element, and will, if carried to the extreme, draw fully as much from the Democrats as from the Republicans, which, of course, is not the intention of the management of these wild-eyed followers of anarchism.

There is no likelihood of a bolt. This being settled, the prospects for Harding and Coolidge are of the best. The convention soon to convene at San Francisco will have a delicate task assigned it, which will require deft and careful handling on the part of the delegates. Had Hoover refrained from entering the Republican race for the nomination he would certainly be the strongest potentiality at Frisco next month.

The wets and drys will, of necessity, lock horns because of the great personal following of Mr. Bryan. That he can crowd a dry plank into the platform is scarcely supposable, nor is it likely that the wets, led by Cox and Edwards, will have any better success. The Democrats, with the record of Wilsonism behind them, have a great and seemingly insurmountable burden to carry. If it were possible to throw off this nightmare and come out in the open with a clean slate, such as Marshall and Hoover for instance, the result would, no doubt, be problematical when it came to the voting in November.

It is whispered that the Democrats are flirting just now with General Pershing. Such a thing is not impossible, but it is hardly probable that the General can be nominated because of the prejudice which exists throughout the country against a military president. It was this factor, as much as any other, that prevented General Wood winning the prize at Chicago.

The American people are quite satiated with militarism, so we need not look for Pershing to carry off the prize. It is all very well for the Democrats to affect to feel cheerful under the Chicago nominations, but it is so plainly evident of an effort to keep up a bold front by whistling down the wind nobody attaches any importance to it.

Coolidge is a clean American, in every way worthy and capable of taking the first place on the ticket. His rugged stand for enforcement of law during the cowardly strike of union policemen in Boston endeared him to every right thinking American. Should Harding and Coolidge carry off the stakes next fall the country need have no fear of cause to blush for their administration either at home or abroad.

One thing should be impressed upon the delegates so soon to flock to the Pacific city, and that is that we Americans, regardless of party lines, want no un-American chief magistrate to fill the presidential chair in the coming years. We want no more of a Mexican policy of "watchful waiting." It may as well be impressed upon the assembling hosts of Democracy on our Western seaboard that the man they nominate must measure up to the standard of Americanism set by the people, else their efforts will be wholly in vain.

One can imagine what a cry would have gone up had the Chicago convention placed La Follette in nomination, yet that un-American was one of the favorite sons of one of the

States in this Union and held his delegates to the bitter end.

The flag, that symbol of liberty and equality, must be respected not only at home, but in every quarter of the civilized world. A nation that will not protect its citizens on every foot of land where its power can reach is not fit to live. A flag that does not mean that the whole force of the nation is behind it when insult and danger come to one of the citizens it represents, is a dirty rag, fit for the jeers and hisses of the rabble.

It is a matter for sorrowful comment that Old Glory has not been to American citizens what it was in the days of Washington, Lincoln and Roosevelt. Let us see to it that the flag, baptized in so many seas of blood in the past, regains its past prestige with the inauguration of a new president on March 4.

The American voter is wound up to this determination, so that it behooves the Democrats at San Francisco to

make good by nominating a man who is every inch an American, one who, like Roosevelt or Cleveland, will brook no insults to the flag, even in the person of the Nation's humblest citizen.
Old Timer.

Fine Scorn.

"Lady," said Plodding Pete, "could you spare a hungry man a meal o' victuals?"

"You go away from here or I'll call my husband."

"Is that there stoop-shouldered man plowin' corn in the next field your husband?"

"Yes, it is."

"I take back what I said. I've got a heart in me, I have. If you've got a meal o' victuals for a poor, starvin' man, give it to your husband."

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MICHIGAN

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THEN REMEMBER THIS ALSO:

That they make you an immediate saving of 25 to 45% on cost of your Fire Insurance. Repeat this advertisement word for word. If you can't, read it over until you can. It will help you mentally as well as financially.

Wm. N. SENF, Secretary.

STRENGTH

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Ins. Co. To date they have received over \$60,000 in losses paid, and even larger amounts in dividends and savings, while the Company has resources even larger than average stock company. Associated with the Michigan Shoe Dealers are ten other Mutual and Stock Companies for reinsurance purposes, so that we can write a policy for \$15,000 if wanted. We write insurance on all kinds of Mercantile Stocks, Buildings and Fixtures at 30% present dividend saving.

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Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y

The Grand Rapids Merchants Mutual Fire Insurance Co.

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Endorsed by The Michigan Retail Dry Goods Association.

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Associated with several million dollar companies.

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SALE OF BURTON HOME.

Important Link in The Chain of Local Events.

Last week a transfer of real estate was consummated in Grand Rapids, which was interesting because it was a link in the chain of events connected with the history of the city from its earliest settlement.

A city that has not yet passed the century mark from the first invasion of a white settler is not in the same class with Boston and Plymouth and St. Augustine, yet we take a wholesome pride in the course we have run and in the salient features of our progress, even if they have not yet become mossy with age.

Mr. C. H. Warden, one of our younger real estate men, negotiated the sale of Burton Farm home, now occupied by the family of Charles W. Garfield to Mr. G. B. Watson, Manager of the Kent Fuel Company, who will make it his permanent home.

This was a part of Burton Farm, which was the first farm cleared and worked as a farm outside the immediate neighborhood of the trading post of Uncle Louis Campau. The property conveyed is but two removes from the ownership of the United States, Barney Burton having bought it from the Government and passed it on to the Garfield family.

The title came from the United States to Mr. Burton in 1833. He made a clearing and built a house upon the site of the residence now occupied by the family of Charles W. Garfield. On April 13, 1834, Mr. Burton married Harriet Guild and immediately began housekeeping in his new home. Mrs. Burton was the first white bride of the new colony. The Burton Home became at once a resting place for the newcomers and many of the pioneer families were hospitably entertained here until temporary housing facilities could be arranged. The Reed families, who came in 1834, domiciled with the Burtons until a log house could be put together on the bank of Reed's Lake by the aid of widely scattered neighbors. Judge Williams, of Allegan, has often told the writer of this sketch of the kindness of the Burtons to him and others who traveled between Allegan and Grand Rapids in those early years on social and business errands.

The Burtons lived upon this farm until 1856, when they sold the last twenty acres of the half section taken from the Government in 1833 to Harriet E. Garfield of Wawatosa, Wisconsin. This deed was dated June 28, 1856, and was executed by Barney and Harriet Burton. The acknowledgment was taken by James Miller, Notary Public, who owned the farm adjoining on one side, and witnessed by Joel A. Simonds, who was the neighbor on the other side. It was recorded the same day by F. W. Worden, County Register of Deeds. The Garfields did not move to their new possession until April, 1858. Marshall and Harriet Garfield were pioneer settlers in Milwaukee, Wisconsin, and were attracted to this locality by the Simonds family, who had two years previously bought a considerable portion of the Burton holdings. Mrs. Simonds was a sister of Mr. Garfield. Mrs. Garfield was rather averse to removal from the beautiful farm near Milwaukee she had assisted in hewing out of the wilderness. Family pressure was brought to bear and, finally, she said, "Of all the possible places you have shown me only one has any charm and that is the Burton home." The price paid for the Burton twenty was considered exorbitant at that time, but the Burtons were not anxious to sell. This accounts for the deed running to Harriet E. Garfield. The Garfields, between the date of the original purchase and the time of their removal to Michigan, secured by further purchase from Mr. Simonds seventy acres in addition. Mr. Simonds and Mr. Garfield owned the same amount of land with 45 rods in width on Burton street and extending

South one mile. The Simonds residence was on the present site of Garfield lodge on the playgrounds. Subsequently, there was an exchange of holdings and Mr. Simonds moved a half mile South upon Alger street, which was newly opened, and Mr. Garfield's frontage on Burton street was doubled. The same year Madison avenue was opened for the half mile South of Burton and a beautiful row of young trees was preserved in the middle of the highway through the strenuous efforts of Mr. Garfield against the neighborhood contention that "The brush should be cleaned out." No one to-day who travels this highway but will say that the vision of Mr. Garfield was prophetic. The large farm barn belonging to Mr. Simonds was moved a half mile to the new site by the Pullman brothers, who afterward became famous through the invention of the Pullman sleeping car. The Garfields gave the name of Burton Farm to their home because of their affection for "Aunt Hattie" Burton, who was until her death a

located. This barn was taken down piece by piece and re-erected on the same lines upon the Slot farm in the Southern part of Paris township. The lumber for this barn was cut from the original Burton acreage and at the time of its removal was in a perfect state of preservation.

Mrs. Fletcher erected an artistic bungalow on her new purchase using the entrance to Burton Farm Home in common with her cousin, Mr. Garfield.

The property conveyed to Mr. and Mrs. Watson by the Garfields is a very irregular lot known as lot nine and contains something more than two acres. By the terms of conveyance the premises are to remain in the present form during the lives of Mr. and Mrs. Garfield, who have purchased the Fletcher bungalow for their permanent home.

The Garfield house was erected in 1860 and is in a perfect state of preservation. Mr. Marshall Garfield carted lumber from the Kellogg Bros. mill, six miles to the wharf on the

Harriet Burton pulled out of the Laraway swamp, two miles away, and planted in 1834 stands within a few feet of the house in perfect health. Walnut trees on the Burton street front have grown from nuts, which Mrs. Burton planted in the angles of the rail fence which first enclosed the premises the same year. A bed of Iris at the entrance was put there by Mrs. Burton in 1835. An elm and a burr oak stand on the line of the side lawn which came up in the grass the year that the Garfields came to Michigan and were carefully preserved. A red cedar fence post brought by Barney Burton from the Thornapple river, which he forded when he drove into the Grand River valley, has done duty all these years and is still serving there as a hitching post.

The first nursery in Grand Rapids was planted on this place and many trees were disseminated in the early days from this farm. It has always been noted for its trees and Charles W. Garfield, after his father's death in 1876, started a nursery of forest trees which have been distributed throughout the neighborhood. Aside from the earlier pioneer trees, every tree, shrub and vine on the place has been grown by him from the seed and cutting. A Norway maple, which is the pride of the place, was sent Mr. Garfield in a common envelope by Prof. Sargent of the Arnold Arboretum in 1879. Many other remarkable trees are to be found on the premises.

Burton Woods, which now belongs to the city and which is a six acre tract of forest trees, was grown from seed planted in 1892 by Mr. Garfield and which will remain forever as an example of reforestation.

Burton Farm subdivision has now been entirely sold or given to the city for park purposes. The last lot sold, aside from the home which now changes ownership, was the one containing over an acre of ground and covered by a variety of fruit trees, recently purchased by Mr. Eugene V. Goebel, the Superintendent of Parks in Grand Rapids, for a permanent home. Mr. Garfield's idea in platting the farm was to create a neighborhood of home owners who would be good neighbors, who were in love with their surroundings and who desired to develop beautiful permanent homes.

In the last transfer of his old home and in acquiring the new premises of part of his original domain suited to his taste and requirements, and in bringing about him people who appreciate all he has done to beautify the units of the sub-division and who are congenial neighbors, Mr. Garfield certainly has created a neighborhood that will be a monument to his vision and altruistic design.

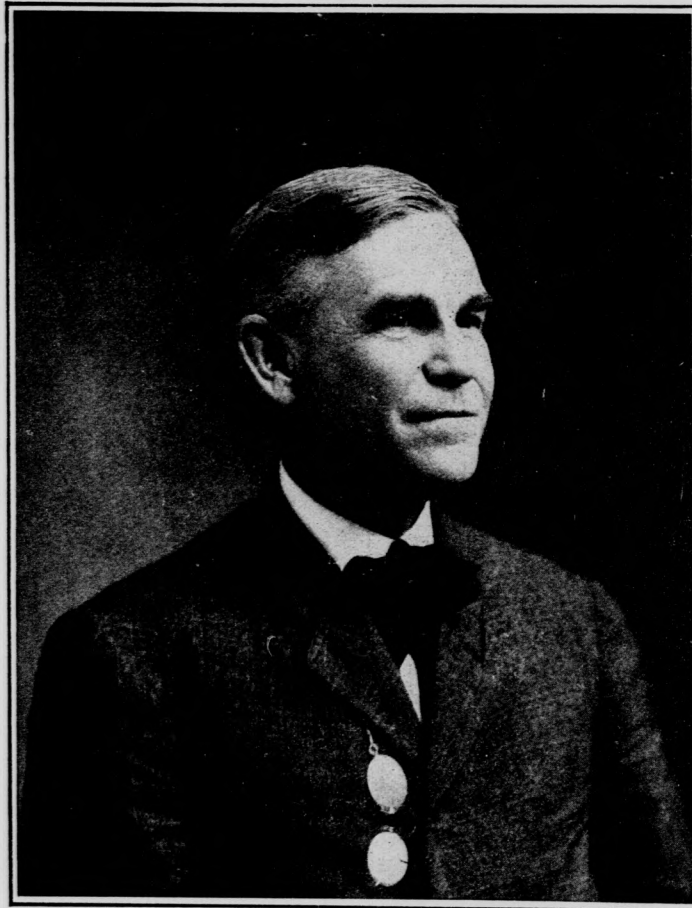
The dreams of to-day become the facts of to-morrow and what finer conception of a legacy as one passes on can there be than a colony of good neighbors who own and occupy their own homes?

Opinions of Two Niles Merchants.

George B. Winter, grocer: "I was taking several trade papers, so I cut out the Tradesman for a while, but I missed it so much that I began taking it again and now I would not do without it. There is so much in every issue, it speaks for itself. All I have to say is if you are in business, take it and read it. It will make and save you money and make you wise and keep you posted. I am well satisfied with it."

Gerold & Miller, meats: "The Tradesman is all right. Good paper. Pleased to renew at the advance rate. It is well worth it and more, too."

The Grand Rapids Grinding Machine Co. has increased its capital stock from \$25,000 to \$55,000.



Chas. W. Garfield

frequent guest and valued friend in that house. Burton street, Burton Heights and Burton Woods are named in her honor. The title of the original twenty acres passed from Mrs. Garfield to her son, Charles W. Garfield, the year before her death, except the home she occupied in the Northwest corner, which she gave to her daughter, Mrs. Mary G. Walker, and which is now owned by Miss Audie Kelley, a grand daughter of Foster Kelley, one of the pioneers who settled in Gaines when that township was a part of Paris township.

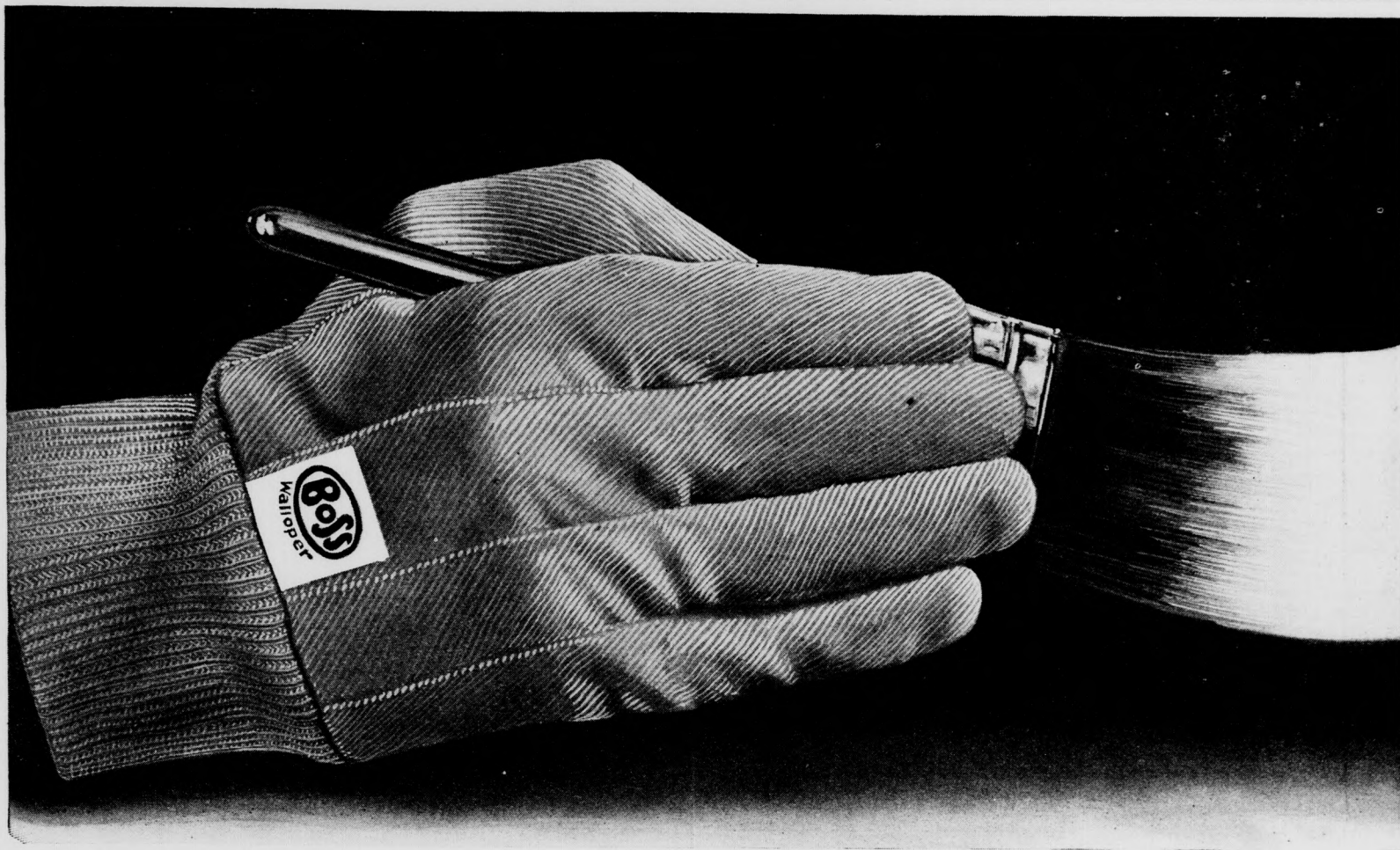
In 1914 the twenty acres were plat- ted as Burton Farm subdivision on a plan designed by Ossian C. Simonds who was born in 1856 on what is now the Garfield-Fletcher playgrounds. Jefferson Drive meandered through the plat as an extension of Jefferson avenue and the plats all faced on either side of this drive varying in dimensions and area.

Mr. and Mrs. Charles W. Garfield sold to Mrs. Julia L. Fletcher a lot adjoining their own home upon which the old Barney Burton farm barn was

river bank, near the site of the present Eagle Hotel, taking his pay for the service in lumber which was "the pick of the yard," and this material went into his new house.

Mr. and Mrs. Watson, who have become the owners of this home, are greatly enamored of its beauty and associations. For a long time they were the recipients of the good offices of real estate men who tried to find something to satisfy their hearts' desire and found nothing that fitted into their tastes and needs until they learned of the possibility of securing this home. Mr. and Mrs. Garfield refused to part with their home until they could learn from Mrs. Fletcher, who is traveling on the Pacific slope, that she would allow them to become possessor of her holdings on the subdivision, so they could during their lives be closely associated with the pictures in grass, trees, shrubs and flowers which they had created and from which they could not be separated.

There are historic things at Burton Farm of interest to all lovers of Grand Rapids. A larch tree which



Nationalizing Boss Work Gloves

THE first national advertisement on Boss Work Gloves appears in The Saturday Evening Post of July 3d and in a long list of leading magazines. Look for it.

Boss advertising is a permanent policy. Every month, year-in and year-out, a new advertisement will hammer home to millions the multiple uses and superior qualities of Boss Work Gloves.

Every new customer means new profits for you. Keep a stock of Boss Work Gloves that will satisfy the steadily increasing demand. In ribbed, band and gauntlet wrists, the following are the most popular gloves:

THE BOSS MEEDY—The world's favorite work glove for odd jobs around the house and garden, and all light hand-work. Made of the best quality, medium weight canton flannel.

THE BOSS HEVY—The best bet for all work that requires a strong, wear-resisting glove. Made of the very best quality, heavyweight canton flannel.

THE BOSS XTRA HEVY—The world's champion heavy-weight handwear for rough work. Made of the finest grade of extra heavy canton flannel.

THE BOSS WALLOPER—This is the super work glove. Strong, flexible and built for rugged work. Made of the highest quality, heaviest weight canton flannel.

THE BOSS LETHERPOM—Strong gloves for strong work made of heavy, durable canton flannel with tough leather stoutly sewed on the work side of palms, fingers and thumbs.

THE BOSS JERZY—Warm, sturdy gloves made of highest quality cotton jersey cloth. These are for work and play, and are made in distinctive colors.

THE BOSS TIKMIT—Big, roomy mittens made of ticking that wears like iron. Made for hand-protection and rough work.

THE BOSS ELASTO—A flexible, hand-fitting canton flannel work glove made by a patented process in one weight only. This glove will be a big seller.

The Boss line includes highest quality, leather-palm, jersey, ticking, and canton flannel gloves and mittens. Your service to your customers cannot be complete unless you have a good line of Boss Gloves in your stock. Write us for full particulars, sending your jobber's name.

THE BOSS MANUFACTURING CO.

Sales Offices: Kewanee, Ill.; Brooklyn, N. Y.



Trade Mark

This Trade-mark identifies genuine Boss Work Gloves. Be sure it is on every pair you buy.



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

Cotton Prospects and Cotton Goods.

What spurts occurred in quotations during the past week seemed rather labored and hardly in accord with the statistical position of the article or the crop prospects. The report on cotton consumption in domestic mills during May, issued early in the week, showed the use of 541,080 bales of lint and 31,032 of linters. There will be a drop in consumption for the remainder of the cotton year, in accordance with the usual custom. At the end of May there were, in consuming establishments and on storage or compresses, 4,280,685 bales of lint and 665,182 bales of linter. The imports of cotton have been over three times as great as in the normal years before the war. A carryover of at least 3,500,000 bales of lint cotton seems assured with a possibility of even more. So far as the new crop is concerned, all reports are agreed that the prospects have been very much improved since May 25, which was the date of the Government's first estimate, and the prediction is made that the report for June 25 will be more favorable. Little purchasing is reported from the growing districts. Domestic spinners are holding off and exports are small. Great Britain seems to have on hand a large supply and Japan, under present financial conditions there, is in no position to buy. A significant thing about cotton manufactures just now is the weakening of yarn prices. These had been hoisted beyond all reason. Apparently in the effort to prevent too great a drop, some spinners are curtailing production. In the case of the Gastonia mills in North Carolina the cut will amount to a million pounds a week. Not much life has been shown by the goods market. There is a decided impression that prices will have to come down in consonance with those of other textiles and trading, therefore, is very cautious. A lot of deliveries too late for this season's business is another complication, because they will have to be carried over. Weakness in hosiery prices is marked, and knit goods prices may be shaded to correspond to lower yarn levels.

Wool Prices, Cloth and Clothing.

Abroad as well as here, the prices of wool keep dropping and the demand slackens. No one is able to predict at what point bottom will be touched in the decline, and trading everywhere is of the slightest. The

reason for this, which has been often stated, is that the supplies are so large as to make the marketing of them a very serious problem. The domestic wool growers are trying to check the decline in divers ways. One method is to have the banks help carry the supply. In Boston, which has been the wool center of the country, the banks have other uses for their funds and are unable to give the support which is asked for. Now there is a plan for having the Chicago banks help in the matter. The proposition, it is said, will call for loans totaling perhaps \$100,000,000, and this would be beyond what Chicago can afford unless the aid of other Western banks can be had. It is very doubtful, however, whether any amount of financial backing will serve to keep up the inflated prices of wool. Meanwhile, the goods market is extremely dull, with little demand and with a lot of canceled orders to contend with. Mills are closing down or running on short time, while manufacturers of clothing are trying to get rid of quantities of goods so as to make room for new ones and obtain the capital tied up in the products on hand. No one is in any hurry to put in orders for Spring. To get orders for Fall they have had to guarantee prices to retailers, which is not an encouraging sign. In dress goods the buying is of the hand to mouth order, because of the uncertainty as to the course of prices.

Embroidery and Ostrich Tips For Fall Millinery.

The vogue for embroidery in women's hats continues, according to the bulletin of the Retail Millinery Association of America, and many of the new Fall models show the profuse use of metallic and worsted embroidery. Ostrich tips are favored for trimming, and duvetyne and brocade are much in evidence at all the manufacturers. It goes on:

"A smart hat included in the early Fall display of one of the manufacturers had a crown of embroidered haircloth and a brim of brown duvetyne. Peacock feathers, embroidered old blue silk and gold thread covered the round crown and the brim of duvetyne rolled up off the face. Small brown ostrich tips circled the edge of the brim.

"Navy blue and gold brocade were combined with taffeta to make a gay continental. Taffeta was used for the round crown and the inside of the brim had a facing of the taffeta. A flare of brocade formed each side of the upturned brim and a band of moire formed the center. Two long blue pins pierced the fold of moire at the front of the brim.

"A striking hat shown by one of the wholesale houses had a round full crown of vivid orange duvetyne. Brown taffeta was used for the broad scalloped brim and a band of orange ribbon-embroidery, about three inches in width, festooned the brim. Gay-hued flowers made of the ribbon-embroidery were embroidered on the band about the crown."

Origin of the Word Dollar.

The word "dollar" is from the Bohemian Thal, (valley), a little silver-mining district in Northern Bohemia, 300 years ago, called Joachimstal, or Joachim's Valley. The reigning duke authorized the coining of a silver piece which was called "joachimstaler." The word "joachim" was dropped and the name "thaler" retained. The piece went into general use in Bohemia and in Denmark, where the orthography was changed to "daler," whence it came into English, with some changes in the spelling and pronunciation.

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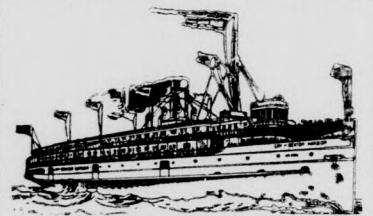
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In Attractive Styles and Patterns

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KOOLOFF SUMMER SUSPENDERS are comfortable and classy, hold trousers and shirt in perfect position.

Adjustable to any size.

The only invisible suspender with a money back guarantee if not satisfactory.

Send us your order today.

Quality Merchandise—Right Prices—Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Government Taxes People \$5 To Get \$1.

I believe it would be a good thing if the excess profits tax law could be repealed tomorrow. I say that between \$4 and \$5 are taken from you and me, and the men on the street as ultimate consumers in excess prices for every dollar that eventually gets into the public treasury. I think that is pretty stiff taxation. If you knock the whole thing out, the price structure would come down two or three stories at least and nobody would be hurt. Of course, the Government would lose this big revenue, and then you ask me to suggest what I would put in place of it. Plenty of other devices have been suggested. For instance, a reasonably small direct tax that everybody can see, evidenced, perhaps, by a stamp on gross sales. Something that would stand right out and that everybody could see, and then have the same tax apply on everything—luxuries, necessities and everything else. We would be a nation of taxpayers, of course, and we would yell about it, but we are a nation of taxpayers now and we are paying \$5 for \$1.

In the beginning, the excess profits tax, as I understand it, was not a revenue device at all. During the war it became necessary to fix prices of various commodities to keep the market from going wild. It was found that there was a very wide range in the cost of production of the same article in various factories or mines or mills. It was necessary that the price fixed should be high enough to bring into production the amount of the commodity that was needed to supply the wants of war time. So they had to put on a price that was predicated on the high cost of operation then existing.

The excess profits tax was proposed

as a means whereby the undue profits which might accrue to the low cost operations could be gathered back into the treasury to provide in part the money with which the Government could pay the high fixed price, because the Government then, was the biggest customer for everything. They put a price on copper high enough to provide the last needed pound which was going to be scandalously high with respect to the lowest cost copper mined but since the Government was going to buy all the copper anyhow the idea was to take back the excess profits that went to the low cost product. This is the theory of the law and that is the history of the law. The theory was that by taking back 30, 50 or 60 or 80 cents on the dollar of undue profits, a condition of private profiteering could be avoided. It seems to me that it has been an attempt to lift ourselves by our boot straps. The inevitable result has been the creation of a price structure which has been and is absolutely intolerable.

Since the excess profits tax was created as an equalizer in cases of price fixation and for no other reason and since prices are no longer being fixed I am waiting for somebody to give me a reason for continuing it.

W. B. Colver.

Loss

With broken heart and broken wing
A bird comes fluttering to earth,
Still seeking painfully to cling
To heaven above, that gave it birth;
And Man (whom God put here to kill?)
Victoriously proclaims his skill.

What is one birdling more or less?
One song, one voice, men shall not hear,
A little less of happiness,
A poorer summer, poorer year.
What is one birdling less or more?
One joy that men can not restore.

There is so much to make us sad
(The labor's long, the world is gray),
We can not spare one voice that's glad,
One ray of sunshine from the day.
Triumphantly the hunter cries—
But all men lose when one bird dies.
Douglas Malloch.



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big work in America
is being done.

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Garment Co.**
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Lowell, Mich.
Lakeview, Mich.

8 Branches

Cuterall
"The Economy Garment"

The Market and Your Buying Policy

On recent Trade Extension Trips taken by our representatives we found certain merchants who were complaining about the volume of business they were doing and were very much afraid of the present market situation.

At present raw silk has strengthened and is quoted higher, but you must remember that finished silk goods cannot be much cheaper until later and not until the Manufacturers have had an opportunity to manufacture and sell the merchandise which they are now making up from high priced raw materials. On account of short production and good demand, which has continued, it looks as if this would be an orderly recession in prices of silk goods, which will enable any good merchant who pushes this class of merchandise to sell and dispose of his stocks from time to time and get a good profit thereon.

We advise caution in your buying policy but not to extremes. Some time ago we advised against the head-long stampede of buying and we now advise against the cutting down of orders and the policy of absolutely buying nothing at all. Some merchants have not only done this but have gone further and cancelled their orders for Fall. We have gladly accepted all such cancellations, because on many items we were over-sold with no prospects of getting more. Remember that the Mills and primary markets are standing absolutely firm and even in some cases advancing prices and if you sacrifice merchandise which you know is bought right, you will regret it later on. With the advent of warm weather, our business has been extremely good and it is only in spots that we hear complaining. One merchant who complained bitterly about the poor Wash Goods business he was getting, admitted that he saw his error when our representative took him across the street and showed him the stock his competitor had and the large and profitable trade which his competitor was enjoying.

IF YOU DO NOT BELIEVE US AND DO NOT WISH TO BUY FROM OUR SALESMAN OR BY MAIL, WE WOULD SUGGEST THAT YOU COME PERSONALLY TO THE HOUSE AND WE WILL MAKE ARRANGEMENTS WITH YOU WHICH WILL GIVE YOU A NICE BUSINESS, GOOD PROFIT AND ABSOLUTE GUARANTEE AGAINST LOSS. MANY MERCHANTS WHO HAVE TRIED THIS PRESCRIPTION ARE STEADILY COMING BACK FOR MORE.

The present probability of another short crop in Cotton and the scarcity of long staple cotton, together with short production would indicate that somewhere near the present high price level on cotton goods generally will be maintained for some time. A reduction of price on worsted and woollens has been looked for, especially on the lower grades, due to freer imports of raw wool, but this condition is partially offset by the action of certain great Manufacturing concerns in resisting further labor advances and shutting down their Mills or going on part time.

BUSINESS WITH THE RETAILER WHO HAS THE MERCHANDISE HAS BEEN EXCEPTIONALLY GOOD and with the financial pressure and general policy of all merchants to curtail buying in every manner possible, it means that later on merchandise is likely to be hard to get, especially if Manufacturers and Mills continue to shut down rather than to manufacture without orders. Imports from abroad are not as large as it was first thought they would be and exports have not declined in the proportion looked for. Transportation delays and embargoes have caused a tying up of not less than 10 per cent. of the annual production of dry goods, thus adding to the scarcity of merchandise.

THINK WHAT IT WOULD MEAN IF THE MAJORITY OF RETAILERS WOULD SUDDENLY DECIDE TO ENTER THE MARKET AT ONCE, OR EVEN IF THOSE WHO ARE NOT BUYING ANYTHING SHOULD GET EXCITED AND EXCHANGE COLD FEET FOR HOT HEADS. THE ANSWER IS PLAIN. DEPEND ON US. YOU ARE THEN TAKING NO CHANCES. WHILE WE DO NOT GIVE YOU A WRITTEN GUARANTEE WE ALWAYS STAND BACK OF OUR MERCHANDISE AND GIVE YOU THE BENEFIT OF ANY CHANGES IN PRICE. THEREFORE IF YOU HAVE NOT COVERED FOR FALL, DO SO IMMEDIATELY. GIVE US YOUR REGULAR ORDERS AND IF YOU ARE IN A POSITION WHERE YOU NEED A LITTLE MERCHANDISING HELP, COME AND SEE US.

GRAND RAPIDS DRY GOODS CO.
Grand Rapids, Mich.

Exclusively Wholesale

No Retail Connections

MICHIGAN AT ATLANTA.

State Report of President Jones, of Cass City.

I have looked forward with a good deal of pleasure, ever since we held our State convention to this National convention in Dixie. I was born between Lake Huron and Lake Michigan and spent the majority of my life within a radius of probably fifty miles of my birthplace, and when the opportunity came for me to visit your beautiful city, Atlanta, as a delegate to the convention, I can assure you I was more than pleased. I started a little early and took the trip through the Mammoth Caves of Kentucky and to Lookout Mountain and I have enjoyed myself coming down and it certainly is a pleasure to bring a little report from "Michigan, My Michigan." I am proud of being a Wolverine, where we have one-third of the iron ore and copper and salt and are foremost in the production of beans and sugar beets and automobiles—especially fords. I am proud of the fact that we have a wide awake State Association with men like Mr. Davis, who is sitting over there, and Mr. Bothwell, our State Secretary, there beside him. They are men who have been a great force in the State and are getting results. They are men who have the interest of the State at heart and they are men who are doing work.

In our convention of 1919 our dues were raised to \$5 initiatory and \$2.50 per year thereafter. A great many of the boys at that time thought it would be disastrous, but during the past year we have added to our list 106 new names as new members.

Relative to the National office, I want to say that we are sending our National Bulletin for one year free. We want every grocer in Michigan to read the National Bulletin and we are getting a good reputation there at the present time. We have been, as you know, all over the United States, unjustly criticised, and we have been suffering a good deal from newspaper propaganda scattered throughout the country, and as a class I believe we have groped around a good deal to find something tangible to which we might anchor our business. To-day the food supply is so depleted, the demand increased and the prices inflated that it has been impossible for use to do much. Recently there was a bill introduced in our Legislature which passed the House and passed the Senate and went up for the Governor's signature to become a law, when it was found out that it was going to be very detrimental to the grocers of the large cities. We got in touch with the Governor, requested him to wait until he heard the grocers' side before he signed that bill and the result was that he vetoed the bill and it never became a law. It seems to me that one of the most important things we can take up is along legislative lines. I never realized until the last year or two what it meant to keep in touch with the Senators and Representatives at Lansing and Washington. They are sent down there to carry out our wishes. How are they going to know what we want done unless we keep in touch with them and let them know.

I am glad that we have a Secretary with an eagle eye—two eagle eyes, in fact—and he keeps one of them turned on the State Legislature and one on Congress. He is watching any legislation that may come up that will affect the retailer and immediately scatters the word broadcast throughout the Michigan grocers, and we get in touch with it.

I wired our Congressman and got a response that he was very glad to know how we stood and he was glad to carry out our wishes in that matter. We must unite. We have got to have the co-operation of every one to make it successful.

Mr. Bothwell, our Secretary, sent out 1,500 pieces of mail during the past year. He receives \$100 a month from the State. He has been in touch with 135 towns, has an active co-operative membership of over 855, and we are going to try and make it 1500 next year. Our convention will convene in Kalamazoo. I am glad we have our finances here going so nicely and I am especially interested in one thing, the registration fee. I think it is a fine idea and I am going to carry it back to Michigan. I think we are going to install it in the State of Michigan along with similar lines, on a smaller scale. Just so much as a man invests in a certain thing, just that much more interest he takes in it. It is going to hold them if they have two or three dollars invested as a registration fee—they won't want to lose anything. They are going to want a full report of everything at the convention to take back home with them. This convention means a great deal to me, as I know it does to every one here. We are being gathered together here as one great brotherhood, under one flag, working for one interest, to show the people of the United States that we are engaged in a grand, good legitimate work.

Our convention in Grand Rapids in February was a real success. We accomplished more real work than has been done at any former convention. This was due to the fact that we had our National President, Mr. Ulmer, and John Green and Paul Findlay all there and they contributed their wisdom and knowledge. We are now scouting around to find some real good fellows for Kalamazoo, for we must make the Kalamazoo convention a little better than Grand Rapids. "Michigan, my Michigan" as a State is glad to co-operate in every way possible and to assist in bringing forth the measures that we as a National Association are working for.

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

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

SEND US ORDERS FIELD SEEDS

WILL HAVE QUICK ATTENTION

Pleasant St. and Railroads
Both Phones 1217

Moseley Brothers, GRAND RAPIDS, MICH.



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

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



WE ARE
EXCLUSIVE
DISTRIBUTORS

FOR

"Dinner Bell"

ALWAYS FRESH AND SWEET

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

Kent Storage Company

Wholesale Dealers in

BUTTER EGGS CHEESE

PRODUCE

We are always in the market to BUY
or SELL the above products. Always
pay full market for Packing Stock
Butter date of arrival.

Phone, write or wire us.

GRAND RAPIDS, MICHIGAN

How Diverse Merchants Regard the Tradesman.

Lawrence Co-Operative Co., general dealers, Lawrence: "We are well satisfied with what you give us in the Tradesman for \$3 and are pleased to renew our subscription."

J. E. Durkee, grocer and baker, 520 Phoenix, South Haven: "We are so busy that we do not have time to read every copy of the Tradesman, but we read all we can, and if we only read one a month I would get more than my money's worth for every copy is full of valuable information for anyone that handles merchandise. I would hate to be in trade without it."

L. F. Davis, dealer in hay, feed, grain and potatoes, Grand Junction: "It is as good a trade paper as I would care to read. It is a great help to me."

McGuire Bros. Tea Co., Huron and Center, South Haven: "We like the Tradesman very much. Used to take several trade papers, but found that the Tradesman filled the bill and was the best of them all so have cut the others out."

A. R. Nelsen, grocer, South Haven: "I have taken the Tradesman for some years and like it very much. It is a necessary adjunct to anyone in the grocery business or general trade. I depend upon it to keep me posted, and would hate to keep store without it, I should feel lost of the Tradesman didn't come each week for it furnishes one so much information. It is always a very welcome visitor and never disappoints me. I expect to take it while I remain in trade."

Merrifield & Twitchell, agricultural implements, 304 Broadway, South Haven: "We stand for the Tradesman, because it is the best trade paper that comes to our desk. It does so much for the business man and always stands for honest upright dealing and for good true American government."

William Frude, coal, automobiles and implements, Breedsville: "The Tradesman is the best paper I ever saw. It has more sound sense and good reading in a fewer pages than any other paper I ever read. It is a great help to me in my business and I expect to continue to take it as long as I remain in trade. I like Stowe for the true honest Americanism that he preaches and the way he goes after crooks, cracked business men, great or small, and crooked politicians without regard to party. He is doing a great work for the trade and Nation."

Allotment of Sugar Made to Canners.

The announcement that four of the leading sugar refining companies had arranged with the Department of Justice to supply the canning trade of the country with 17,000,000 pounds of sugar in the five months from June until the end of October was regarded as welcome news by the canner and distributor, although the effect of the allotment is a matter of conjecture. A similar quantity will be put aside for the preservers during the next six months. The effects of this guaranteed allotment are mini-

mized by the difficulty to move the sugar from the refinery to the cannery and by the fact that the allotment comes rather late in the season, when the canner has already made his arrangements as to the size of his pack, which is to be curtailed not only through a lack of sugar but because of a similar lack of cans, a failure in some cases to have future contracts already in hand and by the general high operating costs which make canning unusually hazardous in the face of unsettled industrial and financial condition. However, a supply of sugar will be welcomed.

The Big Brother of the Retail Grocer.

One thing which created a good deal of enthusiasm at the recent annual convention of the National Wholesale Grocers' Association at Colorado Springs was the complete dawning upon the jobbers that the time has come for them to take a serious hold on the retailer and his problem and play "big brother" at any cost.

That the retailer is menaced by chain store, corporation store, Government sale and the fifty-seven varieties of "co-op" enterprises is no longer open to serious question. Nor is it debatable that if the retailer loses out the jobber must do so also. Sink or swim—in trend if not in fact—the two are partners, and the convention indicated plainly that the jobbers are fully aroused to the determination to get busy and help the retailers help themselves. If the convention did nothing more it cemented the destinies of the two great classes of the food trade together firmly.

Traverse City—Cornell & Son succeed F. G. James in the grocery and meat business.

GROCERS and BUTCHERS

The 20th Century Computing Scale
World's Best.
Liberal exchange allowances for old scales. Write for details.
W. J. Kling
843 Sigsbee St., Grand Rapids, Mich.

Salesbooks
THAT GIVE
100 PER CENT PLUS SERVICE
ALL KINDS, SIZES, COLORS, AND GRADES. ASK FOR SAMPLES AND PRICES.

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

You Make Satisfied Customers
when you sell

"SUNSHINE" FLOUR

BLENDED FOR FAMILY USE
THE QUALITY IS STANDARD AND THE PRICE REASONABLE

Genuine Buckwheat Flour
Graham and Corn Meal

J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN



Comes in all sizes sanitary air-tight tins, from 8 oz. to 100 lbs.

Bel-Car-Mo
Guaranteed Quality **Peanut Butter**

Get your trade acquainted with this superior food staple and they will "repeat" without further solicitation. Its irresistible taste and high food value makes it a household necessity in foods.

Order From Your Jobber

CANTALOUPEs and NEW POTATOES

For the season now opening, we will maintain the reputation we have earned by handling only the best Brands and Packs obtainable.

VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

Domino Syrup
Sells All the Year 'Round

Grocers can sell this unusually good syrup at all seasons. Besides many uses on the table, it is excellent for cooking, preparing light, summer desserts, and as a "dip" over ice creams, fruits, etc.

Domino Syrup is a cane sugar syrup of the same high standard of quality as Domino Package Sugars. This high grade syrup has become a popular Domino product.

In convenient family sizes.

American Sugar Refining Company

"Sweeten it with Domino"

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



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

Hints on Handling the Fishing Tackle Trade.

Written for the Tradesman.

The hardware dealer who sells fishing tackle should as far as possible place that particular branch of his business in the hands of a clerk who understands tackle as well as fishing.

An incident that happened the other day illustrated this point. A visitor in town wanted to do some trout-fishing in one of the nearby streams. A store he visited in search of tackle had an excellent stock, well displayed and taken care of. But the salespeople seemed to have only the vaguest sort of idea as to what equipment was needed.

A walk down street resulted in the discovery of a smaller and less pretentious store, with a stock hardly as good or as well displayed. But the man behind the counter knew quite a bit about trout fishing. He could tell the visitor just where to go, how to get there, what to use and how to use it. The result was that between \$9 and \$10 changed hands; and, if that visitor goes to that same town again, that store is going to get his trade.

The incident will explain why it is that some stores which pay a great deal of attention to window display, keeping up the stock, and other vital matters fail to get as good results as they should from their really excellent work along these lines. Personality is a vital factor. The display may attract the customer, but the salesman and the salesman's knowledge are necessary links before the sale can be made.

This is true of all lines of goods. The hardware salesman needs a more than merely superficial knowledge of the goods he sells. And this is why the man in charge of the fishing tackle department should be something of a fisherman. Particularly in a town where summer visitors interested in local fishing facilities are numerous. These people as a rule don't know where to go or what to buy; and the friendlier and more intelligent your store service the surer you are of landing their business.

The fishing tackle dealer should keep on good terms with local hotel and boarding house keepers, livery men and taxi drivers; so that when a fishing enthusiast comes to town they will refer him to the merchant for information and equipment. This sort of assistance is worth having, in some towns it helps materially during the holiday season.

There are endless ways in which

the fisherman's trade can be attracted. The catchers of the finny tribe are enthusiasts. They "talk shop" all the time and tell each other what they use to get the big fellows with and where they buy their tackle.

The reputation for being headquarters for fishing information is worth many dollars to a dealer. In one town a man who is a fishing "crank" of the first water has a store in which he sells practically all the tackle used in that part of the country. He sells few other things on so large a scale; but he makes a pretty fair living from this one line because he is an authority.

Just now knowledge in a special line will attract trade is illustrated in this merchant's case. Before he went into business he had been a gentleman of leisure, made some bad investments, and had to earn his living. In spite of the fact that his town had two hardware stores both selling fishing tackle, he opened an exclusive store devoted to sporting goods lines, with special stress on fishing tackle. Now the regular dealers sell practically no fishing tackle—simply because their handling of this business is perfunctory, while the exclusive dealer is a recognized authority on the subject. Yet had either of the regular dealers possessed a detailed knowledge of the game, the newcomer would probably have had mighty hard sledding.

Hardware and sporting goods dealers in the vicinity of famous lakes have often inaugurated contests for the largest fish caught during the season. These contests are open to any fisherman provided he registers his name and address at the beginning of the season, or at least before he makes his catch. This proviso serves to bring people into the store and gives the dealer a chance of making his silent salesmen work.

Whenever an exceptionally big catch is made, a picture of it and the fortunate owner is placed in the window, with a few words to the effect that the sort of tackle used in catching the big fish is for sale inside.

Where this stunt is adopted, the photographs should be kept from year to year. A series of these photographs, showing the big fish and the men who captured them, would add immensely to the effectiveness of the display.

One dealer elaborated the contest idea considerably. He provided a large book of registry recording the captures of large trout, the date, place, weight and length of the fish; also describing the bait, tackle and rod used. Each purchase of a dollar's worth of tackle from the dealer secured the customer a membership

card in this club, and gave him the privilege of registering his big fish. No fish under one pound could be registered; but every effort was made to secure registry of all fish over that weight. A prize of \$10 in gold was offered each season to the fisherman capturing the largest fish, and another prize of the same amount to the angler who made the largest total season's catch.

Vanity and curiosity were both appealed to in this contest, which proved highly profitable to the tackle department. It stimulated rivalry between local sportsmen, many of whom eager to keep posted on the latest records, called at the store frequently to consult the records. Many townsmen were by this means persuaded to buy from the dealer not merely the dollar's worth of tackle

Announcement!

WE ARE PLEASED TO ANNOUNCE THAT WE ARE NOW LOCATED AT OUR NEW HOME—57-59 DIVISION AVE., SO.—WHERE WE WILL CARRY A COMPLETE LINE OF LEATHER FINDINGS AND SHOE STORE SUPPLIES.

"The Best of Everything"

Prices quoted on application. Correspondence solicited.

SCHWARTZBERG & GLASER
LEATHER CO.

GRAND RAPIDS, MICHIGAN

WATCH US GROW!

1912. 200 SQUARE FEET
 1913. 1500 SQUARE FEET
 1916. 3000 SQUARE FEET
 1920. 10000 SQUARE FEET

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., River Junction

Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

EVEREADY STORAGE BATTERY

PEP

Guaranteed 1½ years
 and a size for
 YOUR car

SHERWOOD HALL CO., LTD.,
 Distributors

Local Service Station,
 Quality Tire Shop,
 117 Island Street,
 Grand Rapids, Michigan.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS,

MICHIGAN

necessary to secure a membership card, but all the tackle they needed. Not only did the tackle department show twice the business of any previous season, but a goodly increase was recorded in other lines as well.

The methods to be employed in appealing to this class of trade depend, of course, largely on the locality in which you do business. There are some localities where the fishing tackle trade may be a very minor item; in other places it will bulk large. Every merchant must adapt his methods to his clientele.

Some very effective window displays can be contrived; and good results can be secured by a little extra attention to interior display.

One dealer utilized an exceptionally large window to display a wide range of fishing goods. The background of the display was a bush made up of fishing rods. The bases of the rods were sunk in imitation moss, leaves and other forest coverings. This arrangement gave the impression that the store kept an immense stock of rods. In front of the rods were all manner of fishing hooks, flies, trolling spoons bait receptacles, hampers, rod cases, nets, etc. The heaviness of the display was relieved by the use of a few mounted fish, the trophies of some local sportsmen; and there attracted

the attention of passersby the comprehensive display of tackle.

Another effective display endeavored to reproduce a fishing camping scene. In the main part of the window was a large galvanized pan about three feet square and one foot deep. This was filled with water which, by means of a mechanical device, was kept running. In this tank were placed several small fish, while the edges of the pan were covered with imitation moss. At the back of the pan, on a raised knoll, was a miniature tent, and in the ten were miniature figures. In front of the tent on a tripod was a pot, and underneath some sticks. A red electric bulb threw a light through the sticks, making an imitation camp fire. Around the tent were a number of fishing rods. The scene was quite realistic; and at night when the only lights visible were those in the tent and the camp fire light, it was singularly effective.

Across the window above the line of vision was a netting on which were hung all sorts of fishing hooks, flies, etc. The corners of the window and the border of the display were made with all kinds of accessories, such as bait receptacles, glass minnow traps, rod cases, thermos bottles, etc. The total result was a very effective one.
Victor Lauriston.



**You Can't Buy This in
the Open Market**

ANYBODY with the price can buy tire machinery or material and make fair tires.

But they can't buy the family conscience that safeguards every last detail of a **BRAENDER TIRE**.

That's why we picked this "honor-built" tire out of the 227 that clutter up the market. We know our business reputation is safe when backed by the **BRAENDER** conscience that isn't for sale.

Cord and fabric tires and tubes.
MICHIGAN HARDWARE CO.
GRAND RAPIDS, MICH.

Braender Rubber and Tire Co.
Factory: Rutherford, N. J.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

DICKINSON'S



SEEDS

The Albert Dickinson Co.
MINNEAPOLIS CHICAGO

FIELD SEEDS

For Use Wherever Seeds Are Sown



Continental Seed Company
Lock Drawer 730
CHICAGO, U. S. A.

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REFRIGERATORS

For All Purposes
Send for Catalog

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CO.
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Grand Council of Michigan U. C. T.
 Grand Counselor—H. B. Ranney, Saginaw.
 Grand Junior Counselor—A. W. Stevenson, Muskegon.
 Grand Secretary—Morris Heuman, Jackson.
 Grand Treasurer—Harry Hurley, Traverse City.
 Grand Conductor—H. E. Bullen, Lansing.
 Grand Page—George E. Kelly, Kalamazoo.
 Grand Sentinel—C. C. Carlisle, Marquette.

U. C. T. To Champion Henry Amendment Again.

Coldwater, June 21—As a preliminary to what we hope to offer through the columns of your journal during our campaign for proposed legislation in the interest of the commercial traveler and knowing your penchant for fairness and publicity in matters pertaining to public welfare, we recall at this time one experience in the last session of the Legislature. One of the members of the Senate serving (we believe) his first term in that body, after a careful study of the provisions of our amendment to the Henry hotel law, said that the amendment met with his approval and stated that any hotel man who objected to such a bill was not a safe man to deal with and should be put out of business. When the bill was introduced by Senator Henry, this man received a telegram from the hotel man in his home town, informing him that if he in any way supported that hotel amendment, he need not come back to his constituents and expect to be re-elected. Because of this threat he voted against our interest.

We understand this man is (or will be) a candidate for re-election and we wonder if he regards his hotel friend of more importance than he does the support of several hundred traveling men in his district. We are not making any predictions in his case, but are going to get busy.

Another case of gross ignorance was brought to our attention through a member of the House who happened to be the proprietor, general manager, porter and everything else worth while around a ten room hotel in the Upper Peninsula. This man laid great stress to his objection to the clause in the amendment which provides for rope fire escapes in all guest rooms in two-story hotels. This man used the ridiculous argument before the committee that in case of fire a man could jump out of the window quicker than he could climb down the rope and was, therefore, putting a useless expense on the hotel man.

Can any sane person conceive of a more ridiculous argument?

Can any one see any justice in sending such profound ignorance to Lansing to make laws for the taxpayers?

We believe that the time has come when about 10,000 traveling men will exercise their suffrage to their interest and see that such men as mentioned in the foregoing are left at home in their blissful ignorance.

A few words of advice to our members: At a recent banquet of traveling men, the proprietor of one of the largest hotels in the State made the statement that if the United Commercial Travelers would make use of the three letters U. C. T. when registering at his hotel or writing or phoning for reservations, he would

guarantee them a square deal in every case and the best his house affords. The writer has in the past tried to urge this method of advertising with the members, having made it a rule himself to place the U. C. T. and his council number opposite his name when registering at hotels and it has in some cases proven to his advantage and in no case has it ever proven a detriment, so we say to the boys, follow the suggestion of this hotel man. It may not get you anything, but it pays to advertise.

In conclusion, will say, we hope in due time to submit a copy of the proposed amendment which will again be offered by Senator James Henry and hope through the columns of your journal to present same, section by section, for the purpose of affording all parties interested in same an opportunity to discuss it pro and con.

John A. Hach.
 Grand Legislative Committee.

Five Favorable Opinions.

The Elkerton Hotel, Dowagiac: "We like it and the traveling salesman who stop here enjoy it very much."

Otto A. Van Hise, grocer, Decatur: "I like the Tradesman. I like the way Stowe goes after the stock insurance companies and exposes the crooks. It is a might good all around trade journal, no matter from what angle you examine it. The more I read it the better I like it and the more I realize what a genuine friend it is to the trade."

D. E. Ferguson, grocer, 126 Cass avenue, Dowagiac: "I would not keep store without the very best trade journal I can get. Therefore I take the Tradesman and it pays me well to do so."

Redner & Son, Dowagiac: "You tell Mr. Stowe to keep sending it right along. We would not care to keep house without it. It is a splendid paper and very valuable to any business man. We all read it and enjoy it and it keeps us posted and up to date and makes us more efficient. The pointers we get in the Tradesman we cannot find in any other trade journal and we can and do depend upon what we read in it. Any business man, manager or clerk who handles merchandise should read it."

Bonnell & Hartter, Dowagiac: I cannot speak too highly of the Tradesman. The articles that appear in it from week to week are especially good and very instructive. The good work that it is doing and has done should commend it to the serious consideration of any one handling merchandise. We find it a very valuable paper and expect to take it as long as it is published and we continue in trade."

The A. F. Burch Co., upholsterer and dealer in furniture supplies, has increased its capital stock from \$250,000 to \$400,000.

New Hotel Mertens

Rates, \$1.50 up; with shower, \$2 up.
 Meals, 75 cents or a la carte.
 Wire for Reservation.
 A Hotel to which a man may send his family.



SHORT CUTS

In Getting COSTS

Write to
BARLOW BROS.
 GRAND RAPIDS, MICH.



Livingston Hotel and Cafeteria

GRAND RAPIDS

Nearer than anything to everything.
 Opposite Monument Square.
 New progressive management.

Rates \$1.00 to \$2.50

BERT A. HAYES, Propr.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

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

Beach's Restaurant

Four doors from Tradesman office
 QUALITY THE BEST

GOODRICH BOATS

TO CHICAGO

Daily 8:05 P. M.

Central Standard Time

FROM CHICAGO

Daily 7:45 P. M.

Central Standard Time

Fare \$3.85 plus 31 cents War Tax

Boat Car leaves Muskegon Electric Station 8:05 P. M.

Route Your Freight Shipments

"The Goodrich way."

Over-night service.

Goodrich City Office, 127 Pearl St., With Consolidated R. R. Ticket Offices. W. S. NIXON, City Passenger Agt.

RED CROWN Gasoline line is made especially for automobiles. It will deliver all the power your engine is capable of developing. It starts quickly, it accelerates smoothly, it will run your car at the least cost per mile, and it is easily procurable everywhere you go.

Standard Oil Company
 (Indiana)
 Chicago, Ill.

UP TO HIS OLD TRICKS.

Donovin Now Working Swindling Game in Pennsylvania.

The Tradesman's frequent exposure of the crafty tactics of the so-called James F. Donovin Shoe Co., of Indianapolis, has evidently prevented any further efforts to secure dupes in Michigan, Ohio and Indiana, but a recent letter from a Pennsylvania merchant indicates that the crooked concern is now working in the State. The letter is as follows:

We are inclosing copy of a contract with the James F. Donovin Shoe Co., Indianapolis, Ind., rather, this is merely copy of an application for an agency, which was received as follows: On February 9, 1920, a representative of this firm called on us with a very attractive and low-priced line of high grade shoes with an agency proposition that looked so promising that we gave him our check for \$150, with the inclosed application, without taking pains to look up the rating and credit standing of the firm. I have had a special report from Dun's and they give no rating, saying that they refuse to furnish them (Dun's) with the required information. We have an acknowledgment of the check and the application from them, saying, "It will have their attention." Now at the same time their representative took an order for shoes which which were to be delivered immediately; also were to have a sample trunk sent to us not later than March 1 from which to select the full line. We did not, however, retain a copy of this order, nor nothing more than his word concerning the sample case. Up to this time we have heard nothing save the acknowledgment of the check from them. Since they have done nothing up to this time, we are now desirous of cancelling this agency contract, as we do not wish to engage in the shoe line, also wish to get our \$150 returned to us in the quickest manner possible, therefore we are writing to you to know what manner to pursue. We have not as yet written them once regarding this matter, as I desire to have some experienced lawyer's opinion on the case before I take it up with them, as I have had no experience in legal matters of any kind, and do not have an attorney hired as yet.

Would appreciate immensely any information you will give me on this matter as soon as it is convenient for you to do so, as at present time we are pressed hard for funds and could use these \$150 to mighty good advantage.

The paper which got the above correspondent's \$150 was as follows:

James F. Donovin Shoe Co.
Indianapolis, U. S. A.
The Co-Operative Mail Order House
Application
For Exclusive Agency for the Town
of -----

The undersigned hereby applies to James F. Donovin Shoe Co. for the exclusive sales agency of the line of Donovin shoes in the town or city named below.

The company agrees that it will not appoint, during the life of this contract, any other agent for said city or town.

The sales agent shall be entitled to a 4 per cent. discount on all goods purchased from the company. This sales agency, however, may be revoked by the company after two years on thirty days' notice in event the sales agency shall fail to be profitable to the company; provided, however, that in the event the company elects to cancel this agency it shall refund to the sales agent the payment made hereunder.

In consideration of the appointment of the exclusive agency, the sales agent shall make a payment to the company of \$150, the receipt of which is hereby acknowledged.

The company reserves the right to

issue to the sales agent its certificate of appointment. When such certificate is issued the liability of the company to refund the payment made hereunder, unless it elects to revoke the appointment of the sales agency, shall be terminated in which event the certificate of appointment shall be returned to the company.

It is understood and agreed, however, that in no event shall the sales agent have authority to order goods with the understanding that the same may be paid for with the payment made hereunder.

Name -----
Town -----
County -----
State -----
Population -----
Name of Store -----
Kind of Store -----
Railroads -----

For the benefit of those who may not have seen the Tradesman's previous exposures of this concern, the Tradesman feels no hesitation in pronouncing the scheme fraudulent, because the Donovin gang do not fill their orders; they take the \$150 membership fee or buying license and let the dupes whistle. Fortunately, some Michigan merchants who had been victimized by the plausible representative of this concern placed their matters in the hands of an officer of the law, who apprehended the solicitor in Iowa and clamped him in jail in Michigan. The Indianapolis swindlers played every card to secure his release, without effect, when they reimbursed their dupes for the cash filched from them by false pretenses and thus secured the release of the man who acted as cat's paw for the fakirs.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 22—The General Manager of the General Motors Co. recently stated that within three years his corporation would have under cover thirty acres of the sixty-three it recently purchased in the South end of the city.

Sidney F. Stevens (Foster, Stevens & Co.) and wife have gone to Quebec, where they will spend a month at the famous Chateau Frontenac. They were there a month thirty-nine years ago and concluded they would like to see if any changes in Quebec have taken place in the meantime.

Ray Pringle and wife have returned from their wedding trip and will be located for the summer at 642 Terrace avenue.

G. K. Coffey, who has covered Western Michigan twenty-four years for the Crown Baking Powder Co., of East St. Louis, Ill., is in the market for another job. Prior to going on the road Mr. Coffey was engaged in the meat and grocery business at White Cloud for ten years. He is an energetic worker and keeps everlastingly at it, achieving success where many less resolute men would fail.

John D. Martin, who is attending the Supreme Council meeting of the U. C. T. at Columbus this week, writes the Tradesman as follows: "On my arrival here this morning, I found I was the first Michigan delegate registered, but they will all be here sometime to-day. A bunch is en route from Detroit by auto. The Supreme Council officers are all here, also the members of the State of the Order, Jurisprudence and Auditing Committees. Wilbur S. Burns is one of the Jurisprudence Committee. These three committees have been working out the duties of their respective committees since Friday, June 18. Supreme Counselor R. A. Tates, of Utica, N. Y., and Supreme Junior Counselor, W. B. Emerson, of Des Moines, Iowa, have both just recovered from various illness, and, as yet, neither are very strong, but will

occupy their stations at the thirty-third annual meeting that will open at 10 a. m. Tuesday, June 22. Following the opening prayer by Supreme Chaplain J. M. Moore, of Zanesville, Ohio, the good health of Supreme Counselor R. A. Tate and Supreme Junior Counselor W. B. Emerson will be carefully watched and if fatigue overtakes them in discharging the duties of their respective offices, they will be relieved for a time by some Past Supreme Counselor in the session. Many are the expressions given the Michigan delegates over our great loss, two years ago—the passing of our good friend, Past Supreme Counselor Frank S. Ganiard, of Jackson. Frank was a general favorite with all and when elected to the lower office in the Supreme Council, he was the unanimous choice, no other candidate being presented. There is some "near ground whispering" going around of some mighty discussions that are likely to come up on the floor relative to proposed amendments to the constitution. These will come to you later. The Secretary-Treasurers Association is in session to-day and our Grand Secretary, Maurice Heumans is in attendance. From him I will secure some news from their meeting and also give you later on as this session progresses such items as your valuable paper can use that will be of interest to your subscribers. The weather is ideal here. The hotels are taking good care of some 225 officers, delegates, past supreme and past grand counselors that will be in attendance at this session, Wednesday evening of this week will be the annual meeting and possibly an initiation service of the Imperial Guild of the Bagmen. Walter S. Lawton holds the office of Imperial Chief of Guilds and even though Walter is not here this year, we will see to his election to a higher office in the Imperial Guild."

The new cigar and confectionery jobbing houses, the Claud Hatch Co.,

started covering the near by towns this week through Ed. Tikolsky, who formerly traveled for the Reynolds Tobacco Co. The city trade of the house is covered by E. W. Presley, formerly with the General Cigar Co., and Chas. Hatch, formerly with the Liggett & Meyers Tobacco Co.

Uncle Louie Winternitz, who has been spending a couple of months in Grand Rapids in accordance with his usual custom while en route from Florida to the Northern resorts, leaves the city next Tuesday for Mackinac Island, where he will remain until the hay fever season is over. Mr. Winternitz is descended from an ancient and illustrious race. A cousin of his was the inventor of the water cure in Vienna—the same system as is now in use at the Battle Creek sanitarium. One brother was a famous musician and acted as choir master and orchestra leader of the King of Wurtemberg for over twenty years. Another brother was a famous painter and resided in Munich nearly all his life, taking high rank and acquiring a large fortune. Mr. Winternitz proposes to vary his schedule next fall by going to California for the winter, instead of Florida.

After devoting nearly sixty years to his manufacturing business, Hon. Charles E. Belknap is beginning to take life easy, as he has a right to do. He spent last winter in California and announces his intention of devoting all his winter vacations to the Coast hereafter. He recently made an automobile trip to Bay City to visit his daughter, Mrs. Bousfield, and is looking forward with fond anticipations to his usual fall vacation at Onota on the shore of Lake Superior, about twenty miles East of Marquette.

A gossip store may be a popular hang out for the idle men of the town, but it will not be the place where the most people like to trade.

H. Leonard & Sons

Grand Rapids, Michigan

NOW READY

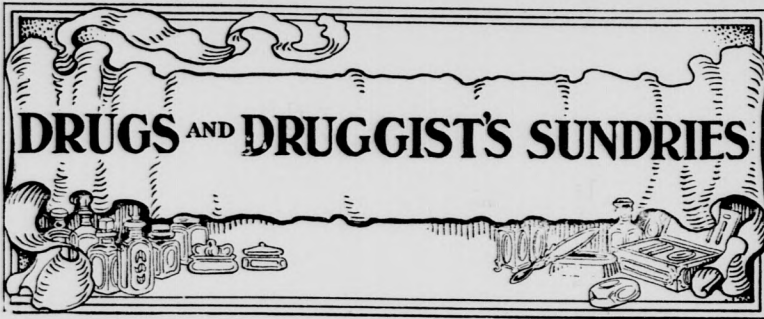
THE MOST STAPLE LINES OF

TOYS

KNOWN TO THE TRADE EVERYWHERE ARE ON SALE WITH US AT MANUFACTURERS' PRICES

Tinker Toys	Gilbert Toys	Celluloid Toys
Paper Novelty Toys	Prang & Ullman Paints	Friction Toys
Sandy Andy Toys	Electric Toys	Steam Toys
Mechanical Toys	Schowhut Toys	Kase Flying Aeroplanes
Lawrence Planes	Aluminum Toys	Imported Dolls
American Dolls	Bradley's Games	Parker's Games
Juvenile Books	Embossing Co. Toys	Christmas Cards
Dolls Furnishing Goods	Seals, Tags, Etc.	

We show the best goods and most called for goods from 1200 factories. Come in and see our lines in person. Holiday dating and early shipments.



Annual Address of President of M. S. P. A.

The eighteen months following the close of the world war has brought to all business many problems which were not anticipated. Particularly in the drug business, new conditions and regulations have arisen and been established, which have added greatly to the trials of successfully conducting it.

The year 1919 was, without doubt, the year of the largest business our country ever experienced. Along with all the branches of business pharmacy has increased wonderfully and the old competition peculiar to our conditions has been less noticeable.

The year 1920 is of particular interest to all pharmacists, because of the revision of the Pharmacopoeia. You have all read of the Pharmacopoeial convention and noted the fruitless efforts made by certain interests to prevent the admission of the Nard and other organizations. Thus, a fight of many years' standing has been decided in our favor.

Michigan can feel particularly proud of its representation on the revision committee. This committee is composed of fifty members, of whom seventeen are from the medical interests and thirty-three from allied pharmaceutical interests. Of the whole committee, Michigan has six representatives, and among the three retail druggists on this committee, Michigan has one—Mr. L. A. Seltzer, of Detroit—a gentleman whom we all recognize as one pre-eminently qualified to act.

The work of the Michigan Board of Pharmacy this last year has been abundantly successful. The evidence of illegal business, particularly regarding liquor, which the Board has gathered against the very few guilty parties, has been so conclusive that the Federal Department has been able to inflict severe penalties upon its presentation to them. The cordial relations existing between the Board and the Federal Department is extremely beneficial to the practice of pharmacy in this State and should

be the pride of the conscientious druggist.

The Federal Government has completely taken over control and regulation of the liquor business. Our State reports are no longer required and the Food and Drug Department is gratified with the splendid support of the law the druggists have shown them.

The narcotic regulations are becoming more and more complex every year and are forcing many druggists to discontinue the sale of such drugs. It appears that the best solution of the liquor and narcotic questions would be complete control of the production by the Government and the entire dispensing of them through the postoffices or through county dispensaries.

The report of the State Board of Health on the results, after six months' trial, of the venereal disease law, has been published in the Journal and proves that the druggists have observed the law faithfully. The present law has one serious defeat which will be remedied by amendment at the next session of the legislature. After this amendment becomes law, we can all expect more gratifying results.

The Revenue Department has but recently issued notice that many are not living up to the requirements of stamping all proprietary medicines and toilet articles. I do not believe that they allude to the druggist, but we have the opportunity of establishing our support of the act and every druggist in the State should do so. Let us discontinue buying our pro-



Toilet
and
Bath

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Announcement to the Trade

We have re-organized under the management of T. H. Hinchman, President; James E. Davis, Vice-President; A. S. Brooks, Vice-President; W. D. Dodds, Secretary; Frank N. Moulthrop, Treasurer and General Manager; M. O. Williams, Director, and will continue to render our customers the best service consistent with present commercial conditions.

MICHIGAN DRUG CO., - - DETROIT

HIDES AND PELTS

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

Table listing pelts like Old Wool, Lambs, and Shearlings with prices.

Table listing tallow and wool products with prices.

Table listing honey products like Airline and Market dull and neglected.

Table listing horse radish and jelly products.

Table listing jelly glasses and mapleine products.

Table listing mince meat and molasses products.

Table listing nuts—whole and shelled products.

Table listing olives and peanut butter products.

Table listing various nut products like Almonds and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

PETROLEUM PRODUCTS

Table listing petroleum products like Perfection, Red Crown Gasoline, and Gas Machine Gasoline.

Table listing pickles like Barrel, Half bbls., and 5 gallon kegs.

Table listing gherkins and sweet small products.

Table listing pipes and playing cards.

Table listing potash and provisions.

Table listing dry salt meats and lard.

Table listing smoked meats like Hams and Bacon.

Table listing sausages and herring.

Table listing beef and pig's feet.

Table listing canned meats like Corned Beef and Roast Beef.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

TRIPE

Table listing tripe products like Kits, Hogs, and Beef.

Table listing rice and rolled oats.

Table listing salad dressing and saleratus.

Table listing sal soda and salt.

Table listing solar rock and common salt.

Table listing salt fish and holland herring.

Table listing herring and trout.

Table listing mackerel and lake herring.

Table listing seeds like Anise and Canary.

Table listing shoe blacking products like Handy Box and Bixby's.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

SNUFF

Table listing snuff products like Swedish Rapee and Norkoping.

Table listing soap products like James S. Kirk & Company and American Family.

Table listing starch and kingsford products.

Table listing gloss and muzzy products.

Table listing syrups and pure cane products.

Table listing table sauces like Lea & Perrin and Pepper.

Table listing tea products like Medium Japan and Fancy.

Table listing gunpowder and young hyson products.

Table listing oolong and english breakfast products.

Table listing soda and spices products.

Table listing whole spices like Allspice and Cloves.

Table listing pure ground in bulk products like Allspice and Cloves.

Table listing wicking products like No. 0 and No. 1.

Table listing various nut products like Pecans and Walnuts.

Table listing olive products like Bulk and Stuffed.

Table listing peanut butter products like Queen and Olive Chow.

Table listing various nut products like Pecans and Walnuts.

SEASONING

Table listing seasoning products like Chili Powder and Celery Salt.

Table listing starch and kingsford products.

Table listing gloss and muzzy products.

Table listing syrups and pure cane products.

Table listing table sauces like Lea & Perrin and Pepper.

Table listing tea products like Medium Japan and Fancy.

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Table listing olive products like Bulk and Stuffed.

WOODENWARE

Table listing woodenware products like Bushels, wire handles, and Market.

Table listing butter plates and escanaba manufacturing.

Table listing kingsford and silver gloss products.

Table listing gloss and muzzy products.

Table listing syrups and pure cane products.

Table listing table sauces like Lea & Perrin and Pepper.

Table listing tea products like Medium Japan and Fancy.

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Child Needs Exercise for His Moral Nature.

Written for the Tradesman.

It is a remarkable thing that grown people so often seem to have forgotten what they were, how they felt and what they liked and did when they were children. I wonder if it would be possible to locate the very age at which childhood slips away, and have a kind of celebration, such as they used to have on shipboard to initiate those members of the crew who were for the first time crossing the equator—after which they would be true Sons of Neptune. Dear me, I am all the time seeing stuff in print, hearing people tell stories and seeing them do things, too, for and about children, from the point of view of those who imagine they know what children like, but really are in dismal ignorance and misunderstanding on the subject.

Not long ago I heard a minister deliver what purported to be a sermon for children on the subject of "Unselfishness." He had a blackboard on which with colored chalk he had printed a number of maxims—I've forgotten what they were—and a long sentence, composed of long words, and he used this as his text. He seemed to think that because the words were printed in bright colors and because the children could see them as well as hear what he said about them they would be interested in them.

I tried hard to follow him, but I confess being unable to get interested, the best proof of which is that I cannot now remember a single thing that the good man said. Moreover, I looked over that large audience of children for one child that seemed to be interested. I couldn't find one.

Now, what was the trouble? What the minister was saying was good and true, and some of it was beautiful. The grown people understood it and doubtless assented to its truth. But it was all in abstractions; it required a definite and more or less complicated act of the mind to take in the truth, recognize its quality as such and then translate it into concrete acts in the daily life of the hearer. Grown people can do that; children, generally speaking, cannot. That is why practically everything the minister said that morning, ostensibly to the children, went over their heads and really meant nothing to them then or afterward.

Children think almost wholly in terms of the concrete, of particular things and particular people in definite and familiar relations. The word "unselfishness" means very little to them, but they understand perfectly the moment the meaning of the word is exemplified in a concrete act. The trouble that most children have with mathematics is that they deal with abstractions; the only way in which you can get it over to them is through the use of concrete illustrations—apples, books, marbles.

So it is with all the ideals that we try so hard to fix in the minds of children—patriotism, honesty, punctuality, and so on. They do not grasp the abstraction until it is translated into acts or facts within their ordinary observation and knowledge.

This is why it is so important to train children in the doing of definite

matters. It is idle to talk about things and the handling of definite orderliness in general unless you give them something to, with and about which to be orderly. It is futile to talk about thrift and the economical use and management of money unless you give them real money in the use of which to be wise and economical. It is equally idle and futile to talk to them about truthfulness, unselfishness, consideration of others, unless you direct their attention to specific acts and concrete ways and set them the example in your own acts and ways within their own observation day by day.

It isn't hard to go, and there's no age too early to begin doing it. Let the child do some definite thing every day in the way of a premeditated act of kindness and helpfulness—give something to a playmate, write a letter to some relative, take flowers of his own picking to a sick person, contribute to the community welfare by picking up litter in the street in front of the house, clear up the front yard definitely for the effect upon the appearance of the neighborhood, go without something that he wants in order to let somebody else have it.

In doing this, be careful to distinguish between acts that are gracious and self-sacrificing and those that are matters of common duty, like doing his share of the work of the household, running the ordinary errands, keeping his own things in order. Such things are "all in the day's work," and he should not be allowed to suppose that he is doing them as a favor to anybody.

Care is necessary, too, to keep him from feeling self-righteous, from getting into a "philanthropic state of mind" in doing his "kind acts." There is nothing more detestable than a self-consciously virtuous little pig. The point I am trying to make is that a child needs for his moral training exercise in concrete things, just as for his physical training he must have concrete actions of his muscles.

John Galsworthy said the other day in the Atlantic:

"Boys and girls should be taught to think first of others in material things; they should be infected with the wisdom to know that in making smooth the way of all lies the road to their own health and happiness. It is a question of the mood in which we are taught to learn. That mood, from school-age up, should be shaped so as to correct and not, as at present, emphasize our natural competitive egotism. Teachers must be inspired by this ideal for the common welfare."

Prudence Bradish.

(Copyrighted 1920.)

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by
FOOTE & JENKS
Jackson, Mich.

WHITE HOUSE
DWINELL-WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO.
COFFEE

SUITS WHEN OTHERS DISAPPOINT

**In All Seriousness
You Should
Be Very Proud
To Handle It**

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

There Is No Substitute

Twenty years of honest, persistent educational advertising has created millions of consumers for

Shredded Wheat Biscuit

Their selection of this whole wheat cereal is based upon intelligent knowledge of the process and its dietetic value. They will not accept anything else in its place. We have not been able to supply the full demand for this product, but increased manufacturing facilities will soon enable us to give your customers all the Shredded Wheat they want. It is without doubt the most real food for the least money.

MADE ONLY BY

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



Fountains of Power.

Written for the Tradesman.
Bright the morning sun is rising
O'er a landscape washed as clean
As the rains of June, devising
Through the night, could set the scene.

Freshened every blade and rootlet,
Leaves all conscious of the shower
Doubly busy now the brooklet
Also feels the added power.

There are voices which I follow,
In the forest o'er the plain
Up the hillside through the hollow
Telling of the welcome rain.

Promises I know they're making
Of a fruitage by and by
Fitted for this undertaking
By the rain from out the sky.

How in life we oft are failing
Set about—and long for Love,
Human effort unavailing
Till it's quickened from above.
Charles A. Heath.

Give a youth resolution and the al-
phabet, and who shall place limits to
his career?



**Store and Window
AWNINGS**

made to order of white or khaki duck,
plain and fancy stripes.

Auto Tents, Cots, Chairs, Etc.
Send for booklet.

CHAS. A. COYLE, Inc.
GRAND RAPIDS, MICHIGAN

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

CASH REGISTERS

REBUILT CASH REGISTER CO.
(Inc.)
122 North Washington Ave.,
Saginaw, Mich.

We buy sell and exchange repair and
rebuild all makes.
Parts and supplies for all makes.

If you want to sell or exchange your
business or other property no matter
where located, write me. John J. Black,
130th St., Chippewa Falls, Wis. 883

Electricians Attention—Splendid op-
portunity to open an electric store, as
there is but one in town. Address Lock
Box 181, Petoskey, Mich. 939

FOR SALE—One BUTTER-KISSED
POPCORN MACHINE. New last fall,
and in first-class condition. Price \$600
cash. Arthur W. Maskey, Allegan, Mich.
940

CLEAN SHOE STOCK for sale, or ex-
change for farm or city property. Sick-
ness. Address No. 941, c-o Michigan
Tradesman. 941

CASH REGISTER for sale—Four-
drawer National. L. E. Phillips, 120
South Burdick St., Kalamazoo, Mich.
942

SITUATION WANTED—Experienced
accountant-auditor-banker-fire insurance
special and adjuster-office manager-ad-
vertising - correspondence - chamber of
commerce-collections. M. S. Littleton,
306 Maple Ave., LaPorte, Ind. 943

FOR QUICK SALE \$3,000. NEW AND
SECOND-HAND FURNITURE STORE
and general miscellany in a town of
12,000 population that is still growing.
On main street. Includes horse, wagon,
sleigh, harness, stock, and fixtures. If
you want a BARGAIN, see this. 205-207
West McKinney Ave., Muskegon Heights,
Mich. 944

Pay spot cash for clothing and
furnishing goods stocks. L. Silberman, 106
E. Hancock, Detroit. 566

If you are thinking of going in busi-
ness, selling out or making an exchange,
place an advertisement in our business
chances columns, as it will bring you in
touch with the man whom you are
looking—THE BUSINESS MAN.

FOR SALE—A good business in a fine
town in the center of the best fruit and
farming region in Western Michigan, con-
sisting of a brick store 26 x 66 feet, with
full sized basement, also reinforced con-
crete warehouse 40 x 75, one-half of
which is coal shed capacity 200 tons,
power elevator and conveyor; other half
frost proof and will store five carloads
of potatoes or grain. Railway side track.
The business consists of selling hardware,
repairs, implements, seeds, feed and hay,
potatoes, beans and grain, and runs about
\$30,000 a year. Old age the only reason
for selling. If interested, write D. H.
Scott, Northport, Mich. 919

DRY CLEANING BUSINESS in best
town in Central Michigan. Every thing
in equipment of the newest type. One
three-story new store, another cheap
store building; all house furnishings ex-
cept a few personal articles. Furnish-
ings of house alone worth several thou-
sand dollars; flat residence in connection
with store; everything new and of an
elegant type. Owner steps right out and
leaves all; must go to California for his
health. Write or telephone today for
further particulars, to W. J. Cooper, Mt.
Pleasant, Mich. 913

For Sale—First-class grocery in Mus-
kegon. Stock about \$7,000—can cut down
to suit. Investigate. P. O. box 97, Mus-
kegon Heights, Mich. 914

For Sale—Grocery and meat market in
Battle Creek. \$45,000 business last year.
Up-to-date fixtures. Invoice about \$45,-
000. Good reason for selling. Address
No. 917, care Michigan Tradesman. 917

For Sale—Chandler & Price 10 x 12
Gordon for \$200. In use every day, but
wish to install larger machine. Trades-
man Company.

For Sale—Army Goods. Reclaimed
army hats at \$12 a dozen. All nicely
cleaned and reblocked, with new sweat
bands. Order a trial dozen. Returnable
if not satisfactory. They are big sellers.
We are getting recorders in every mail.
Army winter caps, for July shipment,
\$9.00 a dozen. Sample on request. Terms
cash. Net ten days. Sikes Store Co.,
Leonardville, Kansas. 928

BANISH THE RATS—Order a can of
Rat and Mouse Embalmer and get rid of
the pests in one night. Price \$3. Trades-
man Company, Grand Rapids Michigan.

For Sale—Cretors popcorn machine,
electric power, first class condition. Will
sell cheap. Geo. Moutsatson, Cadillac,
Mich. 930

For Sale—A first-class meat market in
good live town, year round. Will sell or
rent. Reason for selling, health failing.
A good bargain for some one. Address
No. 936, care Michigan Tradesman. 936

For Sale—Grocery and Ice Cream Par-
lor combined. Inventory about \$7,000,
40 tons natural ice. Two miles from
army camp and good railroad accomo-
dations. Doing \$35,000 business. Price
\$1,000 cash. Address No. 932, care
Michigan Tradesman. 932

If you want to get out of business,
write The Big 4 Auctioneers, Fort
Pierre, South Dakota. 931

For Sale—A stock of general merchand-
ise, no shoes, in a thriving town. Good
business, best location in town. Reason
for selling, poor health. Address lock
box 99, Marlette, Mich. 933

FOR QUICK SALE—\$8,000. OWING
TO death in family. Business property,
principal business street in Benton Har-
bor, consisting of two store rooms and
two nice flats. Rentals, \$102 a month.
Can give immediate possession. C. E.
WENMAN, 672 Ogden Ave., Benton Har-
bor, Mich. 934

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

CANDY



The "DOUBLE A" Kind

Made by
People Who Know How

Our record of over fifty years of
continuous growing business, not
only in Michigan but all over the
United States, speaks for itself.

You take no chances when you
buy "Double A" Brand.

The  Good
Sign of Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

Ask for a copy of our
latest price list.

We are agents for LOWNEY'S
in Western Michigan.

IT PAYS TO PAY TUITION

at the



Many of our graduates earn the entire cost of their courses in the first four to six weeks after completing their course, and larger salaries as they gain experience.

OFFICE HELP IN GREAT DEMAND We are hav-
ing ten calls
or more for every graduate and the demand is increasing week by week. The coming
year promises to be one of unusual opportunity for competent office help.

WHY WAIT? START NOW New classes will be formed
June 21 and July 6. Individ-
ual and small group instruction. You can advance as rapidly as you master the
work undertaken.

SUMMER SCHEDULE During the summer school starts at 8
a. m., and is through at 1 p. m.

NEW CATALOG Our new catalog is just off the press. It is at-
tractive, unique and describes our courses in
Bookkeeping, Gregg Shorthand, Touch Typewriting, Telegraphy, Civil Service, Me-
chanical Machines, Secretarial Training, Commercial Teaching and Accountancy
and Business Administration. It will be sent free upon request.

A. E. HOWELL, Manager, 110-118 Pearl Street, Grand Rapids, Mich.

Puritan Flour

Made at Schuyler, Nebraska. A strict-
ly Short Patent Flour with a Positive
Guarantee on each sack.

Mr. William J. Augst, the Puritan
Salesman, who has a special advertis-
ing features, will call on you soon.

JUDSON GROCER CO.

Wholesale Distributors

GRAND RAPIDS MICHIGAN

PURELY POLITICAL BUNK.

E. C. Groesbeck, in announcing his candidacy for the governorship, hands out a platform which is in thorough keeping with the elusive character of the man and his shifty methods. Briefly stated, the alleged platform may be summarized as follows:

Revise the primary law: Minimize the use of money in procuring nominations and remove the \$ sign from politics. We look on this as a general catchy phrase without any significance, from the fact that the law, if observed, will prove to be as much of a "limit" as he or anyone else cares for. When a Lieutenant-Governor, to cover the State, can expend but \$400, what can he do to enlighten the public who have to vote for him? The candidate for Governor is confined to an expenditure of \$2,500. If he resorts to any one of the three most economical methods of informing the voters who he is, what he believes in and what he will try to do, he is headed straight for Leavenworth. We agree that the primary law should be amended, but not along the money line, which is well cared for now if candidates will observe it. The Tradesman believes that Groesbeck will spend several times \$2,500 to be elected governor. If possible, the law should be so amended as to prevent its use ending in a farce and a small plurality naming the candidate.

Profiteering: A lot of words, but not a single constructive suggestion except that it is "personal," which means the RETAILER, and that the State should penalize him, while the big fellow—whom the Government is willing to dodge or fuss about and end up by doing nothing—is permitted to go scott free.

Aid the Farmer: A multitude of indefinite remarks without a single clean cut statement as to what he has in mind to suggest. With his general statement all men agree, but his usual evasiveness and indefiniteness leaves him in a perfectly safe position, because he has pinned himself down to nothing.

Pay of School Teachers: Everybody who knows anything about the scale of wages heretofore paid to teachers agree with him, if they have any information as to wages in other walks of life.

For Ex-Service Men: "Gratitude and good will" fail to meet the conditions. Something should be done by the Government without further delay and the influence of the State should be exercised to that end.

Conservation of Resources: Re-forestation is now being pushed by the State and has been for years by a duly appointed commission and he will find no one to quarrel with him on what is left in his suggestion, "Purify or rather prevent the pollution of our waters."

Amendments to Criminal Laws: Has the Attorney General, the gentleman who has had supervision of the execution and interpretation of the laws for two terms, ever made any suggestion to the Governor or

the Legislature as to how they should be changed or amended?

State Institutions: Any Governor whose relations to the other officers of the State (elective) are such as would permit is surely derelict in his duty if he fails to co-operate with them in the supervision of all State institutions for their economic administration and along such lines as the best interests of the individual would suggest.

It will be noted that Groesbeck has followed his usual course and treated the subject of his candidacy and his "views" on certain questions in such a superficial, artificial and evasive manner as not to bind the author to a single thing after election. It is a purely political generalization of a lot of subjects to catch the popular mind of those who do not stop to analyze the statements or who do not know that much of it is already in legal effect.

The State of Michigan will be in mighty poor hands if the electorate ever permit such a man to hold the highest office within the gift of the people.

Merchants in particular have good reasons for opposing a man of the Groesbeck stripe, because he was long the servile tool and legal representative of the trading stamp companies and no progress in suppressing the evil has been made during the four years he has rattled around in the office of Attorney General.

Unlawful To Permit Smoking Around Oil Stations.

Lansing, June 22—We are pleased to acknowledge the receipt of your letter of June 18, and in reply thereto are enclosing herewith a pamphlet containing Regulations issued by the State Fire Marshal of Michigan under the provisions of Section No. 5 of the Act No. 178 of the Public Acts of 1915. We respectfully refer you to Section 19 of these regulations which prohibit smoking in any section or part of a garage, and in all rooms or parts of buildings which contain inflammable liquids in open or closed containers or in which the vapors from inflammable liquids are present, or in which inflammable liquids are used in any manufacturing process.

We realize fully the dangers accompanying the practice of smoking around oil stations and assure you that if the department has knowledge of such practice it shall take such action as may be necessary to enforce the regulation referred to. If you can advise us the names of any stations in which violations occur, we will give the matter attention at the earliest possible moment.

We desire to cover the field as thoroughly as possible, but you can appreciate that we encounter some difficulty in doing so, considering that we have only six inspectors to cover the entire State, and these men must also inspect all motion picture theaters at least twice a year, as well as attend to numerous requests for investigation of fire and special inspections.

H. Rutledge,
Assistant State Fire Marshal.

Frank S. Verbeck, proprietor of Verbeck's Tavern at Pentwater, renews his subscription to the Tradesman and says: "It is always a pleasure to invest in an article which gives one so much satisfaction as the Tradesman."

The man with an idea has ever changed the face of the world.

Last Glimpse of the National Convention.

Cass City, June 22—On Wednesday we were addressed by a representative of the National Canners Association. He explained the large advertising campaign they were carrying on, some of which can be seen in our own Michigan Tradesman, relative to their inspection service and the seal they are using on all inspected brands. He believes this was a service the consumer was entitled to and also stated that part of their job was to help the distributor. The National Canners Association is not a commercial association. It does not discuss prices. Everything that goes into canned goods is higher this year and he could not see how any of these canned foods would be cheaper this year. He explained the difference between a springer and a swell. A springer could be caused from the tin for the ends being cut a little large and when pressed in would remain, while a swell was always spoiled goods, often caused by a small leak and both ends of can are always bulged. A springer may be bulged at one or both ends.

Our old friend, John A. Green, next gave us an excellent address in which he said: If the Government will refrain from interfering, supply and demand will bring down prices. Every retailer should use good judgment and take good care of discounts. It is our fault as retailers that we allowed the steam roller of unjust criticism and publicity to run over us and never get up to defend ourselves.

J. A. Cunningham gave a paper on the cash and carry system.

Francis Kamper, of Atlanta, our new National Vice-President, gave an interesting talk on the Institute of Certified Grocers. He told of a three year course that was given in England for grocers and clerks, in which they studied very thoroughly all commodities, methods of doing business and salesmanship and in which they had to pass a yearly examination. Every grocer should be healthy and experienced, for ours is the greatest business. We have some standard to go by, must elevate our own profession and, when we get intelligent enough, this will come as it should and soon our schools will be giving diplomas from their grocerdom department.

The following was the result of the election:

President—J. A. Ulmer, Toledo, Ohio.

Vice-President—Francis Kamper, Atlanta, Ga.

Treasurer—John H. Speas, Kansas City, Mo.

Trustee—Mr. Amison, of Rhode Island.

Michigan was entitled to twenty delegates and we are hoping that a large delegation can go to Kansas City next year to represent the Wolverine State.

Thus ended one of the best National conventions ever held and every delegate left feeling that he had been repaid many times for all that it had cost him.

E. W. Jones.

Finds It Pays To Give Good Advice.

Bono, Ark., June 19—The small town affords a store more opportunities for cultivating the good will of country customers than does the city,

so the Bono Mercantile Co. keeps the people of the neighboring towns informed as to the condition of crops, the weather outlook, advice on the care of horses, the physical well-being of the human race and philosophical comment on topics of interest to folks generally.

One of the Bono company's recent letters to its trade gave the following advice:

"About this time last spring we wrote all of our customers advising them the best we could and encouraging them to take all steps possible to manage their crops during that wet season. It looked last spring as though there would not be any corn or cotton made. The fact is, the man that stayed with his crop made a good crop of both corn and cotton, but the man who waited for his ground to get dry is still waiting.

"We are having as much or more rain now than we had last year and it seems that nothing short of a disaster is facing this country, but we want to remind you that we can make good crops if everybody will use good judgment in planting and cultivating the same. It now being nearly June, the farmer cannot wait for his ground to get dry. But he must cultivate shallow. Just stir top of the ground, not going more than one inch deep with side harrows and spring tooth scratchers. Put on your fenders so that you can run close to the stalk.

"Do not quit planting. Plant both corn and cotton as late as June 15, and there has been some fairly good corn and cotton made that was planted July 1. So don't quit planting and we will try and keep plenty of cotton seed and seed corn.

"Drainage: Be sure to well drain your land. Take a long-handled shovel or spade and if you don't have either, take a hoe and go all around your farm and let out the water. If there is a swag or wet place that runs back in your crop, open it up various ways with your plow. And do it at once. Most all crops can be drained, and by doing this systematically it may make you two bales of cotton or fifty bushels of corn more than you will make without this drainage.

"Your health: Take the best care of your health. Do not get wet, but always drive into the barn or shed before the rain catches you. Medicine is bad to take, doctors' bills hard to pay and coffins are very high.

"Your team: Drive old Beck early and late. Feed and curry your team and arrange a dry barn for them to rest in. See that they have some grass to graze on (it is plentiful). And plenty of fresh, clean water to drink (it is more plentiful).

"Don't quit: Don't get discouraged and quit. Remember that behind these clouds the sun is still shining. Don't quit your crop. Don't quit the Sunday school. And never be a quitter, for by careful cultivation, you may yet make the biggest and most profitable crop that you have ever made. No one knows what cotton will be worth this fall, but there are some signs afloat in the air that cotton will sell around fifty cents this fall.

Ask no favors from fellow business men that you will not be willing to repay in kind when they need similar assistance.

BONDS

BOARD OF EDUCATION

CITY OF GRAND RAPIDS, MICH.

At Par and Accrued Interest

5% TAX EXEMPT

Denominations \$100—\$500—\$1,000

For further information inquire of **H. N. MORRILL, Secretary, City Hall.**