Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 14, 1920

Numbe 4 1921

### Worth the Anguish

After all, to be living, To be part of it all, to be Something of all the giving, Something of all we see, Something of all that's glowing In the world around us, dear-After all to be living, Now, this moment, and here! What if the dreams do shatter, What if the dust does rise: What if the small things matter, What if the spirit cries! Something in all makes even The joy and the sadness true; Storms may shadow our heaven, But skies next day are blue. Just to be part of the effort, A seed in the growth of time, A bubble of bloom in the weather, A breath of the morning's rime; God, it is worth the anguish Just to be living and part Of the beautiful world whose singing Is a song in the heart!

### MARGIN of PROFIT

considered alone does not mean anything. A margin of 5c each on 5 sales in 5 minutes would be more profitable than a margin of 10c each on 5 sales in 15 minutes. It's margin plus volume and rapidity of turn-over that tells the story.

### Van Duzer's Certified Flavoring Extracts

give an adequate margin on each individual sale. They sell easily, rapidly and steadily because their excellence has been unsurpassed and unchallenged for over seventy years.

The good will which their absolute purity and unsurpassed superiority bulld for the merchants who push them is "velvet."



Van Duzer Extract Company

"The Park Beautiful"

### The Ideal Place For Your Outing

ANCIN AUDEVILL "The Ramona Kind"

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

### GRAND RAPIDS SAFE

Agent for the Celebrated YORK MANGANESE BANK SAFE Taking an insurance rate of 50c per \$1,000 per year. What is your rate? Particulars mailed. Safe experts.

TRADESMAN BUILDING

GRAND RAPIDS, MICHIGAN



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy-bar none Catalog-to merchants

WILMARTH SHOW CASE COMPANY 1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids



### FRANKLIN GOLDEN SYRUP

Always in Season



For table or for cooking.

Has the pleasing cane flavor and is of the quality of Franklin Package Sugars.

### The Franklin Sugar Refining Company

PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



Big returns for you on the sale of

### Fleischmann's Yeast for Health

Talk this natural beautifier to your customers.

National advertising on this subject is serding you the customers-all you've got to do is to back it up.

Give your customers the booklet-

Warson Higgins

"YEAST FOR HEALTH"

### Watson-Higgins Mlg.Co.

Merchant Millers

Owned by Merchants

Products sold by Merchants

### New Perfection Flour

Packed In SAXOLIN Paper-lined Cotton, Sanitary Sacks

### FIELD SEEDS



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

Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 14, 1920

Number 1921

#### MICHIGAN TRADESMAN

Each Issue Complete In Itself.

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

### TRADESMAN COMPANY

Grand Rapids. E. A. STOWE, Editor.

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#### EXTRAVAGANCE IS AT AN END.

Every indication points to a continuance of the economies which have recently come in vogue. In a number of places there are even organized efforts in this direction, women's clubs and other bodies having been formed to discourage indiscriminate buying. The furthe increases in rents, common to practically all the cities, are another factor compelling economies in purchases, while the shadow of unemployment and the certainty of wage reductions in a number of occupations tend toward the same result. In the distinctly agricultural communities the recent great improvement in the crop outlook would portend the prospect of much more spending money. But it is noted that planters and farmers in general are beginning to realize that the extra-prosperous period is drawing to an end and that it is a good time to begin saving something for the lean years which must follow. Besides this, many of them have discovered that a great deal of what they had been tempted to buy when times were flush did not fit in with their circumstances or give them the wear or satisfaction which the high prices paid would seem to call for. Many of them bought articles which they had never before been able to afford, only to discover that they had made a mistake in doing so, and they are not likely to repeat the experi-There were a large number who had longed for years to get gems and silken goods and the dantiest of footwear Now, having obtained them, their longing in that direction is gone.

This change of feeling is sensed by manufacturers in divers lines. Up to a short time ago they were insistent that everybody wanted only the best of everything. Despite the fact that there were millions of the salaried people whose pay did not increase in proportion with the rise in the cost of living, and others with fixed incomes to cater to, the output of mills and factories was designed mostly to meet the demands of the newly rich.

Positeering went apace with extravagance until the natural rebellion was aroused. Now, manufacturers are becoming convinced that there may be an outlet for wares which are serviceable without being ultra-expensive, but they also know that these must be made attractive. great mass of the buying public is neither very rich nor very poor. It wants, under normal conditions, things of a staple character which will look well as well as wear well. So the makers of textiles are turning their attention to fabrics not made of the finest of raw material, but it will be found that the styling will be This is the case, also, with the shoe manufacturers, who seem to have made the discovery, not that they can produce their wares to sell at a modest price, but that they can turn out very good looking and serviceable ones which can be disposed of cheaply. It may be that in this direction lies the best prospect for merchandising in the immediate fut-

Embarrassments of one kind or another are following in the wake of the deflation of values of certain raw materials and the tightening of credits. The fur trade was the first to be hit None of the big men in that line got into trouble, but there were a number of speculators, who had invaded the field while the market was constantly rising, who have been forced into insolvency. They were, in the main, operating on slight markins, but collectively on a large scale. When fur prices began to fall the lending banks started to ask for bigger margins or to call in their loans. The result could have been foreseen. Somewhat similar consequences followed in the case of a number of woolen jobbers, who were, however, better protected and who have lately been trying to save what they can. The worst blow was in the silk trade. Here, in a short time, there was a drop of two-thirds in the market value of the raw material which had been pushed up by mere manipula-While the wost effects of the slump were shown in Japan, the trade here has also had the most severe upheaval in its history. Several large houses have been caught in the maelstrom and have been saved from bankruptcy only by being turned over to trustees to conserve their assets. The latest of these instances came to notice during the last week, when what is said to be one of the largest silk thowsters in the world was obliged to make such a transfer. These are merely the customary instances which attend the beginning of a deflation of values. The rising number of actual failures during the second quarter of the present year presents another aspect of the same purport.

#### RETRIBUTIVE JUSTICE.

A reader of the Tradesman writes to enquire if Germany's punishment is not already greater than than she can bear? He says "Think of the territory she has been forced to give up. Consider her frightful losses in man-power; her crushing burdens of debt: the ruin of her splendid mercantile marine; the destruction of her foreign trade; the breaking down of her industry. What more would you

Well, more is needed. It is not any thing material. Germany could not, indeed, complain if more land had been occupied by hostile troops; if all her wealth had been taken from her. For she was defeated, her military power overthrown in the war. Her ability to resist was shattered when she signed the armistice. She had cast herself upon the mercy of her foes. They were the victors she was the conquered; and we know well what a ruthless law of conquest the Germans would have enforced if they had won the war. Having lost it, they had nothing left to which, on their own principles, they had any just title. In their secret hearts they must think themselves lucky to get off so easily. The Allies could have demanded far more than they did. But they were moderate and wise in the hour of victory, looking to the distant future and understanding clearly that to exact the uttermost farthing from Germany would be a short sighted policy. At the same time, they are right, and the considerate judgment of mankind is right, in demanding that the moral as well as the physical punishment of Germany be carried out. Certainly the world will agree that she must disarm, must be stripped of the power to repeat her crimes. She must for years yet be made to feel that her wanton and wicked misdeeds have fixed a great gulf between her and other nations. Germans may soon be restored to their international rights, but their road back to international respect and confidence will be one long and difficult for them to travel. This is an essential part of Germany's punishment. Who will contend that it is not most just and

#### STANDARDS OF TEACHING.

Standards of teacher preparation that would make every teacher-city or country, high school or elementary school-a college graduate; transformation of the present "nor mals chool" as it exists in most places into a teachers' college that would be an integral part of the State university, parallel with schools of law, medicine and engineering, and a rec ognition of teaching, in salary and other matters, that would bar out the weak and the immature and make

public school teaching a career for mature men and women of the highest character and attainments-espec ially the responsible married women of the community-these are some of the conclusions of the report on school teachers issued by the Carnegie Foundation. Just how far from ly does not say.

Not textbooks and buildings, but teachers, constitute education, this Carnegie report, and, while there is assuredly nothing new or startling in this idea, new emphasis and new confirmation are given to it by six years of close study of the teacher situation in a typical State and in the Nation at large. What is said of the elementary school situation, as compared with that of the high school. is particularly pertinent; the theory that the high school must have good teachers, but that anybody can teach elementary school-especially in the country-belongs in the category with the theory that some kinds of physicians are "only good enough for children," and is deservedly scored by the Foundation

Perhaps the most encouraging note in the report is the repeated expression of confidence in the willingness of the public to take the necessary action when the situation is known. Boldly asserting that "the most striking weakness of American political. social and economic thinking lies in the superficial character of our education," the report, nevertheless, in sists that when the actual desires of individual citizens become clearly articulate on the question of better salaries, better teaching and better con ditions of work there will be no crisis in education. "Convince any American public," says the report, "that the alleged proucts of a fine teacher are real and the cost will speedily become a wholly secondary consider ation." To spread that conviction is one of the most pressing duties of all persons and agencies who have the

#### My Summer Woods.

Written for the Tradesman.

You cannot paint the sunlight Which falls in through my wor You cannot make the music It long has understood.

You cannot clothe the birches. The oak, or beech or pine. Nor fashion fair the fern-beds. Where druids will recline.

You cannot build the beauty That floods uton the soul Nor comprehend a duty Which makes complete the whole.

But you can sit and wonder From early morn till night Such an inspiration under You're lost in your delight.

There listening to the voices In varied soft refrain, While all the wood rejoices, And bids you come again. Charles A. Heath.

#### THE GOLDEN WEST.

### How It Looked to Ex-Congressman Belknap.

It might have been the nesting of the woodpeckers in my window casing that gave my blood the fever of the wanderlust. The day seemed born with sunbeams in its eyes that beckoned me to the hills.

Those hills, everlasting magnets drawing you on and on, then on again. Once the step is taken there is a pull and a push irresistible.

With a few matches in my vest and a dozen walnuts in my coat pocket for a lunch to nibble on, for my breakfast had been light, I wandered away with a warning, "Don't think of me to-day until I get back."

Half a mile of city pavement and I was at the entrance of a foothill canyon. The road, a fine auto drive, wound about the base of the hills on either side, leading in a distance of two miles to a beautiful fall of mountain snow water. People in autos drove many miles from the cities of the valley, then dismounted and walked the trail another mile to this nook in the hills. The crystal waters with vines and trees and flowers made the place an enchanted forest. was witchery in the air that came in balmy waves down the glen. I had been here several times, each time dissatisfied with myself that my trail should end so soon, for there was a fork in the trail just beyond with a Government sign on a post that at a distance read 5 miles to Fish Can-

Alone in all this glory I adopted this fork in the trail, but as I came close that figure "5" became an 8. That at first took a little of the nerve out of my knees for I sensed the fact that to get to this other canyon. I must climb over the mountain four thousand feet, the altitude marked on the maps, but I did not get it into my mind that eight miles meant the upper end of the Canyon and not its mouth

That Government trail was good fair walking about three feet wide, except where it skirted rocky cliffs and points. There were no side trails, either go ahead or turn back; in some places just a good footing. Having all the day ahead I gave no thought to the back trail. I was more interested in the flocks of quail that ran into the bushes from under my feet and the rabbits, young and old were almost as plenty as the mocking birds in the chaparral that covered the mountain sides.

I had cut myself a walking stick for company with a thought also of diamond back rattlers that were said to be natives to the hills. About a mile on this trail I met up with a surprise by the sudden appearance of a fine, big Airdale dog, who in his welcome nearly carried me off my feet, but he was a sight, reminding me of the old log running days on the Grand, when in some of the freefor-all fights, the riverman in his boot calks danced on the other fellow's face. That dog's fur was in patches, with one leg chafed up. There were bad wounds each side of his back and his face was a patch of bloody lines. I calculated that dog,

in his love of the wild, had interfered in the family life of a mountain lion or some big bob cat, and had gotten the worst of the scrimmage. I did not drive him away from me, because dogs are always good company, so he trotted ahead on the trail, flushing quail and running rabbits off the right of way. We were having a lot of fun. When turning a point of rocks we came head on to a buckskin burro on a bit of trail not more than a foot Some gold hunter's pack animal, I thought, turned out to browse his grub. He refused to stir and just grinned at me. The dog had no fight left in him and, taking a chance, I squeezed in next the cliff and got by. Easy as you please that burro turned end for end and followed us. The slip of a hoof would have dropped him into the Canyon 500 feet below.

Now there were three of us in the party and three was too much of a crowd, but neither stones or sticks would drive that burro back.

After a couple of miles I found a pole that could be placed across the

others, until they became a brook, then a wild, rollicking creek. From out of other canyons came other brooks until they made a river, the San Gabriel. Eighteen waterfalls, many of them more than twenty feet, one nearly one hundred, some of them mere bridal veils; others tumbling falls that filled the valleys with echoes. A hundred times on stepping stones we crossed and recrossed to follow the trail. Often from our pocket cup drinking "the cup that cheers" icy cold from the mountain tops. At one of these crossings on the sunny top of a granite rock lay coiled a diamond back rattler. Had he not disputed the right of way we might have left him in his possessions but both dog and man bristled up. One whack on the head from the walking stick, he slipped into the rushing waters and the next instant went over the falls into the pool, thity feet below. The rattlers on his tail would have been a prize. That pool like many others was full of trout. In many places they covered the bottoms

in the glens, and yet there seemed no outlet, so we jogged along. I promised that buddie of mine all kinds of bones at the ranch we hoped to find at every turn of the trail. I had, at the crossings, bathed the wounds in back and legs, but doggie was played out and could go no farther. I could not leave him at the river side, without the dinner I had been promising all the afternoon, and here the good angel stepped in in the guise of a gold hunter, leading a pack-mule, the first and only man met up with in all the day.

That mule had a good packload, but was fat as grass could make him and the gold hunter had all the markings of a man. To my question, "got anything to feed a dog?" "You bet I have. I've a good shack up the canyon and lots of grub and I will give him the best kind of a home. We lifted my companion of a day to the top of the mule's pack, with a bit of a rope, made him secure and the last I saw of him was along the base of a granite boulder.

I hope that dog had a better lunch than I that night. After a mile or so I found a lunch place, but being after hours, could not be served until I explained that I was a tourist, and had been in the hills all day. That brought out a small ham sandwich and a small bottle of gingerale. I gobbled it down before I asked the price. Eighty cents; a native could have had the same for twenty cents. I think the war tax must have been for the scenery, the many cups of water, the fish and the birds. If it was, it was

all right, cheap enough.

A further walk of two miles a ride on the electric down the valley five miles, and I was at home tired and hungry, but I would not sell that day out of my life for all the gold in the Reserve Bank.

Charles E. Belknap.

#### He Who Hesitates.

In order to do anything in this world that is worth doing, we must not stand shivering on the bank, and thinking of the cold, but jump in and scramble through as best we can. It will not do to be perpetually calculating and adjusting nice chances. It did all very well before the Flood when a man could consult his friends upon an intended enterprise for a hundred and fifty years, and then live to see its success for six or seven centuries afterwards. But at present a man waits, and doubts, and hesitates until one day he finds that he has lost so much time in consulting first cousins and particular friends, that he has no more time left to follow their advice.

Don't wait for extraordinary opportunities; seize common occasions and make them great.

### WHAT WE OWE TO PLANS UPSET.

Born to a world that means so much to us outside of choice, That holds us to realities with no uncertain voice, That brings us to environment from which we cannot stray And places in our care the needs of each returning day; We strive with what seems quite like fate and oft there comes regret, For plans we lay so carefully so often are upset.

And though things not in our control may lead us down the line, It is our choices and our wills that make the life sublime; The staging and the game that's played to nature's way was planned, And while we may this basic fact most clearly understand, There may, with all the charms of life, come many a sad regret, For plans laid deep down in the heart may be the ones upset.

And much within ambition's realm, to which was given all The energy and life and force on which 'twas ours to call, The castles that in dreams arose e'en while we resting, slept, Which prompted effort day by day till from us all was swept; Yet, while we still with grim resolve each new condition met, We could but grieve to find at last our cherished plans upset.

And now, can we, with hopes deferred, that e'en in ashes lay—We, who have lost in battles fought to near their victory—Dare we now say that we have lost as measured by the worth Of things that never trade for gold, the sordid dross of earth? O, it may be that after all there should be no regret For we may never know how much we owe to plans upset!

L. B. Mitchell.

trail and rid us of the unwelcome companion. At noon we were at the summit, 4,000 feet up. Off to the North Old Baldy, snow capped, 8,000 feet high, was glistening in the sun. A spring of sparkling cold water made it a fine place for the lunch. I wanted to be fair to the dog, so divided the nuts. There he had the start of me, for he was so famished that he swallowed shells and all.

A dozen walnuts made a mighty small dinner for two hungry tramps.

Ahead of us the sign signal said 7½ miles to somebody's ranch. Looking down the mountain trail all the trail seemed easy and to me a wild, enchanting path, but the dog began to show the effect of his battle with the cats and he limped and lagged behind. I finally kept him in front of me and with a touch of the cane and cheering words, we followed the trail.

The glories of that afternoon cannot be truly told. Along the winding trail, first a tiny stream of spring water tempting one to drink, then and the dropping of a grasshopper or a grub found under stones or bits of wood would set the pool boiling.

In my pockets were matches to start a fire, but not a bit of string to make a line, not even a pin to shape into a hook. So near a feast and still so far—a dismal thought for a hungry man and dog. To try to tell you of all the speckled beauties of that hike would simply be a fish story. I know my companion would swear to all I say if you could understand dog. He did not have much of a tail to wag, but many other ways to show he sensed the game.

The sun was casting long shadows

### WE OFFER FOR SALE United States and Foreign Government Bonds

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

#### HOWE, SNOW, CORRIGAN & BERTLES

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

#### Items From the Cloverland of Michigan.

igan.

Sault Ste. Marie, July 13—Peterson Bros. have purchased the grocery store of John Metzger, at the Shallows, and are continuing the business, being well stocked for the summer months to supply tourists and campers at that famous resort. John Metzger is giving his entire time to the bath houses and grounds. The resort business is unusually good this year, the warm weather having helped to a great extent.

year, the warm weather having helped to a great extent.

The travelers and business visitors of the Soo are very much displeased with the Arnold Transit Co. for having taken off the steamer Elva on the Soo-DeTour Route and putting on the steamer D. P. Perry, which is a much smaller and slower boat. It is causing much inconvenience and delay around the river points.

E. I. Allison, the well-known traverse.

delay around the river points.

F. J. Allison, the well-known traveler for the Cornwell Company, was in a happy frame of mind last week when he called upon the trade and, incidentally, passed around Havanas on the new boy arrival, which now makes a full load for his 5-passenger Overland, whereas heretofore it was necessary to call up a friend in order to make the load complete.

Some men who cannot put \$2 in

Some men who cannot put \$2 in the bank each week can make a gambling punch board look like an exhausted meal ticket.

July 12 was fittingly celebrated by the Orangemen in the Soo on Monday, 7,000 visitors having taken part in the big celebration.

day, 7,000 visitors naving taken part in the big celebration.

Thaddeus Hodge, 100 years and 25 days of age, died last week. Mr. Hodge was the Soo's oldest resident. He was born in Dunsbury, Conn., June 12, 1920. He came to the Soo about twenty-five years ago and lived about twenty-five years ago and lived

James J. Yeo, auditor for the Cornwell Company, is paying the Soo a visit this week. Mr. Yeo is accompanied by his wife who is enjoying

the delightful weather of one of the best resorts in Upper Michigan.
Change in the schedule of the South Shore train, effective Sunday, shows that train No. 117 now leaves the Soo at 4:45 p. m., Standard time, instead of 5:15, as heretofore.
Some men are candidates for office because they can't help it, and some because the people can't help it.
William G. Tapert.

#### Hint for Potato Grower of 1920.

The present price of potatoes does not indicate anything about the price of the 1920 crop, according to W. L. Cavert, farm management extensionist at the University farm of Minnesota for the reason that the weather is the big factor in determining prices rather than the acreage. "During the last 20 pears, " says Mr. Cavert, "the yield of potatoes has varied from 65 to 114 bushels to the acre on account of weather conditions, while from one year to another the acreage seldom varies more than 15 per cent. for the United States as a whole.

"Frequently high price years are followed by an increased acreage. If the weather is unusually favorable, the result is a serious over-production and unprofitable price.

"The wise course would seem to be to plant no more than the usual acreage; but to take every precaution to insure a return from the high priced seed by planting on only the most suitable soil, by treating the seed with formalin or bluestone and by giving particular attention to thorough cultivation and timely spraying."

Don't stop to argue the right of way with a skunk.

#### New Line-up of Prosperous Corporation.

Racine, Wis., July 13—The Charles Alshuler Manufacturing Co., maker of the Racine shirt, cotton and flannel, wish to announce the following

new officers: President—Mrs. Frank Alshuler. Vice-President—Mrs. Albert Als-

Secretary, Treasurer and General Manager—E. M. Hollister.

Manager—E. M. Hollister.

The business of the Charles Alshuler Manufacturing Company will be continued as in the past, Mrs. Albert Alshuler taking the place of her late husband as an officer and director of the company, and Mr. Hollister remaining in active management of the business with which he has been connected since 1901 when he entered the employ of the firm as a 19 year old boy. He has grown up with the business and has progressed with it. In 1912 Mr. Hollister was made Secretary of the company and office manager. At the death of the late Frank Alshuler in 1917 he was elected Secretary and Treasurer and appointed general manager.

#### Heavy Rice Crop Estimated for 1920.

The rice crop of Louisiana and the other rice-growing states promises to be the largest in the history of the industry, according to a preliminary estimate put out by the Louisiana State Rice Milling Co., Arkansas State Rice Milling Co., Lonoke Rice Products Co. and California State Rice Milling Co.

According to their estimates the rice-growing states will produce a little over 60,000,000 bushels of rough rice this season, compared with 41,-000,000 last year.

Louisiana heads the list with an estimated production of almost 29,-

000,000 bushels. California is second, with an estimated production of 11,-000,000; Texas third, with 10,500,000, while Arkansas is expected to grow 9,200,000. Missouri is listed for 31,500 bushels, while North and South Carolina, which once led in the production of rice, are listed with four other states as likely to produce only 201,000 bushels. The acreage planted shows an increase from 1,089,000 to 1,370,612.

#### Storming the Stickers.

A Minnesota merchant who had accumulated quite a lot of stickers which he was anxious to close out at almost any price, adopted an original and very effective means of disposi-

Each week he displayed in his show window a number of these articles, and announced that these would be sold to the highest bidder. All bids were required to be presented in a sealed envelope, must specify the article on which bid was made, and be in by Friday morning of each week. At this time the envelopes were all opened, bids examined and the highest bidder on each article promptly noti-

The novel feature of this affair appealed strongly to the people, and they responded with alacrity. stickers were all disposed of, the firm brought to life a lot of dead capital and acquired some valuable publicity

A great opportunity will only make you ridiculous unless you are prepared for it.



arney Langeler has worked this institution continu-sly for over forty-eight

### Barney says—

Do business!

Turn over your stock!

Sell what you have!

Buy what you require!

**KEEP ON GOING!** 

### WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING

THE PROMPT SHIPPERS





#### Movement of Merchants.

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

Traverse City—Perry D. Lile succeeds George E. Harvey in the grocery business.

Detroit—The S. S. Kresge Co. has increased its capital stock from \$12,000,000 to \$22,000,000.

Kalamazoo—The Home Savings Bank has increased its capitalization from \$100,000 to \$200,000.

Bay City—The Jennison Hardware Co. has increased its capital stock from \$300,000 to \$500,000.

Wyandotte—The Wyandotte Savings Bank has increased its capital stock from \$100,000 to \$200,000.

Hudsonville—Alvard & Schulmaster have completed their \$10,000 garage and opened it for business.

Lucas—Fire destroyed the store building and stock of general merchandise of Taylor Bros., July 10.

Portland—Charles Towner has leased the Roe store building and will occupy it with a restaurant and cigar store.

Ishpeming—The Atlantic & Pacific Tea Co. has opened a grocery, tea and coffee store at the corner of Second and Ridge streets.

Freesoil—H. R. Geer has sold his store building and grocery stock to Harry Howard, recently of Colorado, who has taken possession.

St. Johns—The St. Johns Agricultural Association has purchased the grain elevator of John F. Parr and will take possession August 1.

St. Johns—W. H. Woodard has sold his steam laundry and building to W. T. Kelly, who will greatly enlarge the plant and add new machinery.

Hudsonville—X. J. DeWeerd, dealer in general merchandise, is making plans to erect a modern store building on the site of the one he now occupies.

Charlotte—H. H. Krebs, who has conducted a grocery store here for the past sixteen years, has closed out his stock and store fixtures and will retire from business.

Saginaw—Reid Bros., Inc., has been organized to conduct a drug store, with an authorized capital stock of \$100,000, \$52,000 of which has been subscribed and paid in in property.

Jackson—A. E. Greene, the expert merchandise adjuster, has completed a closing out sale of the \$25,000 dry goods and clothing stock of J. D. Merner, Hespeler, Ontario, Canada.

Hudson—The North American Oil & Gas Co. has been incorporated with an authorized capital stock of \$400,000, of which amount \$6,500 has been paid in in cash and \$259,000 in property.

Detroit—The James Henry & Son Co. has been organized to conduct a general hardware business, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Detroit—Three auto bandits robbed the Manhattan Boot Shop, 329 Woodward avenue, recently. After lining up the proprietor, J. A. Quinn, two clerks and a customer they escaped with \$125 in cash.

Port Huron—The Port Huron Oakland Co. has been incorporated to deal in automobiles, supplies, accessories, etc., with an authorized capital stock of \$12,000, all of which has been subscribed and \$8,500 paid in in cash.

Jackson—McCrum, Jones & Sheap has been incorporated to deal in farm implements, automobiles, tractors, etc., with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in in cash.

Negaunee—The Atlantic & Pacific Tea Co., which conducts a chain of over 6,000 stores, carrying a general line of groceries but specializing in teas and coffees, has opened a similar store in the Lafkas building, 432 Iron street.

Saginaw—Tom Ryan has sold his grocery stock to Frank Marxer, who will continue the business at the same location, 130 North Jefferson avenue. Mr. Ryan will continue his wholesale business and his retail store at 1531 Genesee avenue.

Jackson—The Co-Operative Society Railway Brotherhoods has been incorporated to conduct a general co-operative mercantile business, with an authorized capital stock of \$30,000, all of which has been subscribed and \$3,000 paid in in cash.

Newaygo—The Newaygo Co-Operative Association has sold its plant and real estate to the Gleaner Clearing House Association, of Grand Rapids, which has taken possession and will erect a modern grain elevator on the property at once.

Detroit—The Lorraine Cigar Co. has been incorporated to conduct a wholesale and retail cigar, tobacco and confectionery business, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Flint—Benedict & Chalker have merged their bicycle, motor cycle and accessories business into a stock company under the style of the Benedict-Chalker Co., with an authorized capital stock of \$20,000, \$12,000 of which has been subscribed and \$2,000 paid in in cash.

Mason—The Parsons-Dean Co. has been incorporated to repair automobiles, tractors, etc., and sell accessories and supplies therefore, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$1,552.28 in cash and \$18,447.72 in property.

Kalamazoo—James J. Van Kersen has merged his department store business into a stock company under the style of J. J. Van Kersen, Inc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$3,358.89 in cash and \$6,641.11 in property.

Pontiac—Henry P. Gaukler has merged his fuel, ice and builders' supplies business into a stock company under the style of the Henry P. Gaukler Co., with an authorized capital stock of \$100,000, of which amount \$86,000 has been subscribed and paid in, \$800 in cash and \$85,200 in property.

Brighton—Ray Phillips, who conducts a grocery store here, has secured a contract for the sole right to sell groceries at the Grand River Lakes Colony until it becomes a village. He is erecting a store building in the midst of the colony and is also remodeling and enlarging his store building at Brighton.

Detroit—P. J. Schmidt, one of Detroit's oldest shoe retailers, located at 32 to 36 Michigan avenue, announces his retirement from business after years and years. The store will be continued by F. M. Frank, P. J. Wiliams and William J. Grob, as the P. J. Schmidt Co. The new company will handle both men's and women's shoes.

Detroit—The Newcomb, Endicott Co. has moved its women's shoe department to a temporary location on the third floor preparatory to the occupancy in the near future of the section now being arranged in the new building. The new shoe department will be more than double the space of the old location on the first floor, and will permit the carrying of a much larger assortment of styles and sizes.

#### Manufacturing Matters.

Bay City—The Aladdin Co. has increased its capital stock from \$500,000. to \$2,000,000.

Battle Creek—The Calhoun Casting Co. has increased its capital stock from \$15,000 to \$50,000.

Detroit—The American Box Supply Co. has increased its capital stock from \$24,000 to \$150,000.

Big Rapids—The Hanchett Swage Works has increased its capital stock from \$75,000 to \$150,000.

Rapid River—The Collins Land & Lumber Co. has increased its capitalization from \$300,000 to \$400,000.

Perry—James K. Finneran has sold his bakery to Lansing parties, who will remove it to that city. Mr. Finneran will locate in Ohio.

Detroit—The Central Stamping Co. has been incorporated with an authorized capital stock of \$9,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Dome Oil & Gas Co. has been incorporated with an authorized capital stock of \$50,000, \$6,000 of which has been paid in in cash and \$5,000 in property.

Detroit — The Sheridan Leather Goods Co. has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and \$11,000 paid in in cash.

Albion—The Albion Foundry & Machine Co. has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in cash.

Detroit—The National Tool & Machine Co. has been incoporated with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash.

Jackson—The Killarney Purity Beverage Co. has been incorporated with an authorized capital stock of \$25,000, \$13,820 of which has been subscribed and paid in in property.

Menominee—The American Rule & Block Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$88,000 has been subscribed and paid in, \$68,000 in cash and \$20,000 in property.

Saginaw—Koehler Bros. have merged their iron works into a stock company under the same style, with an authorized capital stock of \$45,000, all of which has been subscibed and paid in, \$1,500 in cash and \$43,500 in property.

Jackson—The Fox Machine Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$300,000, \$150,000 of which has been subscribed and paid in, \$5,000 in cash and \$145,000 in property.

Hancock—A. J. Verville, has purchased a site on which he will build a factory which will make ice cream tubs, boxes and other wood products. The concern will employ about fifty persons to start with, and Mr. Verville will be one of the executives.

Detroit—The Triple Savings Packet Co. has been incorpoated to manufacture and sell envelopes, with an authorized capital stock of \$15,000 common and \$10,000 preferred, of which amount \$20,000 has been subscribed, \$12,000 paid in in cash and \$8,000 in property.

Detroit—The Ferro Stamping & Manufacturing Co. has increased its capitalization from \$40,000 to \$190,000.

Calumet—The Calumet Motor Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and \$10,000 paid in in cash.

### Swine Fighting Among Themselves.

The Piggly Wiggly Corporation, operating a chain of grocery stores in St. Louis and elsewhere in the United States, filed suit during the week in the United States District Court at St. Louis asking that Charles Tamme, Jr., be restrained from using the name "Hoggly Woggly" for grocery stores, operated or to be operated by him. It is set forth in the suit that the name adopted by Tamme was selected to suggest the name Piggly Wiggly and to deceive the public into believing Hoggly Woggly stores are Piggly Wiggly stores. It has been known that such a suit was contemplated some time ago. An employe of Hoggly Woggly said at the time the name of Hoggly Woggly stores was adopted that the promoter was a member of the same corporation. implication is that somewhat similar methods of distribution are employed.

### Essential Features of the Grocery Staples.

Figures obtained from the postoffice department go to show that some one is getting ahead of the retailer in selling coffee. In one postoffice the big gain in mail freight is reported as being in coffee, and automobile tires.

Prices and conditions in the grocery business are being talked over constantly. Editorials are being written in financial papers and deductions are being drawn from facts by writers expert on the subject. From the Journal of Commerce comes the following:

According to the Bureau of Labor, food prices are high and going higher, and there is no apparent effect of the "price-slashing campaign" which was so loudly touted and featured in parts of the country not long ago. It was then understood by all careful observers of the conditions that there had been no change in the underlying situation, but that matters were in quite as difficult a position as at any time in the past. Prices have been cut in some lines of merchandise, but most of the cuts have been in prices which never ought to have been raised to their peak level.

The fundamental food costs of the country were never so high as they are to-day and they are moving high-They will continue to advance until production is increased. Present prospects favor a falling off rather than an advance in the volume of farm production and there is a similar situation in some other parts of the world. This is not a case where legislation or prosecution or any other kind of political camouflage will do the slightest good, and it is wrong to mislead the public into the false belief that it can lift itself by its own bootstraps. It can reduce prices by economizing in the use of food, by substituting inexpensive for costly kinds of food, by producing more and by eliminating unnecessary delivery expenses so far as they exist. Better railway transportation will help immensely both by cutting down the cost of marketing, avoiding loss through spoilage and permitting the shipment of all consumable food products. There are many incidental ways in which food expense may be reduced, but most of them will fall within one or the other of the classes just sketched.

The "cost of living" seems likely to figure largely in the present political campaign, but if the public is wise it will pay but slight heed to the tiresome twaddle about inflation, profiteering and the rest of the traditional ways of attracting attention from the chief issue. This is an economic question-to be solved, if at all, by economic methods and through a long and systematic effort carried on earnestly with a view to providing a better national food supply. Such effort will not succeed unless labor can be induced to work more steadily and more earnestly and unless the various productive factors already sketched can be brought into more direct and effective co-operation with one another. That is a result which must be accomplished, but it will not be reached through any flourish of the political drums and trumpets.

Sugar—The situation is desperate, on account of the wretched transportation facilities. A local jobber has had no sugar since June 22, but has \$105,000 worth of sugar in transit—some of it on the road from the seaboard for more than a month. The local price of granulated is 23½c@ 26½c, depending on the date of the purchase from first hands.

Tea—No change has occurred in this market during the week. Business is extremely dull, as is usual at this season. Prices show no change in any line. Formosas are inclined to be weak. Some new Japans are arriving, but price is so high that buyers are not particularly interested, although some are selling.

Coffee-The market continues weak. A break has occurred in Brazil, which is principally affecting Santos and the market in this country has been directly affected. Coffee is now at the lowest point since the armistice and there is nothing in sight to indicate that it will advance in any material way. Santos grades are affected more than Rio, as the former have declined several cents a pound, while Rio 7s are down not over 1c. Buyers are still afraid of the market and are staying out of it except for actual wants. Milds also show a soft undertone, but no particular decline for the week.

Canned Fruits—Enquiries are reported for California Bartlett pears and cherries on the spot. Most brokers said, however, that they were not obtainable. There is no movement in the balance of the list and interest in futures is withheld.

Canned Vegetables-The market for canned foods continued dull. Although at this time there should be considerable activity, there is very little doing because canners have decided to pack nothing beyond the quantity covered by orders on hand or received while the packing season is on. As a matter of fact, there is so much uncertainty which has been created as a result of the financial stringency, the shortage of labor and the freight situation that there is the greatest hesitancy in making commitments on the part of interests which were active some time ago. There were some enquiries for Southern peas. Spot and future tomatoes continued to be neglected. Those buyers who have the nerve and are also supplied with sufficient financial backing are said to be placing orders for future tomatoes as well as other vegetables, but most of the jobbers are very dubious regarding the future, and are holding off. This view, however, is having little influence on the attitude of the packers.

Canned Fish—There is no special feature in the fish market, except the opening in part of new prices on salmon. Some packers, but not the largest, have named \$3.40 for red Alaska and \$1.75 for pink, f. o. b. coast. Some pinks have been sold for future delivery, but compartively few reds, as the price is considered high. The situation in Columbia River salmon, which is the fancy grade, is behind last year, but better conditions are expected from now on, and if they

come packers will make about an average delivery. Tuna continues firm, especially futures, owing to the prospect of a short pack, due to the fishermen's strike. Domestic sardines are quiet. This incudes new pack, which are considered high.

Dried Fruits-Late advices from the Coast state that hot weather has done some damage to prune crops north of the Santa-Clara valley. cording to current report, the large independent operators look for a shortage of large size Santa Claras and have reduced percentages of these in their offers to 3 to 5 per cent. 30s and 10 to 15 per cent. of 40s in assortments. It is not expected that the association will name prices on their 1920 crop much before the middle of next month. The outlook for the Oregon crop is reported to be good and, according to some accounts, present indications point to the largest yield on record. High prices are reported as having been paid by canners for apricot crops, up to \$110 a ton having been obtained by growers. As it is expected that requirements for canning will be greatly curtailed by the financial situation and the lack this year of an export outlet of any consequence, the supply for the evaporators promises to be ample and possibly at lower prices than now prevail. Contrary to long established precedent for this season of the year dried apricots are being offered sparingly, if at all, for shipment out of the new crop. The Association has withdrawn from the market and independents do not seem to be at all anxious to secure forward delivery orders owing to the excessive prices growers are demanding for fruit in the orchards. In the balance of the list little interest is manifested.

Condensed Milk—Many manufacturers are taking orders subject to prices day of shipment, only.

Cheese—The market is unchanged, there being an adequate supply to meet the slightly improved demand. The quality of cheese now ariving is very fancy and there is a good consumption at this time.

Rice—The market is decidedly quiet in the past week and prices are mostly nominal. The movement of supplies is limited to current needs of home consumption

Provisions-The market on pure lard is weak, with quotations about the same as a week ago. There is a moderate supply and a light demand. The market on lard substitute is weak and unchanged. There is an extremely light supply and a very light demand. The market on smoked meats is slightly firmer, prices having advanced about 1c per pound, due to a very good demand and a fair supply. The market on barreled pork is steady and unchanged. The market on dried beef is firm, with a good demand and unchanged quotations. The market on canned meats is steady and unchanged.

### General Conditions in Wheat and Flour.

Written for the Tradesman.

The Government Crop Report just out indicates a total winter wheat crop of 518,000,000 bushels and a total spring wheat crop of 291,000,000 bushels, making the total wheat produc-

tion for the United States 809,000,000 bushels against a winter wheat production last year of 732,000,000 and a spring wheat production last year of 209,000,000, a total production last year of 941,000,000 bushels, making this year's crop short of last year's 132,000,000 bushels. The carry-over this year, however, is estimated at from 125,000,000 to 150,000,000 bushels, so all in all we have plenty of wheat for this year and none need go with an empty flour bin because of lack of supplies.

Based on Domestic and European requirements, however, practically every bushel will be needed. It is estimated home requirements are 650,000,000 bushels; this will leave approximately 300,000,000 for export and European requirements this year are approximately 400,000,000, but Europe will draw from India and Argentina, as well as North America.

Until Russia gets back to normal, it is going to be difficult to build up a world surplus on wheat. It seems impossible to have much, if any, reduction in wheat values from the present basis for the next year or two at least.

Conditions for harvesting are fairly good; have been ideal up to about a week ago. Are having, and have had, showers during the past week, although, no particular damage has been done and it is hoped the weather will clear up and make possible the saving of our crop without any deterioration in the quality.

Splendid reports have come from the spring wheat sections; although, during the past three or four days Black Rust damage has been making itself felt. It is certainly to be hoped there will not be a repetition of last year's trouble along this line. It is too early, of course, to determine definitely just to what extent this malady prevails.

Exports for the past week were 8,-853,000 bushels against 4,664,000 the same week a year ago; Argentina's were 7,905,000 compared to 3,120,000 last year. Receipts at Duluth were 63 cars and Minneapolis 171, a total of 234 cars against 99 cars last year. Receipts at Western points were 702,-000 bushels against 637,000 bushels last year; at Eastern points 764,000 bushels against 54,000 last year. Shipments from Western points were 988,-000 bushels against 126,000 last year and from Eastern points 622,000 bushels against 376,000 last year, so it will be seen the movement of wheat is heavier than a year ago.

While considerable difficulty is being experienced in obtaining sufficient cars, indications are ample wheat will be moved to market to provide for the normal fall business on flour.

The future of the market is uncertain. Various opinions are expressed. Some of the leading mills and elevators claim prices are as low now as they will be. It seems probable, however, there will be further recessions when the heavy movement sets in, and we do not believe the time is ripe for heavy buying to provide for the fall requirements; although, the trade will do well to watch crop reports closely, as any material damage to the crop will result in sharp advances.

Lloyd E. Smith.

## How Two Traveling Men Spent Their Vacation. Mears, July 9—Wonder how the good natured traveling men are put-

ting in vacation week, while the fool-ish merchants who never know enough to take a vacation are plod-ding away?

ding away?

I can report on two—Glen Finch and his brother, Seeley Finch, who with their respective families are resorting at beautiful Silver Lake, West of Mears and near the Hunter trout stream. My son was explaining to Glen that the reason he always gets the limit of trout was because said son does his trout fishing from midnight until dawn. This gave Glen an idea. Now, an idea in a traveling man's head is a novelty. So at midnight Glen quietly arose and, wading out a half mile into Silver Lake, he tried the stunt of night casting for tried the stunt of night casting for bass. The stillness and lonesomeness of the hour and the unresponsiveness of the bass got on Glen's nerve and about that time there was siveness of the bass got on Gen's nerve and about that time there was a great commotion in the water twix Glen and the shore. With visions of submarines and sea serpents, he started wading ashore, arriving in a very exhausted and quaking condition. The cause was simply a school of mammoth carp sporting in the shallow water, but it will be many a day before Glen gets over his fright. He tried to make us believe he thought they were mermaids, but I know he would not run AWAY from a mermaid any quicker than from a chicken. Being all in, he refused to accompany Seeley in quest of trout that morning. So Seeley, wife and son started for trout. While the happy family were crossing the meadows, they were confronted by an angry bull and, quicker than the telling. Seeley had his better half and son up a tree. He valiantly stood at the bull and, quicker than the telling, Seeley had his better half and son up a tree. He valiantly stood at the base of the tree, throwing first bait can, then sticks, stones and harsh words. The bull, after two hours of playfulness, wandered off and the family got back to terra firma. Says the Mrs.: "You will have to dig more bait." Says Dr. Seeley: "Nay, nay, we go back to the cottage where the most dangerous animals are skeeters. most dangerous animals are skeeters. most dangerous animals are skeeters.

I will be jammed if I stay here, the bull can go to jell." (I don't know how he gets that way. Maybe 'cause it's canning time.)

Too bad Glen did not go trout fishing. It would have been so easy for him to throw the bull.

This is how two traveling men spent one day of vacation. How all of them spent all the week would fill a book. Chronic Kicker.

#### Evidently Knows Scully Like a Book.

Almont, July 13—I observe that certain gentlemen are inclined to criticise you for something you have said about C. B. Scully. I wish to say this much, that the delegation that refused to indorse Scully for Lieutenant Governor did represent the sentiment of Almont. The real truth is that Scully did not have the make-un nant Governor did represent the sentiment of Almont. The real truth is that Scully did not have the make-up of that delegation. His own neighbors are opposed to him. One instance will prove this. Almont has had a community affair every year for several years. This was promoted by the Business Men's Club. One was planned this spring. Scully was determined to make it a political affair. The business men were request fair. The business men were requested to make it a real community affair and cut the politics. A vote was taken on this at a meeting of the Club and carried, but Scully butted in and tried to get speakers to help his cause. Among them was Mark T. McKee, of Detroit. Possibly you know him, The result was that the community affair had to be given up, for out of 300 tickets needed to make it a success, only about one dozen were sold. The business men were request-300 tickets needed to make it a success, only about one dozen were sold. Now, if that does not represent the sentiment of the people of Almont, what would? William Rider, a farmer neighbor of Scully, can give you a sample of Scully's sharp practices; also Claud Sleeman, former supervisor of Almont township. They will tell how he has double crossed his friends. I do not know Mr. Read, but I do know that Michigan does not want Scully for Lieutenant Governor—not if you want the man needed. I can give you more facts why Scully should not be our next Lieutenant Governor. If your paper circulates over the State, I don't see why considerable sentiment could not be started against Scully. Let us get busy and defeat him at the primaries. If you care for it, I will write more. If you care for it, I will write more. I wish Scully's record in connection with the Farm Bureau and why it was organized could be written up. Yours for a clean State administration. P. J. Hayden.

#### Sugar From Sawdust Not Great Public Hope.

Sugar obtained from sawdust is not suited for table sugar, according to the chemists of the New York State College of Forestry at Syracuse, because it is an entirely different substance; one of the many so-called "sugars" derived from unusual sources, and so entirely different in chemical form as to blast any public hope that sawdust may be used to relieve the present famine in cane sugar.

"An important sugar can be prepared from sawdust by hydrolysis with acid," says Dr. L. E. Wise, professor of forest chemistry at the New York State College of Forestry, "but it must not be confused with the sugar of the breakfast table. This sugar, prepared from wood, is dextrose or glucose, identical with the sugar obtained by acid treatment of starch. but not identical with sucrose, commonly termed 'cane sugar' or 'beet sugar.'

"Glucose is, however, widely used commercially, and is an important foodstuff. It is the principal component of corn syrups and the like. and has distinct nutritive value. As sucrose cannot be prepared from glucose, either commercially or in the laboratory, there is little prospect that such a synthesis will be an accomplished fact in the near future. The commercial production of glucose from sawdust or other sources, however, probably merits thorough inves-

#### Finds Palmer Aided Sugar Gougers.

Attorney General Palmer has been found guilty by the House investigating committee of the charges preferred by Representative Tinkham, that he was directly responsible for the rise in the price of sugar, which has cost the consumers of the United States millions of dollars. The report is as follows:

The Attorney General used his power as chief prosecuting officer of the United States for the purpose of fixing maximum selling prices of sugar in the State of Louisiana, and, in so doing, acted wholly without authority of law in violation of his own construction of his official duty, which pecluded him from placing any inprecluded him from placing any ininal statutes under which possible violaters might escape prosecution.

The committee substantiated the charges of Repesentative Tinkham, who made a demand for the resignation of Palmer as the "only action that will meet the present situation."

### Hats For Early Fall.

Included in the early fall line of one of the leading milinery manufacturers of this city are unusually attractive models made of duvetyn and beaver. For some of the hats duvetyn is used for the crown and upper part of the brim, and beaver forms the facing. Other models have the entire crown and brim of beaver, with velvet used as facing on the under side of the brim. Some of the hats in this line are described this way in the current bulletin of the Retail Millinery Association of America:

'A line of sailors made of hatter's plush is especially featured by this house. The hats-extremely smartare made just like a man's high hat with a gossamer body, and duvetyn is used as facing for some of the models.

"Hatter's plush is used also to make a swagger veil hat. The high crown gives it somewhat the appearance of a small high hat, and the brim is straight and narrow. Two jet ornaments festoon the front of the crown, and a veil dangles from the narrow

brim. For a rolling sailor of green duvetyn, black hatter's plush is used to face the brim. Trim hats designed for riding or strictly tailored wear, made entirely of the hatter's plush, also are shown.

"Orange duvetyn is combined with white beaver to make a 'striking' hat. The high crown is somewhat bellshaped and slopes slightly on one side. The broad brim of the vividhued duvetyn is festooned with flowers of beaver appliqued with Angora. A narrow black and orange ribbon bands the crown and ties in a bow in back. Facing the under side of the brim is the white beaver.

"Canary color beaver makes a fetching hat whose broad brim is faced with 'nigger brown' velvet. A bow of lame festoons the front of the crown and a spiral row of lame circles its top. A hat of black velvet has a round crown and rolling brim. Flowers and fruit made of white kid are appliqued with silver threads to the under side of the brim."

### Duty on Parcel Post Packages.

A decree went into effect in Peru on July 1 requiring recipients of parcel post packages from foreign countries to pay an additional 2 per cent. import duty on the value of the merchandise. Commercial invoices must be included in each package. When invoices are not inclosed the contents will be inventoried and appraised by the customs officials in the post office. The object of the tax is to provide funds for a new post office in Lima.

The Wilmarth & Morman Co. has increased its capitalization from \$50 .-000, to \$300,000.

The Rindge-Krekel Co. has increased its capital stock from \$25,000 to

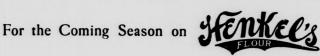
### Testing Tradesman Advertising

48 in. White Sonitas Oilcloth \$5.75. 48 in. Small Check Sonitas Oilcloth

1 have sold over ten thousand dol-ars worth of worsted yarn in past ix months. Write for sample card Il colors. Mail orders to

W. B. DUDLEY,
Grand Rapids, Mich.

### THE PRICE TO THE TRADE



Self Raising Pan Cake Flour and Self Raising Buckwheat Compound

is as follows:

5 1b. Sack, 10 to a bale \_\_\_\_\_\_\_ 3.55 per bale 10 lb. Sack, 5 to a bale \_\_\_\_\_\_@ 3.50 per bale 1b. Sack, Bulk \_\_\_\_\_\_\_ @ 13.50 per bbl.

The 1920 pack is the best piece of goods on the market. Don't pay more for any brand and be sure to get this particular packing.

Your Jobber is ready to book you for Fall. Write us direct on attempt to persuade you to take something claimed to be just as good. You will have our best attention.

Commercial Milling Company,

DETROIT

#### MAN ON THE FIRING LINE.

The traveling man, the field section of the home organization, the antenna that creeps and grasps for new support; that waxes strong with good business; that grows faint of heart when orders are few; whose existence is betwixt and between. Who starts out with high hopes into his land of rosy promises; who is rebuffed but comes again; who personifies the spirit of the house that sends him out, the traveling man of modern commerce, who detractors say is clothed in the armor of conceit and bucklered by an aggressive optimistic egotism which carries conviction to his daily customers.

It is essentially a life that appeals to the young and buoyant. It is more than this; it is a field which has furnished the spur to the ambitions of the Nation's most successful salesmen. It is the training ground for future executives at a desk in the main office, where from the experiences obtained by actual contact with customers on the road, the policy of the enterprise can be handled with intelligence and dispatch. Youthful qualities are required to stand the physical discomforts and interruptions that disarrange a regularly lived life.

Railway service determines the length of day which the traveling man must put in and one familiar with his territory is able to tell to a few hours the length of time needed to cover his prospects in many cities, under ordinary selling conditions.

The man with the samples is a welcome visitor in nineteen out of twenty of the places he may call upon, even though sales to actual customers may not reach one-half that number. Despite their statement to the contrary merchants enjoy being "drummed." It flatters their vanity and gives them the enjoyable feeling of being worth calling upon. Irregular train service and broken hours of rest are the least of the woes of the traveling man's life. They invariably are good eaters, and all know that the average hotel bill of fare is not one which appeals to the man skilled in ordering a good dinner, nor to one who has any trouble with the stomach.

He brings a new atmosphere into everyday life. He is as welcome as the rainbow at the end of a storm. He radiates good humor. He is filled with good stories and new ones. He is worth while in every way, even to the extent of a liberal order for goods which may not move from the shelves in the next six months.

So here is to the brave spirit who gives up the comforts of home, the pleasures of constant friends, and the surety of a definite program, for the vexations, the disappointments, and the high rewards that comes to him while on the firing line of business.

### COTTON AND ITS FABRICS.

Cotton quotations have been rather unsettled for some time, and the past week exhibited about the usual features. The general tendency is downward, despite a lot of boosting the other way. Logically, this fibre

should follow the course of wool and silk, and it would have done so had it not been for the financial backing which holders have had. There are few sales of actual cotton and a decided crimp seems to have been put into the exports of it. The new crop is also coming up in such a way as to astonish those who based their hopes of a short yield on the Government's first estimate. Each week seems to show a better condition in practically every locality. Extra staple and Egyptian cotton are lower. In cotton manufactures the most significant circumstance is the continued weakening of yarn prices. Fabrics are also being offered at lower figures without spurring up any particular demand. This is especially noticable in print-cloths and other goods in the gray. Bleached fabrics are also quite lifeless and colored and printed ones seem due for price declines when they will be offered. The wash goods sales at retail have been rather disappointing, and this circumstance is not calculated to help them in the primary market. Business in knit underwear is quiescent, with little disposition on the part of either buyers or sellers to operate. When the delayed openings for spring are held it is predicted that price advances will be shown. But the prophecy may not materialize when actual conditions are more apparent. In hosiery, buyers are holding back for declines.

#### WOOLS AND WOOLENS.

Auction offerings of Governmentowned wool in the London market during the last week only served to emphasize the fact that the demand, even from the Continent, is very much less urgent than it was. Over here business is stagnant, as is only natural when it is considered that so many of the mills are shutting down for an indefinite period. No one seems to know how much of manufactured fabrics is in the possession of the mills or how much is held by second hands and cutters-up. Some of the second hands have been offering fabrics at prices considerably lower than those at which they acquired them, and there does not appear to be any eagerness to buy the stuff. Manufacturers of both men's and women's garments do not seem to be disturbed over the action taken by the mills in suspending operations, or to believe that there will be any scarcity of fabrics when the demand for them shall come. The chief anxiety just now is not to cut up any more stuff than they have orders for. At the present they are still in doubt as to the quantity which will be ordered. Buyers are coy and show a disposition to hold off as long as possible and then purchase only for immediate wants. A disturbing factor is the belief that the Nemours Trading Company, which is now selling its big shoe stocks at retail, will soon do the same with its made-up garments and large quantity of fabrics. It will take a few weeks for the men's and women's wear trades to get down to their bearings. When they come to buying fabrics for spring they will get them at reduced prices, it is al-

## "A Can of . . . Royal Baking Powder!"

That's the way the wise woman starts her order for the Baking Bee. No ifs and buts about it! She says ROYAL with an emphasis, determination and finality that leave no room for misunderstanding.

### ROYAL Baking Powder

Absolutely Pure

Contains No Alum - -

Leaves No Bitter Taste

### Domino Syrup An All-Season Syrup

Housewives find Domino Syrup excellent for sweetening many fresh fruits. You can recommend it for baked apples, apple pie, apple butter, rhubarb pie, spiced fruits, and fruit sauces.

Domino Syrup is made from cane sugar and has the delicious cane flavor.

### American Sugar Refining Company

"Sweeten it with Domino"

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

#### OUIET-SPOKEN SALESMAN.

Worthy merchandise, an attractive price and advertising may all play an important part in selling goods, but as long as buyers are human it is to be expected that the personality of the salesman will continue to exert a very pronounced influence in "making" or "breaking" a sale. More than one failure to qualify as a successful exponent of the selling art, even with merchandise that came close to selling itself, has been chalked up to lack of personality.

For instance, there was a young and exceedingly energetic young man who received excellent coaching under the tutelage of a district sales manager who was not an office man but an actual business better. This young man not only had an opportunity to see a super-salesman in action, but was, in fact, his understudy. Suggestions and criticism were his for the asking, and many times without the asking. There was nothing stubborn about his makeup, as his age was just right for the so-called "breaking in" process. But, with all his advantages, he never developed into a salesman. The reason was explained to him, and even before the explanation it was clear to himself. Try as he might, however, there seemed to be no way of overcoming the fault. He approached every buyer in the same way. He might change his approach a little at the start, but his sales talk always wound up the same way. This rubber stamp methcd was his one obstacle. To use a baseball evpression, he had no "change of pace." In golf there is a similar idiom to the effect that "all shots cannot be made with the driver."

Personality in salesmanship is a large subject, experts declare, because it admits of so many variations. The variations are there because so many types of buyers exist, just as there are so many types of men. Summed up, however, men of long experience in the selling game believe they have formulated a general rule when they explain that the sales talk must fit the type of man addressed. Emphasis is laid upon the "change of pace" idea, and just as the pitcher studies the batter, so the salesman must study his prospect.

The domineering type of salesman has usually been the idol of his class. It takes only the breath of a suggestion to lead him on to telling his most recent experience in making a buyer hop through the hoop. Veterans in the profession are apt, however, to call attention to the fact that, while the "nervy" member can relate quite a few instances of the sort, some enquiry will point to quite a number of cases where nerve and domineering got the same salesman nothing. In fact, to establish a reputation as a brow-beater the salesman is apt to overplay his part and get into more hot water than he can comfortably

An interesting sidelight to the subject of salesmanship at present is the condition brought about through the long continued reign of a sellers' market. The latter, it seems, has done more to encourage the domineering type of salesman than any other factor. Circumstances made it possible for the salesman to dictate to buyers in a manner never before possible. Not a few of them took full advantage of this new power and, no doubt, deceived themselves into believing it was their strong personality that was "getting across" instead of the dictation of conditions. On the other hand, there are many instances related by salesmen who admit they will never talk to buyers again the way they did until the millennium arrives.

In one firm, the policy laid down for the season when goods were scarce and prices constantly advancing was to have customers distribute their purchases over the entire line. Thus the buyer could order only a small percentage of the lower priced merchandise and to get it had to purchase higher priced numbers also. Of course, many of the customers objected, and not a few of them left the showroom with the threat of taking away their business. The salesmen for this house fully realized the condition of the market, and the "take it or leave it" attitude received full expression. With the situation turned about, there has been a decided "change of pace" and the salesmen are well aware of the fact that the days of domineering are over.

As much as browbeating tactics are criticized, there is many a word said in favor of the method when judiciously used. A subservient manner, on the other hand, is not so well recommended. It has very few, if any, supporters among the salesmen who lead in their profession. Sales diplomacy gets the largest share of credit of any attribute of personality, but a sharp dividing line is drawn between diplomacy and boot-licking.

Bootlicking gets many deals across because it is human nature for a buyer to relish holding the whip hand. But with all the sales that have been made this way the element of respect is totally lacking. The man who makes it his business to say nice things to the buyer has to keep busy thinking up new compliments and new ways to make himself more humble. There is nothing quite so firesome as honeyed words after a time, and it might surprise the salesman who makes constant use of them to know how well an independent and outspoken rival is getting along with the same customer. It is quite a common thing for a buyer to mix up the types of men he does business with. Some will be of the subservient, mealy-mouthed sort, and others will be the breeziest kind of individ-

It is when the buyer is thinking of making a change in placing his business that the fellow who is always handing out soft words has to be afraid. The buyer does not care a whit what his flatterer thinks of him. Down in his heart he knows that a lot of the compliments he got were pure bunk. He has some respect, however, for the opinion of the man who talks right up to him, and is not so prone to give him offense. Consequently, it is the free speaker who has the advantage.

When the discussion of sales personality comes up among salesmen there is increased emphasis given to the success of the "man with the From the days of the salesman with the liveliest stories and a pocketbook sufficient to take care of large entertainment expenses, the development is now in the direction of ability to impart the latest and most accurate information concerning business. Business is no longer just "good;" what goes to make up its goodness must be explained. Therefore the quiet-spoken salesman, who is neither domineering nor full of flattery but knows everything there is to know about his line of business. is the man who can lav claim to a very agreeable sales personality.

#### OUR PRECIOUS INHERITANCE.

One race is found to have played the dominant role wherever civilization has reached its pinnacles-in ancient India, Persia, Mesopotamia, Greece, Rome and perhaps also in Palestine and Egypt. A gray-eyed race with blonde or brown hair came out of the unknown North, and where it conquered it set up a civilization of the highest type which lasted anshaken as long as the "blue blood" endured-which means the blood of those whose eyes are blue. In the more modern times these people of the North emerged into the light of history. Their home was in the Scandinavian peninsulas, on the southern shores of the Baltic and the North Sea littoral. Once more, as Goths and Vikings, they issued from their wilderness and conquered, founding upon the ruins of the Roman Empire the great nations of Western Euope. In the nineteenth century, when the kinship of these newer conquerors with the conquerors of old was established by the evidence of language, the race was called Aryan. But in Asia and Southern Europe the ancient stock has long been submerged or obliterated, although the language persists. To-day the race exists as an entity mainly in Northwestern Europe and in the North-central part of North America-In a few provinces in Holland, in Scandinavia, in the British Islands, in large portions of France, in the United States and in Canada. So the historians who make race the determining factor in history call the stock Nordic. That is "the great race" of which Madison Grant records the age-old prowess and the threat-ened modern "passing." Now in The Rising Tide of Color," Lothrop Stoddard evokes a new peril, that of an eventual submersion beneath vast waves of yellow men, brown men, black men and red men, whom the Nordics have hitherto dominated.

To most people this intensified resurgence of Kaiser Wilhelm's "Yellow Peril" will seem at the worst a distant danger, although Mr. Stoddard's presentation is as sane and measured as it is dramatically effective. But one part of the argument comes home with irresistible force. Through all ages it has been the fate of the Aryan of Nordic to subside in the sea of interior peoples, whom he could conquer and dominate for a time, but could not racially supplant. While ruling Nordic fought his neighboring Nordic ruler, in conflicts that were racially fraticidal, the conquered folk bred and multiplied, accumulating wealth and eventually marrying into the dominant race, to its mongrelization and ultimate extinction. In the blood of the Nordic, moreover, was the instinct of equality-democracy, as we call it-which was sane and salutary only as long as the race remained pure. To-day in England and France and the United States the long submerged stocks, "Alpine" and "Mediterranean," rising on the wings of political equality, as they once rose in Greece and Rome, to seize the power that the Nordic framed and so long maintained. In brief, Mr. Stoddard sees in the late war a fratricidal conflict and in Bolshevism the threatened extinction of all that has made our civilization what it is.

In one respect the crisis is unprecedented. Hitherto the racially submerged have risen gradually, through long eras of unconscious change. To-day the movement is accelerated and intensified, as the war was, by the worldwide solidarity of the nations. Class hatred has become a worldwide creed, a fomenter of world-wide revolution.

For the first time since man was man there is a definite schism between the hand and the brain. Every principle which mankind has thus far evelved--community of interest, the solidarity of civilization and culture. the dignity of labor, of muscle, of brawn, dominated and illumined by intellect and spirit-all these Bolshevism howls down and tramples in the mud. Beside it, all the ill effects of war would pale into insignificance. To the Bolshevik mind the very existence of superior biologic values is a crime. Bolshevism has vowed the proletarianization of the world, beginning with the white peoples.

This new historic idea runs counter to our spiritual convictions as to the brotherhood of all human beings and the identical preciousness of all human souls. It runs counter to our political dogmas of universal equality and the sancity of the will of any majority. Spiritually and politically it is not democratic but aristocraticalthough the aristocracy is that of biology. Yet, with Bolshevism menacing us on the one hand and race extinction through warfare on the other, many people are not unlikely to give it an increasingly respectful consideration. Above all, it throws new light upon the need of a league or association which will unite the nations in defense of what is precious in the Nordic inheritance.

Things are so planned in the moral universe that in order to get very far, or to accomplish very much in this world, a man has to be honest. The whole structure of natural law is really pledged to defeat the lie, the false-hood, the sham. Ultimately only the right can succeed, only truth can triumph. The whole lesson of life goes to show that no amount of smartness, brilliancy, scheming, long-headed cunning, can take the place of downright honesty, or be a substitute for personal integrity.

It is easier for some men to spend all they make than to make all they spend.



Michigan Retail Shoe Dealers' Associa-

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.

#### What Will Be The Consumer's Fall Demand?

I am sorry that I cannot offer any constructive course of action. I think the conditions are mixed and that we have simply got to wait, and when the clouds roll away possibly we will be able to see a little more clearly what the future has in store for us.

The volume of business for the first quarter of 1920 in manufacturing, wholesaling and retailing was, in my opinion the largest in the history of the shoe industry. During this period many deterrent factors were felt, such as a tight money market, transportation congestion, unintelligent public criticism, and loose thinking and discussion on economic questions relating to the industry. These handicaps would have created depression and a panic, if there were ground for one in this country. But the country and its industries are so sound economically that while some doubt and distrust have been created, industry has not lost its courage or faith. We must realize, however, that there is still grave danger in continued misunderstanding and destructive criti-

We are now between the end of spring and the opening of the fall season. This is always a period of conjecture and speculation as to next season's business and prices. It is even more the case to-day, on account of the deterrent factors that I have mentioned. It is, therefore, natural that buyers should develop a conservative policy relative to future commitments. On the whole, this is a wise course to pursue. However, the key to the situation is the answer to the question "What will the consumer's demand be in the fall?" From what I can learn from most basic industries, there will be full and steady employment at good wages for the next six months at least. For

this reason, the demand for merchandise from the consumer must be good, affected to some extent by the continued rise in the cost of living.

It is significant in this connection that business catering to the Southern Western and agricultural districts in general has been unusually heavy. With this group of producers the difficulty in the next four to five months will be in production rather than in

During the past month the retail business in the larger industrial centers has shown an after-Easter seasonal slump, which has led some people to think that permanent curtailment of consumption has set in. Wholesale accusations of profiteering have continued to disturb the merchant's and consumer's state of mind. Therefore business booked for fall by merchants located in large industrial centers in the North and East has been backward.

The tendency to-day seems to be in the direction of purchasing for fall a larger volume than heretofore of shoes made from moderate priced material, in place of shoes of the higher grade. This of course will cause changes in the market for different grades of raw stock and supplies. The net result will be beneficial to the consumer and the industry.

Delayed transportation has so upset our ability to calculate that it is impossible to determine with any degree of accuracy whether merchandise in hands of wholesalers and retailers or in transit is or is not excessive. I believe that it will take two months to gauge correctly the effect of this calamity. In the meantime there will be continued uncertainty, but, in my opinion, as the season progresses, confidence based on facts will dispel many fears now prevailing. It is impossible to estimate the millions of dollars tied up in credit due to this abnormal transportation condition. The Federal Reserve Bank, and other banks, in outlining its policy must not, and I firmly believe will not lose sight of this condition. Quick and efficient service in transportation is necessary in order to help reduce our capital requirements. General economic conditions are working in our industry to the benefit of the consumer, and I presume this will follow in other industries as time pro-

On account of its bearing upon these matters I would like to say a few words regarding the McNary Shoe. Branding bill, lately introduced in Congress, which requires that all shoes be stamped with the maker's name and the maker's selling price. There are so many obvious objections to a measure of this kind that I am reluctant to believe the bill will receive the approval of Congress.

Our industrial order has been based heretofore on the theory that free unrestrained competition constitutes the most complete protection for the public and the greatest encouragement to economic development. We should not, in any instance, discard this theory for policy of detailed and artificial regulation, unless we are satisfied that conditions are so ex-

## BRADLEY & METCALF CO.

MILWAUKEE, WIS.

Manufacturers of

## World Beater Shoes

Our Salesmen are now on the road with our new Spring samples and they will call on you within the near future.

traordinary as to justify the reversal of policy, and unless the suggested regulation will be both just and effective.

The shoe industry, as a whole, is not profiteering. There are 1,300 shoe manufacturers in this country, over six hundred wholesalers, and something over one hundred thousand retail distributors of shoes. With all factories operating at capacity the supply of shoes will considerably exceed any possible domestic consumption. Competition is, therefore, keen. The average net profits of manufacturers, wholesalers and retailers have been low as compared with other businesses. The industry does not require excessive capital, and is open to all, even now, if its profits are attractive enough from other lines.

Why, then, should this indirect method of price regulation be adopted in the case of shoes and not with respect to an infinite number of other articles which have risen in price as much or to a greater extent? If shoes, why not underclothes, shirts, stockings, men's and women's suits and coats, hats and foods of various kinds? No conclusive reason has yet been adduced for singling out the shoe industry for this attention. If the medicine is good for one, it is good for all.

To stamp the manufacturer's name on every shoe will tend to destroy the existing good-will of the wholesaler and retailer, and to turn trade toward the large and widely advertised manufacturer. To-day the efficient and ingenious wholesaler or retailer often puts out under his own brand a shoe made for him according to his own ideas, designs and specifications by such manufacturers as he may from time to time select. It is the shoe that he has chosen to meet the conditions of his locality and trade. It is his product, and he stands behind it. He is entitled to the credit or discredit that its quality deserves. This bill will in effect establish him in the mind of the public as the selling agent of the manufacturer, when the latter has really done little more than build the shoe as his customer directed. The competition will come to be between nationally known manufacturers rather than between local merchants in touch with and responsible to their local trade. Much of the incentive that to-day spurs on the retail merchant to excel his competitor in style, quality and service will disappear. It is hard to see how this can benefit the consumer in any way.

I presume the object of stamping the price on the shoe is to prevent exhorbitant profits by informing the consumer regarding the manufacturer's price, from which the consumer should derive some idea as to the proper price that he should pay.

But can it be said that this requirement will aid the consumer? If the bill is enacted, the consumer will find the maker's price on each shoe. But it will in many cases be a price of seasons or years prior to the sale to the consumer. In recent days of shifting markets, the maker's price has varied widely from week to week. A shoe bought by the retailer at the beginning of the season may bear

one price; a similar shoe bought after the season opened, to fill in a depleted stock, may bear a far different price. The retailer's shelves will contain the same kind and quality of shoe stamped with prices which vary considerably in accordance with the time of purchase. Every sale by the retailer, if the consumer tries to inform himself, as the bill apparently intends he shall, will involve long explanations, loss of time, and added sales expense, which in the long run the consumer must pay.

Then again, in the margin between the maker's price and the retailer's price are many factors that are so confusing as necessarily to blind the consumer. The margin of gross profit comprises the overhead and selling expense of the retailer as well as his net profit. The selling expense varies remarkably in different parts of the country and in different sections of the same city. It varies with dealers in different types of shoes and with different classes of customers. To obtain the same net profit two retailers must often figure on a very different gross profit and selling price.

And even the same retailer must earn varying rates of gross profit on differing kinds of merchandise. In some styles, particularly women's shoes, the possibility of obsolescence is great, owing to the abrupt changes of fashion, and a wider margin of profit must be figured to allow for the disposal of the unsold residue of the stock at cost or less at the close of the season. To neither the consumer who buys at the outset of the season nor the consumer who buys at the clearance sale at its close will the maker's price be an indication of a fair charge to him. To understand the complexities of gross and net profit requires an accountant or an economist rather than a casual purchaser

It may be said, too, that if the bill will tend to check high prices on a rising market by indicating the price that the retailer paid for the shoe, it may on the other hand, if it is at all effective, assist the retailer on a falling market when he has paid a high price for his merchandise. This assistance will be at the expense of the consumer.

In short, the bill offers a remedy for high prices that seems simple, but is in fact immensely complicated. It overturns an established method of dealing. It substitutes for a computation in which the consumer considers only the price he pays and the value he receives in quality and workmanship, a controversy as to maker's cost into which enter computations and variables of which he is incapable of judging. It can be of no benefit to the consumer, and will be an artificial drag on industry and merchandising.

J. Franklin McElwain.



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#### SPORTSHU—Without Heel

White duck upper. Loose lined. Red sport trimming. Red corrugated sole. Red gum foxing and toe cap. Armstrong Korxsole insole.

The shoe has plenty of snap and style. Its very high grade appearance and great durability make it an excellent buy.

	Si	Sizes		Bal.	
Men's White	6	to	12	\$1.95	
Boys' White	21/2	to	6	1.70	
Youths' White	11	to	2	1.55	
Little Men's, White	8	to	101/2	1.40	
Women's White	21/2	to	8	1.70	
Misses' White	11	to	2	1.50	
Child's White	6	to	101/2	1.35	



### CLIFTON—With Heel

This shoe is new this year. The trimming makes an instant appeal to your trade. Pneumatic heels are an extra feature, and its durability is assured because it's cured like an auto tire.

	Bal.	Oxford
Men's	\$1.90	\$1.75
Boys'	_ 1.75	1.65
Youths'	_ 1.65	1.55
Women's	_ 1.75	1.60
Misses'	_ 1.65	1.50
Child's (8 to 101/2)	1.55	1.40

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### Now For the Battle of the Ballots.

Now For the Battle of the Ballots.

Grandville, July 13—The candidates of the two old parties are now in the field, ready to do battle for supremacy at the November election. As to the personality and caliber of the two men there is, perhaps, very little to choose. The contest then narrows down to the respective platforms and the principles of the parties that present their candidates for the approval of the American people.

The caliber of the American presidents, with few exceptions, has not been above mediocrity. Of course, we must except Washington and Lincoln, and perhaps the Adamses and Jefferson. Many of the big guns of the Nation have striven for the prize of the American presidency and few have won the goal. We might name Taylor, Fillmore, Pierce and Buchanan in one breath and wonder why such men as Daniel Webster—the Godlike Daniel—Henry Clay and the large statesmen of that day were passed by.

In later times we find the modest R. B. Hayes defeating the aspirations of James G. Blaine, although it was

In later times we find the modest R. B. Hayes defeating the aspirations of James G. Blaine, although it was in reality Roscoe Conkling, of New York, one of the brainest men of his time, who kept the statesman from Maine out of the running. When at last Blaine had his innings it was too late to retrieve the mistakes of the past.

We must admit that the nomination of Lincoln was a disappointment to the stalwart Republicans of the sixties. They had centered their hopes on the man from New York, William

the stalwart Republicans of the sixties. They had centered their hopes on the man from New York, William H. Seward, and lost out.

Blaine and Logan was really a strong ticket, but it was, unfortunately, made at the wrong time. Had Blaine won the nomination in 1876, as he deserved to do, it would not have been necessary at a later date to organize an electoral commission to decide who was the victor.

We all remember the saw, "There is a tide in the affairs of men which, taken at its flood, leads on to fortune." That tide was at its flood with regard to the fortunes of James G. Blaine in the summer of 1876. Hayes carried off the plum and came near losing the presidency. In 1884, when the Maine statesman at last won the nomination, it was past the heydey of his early manhood. His active life in Congress and out had bred enemies who compassed his defeat. Principles, not men, has been the slogan of those who affiliated with the old parties, and it may be that this slogan will lead to unexpected denoucements the coming fall.

Personally, there may be nothing to choose between the opposing candidates this year. As for a mudslinging campaign, Harding has discounted that by openly declaring against it at the outset. That he will be able to control his partisans, however, may well be doubted.

Both men being from the same State makes the contest all the more interesting. Both are favorite sons and will poll a large personal following vote. Cox, having been three times elected governor of Ohio, may seem to forecast a popularity that will require great effort on the part of the Republicans to overcome.

Wilson carried Ohio at the last election on the slogan, "He kept us out of war." That slogan no longer has power to smother the real desires of our people and something more potent must be originated and blared to the skies in order to take away the sting of that campaign falsehood of four years ago.

It is also well understood, although the platform has no decidedly wet

sting of that campaign falsehood of four years ago.

It is also well understood, although the platform has no decidedly wet plank, that Cox is the candidate of that wing of the Democratic party. In certain portions of the country this fact will win votes while in other sections it must repel them.

This must needs be a campaign of

This must repet them.

This must needs be a campaign of education, since the candidates are both men of only average ability, neither having written his name high on the scroll of national achievement.

No doubt Leonard Wood could have aroused more immediate enthusiasm among the masses than has Harding, yet this inertia may possibly be over-come as the campaign advances.

Cox and Harding will have to be introduced to the voting public. Neither is of Nation-wide notoriety; neither is the pre-eminent statesman of his party; neither has the magnetism of a Blaine or a Clay; neither has power to excite the enthusiasm of even strenuous partisans, since neither was well enough known to merit first page position in the public press.

On the other hand, neither is handi-

On the other hand, neither is handicapped by his record. A recognized statesman of the first order has always made some mistakes, which, by the way, is one of the reasons so few get into the presidental limelight. A campaign of apology for the shortcomings of a candidate insures danger of defeat from the start. The two men bearing the banners of Republicanism and Democracy have no real cause for apologizing for past mistakes, wherefore they stand on an equal footing before the country.

Cox will be burdened with the On the other hand, neither is handi-

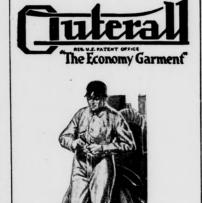
Cox will be burdened with the weight of the Wilson nightmare. This weight of the Wilson nightmare. This in itself is a mighty load to carry. From every stump in the Nation we may expect a defense of the policies and practices of the Wilson administration. Throughout the last four years there has been a murmur of unrest running through the body politic which has been waiting a chance to place the seal of condemnation upon the personal and very unsatisfactory manner in which Woodrow Wilson has managed the affairs of the Nation.

The bald inefficiency of the post-office department alone is a heavy bur-den for any administration to carry, and the discontent and disgust manifested at this inefficiency is confined to no political party. That leading Democratic organ, the New York World, has flagellated the Burlson flasco with more vitriolic vehemence than any opposition organ thought to indulge in.

thought to indulge in.

To be sure Cox may not be blamable for the postoffice delinquincies, but his party is, wherefore he must needs suffer in consequence. Reference in the Democratic platform to the Newberry incident is peculiarly unfortunate, taken in connection with the flagrant disregard of the Constitution by that party in at least nine states of this Union. The kettle calling the pot black is no comparison in this instance. this instance

The battle of education of voters is n. May the best party win.
Old Timer.



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Grand Rapids, Michigan



#### Readjustment Period Demands Sound Merchandising Methods.

During the past year the Harvard Bureau of Business Research has been recuperating from the effects of the war. We have now, however, struck our pace again, and have also started several new investigations. trades that we are studying at the present time include retail grocers, wholesale grocers, and shoe, hardware, drug and jewelry retailers. The Bureau is also commencing work in other fields. It has under way, for example, a study of the methods of storing materials in shoe factories, and it has taken over from the National Council of Cotton Manufacturers a plan that was developed under direction last year for the international comparison of prices of cot-

When the work of the Bureau was first started nine years ago, it was expected that we would spend five or six years on the retail shoe trade and then wind up that investigation for a time in order to devote all our energy to other research. It was also expected that most of our other investigations could be suspended at least temporarily after they had develepoed to a certain stage. Last year we found it necessary to reconsider our plans and we decided to change our policy. A substantial number of merchants wished to continue to send in reports to us each year to be checked in the office, and there were also numerous requests for upto-date information on the cost of doing business. Consequently we decided to undertake, for the present at least, to collect annual figures on the cost of doing business in the various trades with which we were at work, among them the shoe, hardware and wholesale grocery trades.

We are now receiving reports from merchants who send us annual statements on the cost of doing business in These are being checked and tabulated, and the results will be available for our co-operators in the course of a few months. Yesterday I looked over a batch of the reports that had come in from retail grocers. It was apparent from these statements that the cost of doing business in these stores was about the same in 1919 as in 1918. The gross profit was also about the same and the net profit certainly was no higher in 1919 than it had been in the previous year. In the retail grocery trade the common figure for total expense in 1918 was 14 per cent., for gross profit 16.9 per cent., and for net profit 2.3 per cent. of net sales. The figures for 1919 may of course be modified somewhat when we have tabulated a larger number of reports.

Another item which I always believe it my duty to refer to is stockturn. We have found in every one of our investigations that the annual rate of stock turn is one of the most indicative figures. We have found that the stores with a high rate of stock-turn are almost invariably the most profitable stores and, furthermore, that stores with a slow rate of stock-turn generally have a high cost of doing business and a low net profit in percentages of sales.

There are still many difficulties in obtaining reports on the cost of doing business. A good many merchants are not yet keeping books which enable them to fill out a profit and loss statement. We recently received a letter, for instance, from a country storekeeper who stated that he has a truck and Overland pleasure car, uses gasoline, oil, and tires out of the store, buys butter and eggs, gives adjustments on tires, and because of all these and other complications does not believe that he can keep books. He stated: "I have been doing very well in the past, and I do not feel it necessary for me to do the bookkeep-

Anothe example is the case of a retail grocer who sent us a report in 1914. That report showed that this retailer was keeping most of his expenses fairly accurately. He did improperly include his ice, telephone, wrapping paper, and a few other small items in purchases of merchandise. He kept no record of the merchandise taken from the store for family use. Moreover, he did not take an inventory, but estimated his stock on hand by adding his purchases and in-

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ventory and deducting his sales less an estimated gross profit of 20 per cent. He worked out a figure for his estimated inventory monthly and yearly and never checked it actually by taking stock. We heard nothing more from him until last year when we received a letter stating that he was "plumb disgusted and almost busted." He had been borrowing money by various means in order to try to save his business, but he had lost continually, and since that time he has gone into bankruptcy. Had he made a few modifications in his methods of keeping records and taken an annual inventory, I have no doubt that he readily could have saved his business and even turned it into a profitable undertaking. He found out too late that he was losing money, and he did not know where the loss was occurring.

These instances are not cited in any spirit of criticism, for I have deep sympathy with the difficulties of the average retail merchant. Oftentimes his problems are difficult and complicated, and he cannot afford a large amount of help to deal with them.

Although I have had little experience in connection with the credit man's job. I have been somewhat surprised at the small amount of attention that is apparently given to expense statements by most credit men. From looking over reports that we receive, it has seemed to me that frequently it would be possible to judge a man's standing much more accurately by a consideration of his expense statement in connection with his net worth statement. A merchant's expense statement shows whether or not he is keeping track of his business and also whether or not he is making a profit. I understand that oftentimes a credit risk is rated primarily upon whether the merchant is going ahead with a profit or falling backward with a loss. This is shown most clearly by his expense statement.

One reason why we are collecting annual figures on the cost of doing business in several trades is that for our own purposes as well as for the benefit of our co-operators we wish to keep track of the changes in the cost of doing business from year to year during this period of readjustment. It now looks as if the country might have a period of "spotty business" ahead. In that case we believe that these figures will be of especial interest and value.

Looking at business conditions broadly, without any particular reference to the figures collected by the Harvard Bureau of Business Research, the last year has been one of rather wild business activities. This activity has resulted largely from the inflation of credit and currency in this country as well as abroad. As a matter of fact, we have not yet seriously begun our process of reconstruction. We still have that ahead of us. The goods for which there has been the greatest demand during recent months, to judge from statements which have been made to me personally by a number of business men, are not those in which there was a shortage caused by the war. In numerous instances the greatest demand has been for goods that fall in ment must take place. The longer the class of luxuries.

I judge that some of our business activity also has been rather speculative in character because of the rising market. I have encountered some instances in which merchants placed orders last fall for their entire requirements of spring merchandise not only because of anticipated difficulties in securing delivery but also to obtain full advantage of the rising market. This apparently intensified demand. It is now beginning to appear that the last big jump in prices in a number of lines of merchandise has overshot the market. There are already appearing some trade reports of curtailed demand, although the full effects of the latest increase in wholesale prices have not yet been reflected extensively in the prices charged in retail stores.

The financial situation is of course, the largest factor affecting general market conditions. It is difficult to see wherein we have resources to finance our trade at the new level of prices just coming into effect. In a number of instances these increases in price have been 25 per cent., 30 per cent. or even more. This means that not only the manufacturers but also the wholesalers and retailers will require a large amount of credit beyond their previous needs. At best it will be difficult to finance our trade at these high levels.

The period of inflation, to be sure, may not yet have reached its crest. Insidious suggestions, usually for selfish or political reasons, are cropping out here and there that more government bonds should be issued or that inflation should be continued by other means. In the long run, however, I am convinced that business will be in a far better position if we go through with the process of deflation which was started last November by the Federal Reserve banks. To mention only one reason for this conclusion, take the labor unrest. If prices keep on advancing labor unrest inevitably will be intensified. Even at the risk of some temporary hardship, I believe that it will be advantageous to the business of the country to have the upward movement of prices check-

Another index to business conditions which closely concerns the credit man is the number of business failures. During the last three or four years the number of business failures, as reported by Dun and Bradstreet, has been abnormally small. reached the lowest point in 1919. This small number of business failures cannot be due in any considerable measure to better methods of business management. While here and there improvements have been made, nevertheless, we find that there are still a large number of merchants who never take an inventory and who apparently have not been managing their business more carefully than before the war. The smaller number of business failures, I believe, is due to the rising prices. The increase in the value of merchandise on hand, I think, has enabled numerous merchants to continue in business when otherwise they would have been forced to suspend. Sooner or later a readjustment must take place. The longer it is postponed the more severe the readjustment will be. During this process of readjustment the merchants of the country will be put to a more severe test than they have experienced for several years. Those who have their businesses well in hand and are following sound methods of management will undoubtedly be able to come through successfully.

Melvin T. Copeland,

Director Bureau Business Research, Harvard University.



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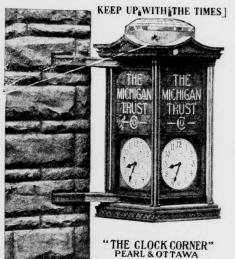
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#### Is the Crest of the Crisis Passed?

There is nothing of greater importance to the merchant than to insure his credit with the bank, no form of insurance, I repeat, more important to him. We buy fire insurance for which we pay large sums year after year though we never expect to burn; buy life insurance on corporation officials; tornado insurance though we believe there never will be a wind storm to hurt us. But how many think of buying bank insurance? And how is this bank insurance to be had? Is it not by establishing proper and intimate relations with the bank, by maintaining proper balances on the books of the bank? This is the form of bank insurance to which I refer.

The measuring stick in extending credit to a merchant is the balance kept by the merchant, and the merchant is realizing this to-day as he enters the offices of the bank. He now realizes what it means to keep a balance full, what it means to keep in intimate touch with the banker and give him complete information, the value of making a father confessor of the banker. For having done this he finds that he is on firm foundation and that whether times are good or bad the banker will respond to his call even when an unusual crisis comes.

Corporations in the last two or three years, indeed in the last five years, have shown an inclination to do more business than their capital justified. The bankers have been sounding a word of warning that this is no time to be out on the limb, that there are forbidding rocks and deep water underneath the trees now, and the thing to do is to stay close.

It is hard for the banker to make business men understand that they must reduce their volume of business, to make them appreciate how necessary it is to keep the volume of business in proper ratio to the capital invested.

In the last few weeks the bankers of the country have been in the front line trenches of industry, and I want to say that they are going to stay there. They are not scared. The bankers believe the peak is passed and that we are moving into valleys of greater success and better times, all the way down the line.

This is the first time in my banking experience that strained credits were not caused by over-production. are short of goods as well as short of credits for the first time in our history.

We wonder what this means, and I will try to tell you:

It means for one thing millions and millions of dollars of frozen credits are in our railroad yards. We find that six and eight months ago a man could ship his goods from Seattle, drawing a draft on Philadelphia, and that his goods would be delivered and received in thirty days. Now it takes six months. A certain flour miller, one of the best operators in the West, has stored in his elevator 2,500,000 bushels of wheat. The elevator is sixty miles from his mill and at the rate he is getting cars to move the wheat it will take him two years to put it into flour. Great volumes of

foodstuffs are lying in the store houses because of lack of shipping

Another vital item in the credit situation is that \$4,500,000,000 of United States indebtedness is being carried by the banks of America for their customers in various ways. All this clogs the natural avenues of credits. Again we find that large sums of money have been loaned to individuals and corporations for the payment of excess profits and corporation income taxes. Again there is a frozen credit extended to Europe amounting to three or four billions of dollars, an item that cannot be liquidated until some medium is found of financing that credit. And greatest of all we find an enormous increase in commodity prices. Then again, the excess gold reserve has been sustaining a slow process of depletion, not that the gold reserve of the country is disappearing, but the excess gold reserve has been depleted to the extent of several hundred million dollars.

All these things have placed upon the banks a staggering demand for credits, and the banks have answered the call, but the only reason they have been able to answer it and go to the public frankly without fear of panic or a money stringency is that we have the Federal Reserve Bank. the modern financial Goliath of the world, which carries upon its shoulders the weight of financing practically the entire world; the savior of the financial situation within the past six months.

And so the bankers of the country decry the calamity forecasters. They are not afraid to face the situation; but they plead for the co-operation of the credit men of the country. for their help in stopping the wild orgies of extravagance, for their help in establishing in every home in America the spirit of thrift and production.

Again, there must be conservation in the construction line and in the placing of money in fixed investment. We must go slow in the issuance of new securities which may divert money from the usual and natural avenues of commerce, must insist that no more tax free securities shall be issued, and that state, county and municipal expenditures be minimized, and that the federal government practice economy.

I have hinted at some of the reasons why it is necessary to ration credits, rationing them without fear or favor to the industrial community, and squeezing out whatever has the slightest sign of speculation, whether in commodities or in stocks and bonds, for that term speculation, which many think of as applicable to Wall Street only, is just as applicable elsewhere. Speculation indeed is as rampant in other parts of the country in commodities of all kinds and in farm lands as in Wall Street. So the banker has had to say to all, "Stop! Rightabout face! Go into real business if you want money."

As for the immediate future, we find that with liquidation of but ten per cent. of the loans of the bankers of the country, we can care for all of the crop moving of the summer

without difficulty, and this the banks have been doing. Most of them have liquidated from five to seven per cent. of their loans in anticipation of the new loans which will be required of them this summer and fall.

The bankers cannot carry through the reconstruction problems alone. They need men to assist them, just such men as make up the National Association of Credit Men, which association is working shoulder to shoulder with the American Bankers Association in placing our commerce upon a sound and stable basis.

R. S. Hawes.

#### Another New Counterfeit

A new counterfeit \$5 Federal Reserve note on the bank of Richmond. Va., has been found, with a check letter "A," check letter and plate number missing from lower right end of note; portrait of Lincoln. This counterfeit is a poorly executed zinc etching, on cheap white paper. The titles "Secretary of the Treasury" and "Treasurer of the United States" have been omitted beneath the names of these officers. The portrait of Lincoln bears no resemblance whatever to the genuine.

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



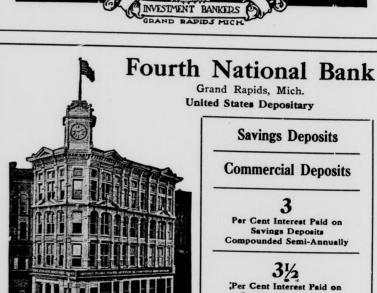
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GRAND RAPIDS, MICHIGAN



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Your telephone is operated by a company, organized and controlled under the laws of the State of Michigan.

So far as its rates are concerned, it is directly subject to the decisions and direction of the Michigan Public Utilities Commission.

You, through this commission, actually control the telephone service which is so intimately a part of your every day life. Its future success or failure is directly in your hands, because the commission must have your moral backing if it is to deal fairly with the telephone company in the matter of revenues. Sufficient and adequate revenues are absolutely vital to the very existence and the development of the utility. Without them the telephone cannot properly function in the industrial and social advancement of the State.

The close association of your telephone company with the Bell system of America gives you the advantages of a service which is world-wide in its scope. By means of this service, you can, at your will, talk to any one of 13,000,000 telephones in use throughout the United States today.

It gives your telephone company, too, the advantages of the scientific research of the greatest telephone engineers in the world. This research has developed the telephone art in the United States until today it is by far the most efficient in the world. It is daily developing new improvements which will do much to make your service better.

The officers of your telephone company, who are directing its affairs, are Michigan business men, keenly alive to the many problems incident to the development of the State.

And so it is throughout the entire personnel of our company. It is made up of men and women, actuated by no other desire than to do their jobs well and to deserve this great responsibility of giving to the people of Michigan the kind of telephone service they desire.

MICHIGAN STATE TELEPHONE COMPANY



### Story of the Boy With the Hearing Ears.

Written for the Tradesman.

It must be fully twenty years ago that I saw one summer afternoon a most interesting scene enacted by a little boy and his father. The boy was somewhere about four years old, and we were all sitting on the porch of a summer cottage in the mountains. The father and I had been talking about child-training and the relative influence of heredity and environment, the degree to which it was possible for parents by training to develop or repress inherited characteristics.

"I don't know much about heredity," he said. "I suppose every child has just as much heredity as any other child. Most people, when they talk about heredity, are thinking of parents, grandparents, great-grandparents and usually of those on one side-the name side. But it seems to me that these ancestors are so very few and so very recent, and at the same time so very numerous even three or four generations back, that it is impossible to identify the sources. The great stream of the race, going back into infinite past, has brought to the child so many and so mingled characteristics that those contributed by the most recent ancestors must be very trivial and ephemeral.

"Anyway I am sure that the possibility of both development and suppression is for all practical purposes unlimited, and that until you have done all you possibly can with environment in all its meanings and adaptations, you have no right to blame things on heredity."

He took from his pocket a notebook, turned to a certain page and showed me a series of records. I did not understand them; they were made up of a list of dates and measurements in feet. Without further exulanation he turned to the boy and said:

"Come here, son. Let's play the hearing game."

The boy walked over, his face alight with interest, exclaiming:

"Oh, yes, father, let's. The last time is was seven feet."

"Better than that—seven feet four inches."

The boy put his feet on a certain crack in the piazza floor, and turned his right side toward his father. The latter took out his watch and held it up, its face toward the boy.

"We have measured this distance," he said to me. "From the edge of this table with the two legs on that crack the distance is exactly seven feet. Can you hear it son?"

I was a good deal nearer, but I couldn't. The boy was listening intently, with closed eyes.

"I think I might hear it," he said, after a few moments, "but the bees in the honeysuckle vine are making so much noise. I hear a humming-bird out there, too."

I had not noticed the bees at all, but from where I sat I could see the tiny bird, hovering and darting among the blossoms.

Suddenly the child cried: "I hear it now! Let me move a little farther," He edged away—an inch, another inch, another—until he had moved almost a foot farther from the watch.

"No, I can't hear it any more, even when the bees are still for a minute. That's as far as I can go to-day. How far is it?"

"Seven feet ten inches. We are improving," said the father, with a smile of satisfaction. Then he turned to me:

"When we began this game, nearly a year ago," he said, "he could hear the watch—this same watch—up to about two feet. I can hear it now at about three; his mother can hear it a little farther. We do not seem to improve, even with practice. As you will notice, it is a very quiet watch. But as you see by these dates in my notebook, Billy has gained, slowly but steadily. I think that with practice we can extend the distance still a good deal.

"We have some other experiments, with the violin, to see whether he can detect very fine shadings of tone. He is improving in that respect, too. He can detect very fine intervals between

sounds that his mother and I cannot hear at all. When we began, his hearing was really not so good as ours. Neither of us has hearing to boast of, and I know of no special development of the sense of hearing in any of the family of either of us."

"From which you infer-?"

"I'm not inferring; I'm just experimenting."

Last summer, for the first time in a good many years, I was with that boy and his father at their country place again. We were walking down a wooded lane, talking of one thing and another. The air in the glow of the sunset was full of little midges, which we brushed aside out of our mouths and eyes as we walked and talked.

"How in the world does the Creator manage to make so many of just one kind of these little bugs?" I cried. "There must be millions of them here, and I suppose every open space in the woods is full of them. Why not some variety?"

"There are two or three different

kinds of 'em here," said the lad. "Can't you hear them? There is a great difference in the sound of them."

He made a quick clutch in the air, first with one hand, then with the other, and showed me, as he had said, two distinctly different little gnats.

"Do you mean that you hear those things?" I asked.

"Why certainly, as plain as can be."
"I don't hear anything except the
thrushes in the woods," I said. I
turned to his father: "Do you hear
the little bugs?"

"No, indeed. But then, nobody ever helped me train my ears when I was a little boy." Prudence Bradish.

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#### Read Your Insurance Policy.

It won't take you 15 minutes to read your fire insurance policy. Don't wait until after the fire and then possibly learn for the first time that it doesn't cover your property, or that it is not a valid contract because you have unintentionally violated some of its conditions.

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There is more to the production of flour than the women who transform it into delicious bread and pastry have any idea. Infinite pains and conscientious methods have made

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Look for the ROWENA trade-mark on the sack Only the choicest wheat is used. It would be a revelation to women to see the amount of dirt, chaff and undesirable materials that are removed from every kernel of wheat. Four cleanings, three scourings and a final washing precede the first break. Nothing but the "goodies"—the nutrition values remain. These are milled to a beautiful, clean whiteness. Close inspection by experts at every stage.

LILY WHITE quality has been maintained for nearly sixty years. Without fear of contradiction we say that it is not only good, but is the finest flour that it is possible to make.

And that is one reason why it makes bread, biscuits and rolls that are good looking, of excellent volume, wholesome, nutritious and healthy. Satisfaction positively guaranteed.

## VALLEY CITY MILLING CO. GRAND PAPIDS, 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.

#### Discredits Profiteering Charges Against Dry Goods Merchants.\*

It is really a great pleasure to be able to say just a few words to the men of the dry goods craft of Illinois, the members of the Illinois Retail Dry Goods Association. Most of us, I was going to say were born and brought up in the business, and it seems to me that now of all times we have got to be on our toes, so to speak, to prevent the thought from getting into the minds of the public that existed forty or fifty years ago, before the day the modern department store was born.

I refer to the fact that prior to the establishment, we will say, of A. T. Stewart and Company, whom I think are generally recognized as being the father of the department store in America, the common thought in the minds of the general public when they went into a store, dry goods or clothing, was that they had to beware. The price placed on the merchandise was not always the price that the customer was expected to pay, and it was a case of barter and sale.

Gentlemen, I think you will agree that ninety-nine out of 100 merchants of to-day, and perhaps a hundred per cent. of them—I hope so, at least—are absolutely honest and on the square.

I know that you will agree with me when I say that the charge of profiteering and other things that have been brought against the dry goods and department store and clothing

\*Address by D. F. Kelly, General Manager, Mandel Brothers, Chicago, before Illinois Retail Dry Goods Association.

merchants of the country to-day are not true.

I know that you will agree with me that it isn't quite fair to pick out isolated instances of a very large profit and make that the basis of a charge against the merchants of profiteering.

It is a physicial impossibility for a merchant to know every individual item that may be in his house and to see to it that there is no possible chance for excessive profit being charged on that item. Mistakes will happen. We are all human, you know in this world.

On the other hand it most unfortunate that any big or little concern would allow their business to get in such shape that a charge can be substantiated against them of profiteering. It hurts the rest of us tremendously.

I think, gentlemen, that we must make up our minds that we have got to take the public into our confience to a very much greater extent than we have ever done before, so that they may know the cost of doing business and know what is or is not a fair profit.

If you talk with anyone about an article being sold at wholesale, for instance they don't stop to consider that a pair of shoes that cost the retailer five dollars, may include a very handsome profit to the manufacturer. That five dollars in the minds of the public is our cost. They lose sight of the fact, as I said before, that there is perhaps a very fine profit on that five dollars.

Now, it seems to me that we have

within the association the means of getting the public to understand that the basis cost or the first cost to us is not the final cost. The basis cost, gentlemen, is what you pay the wholesaler, plus what it costs you to operate your business and to sell your goods.

You have got to absorb that cost before you can begin to talk about profit

It seems to me that the conferences which were held at Cleveland recently by the National Retail Dry Goods Association have done a splendid thing in getting the men who handle the financial affairs and the figures of the various stores thinking along that line. We have heard men say, "There is 100 per cent. on that for you." There is nothing of the kind, when you deduct your cost of doing business.

Now I haven't been able to find any one who can tell what would be a fair margin of profit for every merchant in every part of the country; because of local conditions what might be a fair profit in one city or town may be a small profit in another city or town.

I think that is the reason why the government has very properly refrained from determining on what is or is not a fair profit. That has to be left to the conscience of the individual retailer, and I am very proud to say that in very few instances have we heard of any instance where anybody is reported as having taken advantage of the opportunity to make excessive profits.

But when we find the right word, we ought to think in terms that include that word. By that I mean to say that in speaking of our profit, we really ought to get back to the term of net profit. That is really the only thing that will count.

Because a man may happen to make what seems to the public to be a large profit on one individual item, we will say something in the way of women's dress, the style of which may change, you will have to make that up to what may seem to be an exorbitant price in the first instance. If it has been delivered to two or three customers, each of whom return the garment, by the time it has been handled that often and brought backward and forward and sold two or three times, there remains very little net profit, and by the time you get through marking it down you have a substantial loss on it.

So I realize that we ought to work to the end that net profits are really what are going to count.

I am more than glad to endorse everything that has been said about the advantages of joining the National Retail Dry Goods Association. I am thinking now of what we might accomplish, all these men of our craft throughout the country, if we have a common ground on which to place our case before the public and at Washington.

In Chicago the larger merchants were skeptical about the value of such an organization as the National Retail Dry Goods Association. We were the last ones to go in, I mean of the larger cities to go into it. But after attending the meeting that was held

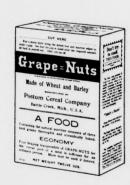
# New Customers are continually being created for

# Grape-Nuts

and it is a trade that holds, and through repeating orders insures certain profit.

GRAPE-NUTS is not a fad food; it is a staple which customers insist upon having. The trade is well worth cultivating.

The sale of Grape-Nuts is guaranteed, and the profit is sure and good.



Postum Cereal Company, Inc., Battle Creek, Michigan

by the National Retail Dry Goods Association in New York in January of last year, I came away with the firm conviction that unless we have some strong central body that is well managed and intelligently handled to present our case at Washington that we would not get very far.

Now what we are going to do as to the future? We are asked that every day in the week. I mean as to our own business. Personally I can't see, and I don't know of anybody else that can see, anything in the immediate future that spells panic.

I think we must be cautious in placing our orders. I think the present condition of the men's clothing trade is unfortunate, because many manufacturers loaded up with a lot of stuff that should never have been made. We have not been able to learn from anybody that after the present stock of made-up merchandise is sold that the goods are going to be any lower.

I think we all have to work though for the moment to get the public to buy the merchandise. We all know because of style changes and weather conditions and weights that necessarily we will have to unload a large stock of clothing at a loss to-day, and in many cases a very large loss, that the business as a whole is ruined.

So long as the high wages keep on, so long as the general condition of the country is good, we are bound to be prosperous. I think we should all look forward with the greatest pleasure and continue to do business on safe and sound lines. I don't think anybody wants to do any plunging at the moment, but if you study the various markets on silk, cotton and wool, and the labor market as a whole, transportation conditions and all that, I don't see how anybody can be otherwise than fairly optimistic. I can't imagine anybody being pessimistic about it.

We hear about the banks being unwilling to loan money for building projects. Possibly that is good judgment. I think it is for the time being. We hear more or less about the housing conditions of the country. I have never been in sympathy with that cry, for this reason; I have felt that it was not a lack of houses in Chicago or in the other cities of the country, but it was the desire of those living in poorer quarters to get into better ones. It is just that though of every one being well paid, and they want to discard the old and take on the new, and it is probably just as well that the conditions are such that people will hold on to what they have rather than take anything else.

What we have got to do is to educate our own people, our employes and those in their families, and the general public, up to buying conservatively. I don't think we should try to enforce extravagant merchandise on people at this time. I think it is a serious mistake to do it. We should not load up our people who can't afford to buy merchandise, with stocks, any more than we should let the manufacturers and the wholesalers load us up with stocks we can't afford to carry.

I think this is a case of sitting still in the boat to a very great extent. I know of no merchant in Chicago or in the country for that matter but what feels that the country as a whole is in a safe condition especially because very few if any retailers have a very large stock of any particular line.

There may be losses as there was in the case of silk, where the price dropped, but that is reacting again. I was talking with one of the largest millinery manufacturers in the country yesterday and he felt exactly the same way about it. I am referring to Fred Bode of Gage Bros., one of the big men in millinery, a man of very high standing, with one place in Chicago and one in New York. He looks for a continuation of the prosperous conditions, not extravagant

I think one thing we must do, gentlemen, a thing that we are working to in our house and most of the larger houses in Chicago, if not all of them, that is to have a better understanding with our own people.

I think we so often allow the management, the straw bosses, if you please, the little fellow, to perhaps take advantage of the people over whom he or she works—to say things that are not altogether acceptable to the help.

I think we must find a common ground on which to make everybody feel that we are one big family, not only in each individual store, but as a community as a whole. gentlemen, that if we can get these people thinking along better and more friendly lines that we will get from them that great asset in the way of free advertising and I am referring to that mouth-to-mouth advertising from one to another. If every one will be educated along the line that I was speaking of in the first instance, and educating them along the lines as I said, of things as you are thinking for the best interests of the business, that it will do much for our own good.

When you stop to consider it, there are few of the young people now in this business who realize that their future is really dependent on the investment that they themselves will make in the business. They don't seem to know that through their large investment, they can really realize a great deal if they want to, and they must make investment of their time in order to make business a success.

I was talking to Thomas E. Wilson, the packer, the other day, and I asked him how he accounted for the great success of his own institution and the other packers' concerns. He said: "It is due to the fact that all of the men in the packing industry to-day rose from the ranks."

Why can't we get every man in our business to pull for it? I think we can if we go about it in the right way. We have got to get closer to our people, the people in the business, the people in the store, the people in the industry, and let them know that we are not making excessive profits, and that we are serving the country in a big, proper way.

The dry goods industry to-day represents more than it did fifty years ago. Who are the men of the United States who are first in industry? We gave many men to the nation—I am referring to the men who manage affairs at Washington, out of the dry

goods industry. I know that every big thing that was done in every big city in the country, the various committees that were organized during the war, the various war industry boards, contained a large percentage of dry goods men.

We are looked upon with a great deal of respect in the community, and we can add to that respect by having our salespeople apply those principles I have mentioned.



THE MCCASKEY REGISTER CO.

We are manufacturers of

Trimmed & Untrimmed HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

### CORL-KNOTT COMPANY.

Corner Commerce Ave. and Island St. Grand Rapids, Mich.



## Ginghams and Percales Received for Spot Delivery

Bundle Dress Ginghams, 10-20 yard lengths	@ 271/2C
23 Inch Arlington Bookfold Cheviots	
32 Inch Dress Circles Circles	@ 29c
32 Inch Dress Ginghams	@ 39c
32 Inch Dress Ginghams, 10-20 yard bundles	
27 Inch Apron Ginghams	@ 371/2C
27 men Apron Ginghams	@ 24c
27 Inch Apron Ginghams, 10-20 yard bundles	
26 Inch Dennis, 10-20 yard bundles	@ 23c
36 Inch Percales, From	@ 311/2c up
36 Inch Challies	
OF Land B. H. S. L.	@ 28c
25 Inch Bundle Prints, Greys and Shirting Stripes-assortme	ent_@ 191/ac
and officing of thes—assurting	:11L(W 191/2C

Quality Merchandise-Right Prices-Prompt Service

Paul Steketee & Sons
OLESALE DRY GOODS GRAND RAPIDS, MICH.

### Keep Up Your Sales in Summer

You can improve your summer business and make it profitable if you watch your sizes and fill in as needed.

### ON THE FLOOR

Fine Shirts, Summer Underwear, Wash Ties, Bat Ties, Soft Collars, Belts, Bathing Suits, Khaki Pants (Men's and Boys'), Coveralls, Garters (all well known brands), Oversleeves.

White Hosiery in All Grades

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

### Use Citizens Long Distance Service



To Detroit, Jackson, Holland, Muskegon, Grand Haven, Ludington, Traverse City, Petoskey, Saginaw and all intermediate and connecting points.

Connection with 750,000 telephones in Michigan, Indiana and Ohio.

CITIZENS TELEPHONE COMPANY

## The Biggest Thing We Have Done

The extremely difficult merchandising conditions which we have just gone through and which lie ahead of us have been a subject of deep concern to us. Many merchants have brought their problems to us and we are always more than glad to assist by advice or personal help or in whatever way we can.

Certain Houses who do not have the close personal touch with merchants which we do, have been forced to load you with merchandise to assure them getting the business, whether you made a profit or not.

The Grand Rapids Dry Goods Method as opposed to it, is for you to buy merchandise as you need it, thereby keeping your stock up constantly, getting a good volume of business, a good turn-over and a better profit.

Emphasizing the Grand Rapids Dry Goods Method we have decided to go further and institute the DRY GOODS SERVICE, which is unquestionably the most complete and personal service of information and business ideas that has ever been available to one merchant in every city or location.

Think what this means to you. It includes every phase of merchandising and successful store keeping that can be imagined—all at your finger tips. Every day in the year experts who know the problems of the average merchant will prepare this service. It will be interesting, instructive and profitable. Some Houses furnish such a service as this but do not put into it the same personal interest which we guarantee.

### \$24.00 A YEAR FOR THIS SERVICE—\$2.00 MONTHLY

At first it was our intention to charge \$5.00 per month for the entire service, but so many have indicated a desire for it that we have decided to only charge the small sum of \$2.00 per month. This will cover only the bare cost of preparing the service, as we do not desire to make a profit out of it. What we want to do is to build up the business of the Retail Dry Goods Merchants all over Michigan and by doing this we also build our business.

The following will outline to you what this monthly service consists of: READ TEN REASONS WHY AND SEND US YOUR ACCEPTANCE ON THE COUPON ATTACHED.

### TEN REASONS WHY

(1) MARKET AND BUYING ADVICE

We will give you specific and definite advice as to when and when not to buy on any specific item or items. We will also give you general market advice from time to time. All subscribers will receive every Monday morning a short letter outlining the situation as we see it.

(2) MERCHANDISING

We will send you every month several helpful pamphlets containing merchandising stunts to build your business, which cannot help but be useful to you. We will answer any personal questions on merchandising and tell you how we think you can best merchandise your business.

(3) ADVERTISING

We will furnish you from 4 to 8 ads, from full page size down, covering all general lines of mechandise every month. These are drawn up in such a way that you only need to fill in the items. There are a few catchy cuts which we will furnish at cost and which will only cost a very small amount.

- (4) WINDOW TRIMMING AND STORE ARRANGEMENT Every month we will send you four simple but attractive and yet inexpensive window displays. These are the kind that can be put in by your clerks easily.
- (5) ACCOUNTING AND SYSTEMATIZING

An important phase of your store business and we stand

ready to supply you complete data and show you how to handle same.

(6) INSURANCE

This is an item on which you need expert advice. In addition to any general information, you can ask any specific questions, which will be handled by the Chairman of our Board, Mr. E. A. Stowe, who is an authority on this subject.

(7) TAXES, INCOME, ETC.

Do not wory and fret about your taxes. We will give you advice and help you make out your returns.

(8) CREDIT, FINANCE, INVESTMENTS

We will gladly advise you on all matters pertaining to Credit, Finance or Investments, without any additional charge.

(9) STORE MANAGEMENT

Your store must be properly managed and our service will give you many good points and we stand ready to give you personal advice at any time requested.

(10) PERSONAL HELP

We want to make this service a real help to you. When requested experts from this Company will call upon you personally to solve any problems you may have, without expense to you. We feel that these calls will be of as much benefit to us as to you, hence we do this without cost to you.

This outlines our DRY GOODS SERVICE and the only cost is \$2.00 per month and the actual cost of a few cuts as you ask for them. We would not go to this trouble, except that we want to be in personal touch with you, thereby building your business and ours.

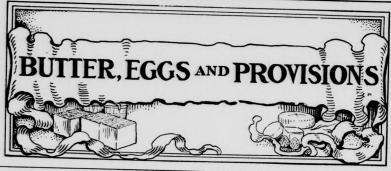
THE FIRST MERCHANT IN EACH TOWN WHO SENDS IN THE COUPON AND SUBSCRIBES FOR THIS SERVICE WILL BE THE ONLY ONE IN THAT TOWN ENTITLED TO THE BENEFIT OF SAME. SEND IT IN NOW BEFORE YOU FORGET IT. This service will commence August 1, 1920.

### GRAND RAPIDS DRY GOODS CO. Grand Rapids, Mich.

**Exclusively Wholesale** 

No Retail Connections

Dun Cond	Date
Dry Goods	Rapids Dry Goods Co.
	oids, Mich.
Gentlemen	
We wistore, and the use of We also a want to u	sh to procure your Dry Goods Service for our agree to pay the sum of \$24.00 per year for same, payable at the rate of \$2.00 monthly. gree to pay additional for all cuts that we may see in connection with the advertisements that d monthly in the service.  Yours very truly,
Nan	ne



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson. Vice-President—Patrick Hurley, De-

Vice-President—Fattick troit. Secretary and Treasurer—D. A. Bent ' ley, Saginaw. Executive Committee—F. A. Johnson. Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

#### Right of Wholesale Grocers to Economic Existence.

The decision of the Proctor & Gamble Distributing Company to extend its policy of direct sales to the retailers nationally-to the exclusion of the jobbers-has precipitated a very interesting and momentous situation in the grocery trade. Nothing in recent years has come quite so near challenging the wholesale grocer to the defense of his economic life and the significant feature of the situation is the fact that wholesalers have frankly accepted the challenge. In the language of the street, the trade is "going to it."

Under the simple facts of the case, Procter & Gamble propose to sell their product without the jobbers' aid and the jobbers are out to prove that they and their 30,000 or 40,000 salesmen and friendship with 350,000 retailers, can sell competive goods fast enough to make the company sorry it took so sweeping a step. The race is on and it is up to both sides to prove their mettle. If the soap company wins, the jobber might as well send for the coroner for other manufacturers are watching the contest with peculiar concern and might go and do likewise. If the jobbers win they will have proven their much mooted efficiency and a right to acknowledgement as the cheapest, best and most effective channels for dis-

Every leading association in the trade is aroused to the issue and members are being urged to rise to the occasion, individually pushing the battle in his own field and liberally backed by makers of rival brands of soap, soap powder, cooking fats, etc. -and apparently the trade has little difficulty in finding perfectly good articles for competition. One of the first effects is the determination of grocers to close out their stocks of "P. & G." goods and refuse to sell more. In some cases the soap company is importuned to take the goods off the jobbers' shelves and new lines are being stocked so rapidly as to drive rival manufacturers to their capacity to take care of the demand for stocks among jobbers who never handled the goods before.

There is really little new in the plan. It was inaugurated in the New York market several years ago and more recently in New England, but has now spread elsewhere. When first evolved, the company frankly

said that it was not undertaken with any idea that it meant greater economy to operation, but rather to allow the company to direct its competition more intimately with the retailers instead of trusting its destinies to a third party who never claimed-generally at least-to be a "fighter for trade" for any one manufacturer as against others, but rather a distributer for all, especially on branded goods. With the possible exception of Philadelphia, the wholesalers have "filled" orders more than they have dug for them. In one notable instance, a few years ago, an association declared itself opposed to a sliding scale of margins, contingent on increased sales, although manufacturers contended that inducements were their only weapon to coax partisan enthusiasm from the wholesalers.

On the other hand, even if "P & G" should win, it does not entirely prove that the jobber is of no use. Any one manufacturer can sell his product if he is willing to pay enough for the work, and in the inauguration of this plan the company has not reduced prices to the retailer but simply taken the jobber's profit, and in some cases even more, to compensate for its new responsibilities. But it has the privilege of handling its own competition. The issue is, therefoe, not so much whether the jobber is economical as whether he is a safe and dependable distributer in a competitive field. And on this the grocers have joined issues.

What will the retailers do about it? There are other issues at stake than the mere question of price. For instance, the retailer owes a great deal to the jobber-not merely out of gratitude but in the way of practical self protection-and what he will do in this battle remains a matter of keen curiousity and concern. Even if the retailer chooses to buy "P. & G." goods at a low price, there are other goods to be bought and practical economy makes it desirable to patronize and encourage the jobber. It would be a sad day for the retailer if the jobber was put out of the field.

Then there is the much-talked-of question of the "Big Brother." The retailers have been wailing because the jobber occasionally sold goods to chain stores, corporation stores, etc., with never a bit of concern about the manufacturer who did. They have urged jobbers to protect them and very generally the jobbers have come to realize that they owe the retailers a degree of partisan support for selfish reasons if no more; that the jobber and the retailer must stand or fall together. Retailers also know that when a manufacturer gets the "eliminating" habit too strongly, he may not stop at jobbers. Therefore,



WE ARE EXCLUSIVE DISTRIBUTORS

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

#### We Buy G G S We Store We Sell GGS



GRANT DA-LITE CANDLER

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

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

KENT STORAGE COMPANY,

Grand Rapids, Michigan

### MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

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 & Sons Wholesale

### Fruits and Produce

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

22 years experience

WE HANDLE THE BEST GOODS OBTAINABLE AND ALWAYS SELL AT REASONABLE PRICES the question arises whether the retailers will buy and push the jobbers' "ammunition" or swallow the "P. & G." bait. There's a good deal at stake in the answer.

Then there is the advertising angle. Is advertising a hope or a menace to the grocer?

That advertising pays and creates demand for a given branded article cannot be gainsaid in the light of experience and observation. That advertised goods are easier to sell and therefore—in a given period of time -more profitable to the grocer than unknown goods, is well established with men who know. That a quick seller is as much a blessing to the distributer as the producer is axiomatic.

But if advertising is only to be used as a weapon, with which ultimately its owner can crush and subjugate the men who help him build up his reputation, it will be an interesting feature in shaping future policies. As the Indiana association said in a letter:

Good-bye P. & G. Gone! For years you have trudged and toiled on meager profits to help build up a gigantic soap business located in Cincinnati. You have reached the peak of your endeavors; you have helped P. & G. to reach yonder Hill Top of

Oh, no! You are not going down-hill; not on your life—you are going to fight it out on the summit where you placed them. It's your existence. The wholesale grocery business is The wholesale grocery business is now brought to the acid test. Will

now brought to the acid test. Will you fight for your position or will you place your army of salesmen (sixty thousand strong in this United States of America) with them and force other manufacturers to follow P. & G.? Will you? Nay; you will not, we dare say.

Are you a soap distributer or are you a real wholesale grocer? The day is here—the arena is set—direct selling is the bull to gouge out the vitals of the wholesale grocery business—the wholesale grocer is the defender of an economic business principle. The spectators are the manufacturers of merchandise, waiting the facturers of merchandise, waiting the

#### Built Up Cigar Business in His Parlor.

Hazelton, Penn., July 6—The question "When is a home not a home?" has been answered by Frank L. Snyder, of Church and Spruce streets, who has built up a most flourishing tobacco business in his parlor.

His answer is: "A home is not a home in the street in the street

home when you turn the parlor into a storeroom."

The average impression of the retailer when he hears of a man running a little storeroom in connection with his home is that the merchant

is either sick, crippled, old or unsuccessful. Snyder belongs to none of these classifications and had no such rating when he gave up his store in the central city to convert the front room of his home into his tobacco shop. On the contrary, he believed the move was a sound one, since he would cut down in clerk hire, save on rent and be able to handle business whenever calls came.

whenever calls came.

Snyder has specialized in tobacco, studies his trade journals religiously and is a firm believer in handling brands that are well known. He buys brands that are well known. He buys some brands in 10,000 lots and sells them by the box. Snyder won't handle the output of the manufacturer who expects the retailer to do the advertising. He sells cigars advertised throughout the country, both because he considers these the best and because they are the easiest to handle. Inside his shop are chairs and benches, arranged for the comfort of the caller, and often the customer who

benches, arranged for the comfort of the caller, and often the customer who drops in for a smoke stops to buy the newspaper or magazine he fancies and sits down to look over his pur-chase. A "homy" atmosphere pre-vails that allures the chance cus-tomer, and the trade done is as good as that handled in many up-to-date establishments in the central part of the city.

establishments in the central part of the city.

Snyder knows the places where the different grades are grown, can tell what the wrapper should be and where it should come from, can dis-cuss the filler, is able to decide with-out hesitancy if the cigar is a real Havana or merely camouflaged with coffee and chocolate infusion, and in other ways makes the call of the patron one of pleasure and informapatron one of pleasure and informa-

All of these count in making the All of these count in making the Snyder business pay. In addition to the casual caller, Snyder handles long-established trade, which makes it a point to go out of the regular route to get a supply of smokes at Snyder's or buy a magazine or a newspaper.

The clerk who will lie to customers has a right to be suspected of lying to the boss

## 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.



Sanitary 8 oz. to 100 lbs.

## Bel-Car-Mo Peanut

All the Leading Jobbing Houses and all the Good Grocers carry the delicious "Bel-Car-Mo" in stock. This compliment has been earned by superior quality and sanitary manufacture.

Order from Your Jobber

SANITARY REFRIGERATORS

For All Purposes Send for Catalog

McCRAY REFRIGERATOR CO.

944 Lake St. Kendallville, Ind.

You Make Satisfied Customers when you sell

### "SUNSHINE" **FLOUR**

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

Genuine Buckwheat Flour Graham and Corn Meal

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

Grand Rapids

5. Robert

EGGS AND PRODUCE

### WATERMELONS AND **CANTALOUPES**

When you order from us, you are assured of the prompt shipment of the best melons obtainable.

> VINKEMULDER COMPANY GRAND RAPIDS. - -MICHIGAN

## Ceresota FLOUR

**Aristos** 

worth your thinking over: When the new crop begins to move the car supply is certain to be short, the wheat will move slowly, millers will have difficulty getting flour to market. It may be harder to buy flour than to sell it regardless of prices. Keep this possibility in mind. Don't speculate in flour but keep your

This is a strong possibility well

Barlow's Best

Puritan

Red Star

JUDSON GROCER CO. GRAND RAPIDS, MICHIGAN

supply up.



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.

#### Some Ways To Deal With Mail Order Competition.

Written for the Tradesman.

An old traveler the other day told me of a curious merchandising stunt pulled off by a small town merchant a year or so before the war. It was at the time when contests were being widely used to attract trade—circulation contests for newspapers and popularity contests imitative of them in many stores.

This merchant had put up a grand piano as the main prize. At the stage when the contest was getting to fever heat he featued the following offer:

"Two votes on the grand piano for every mail order catalog you bring to the store."

For a week after the catalogs poured in. The traveler told me that the merchant when the contest ended had three tons of them on hand—which, at current waste paper prices, went some distance toward paying for the piano.

The merchant was astounded at the result of his offer. It threw a vivid light on the extent of mail order activities.

It is doubtful if conditions have improved since the war. Merchants have done more business, in the aggregate; but it is a question if they have sold so much. It is a further question if the largely unjustifiable outcry against the retailer has not driven a great deal of business to the mail order house. In my own town there seems to be always somebody at the money order wicket buying a money order or registering a letter to the nearest big city mail order concern. So far as I can learn the business has gained ground in the last few years. The condition I find locally appears to be fairly typical.

Before the war, a lot of attention was given by retailers to the inroads of the mail order houses. In the war years business was so good that these inroads were not felt. We are now reverting to something like old conditions, when the competition of the catalog house will once more be a problem for the retailer to face.

How is this to be done. A man experienced both as a local retailer and as, in his earlier days, an employe of a large catalog house, gives this advice to small town merchants:

Don't mention the mail order houses in your advertising.

Don't print comparisons of your prices and mail order prices.

Don't announce in your advertise-

ments that you are willing to meet mail order prices.

Instead, strive to give service. Stress the idea that you are able to give your customers goods of standard quality at a fair price.

Run the best store you can, and give your local trade such good service that they will want to trade with you in preference to trading anywhere

These counsels are almost axiomatic. For the mail order house, every published knock is a boost. Take, for instance, the standing offer to "meet mail order prices." Isn't that a hint to the customer that the local merchant will have to come down some distance to meet them, and that the customer who gives the local retailer his loyal patronage right along is probably paying higher prices than the man who flirts with the Chicago catalog house?

It is not by such published, blanket offers to meet prices that results are secured in the first against catalog house competition. Quieter methods are more effective.

Thus, one stove dealer makes an energetic and comprehensive canvass of local prospects. He never refers to the mail order house, unless the prospective customer raises the point, as he often does by saying that he can get the same stove from the mail order dealer a great deal cheaper.

Then the retailer produces the mail order catalog and identifies the stove. And then, with the description given in the catalog he compares the stove, item for item, with the one he is trying to sell. Weight, oven capacity, fuel consumption—he knows stoves, and he can show by comparison that the stove he offers is the better bargain, even at the higher price.

Another retailer took in trade a particularly poor sample of a mail order range. He lost money on the actual trade; for the light, poorly constructed mail order article had after little more than a year's service fallen into a pretty bad state of disrepair, and wasn't worth fixing. But he keeps it on his floor as an object lesson; and beside it one of the early models of the ranges he is handling, still in good condition and capable of giving good service after more than twenty years of steady use. The comparison is a pretty convincing argument.

But, back of such quiet comparison of actual goods, the local retailer can hold his own better by establishing his own reputation firmly than by knocking his out of town competitor. He can do this by developing a reputation for service.

Thus, a general store in a town of

less than 1,000 people draws trade not merely from the surrounding country but from larger towns nearby. This is done, not by offering to meet prices, but by giving the customer such exceptional service that trade just naturally pours in. The management waste no time worrying about the mail order store; they devote all their efforts to running their own business, buying shrewdly, ad-

### COMPUTING SCALES

adjusted and repaired Send them in Service guaranteed

W. J. KLING 843 Sigsbee St., Grand Rapids, Mich.

#### SIDNEY ELEVATORS

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

Sidney Elevator Mnfg. Co., Sidney, Ohio

### 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 rick Co., Saginaw Jackson-Lansing Brick Co., Rives Junction

## Jobbers in All Kinds of BITUMINOUS COALS AND COKE

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

Bell Phone 506

Citz. Phone 61366

### Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising Expert Merchandising

200-210-211 Murray B dg. GRAND RAPIDS, MICHIGAN



Toilet and Bath

# 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

vertising intelligently, and making their store atractive. Instead of mourning the inroads of the catalog house, they work to build up business for themselves, and let the catalog house do the mourning-if it wants

This does not mean that the merchant should shut his eyes to what the catalog houses that operate in his especial territory are doing. It will pay any local merchant to study the mail order catalog carefully-and calmly. He should know more about the mail order catalog than his customer does, in order to be able, if the need arises, to intelligently discuss what the mail order catalog is

He will secure, too, some valuable pointers in regard to attractive advertising; for, whatever their failings, the catalog houses know how to get up good advertising copy.

Advertising is the life-blood of the mail order business; and the merchant who wants to compete successfully must learn to advertise, not in an indifferent, perfunctory way, but with an eye to results. The mail order habit of featuring leaders is one which the local dealer can very well copy to good advantage.

Discussing mail order competition, a merchant who has had practical experience adds some suggestions:

"Every merchant should have a mailing list. Send your advertising circulars direct to your customers. The mail order house reaches its trade in that way, and you can do the same. Advertise in the local newspapers as well; but back up your newspaper work with a circularizing system that reaches your best customers and likeliest prospects.

"The small town merchant must become a better and more efficient merchant. The clerks in the home town store must become better and more efficient clerks. Both merchant and clerks should study constantly to improve their methods of handling trade and meeting customers. They should learn how to take care of their

"The owner of the store must know how to buy his goods, and to select and secure attractive leaders. He must know how to use these leaders in his advertising so as to interest people." Victor Lauriston.

#### Body Heat.

The immediate nearness of a large and robust person at the theater or in a street car on a hot summer day may be a cause of discomfort by reason of the amount of heat given off by his or her body.

Such radiation from the human body is so considerable that, as proved by recent experiments, the presence of a man can be detected in the dark, with the help of suitable apparatus, at a distance of 600 feet.

Apparatus of the kind-consisting of a concave mirror to focus the heat rays, a "thermopile" and a galvanometer-proved very useful during the war. If a man crossed the range of the instrument the latter instantly perceived the fact. Even the lifting of a head out of a hole in the ground was registered.

Gabby Gleanings From Grand Rapids.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 13—A certain Western Michigan hotel which makes a specialty of Sunday dinners for \$1 had on the menu last Sunday June peas, mince pie and pumpkin pie. With an abundance of fresh peas, the canned article was served. With cherries and other fresh pie timber in market, winter articles were served instead. Nothing could be more disappointing to the discriminating guest than to be compelled to eat canned and preserved goods when fresh fruits and vegetables are in market. The hotel in question has always stood high as a hostelry and is held in great esteem by the traveling men in particular and the traveling public in general. The Tradesman hopes to see an immediate improvement in the menu along the lines above suggested.

see an immediate improvement in the menu along the lines above suggested. A Grand Rapids traveling man who recently covered the Upper Peninsula by automobile says that he found a good road all the way from St. Ignace to the Soo except a mile and a half. He says the road from Grand Marais to St. Ignace is almost impassible. The only exception is on an eighteen mile stretch West of Newberry, which is in perfect condition. West of Marquette, he found the roads all good.

West of Marquette, he found the roads all good.

Thomas Bracken, who has been identified with the Hotel Belding (Belding) as clerk and landlord for nearly thirty years, left Monday for Tucson, Arizona, accompanied by his wife. Mrs. Bracken recently sustained an attack of asthma and the docard and the doca

Tueson, Arizona, accompanied by his wife. Mrs. Bracken recently sustained an attack of asthma and the doctors prescribe a change of climate as the most efficient panacea for the disease. They expect to be absent about six months. The hotel will be managed in the meantime by Mr. Bracken's son.

Some of these days a moving picture will show a fellow who lives happily with his wife, and the theme will be such a novelty that it is almost sure to make a hit.

The problem confronting shoe retailers of Detroit is how to buy for fall and winter, whether to order heavily or lightly, and depend on getting reorders filled. Every retailer is asking himself these questions. Some say they will take no chances on poor railroad transportation, and are going to order their complete fall stock at once. Others say they will gamble and order just enough to get started, and buy more goods later as the demand is created. Proprietors and managers are studying market conditions and making trips more often to the market centers than at this time last year.

A giant fire cracker makes more noise and does twelve thousand per

A giant fire cracker makes more noise and does twelve thousand per cent. less work than the same amount of dynamite. That's just the way with trouble. It creates a tremendous amount of disturbance in some people's lives. In reality, it some people's lives. In reality, it doesn't amount to a hill of beans. Like the giant fire cracker, it is the most exaggerated bit of worthlessness upon which anybody ever spent

most exagerated bit of worthessness upon which anybody ever spent money. On the other hand, joy delivers the goods. It enriches us. It justifies life. It fills the sunset with delight. It puts melody into the robin's song. It brightens the eye of age and makes the rose more than a mere collection of petals.

The commercial world is composed of three classes—labor, middle class and capital. Capital supplies the wheels and labor may make them go, but it takes the middle classes to direct the course of those wheels. These classes are like the legs of a three-legged stool—each one depending upon the other and none indispensable.

#### How Many Expected.

The following advertisement recently appeared in a Grand Rapids daily paper:

"Wanted-By man and wife, furnished apartment; no children till October. Address 442, News."



### BRAENDER TIRES

Champion of the Road

"First Because They LAST"

BRAENDER RUBBER & TIRE CO.

Factory-Rutherford, N. J. Branches - New York, Philadelphia Chicago, San Francisco

### Michigan Hardware Co.

**Exclusively Wholesale** 

Grand Rapids, Mich.

### **DICKINSON'S**



**SEEDS** 

The Albert Dickinson Co. **MINNEAPOLIS** CHICAGO



Grand Council of Michigan U. C. T. Grand Counsellor—H. D. Ranney, Sag-

Grand Junior Counselor—A. W. Stevenson, Muskegon.
Grand Secretary—Morris Heuman,

Grand Treasurer—Harry Hurley, Traverse City.
Grand Conductor—H. D. Bullen, Lansing. Grand Page—George E. Kelly, Kala-

mazoo.

Grand Sentinel—C. C. Carlisle, Marquette.

#### Can You Become a Successful Salesman?

Millions of words have been written on the science of salesmanship. Hundreds of successful salesmen, writing from their own experience, have given their definition of the successful salesman. Numerous inspirational writers have tried to list the elements necessary for success, but whether the writer is the successful salesman or the philosopher, his assertions are mere theories and not facts. No man can really tell you what you must possess to succeed, but he can tell you only what he believes or has learned from his own experience.

One writer will say that the successful salesman must possess, essentially, perseverance. A second will say will power. A third, fine appearance. A fourth, the power of expression, and so on.

The very fact that there are so many different definitions of the successful salesman goes to prove that there is no one practical definition, and that all definitions are but opin-The greatest salesman in the world can not tell you what things are necessary for success in salesmanship, any more than Thomas Edison can tell you the elements necessary for success in the field of inventions.

Just what kind of a man you must be, or what traits of character you must possess; no one can tell you. I have seen the well-dressed man go out and fail, the great talker has also met his Waterloo, the big-headed, silent individual has come back a failure, the successful business man has found the road too hard traveling. I have likewise seen the enthusiastic fellow go out making a noise like a Packard and come back a flivver.

Then, again, I have seen the tall, lanky fellow, with big feet, a little pin head, and an apparent dupe. The fellow with no appearance, no power of expression, no magnetism, and apparently no personality, go out and make good. This man, this freak of nature, so to speak, did not fail. As a salesman he had no peer, but as far as education and personality or any of the so-called earmarks of the successful salesman were concerned, he had none.

Can you become a successful salesman?

Yes!

Men from every walk of life have tried salesmanship of one kind or another, and men of every kind and class, have both succeeded and failed. However, the men who failed did not fail because of some defect or another, or because they were not fitted to salesmanship. They were failures because they did not measure up to the standard of a successful man.

Put these same failures in any other profession and have them give the profession the same amount of attention and work as they had given the selling business and they would fail in that profession exactly the same as they did in salesmanship.

I believe that it was Charles Roy Vance who said, "If you can't put your whole soul into your work, for God's sake, resign and make room for a man. You only clog the wheels of progress when you lay down on your job."

Not only do you clog the wheels of progress, but you take the spokes out of the wheel of success. Laying down on the job is the chief cause of

If you possess a poor appearance, lack the power of expression, you can consider yourself handicapped at the start, but you will not be any more handicapped than you think you are. If you do not think these things handicaps they are not. If you think you can not succeed because of some apparent defect, then the probability is you will fail.

You can become a successful salesman, no matter who or where you If you wish to become a successful salesman-become one. Get in and work. Put your heart and soul in the game, and work, work, work. Nothing can keep such a man from succeeding.

#### The Start.

Written for the Tradesman.

I don't believe in luck,
It allus seemed to me
When fellers run amuck
There's something up the tree.

Of course yer can't explain

Jes all ther complications

The grub which gets the grain

Ner this here league o' nations.

But when it comes to folks, The run of folks you know, Old nature never jokes— Yer get jes what you sow.

Thar's seed without a doubt
Lays in the ground fer years
And then 'twill start and sprout
Until it re-appears.

You once were but a lad But to your mother ran If trouble you had had— And there your luck began. Charles A. Heath.

Patting yourself on the back for what you consider your remarkable achievements will only stunt your business growth.

### OCCIDENTAL HOTEL

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

Muskegon Michigan :-:

### Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

### CODY HOTEL

RATES \\$1 up without bath \$1.50 up with bath CAFETERIA IN CONNECTION

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.

### TO CHICAGO

Daily 8:05 P. M.

FROM CHICAGO

Daily 7:45 P. M. Central Standard Time

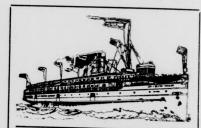
Day Boat Every Saturday.

Fare \$4.10 plus 33 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 Of-fice, 127 Pearl St., With Consolidated fice, 127 Pearl St., With Consolidated R. R. Ticket Offices. Wee, N. W. W. S. NIXON, City Passenger Agt

Interurban



**GRAHAM & MORTON** Transportation Co.

### CHICAGO

In connection with

### Michigan Railroad

BOAT TRAIN 8 P.M.

DAILY

Freight for CHICAGO ONLY

**PED CROWN Gaso**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 Chicago, Ill.

### Why the Proposed Henry Bill Was Amended.

Amended.

Coldwater, July 13—We herewith submit our second installment of the proposed amendment to the Henry hotel law. As a preface to this, we wish to state that, in justice to the hotel men, we have decided to eliminate the section of the emendment which provides for an eight inch electric gong in the main hall of each floor of all hotels, three stories in height.

This section is due to the fact that many of such hotels are being equip-ped with private telephones in guest rooms, which we believe to be ade-quate if not more efficient than the electric gong, the installation of which would naturally incur more or less expense to hotel men and would ren-

expense to hotel men and would render no material service.

Section 8 and 9 provides for the appointment of one hotel inspector, and three deputy inspectors, one each for the Northern, Western and Eastern portion of the State.

It has been argued that one inspector and three deputies could not properly do the cause justice, in reply to which we will say:

In September preceding the last session of the Legislature, the United Commercial Travelers conducted an inspection of hotels for the purpose of establishing the justice of our cause. During that month our members submitted reports on 168 hotels, of which 162 showed violation of one or more sections of the Henry hotel law.

With the appointment of a hotel inspection.

law.

With the appointment of a hotel inspector and three deputies, we are assured of the co-operation of our 5,000 traveling men, who will act in conjunction with the hotel inspection department and we have no hesitancy

department and we have no hesitancy in assuring the department of the efficiency in the work.

Section 12 provides for an inspection fee to be paid at the time such inspection is made. This fee ranges from \$2 for a hotel of ten rooms to \$25 for hotels with 100 or more rooms.

Can any fair minded man take exception to such fee when it is the best advertisement he can give his hotel, an act by which he can reach our 10,000 traveling men, and the traveling public in general with an advertisement that would otherwise cost him hundreds of dollars?

Traveling men, as a rule, are liber-

Traveling men, as a rule, are liberal, and fair minded men and in seeking the protection of life and property that the legislation we seek affords, we are asking only efficiency and service for a just remuneration in the spirit of good will to all and malice toward none.

In submitting this article we trust that it may be the means of bringing our cause before the public, so that any opposition that may exist will avail itself of a full understanding and the opportunity of presenting same in the same spirit in which this is offered.

In our next article we will submit ways and means, backed by facts and figures to show that this department will not only be self sustaining, but will be a revenue poducing department to the State. John A. Hach, Chairman Grand Legislative Committee

### Gabby Gleanings From Grand Rapids.

Gabby Gleanings From Grand Rapids.
Grand Rapids, July 13—Charles A. Hendrick, President of the Hendrick Capital Candy Co., manufacturer of candy at this market and at Lansing, will open a retail store at 52 Monroe avenue about Saturlay of this week.
William Thomas, superintendent of the Michigan Paper Co. for the past thirty-four years, will celebrate (with his wife) his golden wedding July 30. Mr. Thomas is one of the most remarkable men in his line of business in the world. He has never had any labor trouble and never will, because he treats his employes well and they implicitly believe in him and will follow him to the limit in the exploitation of his humanitarian ideas. Mr. tion of his humanitarian ideas. Mr. Thomas can produce more paper from

a given amount of raw material than any other paper maker in the country.

The Hotel Traverse, of Traverse City, under the able guidance of Claire Buckner, is "cutting some cheese" these days. By his genial manner, courteous treatment of guests and courteous treatment of guests and close attention to busines, Claire has become a great favorite among traveling salesmen. He not only feeds and lodges the weary traveler, but adds to his comfort by equipping the hotel with an electric fountain, music, etc., which make life worth living. Mr. Buckner says he will add sixty rooms part year to enable him to accommon next year to enable him to accommodate his rapidly increasing patronage.

date his rapidly increasing patronage. When in Traverse City give Claire a try out. He will treat you right. One of the most beautiful traditions of Grand Rapids is recalled by the annual visitation of Rabbi Emanuel Gerechter to this city. Back in the seventies, Mr. Gerechter was the spiritual leader of the Jewish people here and also instructor in German in the and also instructor in German in the high school. He charmed every one he came in contact with by his gracious manners and delightful personality. During the past forty years he has resided in Wisconsin, with the exception of the last year, which was spent with friends in New York City. He is now retired on a pension pro-He is now retired on a pension provided by the Carnegie foundation. The

cers were only lukewarm to the Proctor & Gamble Co. heretofore, now they will be antagonistic, and the fact will militate against the success of the soap concern. The soap com-pany will lose many sales heretofore made under sufference, and this fact will affect the distribution siderably. To overcome this, if that is possible, the company will have to get on a par with the jobbing salesmen in their visits to the retailer, and an intensified advertising campaign to the consumer will be necessary to off set the slump in sales which will naturally result. This will run up the costs of seling beyond that which the company was subjected to when dis-tributing through the wholesalers.

#### From Around Little Traverse Bay.

J. P. Southard, Harbor Springs: "How do I like the Tradesman? I'll tell you. I've been out of the store business over twenty years, but still take, read and enjoy the Tradesman. We all enjoy it at our country home, and while I do not always agree with what Mr. Stowe says in his editorials, I like the most of them very much and certainly admire the way he exposes and goes after crooked and

Martha R. Baker, Charlevoix: "We are very much pleased with the Michigan Tradesman. We are very busy during the resort season and winters we spend in the South, but we always take time to read the splendid things that are on the front cover. Even if we get time to do no more, those articles alone are well worth much more than the paper costs. We look for it each week and it is very welcome."

W. H. Arbuckle, Boyne City: "The Tradesman is O. K. all the time. It certainly protects the wholesale and retail business men and while I do not always agree with what he says editorially, yet must take our hat off to him and the Tradesman when it comes to true Americanism. He always sticks up for our country and calls things by their right name and has no use for crooked politicians or any other species of dishonesty. As a trade journal the Tradesman ranks high and is a very great help to any business person who will take it and

H. D. Iden, Petoskey: "The Tradesman is a mighty fine trade journal. Could not keep store successfully without it. It pays me well to keep it coming. The cost is very small compared with the profit received."

B. S. Klise, wholesale baker, Petoskey: "I am pleased to renew my subscription for the Tradesman. It is a very high grade paper and I subscribed for it on account of its editorials and I am more than pleased with them."

Fruit Jars-Owing to the market situation dealers who will want fruit jars are being advised by their dealers to order. Ball is said to be shipping from Texas to this district, and not from Muncie. No prices have been made by these makers. The shortage is created by the railroad situation.

Equipment-Manufacturers of grocers show cases, counters, grocery supply fixtures, etc., have withdrawn prices and are making quotations only as orders are presented. The reason is the cost of labor, lumber and hardware.

Moses Dark and family have rented a cottage near Brewery Point, on Spring Lake and are putting in the heated term there. "Mose" comes up to the city about every other day.

Corn Syrup-Conditions are generally the same as in the previous week. There is litle activity and prices are unchanged.

Cornelius N. Haan succeeds Haan & Hartger in the grocery business at 1000 Godfrey avenue.

### THE ABANDONED FARM.

Written for the Tradesman.

There is somebody's home which is vacant to-day, All abandoned and lonely it stood, Over back on the road at the head of the bay, Over back on the road at the near Where a farm was out in the wood.

There was hope in some heart and a gleam in some eye, As he chopped and he built and he cleared, Then the cut over land soon was waving with rye, An abundant ripe harvests appeared

From his labor's award he erected his barns And a home where was plenty to eat, While the wife knit the wool from the softest of yarns And their lot was there truly complete

There I passed but to-day and the place was all bare, Not a lad nor a lassie was seen. . The abandoned old home was a home of despair, And the woods hid the porch with a screen.

There I listened the while as a story was told
By the shuttered old windows and shed,
That there came from the city the lure of its gold,
And the hopes on a farm all had fled.

Charles A. Heath.

closing years of his life are like a benediction to his friends and associates. His bubbling humor, his happy disposition and his unselfish devotion to all that is pure and good are a constant reminder of the beautiful life he has lived and a vision of the future in store for him.

The recent action of Proctor & Gamble in parting company with the wholesale grocery trade may precipitate a very interesting situation. It is pointed out that as there are 3,000 wholesale grocers in the country with an average of ten salesmen at least, that would mean 30,000 jobbing grocery salesmen over the country who that would mean 30,000 jobbing gro-cery salesmen over the country who would be arrayed against the selling force of the Proctor & Gamble Co. The nineteen district offices of the company will hardly have in excess of fifty salesmen per district, if that many, which would give the soap company 950 salesmen as against the 30,000. By virtue of the fact that the jobbers' salesmen visit the trade every week or two, as against every sixty week or two, as against every sixty days for the P. & G. salesmen, the jobbers' representatives will not only have the advantage in numbers but in closer visitation, hence they will be able to introduce some other substitute to take the place of the products which have been withdrawn from the wholesaler. While the wholesale grodishonest business dealers and politicians of either party. A man cannot hold so high an office or be so rich but what Stowe will go after those who are crooked and dishonest. For that alone we should all be very thankful."

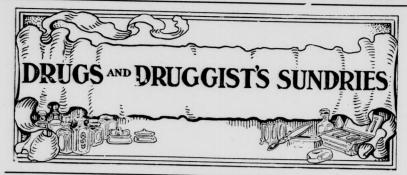
C. D. Lane, drugs, Harbor Springs: "The Tradesman is fine and dandy all of the time. We get much good out of it and have taken it so long that we would not know how to get along without it. Am certainly pleased to renew our subscription.'

L. D. Wilson, wholesale fish dealer, Harbor Springs: "I find it very useful. I like the Tradesman fine and did from the start. Every paper is good. Keep sending it along.

H. B. Jacobs, 144 Bridge street, Charlevoix: "I am one of the old subscribers and I certainly like the Tradesman fine. The longer I take it the better I like it. It speaks for itself and is a very high grade, clean, pure trade journal and very useful. We all read it and enjoy it and get much benefit out of it.

### TESTING TRADESMAN ADVERTISING Good Variety Ginghams for immediate delivery:

delivery:
Bates-Seer, 27 inch
Everett Classicus, 26 inch
Ferndale, 27 inch
Chambray, 32 inch
Red Seal, 27 inch
Renfrew fine Shirting, 32 inch
Toile-Du-Nord, 27 inch
Utility, 27 inch
York Dress, 27 inch
Rosegler, 27 inch
Glenkirk, 27 inch
Bates, 32 inch
Berwick, 32 inch
Berwick, 32 inch, one of 350 400 37½0 650 37½0 350 421/2c Peggy Cloth, 32 inch, one of the very best cloths for rompers and children's clothes in the market. Mail orders to W. B. Dudley, Grand Rapids, Mich.



Michigan Board of Pharmacy.

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

#### Sort of Drug Clerks an Average Customer Likes.

What sort of drug clerks appeal most powerfully to an average American drug store patron?

What sort of clerks does the customer get on friendly terms with and go out of his way to patronize?

What are the qualities in a clerk that make a permanent customer out of a transient patron and that make a man hunt out the clerk whenever he makes a change from one store to another and that makes him switch his trade from the old store to the new one simply for the purpose of buying from the clerk whom he has come to consider a friend?

The answers to these questions should prove of interest to all drug store proprietors and to all salespeople in such stores.

But what are the answers?

Let us question an average customer and see what he has to say about the matter.

"What sort of a drug store clerk do I particularly favor?" repeats the first average patron questioned. "Well, I like a genial sort of person who doesnot use the sale of a cigar for the purpose of airing his own opinions on bolshevism and politics and religion. I like the sort of man who gives me the cigar I want quickly, who has a pleasant remark about the weather or the ball game as he does so and who is equally pleasant and affable every time I come back. I like a clerk with personality-the sort of a man who feels that he is holding down a good job and doesn't have to do any toadying to his customersthe sort of a man who treats his customers as good fellows and people he would like to be regular friends

"What do you like in a drug clerk?" was asked a stenographer, who does a considerable "shopping" among drug stores for sodas and luncheons. This stenographer is young and inclined to be a little flirtatious, but she is an average sample of one large class of soda fountain patrons.

"What I like is cleanliness and neatness," she answered. "I like to go to a place where the soda dispenser keeps his marble counter absolutely clean and who looks and is absolutely clean himself. When I run across a clerk whose apron hasn't got a spot on it and whose counter isn't so wet but what you can put your elbows on it and who has all the glasses and dishes on the shelf under the mirror behind him all nice and shiny, then I always feel like going back there again. That is the sort of a soda fountain man that I like. And there is a lot of other girls who feel just like me about it."

Another average drug store patron was approached.

"Why do you always go to the Banner drug store?" this patron was questioned. "Is it because you particularly like some clerk in that store?"

"It is because I like all the clerks in the Banner store!" was the answer. "There isn't one of them that ever goes around in dirty shirt sleeves, without a collar and with his sleeves rolled up to his elbows! I have noticed them particularly. In the summer time they don't wear coats, but they all wear the same sort of shirts with soft collars attached and with the sleeves already cut off at the elbows, so they look perfectly splendid all the time. In the winter time they all wear white coats that are always fresh and neat and clean. It always gives me a feeling that the whole place is immaculate when I go into that store and see those clerks looking so nice."

Still another average patron was questioned.

"You seem to have gotten quite chummy with Charlie Smith, who clerks at the Brown drug store," was said to this patron. "How did you happen to get on such friendly terms with him?"

"He is just the sort of a fellow that everybody likes," was the answer. "He is always cheerful, he is always pleasant and he would go out of his way to do a friend a good turn.

"I remember the first time I saw him. He was behind the cigar counter in the Brown store. I wanted a Three Friends cigar which his store didn't carry. He didn't fuss around behind the counter and then tell me they were just out, but he told me at once that the Brown stoe didn't carry them.

"'I've been hearing quite a little about that cigar,' he told me, 'and I think we ought to carry it in stock. Can you tell me who makes it?'

"I told him. I 'd naturally tell him, because it was a pleasant surprise to find him taking this attitude toward my favorite cigar and taking such a personal interest in my feelings in the matter.

"'Oh yes,' he said, 'I know that firm. They always make good cigars. They are located in the same city with the firm that makes my own favorite smoke—the Joseph cigar. I guess that must be a city of good cigar makers. There is a little birdseye view of the city on the inside cover

of the Joseph cigar's box. Let me show you.'

"He interested me. I also found the picture of the city on the inside of the box interesting and the result was that I bought three of the Joseph cigars. Then Charlie told me he'd take up with the proprietor the question of handling the Three Friends cigars and if I would come back in a day or so he would let me know about In the meantime I smoked the Joseph cigars and found that Charlie's taste in smokes was excellent. So when I went back and was sadly informed by Charlie that the proprietor was convinced they were handling enough brands of cigars and didn't want to take on another brand, I bought Joseph cigars instead. I have been buying them ever since. From that little start Charlie and I have gotten to be chummy. And, say, he has got more friends than any man I ever knew. He seems to have the faculty of making friends of every man who buys cigars from him. No wonder he is doing the biggest sort of a business over his counter."

"But what is it that you particularly like in him?"

Oh, his friendly sort of a personality and his real salesmanship, I guess. That man is a real salesman if there ever was one. He doesn't urge folks to buy something else when they can't get the particular thing they want, but he makes them buy something else by real salesmanship. I like any clerk who can do that."

Still another average drug store patron was put through the questionnaire process.

"The sort of drug store clerks I like," said this last individual, "are the ones who make me feel that I am in a friendly store. I can't exactly explain it but some of the stores I go into seem to be like home—the clerks are smiling and happy, they

seem to take a personal interest in me, they want to get the things for me that I want and they seem really anxious to become friends with me. The whole atmosphere of the store is warm and cordial. It is hard to explain just exactly what I mean but I can tell a friendly store the minute I enter it. And, of course, I always pick out those stores that I know have that attitude."

"Do you mean that the clerks in these stores are forward, pushing, selfassertive?" was asked.

"Indeed I don't!" was the somewhat indignant response. "I don't mean anything of the sort. I mean that they are nice and friendly—they are regular folks."

So there it is—an analysis of the sort of clerks they like to find in drug stores by a number of average American drug store patrons. Undoubtedly the sentiments of these particular people regarding this vital factor in a store's success are echoed by thousands of other patrons. So it might be well for proprietors and clerks to hearken to what these average patrons have to say and to judge their own establishments and themselves accordingly.

Frank H. Williams.

### Throat Lozenge.

Powdered cubeb \_\_\_\_\_ 40 grs.
Extract of licorice \_\_\_\_500 grs.
Benzoic acid \_\_\_\_\_ 30 grs.
Tragacanth, powdered \_\_ 30 grs.
Eucalyptol \_\_\_\_\_ 25 min.
Menthol \_\_\_\_\_ 10 grs.
Oil of ainse \_\_\_\_\_ 5 min.
Sugar (finely powdered) \_\_ 3 ozs.
Mix and make into 100 lozenges.

Because you are complimented a few times upon your business success, don't think you have reached the top where no more effort is necessary. Compliments won't keep you at the

## Possibly you did not Buy a Soda Fountain During the Spring of 1920

But possibly the SEASON of 1920 will convince you that your 1921 trade will demand a new and up-to-date equipment. This is likely to be the case. You will want a job on which the factory has expended every effort and energy. But such a job requires time. Won't you place your order soon for the earliest Spring delivery? We shall be delighted to furnish facts and figures.

DROP A LINE TO A. W. OLDS.

Hazeltine & Perkins Drug Co. Grand Rapids, Michigan

#### REPRESENTATIVE RETAILERS.

#### J. A. Skinner, President Michigan State Pharmaceutical Association.

James A. Skinner was born in Cedar Springs Sept. 28, 1875. His antecedents were English on both sides, his parents having been born in New York State. He attended the public schools of Cedar Springs, graduating on the high school course. He then pursued a course of study of Pharmacy conducted as an adjunct of the Northwestern University, Chicago, graduating therefrom with high honors. He then returned to Cedar Springs and formed a copartnership with C. W. Fallas to engage in the drug business under the style of Fallas & Skinner. Two and a half years later he purchased the interest of his partner, who thereupon engaged in the drug business at Petoskey, continuing ever since. For twenty-five years Mr. Skinner has conducted the



J. A. Skinner.

Cedar Springs establishment under his own name. He has a double store on the best business corner in town, filled with drugs and books, and a third store adjoining in which he handles wall paper, paints and oils.

Mr. Skinner was Vice-President of the Cedar Springs State Bank for several years, but subsequently sold his stock in that institution and retired from that office. He was President of the village three years and has been President of the School Board for the past fifteen years. He has always been first and foremost in every movement for the public good and his name is always mentioned among the representative men of his native town. He is an Odd Fellow, Elk and K. of P.

Mr. Skinner was married June 17, 1895, to Miss Mary A. Doyle, of Cedar Springs. Mrs. Skinner died in 1915 and July 2, 1918, Mr. Skinner married Miss Helen M. Pearsall, of Cedar Springs. He is the father of a 15 year old daughter by the first marriage and an 8 months old daughter by his present wife. The family reside in their own home.

Mr. Skinner owns up to but one hobby-that of trap shooting. He has long stood high in marksmanship

and in 1919 he won the State championship, retaining it one year.

Mr. Skinner joined the Michigan Pharmaceutical Association State about twenty years ago and at the annual meeting in June he was unanimously elected President. He is giving the duties of that office his best thought, with a view to making his administration a memorable one in the history of the organization. He was also President of the Michigan Rexal Club one year ago.

Mr. Skinner never undertakes to impose himself or his opinions upon the public, yet he has been one of the moral forces of Cedar Springs and vicinity for the past twenty years. He has an admirable personality that combines gentleness- and quiet with force. He is a man with wide interest and influence in the business world. To his employes, his customers and his competitors he stands as the embodiment of consideration, absolute fairness and unfailing reliability. He is an example to fellow merchants, a type of the influence that ought to rule in the commercial field. He is a proof, too, that fidelity to high ideals is not incompatible with material success

#### Rocked to Sleep.

An old darkey went to the judge and wanted to have his wife arrested for rocking him to sleep.

"Why man," said the judge, "you can't have your wife arrested for rocking you to sleep!"

"That's all right, judge," replied the darkey, "but you should have seen the rock."

## 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.



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.

### Wholesale Drug Price Current

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

Olls

Almonds, Bitter, true \_\_\_\_\_ 16 00@16 25 Almonds, Bitter, artificial \_\_\_\_ 2 50@2 75 Almonds, Sweet, true \_\_\_\_ 1 75@2 00

Soda Bicar Soda, Sal Spirits Camphor Sulphur, roll Sulphur, Subl. Tamarinds Tartar Emetic Turpentine, Ven Vanilla Ex. pure Witch Hazel

Wholes	ale Drug	Price (
Prices quoted are	nominal, based	on market
Acids  Borie (Powd.)	Almonds, Sweet, imitation	85@1 00
Boric (Xtal) 20 @29 Carbolic 35@ 41	Amber, crude Amber, rectified	3 00@3 25 3 50@3 75
Citric 1 25@1 35 Muriatic 3½@ 5	Bergamont	9 00@9 25
Nitric 10@ 15 Oxalic 75@ 85	Cassia	1 50@1 75 4 50@4 75
Sulphuric 3½@ 5 Tartaric 98@1 10	Cedar Leaf	2 25@2 50 3 00@3 25
Ammonia	Citronella	1 50@1 75 5 00@5 25
Water, 26 deg 12@ 20	Cocoanut	4 75@5 00
Water, 14 deg 9@ 16 Carbonate 22@ 26	Cotton Seed	2 35@2 55
Chloride (Gran) 20@ 30	Cubebs 1	3 50@13 75
Balsams	Hemlock, pure	2 00 60 2 25
Fir (Canada) 2 50@2 75	Juniper Wood	3 00@3 25
Peru 7 50@7 75	Lard, No. 1	1 90@2 10
Barks	Lavender Gar'n	1 75@2 00
Cassia (ordinary) 45@ 50	Linseed boiled b	bl. @2 06
Sassafras (pow. 70c) @ 65 Soan Cut (powd.)	Linseed raw less	1. @2 04
40c 30@ \$5	Mustard, true,	oz. @2 95
Berries	Neatsfoot	1 75@1 95 5 50@6 00
Cubeb       1 90@2 00         Fish       90@1 00         Juniper       10@ 20         Prickley       Ash       @ 30	Olive, Malaga, vellow	3 75@4 00
Prickley Ash @ 30	Olive, Malaga,	3 75@4 00
Extracts	Orange, Sweet 1 Origanum, pure	2 00@12 25 @2 50
Licorice powd. 1 20@1 25	Origanum, com'l Pennyroyal	1 25@1 50 3 00@3 25
Flowers	Peppermint 1 Rose, pure 2	0 00@10 25 24 00@25 00
Arnica 75@ 80 Chamomile (Ger.) 80@1 00 Chamomile Rom 50@ 60	Rosemary Flows Sandalwood, E.	2 50@2 75
Chamonne Rom 50@ 60	II Sassafras, true	15 00@15 20 3 00@3 25
Acacia, 1st 60@ 65	Sassafras, arti'l Spearmint 1	1 50@1 75 17 50@17 75
Acacia, Sorts 35@ 40	Tansy	2 75@3 00 9 50@9 <b>7</b> 5
Chamomile (Ger.) \$0@1 00 Chamomile Rom 50@ 60  Gums  Acacia, 1st 60@ 65 Acacia, 2nd 55@ 60 Acacia, Sorts 35@ 40 Acacia, powdered 45@ 50 Aloes Cape Pow) 30@ 40 Asafoetida 4 50@5 00 Pow 6 75@7 00 Camphor 2 45@2 50 Guaiac 67 00 Guaiac 67 00 Guaiac 67 00 Guniac 75 01 Guniac 75 02 Guniac	Olive, pure Olive, Malaga, yellow Olive, Malaga, green Orange, Sweet 1 Origanum, pure Origanum, com'l Pennyroyal Peppermint 1 Rose, pure 2 Rosemary Flows Sandalwood, E. I. Sassafras, true Sassafras, arti'l Spearmint Sperm Tansy Tar, USP Turpentine, bbl Turpentine, bbl Turpentine, less Wintergreen, tr	s. @2 05
Aloes (Soc Pow) 1 40@1 50	Wintergreen, tr.	2 15@2 25
Pow 6 75@7 00	Wintergreen, sy	veet
Guaiac	Wintergreen art	1 20@1 40
Kino @ 85	Wormwood 1	16 00@16 25
Myrrh @1 40	Potassii	ım
Opium powd 13 00@12 00	Bicarbonate	55@ 60 57@ 65
Opium, gran. 13 00@13 60 Shellac 1 75@1 85	Bromide	1 10@1 15
Shellac Bleached 2 15@2 25 Tragacanth 6 50@7 25	Chlorate, gran's Chlorate, xtal	r 48@ 55
Tragacanth powd. @5 00 Turpentine 35@ 40	Cyanide	28@ 35 30@ 60
Insecticides	Permanganate	1 15@1 25
Arsenic 20@ 30	Prussiate, red	1 85@2 00
Blue Vitriol, less 11@ 16 Bordeaux Mix Dry 18@ 38	Surphate	_ (g) 85
Hellebore, White powdered 38@ 45	Alkanet	3 50@3 75
Neighbor   Wille   Powdered   38@ 45	Blood, powdere Calamus	d 60@ 75 60@1 50
Lime and Sulphur Dry 121/2@ 27	Elecampane, pw	rd. 22@ 25
Paris Green 48@ 58	Gentian, powd. Ginger, African powdered	29(0) 36
Arctic Ice Cream Co.	Ginger, Jamaica	1 57½@ 65
Dulle Wanille 1 05	powdered Goldenseal, pow Ipecac, powd Licorice, powd.	57½@ 65 8 50@8 80
Bulk, Chocolate 1 35 Bulk, Caramel 1 46 Bulk, Grape-Nut 1 35 Bulk, Strawberry 1 35 Bulk, Strawberry 1 35 Bulk, Tutti Fruiti 1 35 Brick, Vanilla 1 40 Brick, Chocolate 1 40 Brick, Caramel 1 60	Licorice, powd. Licorice, powd.	- 4 75@5 00 35@ 40
Bulk, Strawberry 1 35 Bulk, Tutti Fruiti 1 35	Orris, powdere	40@ 50 d 40@ 45
Brick, Vanilla 1 40 Brick, Chocolate 1 40	Orris, powdered Poke, powdered Rhubarb Rhubarb, powd	2 25@2 50
Brick, Caramel 1 60 Brick, Strawberry 1 60 Brick, Eutti Fruiti 1 60		
Tr	Sarsaparilla, He	
Piper Ice Cream Co. Bulk, Vanilla 1 25	ground	@ 80 35@ 40
Bulk, Caramel 1 30	Squills, powdered Tumeric, powd.	25@ 30
Bulk, Strawberry 1 35	Valerian, powd	. @2 00
Brick, Vanilla 1 40	Anise	
Bulk, Vanilla 125 Bulk, Chocolate 130 Bulk, Caramel 130 Bulk, Grape-Nut 130 Bulk, Strawberry 135 Bulk, Tutti Fruiti 135 Brick, Vanilla 140 Brick, Chocolate 160 Brick, Caramel 160 Brick, Caramel 160 Brick, Strawberry 160 Brick, Tutti Fruiti 160 Brick any combinat'n 160	Anise, powdere	d 40@ 45 13@ 19
Brick, Tutti Fruiti 1 60	Canary	13@ 20 30 22@ 25
	Anise, powdere Bird, 1s Canary Caraway, Po Cardamon Celery, powd Coriander powd	2 25 <b>@2 50</b> 55 45 <b>@</b> 50
Buchu 5 50@6 00	Coriander powd	.25 16@ 20 20@ 25
Sage, bulk 67@ 70	Fennell	30@ 40
Buchu 5 50@6 00 Buchu, powdered	Flax, ground Foenugreek pov	14@ 18 v. 10@ 20
Senna, Tinn 30@ 35 Senna, Tinn. now 35@ 40	Hemp Lobelia Mustard, yellow Mustard, black	1 75 <b>@2</b> 00
Uva Ursi 25@ 30	Mustard, yellow Mustard, black	45@ 50 36@ 40 @ 75
All:	Poppy	@ 75

Tinctures	
Aconite	@1 85
Aloes	@1 65
Arnica	@1 75
Asafoetida	@3 90
Belladonna	@1 40 @2 40
Benzoin	@2 40
Benzoin Compo'd	@3 15
Buchu Cantharadies	@2 70
Cantharadies	@3 00
Capsicum	@2 30
Cardamon	@1 50
Cardamon, Comp.	@1 35
Catecnu	@1 50
Cinchona	$@2 \ 40$
Colchicum	@2 40
Colchicum Cubebs Digitalis	@3 00
Digitalis	@1 80
Gentian Ginger Guaiac Guaiac, Ammon.	1 40
Ginger	@2 00
Guaiac	2 80
Gualac, Ammon.	@2 50
Iodine, Colorless	@1 50
Todine, Colorless	@2 00
Iron, clo	@1 50
Kino Myrrh	@1 40
Nux Vomica	@2 25
Opium	@1 90
Opium Camph.	@4 50
Opium, Deodorz'd	@1 25
Rhubarb	@4 50 @2 70
Tendbarb	W2 10
Paints	
Lead, red dry 151 Lead, white dry 151	2 @ 16 2 @ 16

raints	
Lead, red dry 151/2@	16
Lead, white dry 151/200	16
Lead, white oil 151/200	16
Ochre, yellow bbl.	2
Ochre, vellow less 214 @	6
Putty 5@	8
Red Venet'n Am. 3@ Red Venet'n Eng. 3½@	7
Red Venet'n Eng. 3460	7
Vermillion, Amer. 25@	30
Whiting, bbl @	214
Whiting 4@	10
L. H. P. Prep. 3 75@4	1 00
1. 11cp. 0 10W	. 00

L. H. P. Prep. 3	4@ 75@4	10 00	
Miscellaneou	IS		
Acetanalid	$95@1 \\ 16@$	$\begin{array}{c} 15 \\ 20 \end{array}$	
Alum Alum, powdered a ground Bismuth, Subni-	nd 17@	20	
trate 3 Borax xtal or	75@4	00	
powdered 1: Cantharades, po 2	1½@ 00@6	16 50	
Calomel 2	22@2	30	
Carmine 7	38@ 25@7	45 60	
Cloves	50 <b>@</b> 67 <b>@</b>	60 75	
Chalk Prepared	16@	18	
Chloroform Chloral Hydrate 1 Cocaine 13	55@ 70@2	65	
Cocaine 13	60@14	05	
Cocaine13 Cocoa Butter	50%.	85	
Copperas, bbls	@	$\frac{05}{12}$	
Copperas, powd.	51/20	15	
Cream Tarter	01@2	10	
Cuttlebone	80@	75 90	
Dextrine	100	15	
Emery, All Nos.	75@6 10@	15	
Dover's Powder 5 Emery, All Nos. Emery, Powdered Epsom Salts, bbls Epsom Salts, less 5	8@	10 05	
Epsom Salts, less 5	1/20	10	
Ergot Powdered	@7	<b>50</b>	
Ergot Ergot, Powdered Flake White Formaldehyde, lb.	150	20	
Gelatine1	65@ 90@2	75 10	
Glassware, less 53	3%.		
Glassware, full ca Glauber Salts, bbl. Glauber Salts less 3 Glue, Brown	se 58 . @02 31/2 @	3%.	
Glauber Salts less	31/20	8	
Glue, Brown Grd. Glue, White Glue, White Grd.	1300	30 25	
Glue, White		40	
Glycerine	35 <b>@</b> 37 <b>@</b>	40 55	
Hops 1	60@1	75	
Hops 5 Iodine 5 Iodoform 7	70@5 00@7	90 30	
Lead, Acetate Lycopodium 3	20@ 25@3	30	ľ
Mace	85@	50 90	
Mace, Powdered	85@ 95@1 00@12	00 20	
Menthol 12 ( Morphine 12   Nux Vomica Nux Vomica, pow. Pepper black pow. Pepper, white	50@13	20	
Nux Vomica now	260	30 35	
Pepper black pow.	37@	40	
Pepper, white Pitch, Burgundy	200	50 25	
Quassia	1200	15	
Rochelle Salts	22@1 50@	72 55	
Saccharine	0	40	
Salt Peter Seidlitz Mixture	20 <b>@</b>	30 45	
Soap mott castile 2:	250	35	
Soap mott castile 22 Soap, white castile	240	25	
case	@25	00	
Soap, white castil	09	75	

### GROCERY PRICE CURRENT

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

ADVANCED

Milk Fruit Jars Jelly Glasses

DECLINED

Moore's Household Brand 12 oz., 2 doz. to case 2 70
AXLE GREASE
12 (H62) A
MICA AXLE GREASE
Standard Oil Co

AMMONIA Arctic Brand

12 oz. 16c, 2 doz. box 3 00 16 oz. 25c, 1 doz. box 2 00 32 oz. 45c, 1 doz. box 3 25

25 lb. pails, per doz. 18 80

#### BLUING

Jennin	gs	' Coi	nden	sed	Pe	arl
Small,	3	doz.	box		2	55
Large,	2	doz.	box		2	70
Latinge,	-	uoz.	DOX		4	10

### BREAKFAST FOODS

Cracked Wheat, 24-2		
Cream of Wheat	9	(
Grape-Nuts	3	8
Pillsbury's Best Cer'l	2	9
Quaker Puffed Rice		
Quaker Puffed Wheat		
Quaker Brkfst Biscuit	1	9
Quaker Corn Flakes	3	3
Ralston Purina	4	0
Ralston Branzos		
Ralston Food, large		
Ralston Food, small		
Saxon Wheat Food		
Shred Wheat Biscuit		
Triscuit, 18		

### Kallannia Daniel

renogy's brangs		
Toasted Corn Flakes	4	90
Toasted Corn Flakes		
Individual		
Krumbles	4	20
Krumbles, Individual	2	00
Biscuit	2	00
Drinket		
Peanut Butter		
No. 1412, doz	2	25
Bran	3	60

#### BROOMS

Sta	ndard	Parlor	23	lb.	5	75
Far	ncy Pa	arlor, 23	lb.		8	00
Ex.	Fanc	y Parlor	25	lb.	9	50
Ex.	Fcy,	Parlor	26	lb. 1	0	00

### BRUSHES

Scrub		
Solid Back, 8 in Solid Back, 11 in Pointed Ends	1	75

No.			1	10 35	
		Shoe			
No.	1			90	
No.	2		1	25	
NO.	3		2	00	
	В	UTTER COLOR			
Dan	de	lion 950 at-	-		

Perfection,	per doz.	 1	75	
CA	NDI	Ee		

### Paraffine, 6s \_\_\_\_\_ 16 Paraffine, 12s \_\_\_\_\_ 16½ Wicking \_\_\_\_\_ 40

CANNED GO	oods
lb. Standards	@2 28
0. 10	@7 00

P	ackberrie	
-	ackberrie	5

No. 10 @13	0
Beans-Baked	
Brown Beauty, No. 2 1	3
Campbell, No. 2 1	5
Fremont, No. 21	6
Van Camp, 1/2 lb.	8
Van Camp, 1 lb1	2
	CI

Van	Camp,	2 lb.	٠.		i	8
	Beans	—Can	n	ed		
Red	Kidney		1	35@	1	4
Strin	g		1	350	02	7
Wax			1	35@	2	7
Lima				200		
Red				0=		

Red					95@		
Burn	Clam ham's	7	oz.	lo	n	2	50
		Co	rn				

ountry	Gentlem	an	2	00
aine		1	90@2	2
	Hominy			

an (	Camp	1	5
	Lobster		
lb.		2	4

Va Ja

1/4 1/2

lb.					4	6
	Ma	cke	rel	- 1		
star	1. 1	lb.		1	1	8
star	1, 2	lb.		5	2	8
used, used,	2 2	lb.		}		6
					•	•

Buttons, 1 Hotels, 1s	ls, per	can can	1	4
California,	No. 3		2	4

Pears In Syrup	
Michigan 4 California 5	5
Peas	
Marrowfat 1 60@1 Early June 1 45@1	9

	o unc	DIL	u ı	196	12	41
	Pe	ach	es			
Califo	rnia,	No.	21/2		4	75
MITCHIE	gan, N	0. 2			4	25

			. 12	UU
		eapple		
Grated Sliced	No. 2	Extra	- 4 - 4	00 75
	Pur	mpkin		

		npk			
Van Car Van Car Lake Sh Vesper,	np, lore.	No.	10	 4	60
	Sa	lmo	n		

Salmon	
Warren's 1 lb. Tall 4 Warren's ½ lb. Flat 2 Warren's 1 lb. Flat 4	0
neu Alaska 2	01
Med. Red Alaska 3 Pink Alaska 2 25@2	4
0	

			-	2000	4	40
	Sard	ine	s			
Domestic,	1/48		6	00@	6	50
Domestic.	468		7	000	Q	nn
Domestic,	%8		7	00@	8	00
California California	Mu	ised	n -		2	00
California	To	mai	u			00

California California	Mustard Tomato	==	2	00
Sa	uerkraut			
Hackmuth, Silver Flee	No. 3 -	3	1	50

Silver Fleece, No. 3	1 60
Dunbar, 1s doz.	2 10
Dunbar, 11/28 doz.	3 75

Dunbar, 1428	doz	3	75
Strawb			
Standard No. Fancy, No. 2	2	4	50
rancy, No. 2		5	50
-			

	Tomato	8		
,		1	35@1 80@2 @7	35

CATSU	
Snider's 8 oz.	1 8
onider's 16 oz.	2 1
Royal Red, 10 oz Nedrow, 10½ oz	1 4
Royal Red Tine	10 0

Brick		_5_		
Wisconsin	ı Fla	ts		
Longhorn				
New Yor				
Michigan	Full	Cr	eam	

	CHEWING GUM
Adar	ns Black Lack co
Adar	ns Bloodberry 70
Adan	as Calif. Fruit 70
Adan	ns Chiclets so
Adan	ns Sen Sen 70
Adan	is Yucatan 70
Amer	Ican Flag Spruge 70
Been	nan's Pepsin 80
Dece	min on
Doub	lemint 70
Juicy	Ernit 50
Spear	rmint, Wrigleys 70
Zeno	
	00

#### CHOCOL ATE

Walter	Baker	. &	Co.
Caracas			
remium,	4s or	1/28	56
Walter 1	M. Los	mar	Co
Premium,	1/4 S		50

### CIGARS

Tracional Grocer Co. Brand
El Rajah, Diplomat-
icas 70 (
El Rajah, corona 74 0
El Rajah, Epicure, 50 74 (
El Rajah, Epicure, 25 83
El Rajah, Ark, 50_ 65 0
El Rajah, Ark, 50 65 0
El Rajah, President,
50 100 0
Odin, Monarch, 50_ 65 0
Mungo Pk., Perfectos 75 0
Mungo Park, African 90 0
Mungo Park, Gold
Stand, 50100 0
Mungo Park Cold

Mun	go	Park,	G	old		
	tan	d, 50			100	00
Mun	go	Park.	Go	blo		
2	tan	d, 25			105	00
DISC	oun	t on	Mur	nan	Pai	-1
LUCS	OI	51111	8.1	non	1 (	100
Lots	of	1,000,	\$2	ner	1 0	00
Lots	of	2 500	20	PCI	1,0	00

,,,,,, to ber 1,00
Worden Grocer Co. Brand
Harvester Line
Record Breakers, 50s 76 0
Delmonico, 50s 76 or
ranatena, 50s 76 or
Epicure, bus
Favorita Extra, 50s 97 50
Presidents, 50s 115 00
Royal Lancer Line
Favorita, 50s 75 00

imperiales, 50s	95	0
Magnificos, 50s	119	5
La Azora Lino		
washington, aug	75	
Panatella Foil, 50s	75	.0
Aristocrats	10	0
Perfecto Grande, 50s	15	U
Opera 50a	97	5
Opera, 50s	57	U
Sanchez & Haya	Cle	a
Havana Cigars. Mac	ie	il

Tampa, Florida	
Diplomatics, 50s	5 /
11 mosa, 208 11	5 1
DISHODS, 508	5 1
Reina Fina, 50s Tins 11	5 7
Queens, 50s 13	5 (
Worden's Special 15	0 (
Imposite 15	0.0
Mada Ignacia Haya	
Made in Tampa, Flor	ida
Extra Fancy Clear Hay	an

Delicados, 50s 1	20	00
Primeros, 50s1	40	00
Rosenthal Bros		
R. B. Cigar (wrapped		
in tissue) 50g	co	00
Lewis Single Binder	58	00
Manilla Cigan		-

rom	Manilla Cigars Philippine Is 100s	slar 37	
	Other Brands		

508			59	00
El Dependo	20a		27	FA
Court Roya	500		61	nn
Court Roys	1 95		01	UU
Knielronhant	11, 20	uns	91	00
Knickerbook	ker, 50	)s	58	00
DUSTOH SIT	aight	500	EC	00
Trans Mici	nigan	500	58	00
Templar, P	erfect	0	00	vv
50s	- rece	٠,	00	00
Iriquois, 50		1	00	00
riduois, au	S		50	nn

## CLOTHES LINE emp, 50 ft. \_\_\_\_\_ 3 00 visted Cotton, 50 ft. 3 25 visted Cotton, 60 ft. 3 90 aided, 50 ft. \_\_\_\_\_ 4 00

Visconsin	Flats
onghorn	
lichigan I	Full Cream _

CHEWING GUM
Adams Black Jack
Adams Bloodberry
Adams Calif. Fruit
Adams Chiclets
Adams Sen Sen
Adams Vucatan
American Flag Comes
Deeman's Pensin
Beechnut
Doublemint
Inima 13

Walter	Baker	& Co	
Caracas			40
r remium,	4s or	1/2S	56
Walter I	M. Low	nev Co	
Premium,	1/4S		50

National Grocer Co. Brand
El Rajah, Diplomat-
1cas 70 0
El Rajah, corona 74 00
El Rajah, Epicure, 50 74 0
El Rajah, Epicure, 25 83 00 El Rajah, Ark, 50-65 00
El Rajah, President,
50 100 00
Odin, Monarch, 50 65 00
Mungo Pk., Perfectos 75 00

Manage (1)	w
Mungo Pk., Perfectos 75	10
Mungo Park, African 90	20
Munes Dani, Allican 90	JU
Mungo Park, Gold	
Stand, 50100 (	00
Mungo Deals	JU
Mungo Park, Gold	
Stand, 25105 (	n
Discount on Mungo Pari	U
Discount on Munao Pari	

S	tand	1 25	GO	old	105 00
DISCO	unt	on	Mur	nno	Park
LULS	OI	5000	8.1	non	1 000
LOUS	OI	1 (1111)	89	TAOM	7 000
Lots	01	2,500,	\$3	per	1,000
14/		-			man Annal

Worden Groce	Co. Brands
Harveste	r Line
Record Breake	rs 50e 70 00
Delinomico. 50	S 76 00 +
ranatena, ous	76 00 7
Epicure, 50s Favorita Extra	112 50
Presidents, 50	1, 50S 97 50
Royal Lan	cer Line

imperiales, 50s 95	0
Magnificos, 50s 119	56
La Azora Tina	
Trasmington, and 75	A
Panatella Foil, 50s 75	0
Aristocrats 75	01
Perfecto Grande, 50s 97	U
Opera, 50s 57	9(
Sanchez & Haya Cle	U
Havana Circum	a
Havana Cigars. Made	ir

Tampa, Florida		
Diplomatics, 50s	. 95	0
nosa, zos	115	- 6
DISHODS, 508	115	6
Reina Fina, 50s Ting	115	0
Queens, 50g	135	Ω
Worden's Special	150	.0
Ignacia Hava		
Made in Tampa. Fi	orid	la
Extra Fancy Clear H		•

Date	111	ram	pa,	Flor	da.
Extra	Far	cv C	lear	Han	nna
Denca	COR.	pilla		190	00
Prime	ros.	508		140	00
				- 110	00
n - 1	tose	nthal	Br	03.	
R. B.	Ciga	r (w	rapp	ed	
in ti	SSUE	500		60	00

in the	issue) 50s Single Binder	60 58	00
rom	Manilla Cigars Philippine Is 100s	slan 37	ds 50

B. L., 508 56 00  Hemmeter Champions, 50s 59.00  El Dependo, 208 37.50
50s 59.00 El Dependo 20g 27.50
El Dependo 209 59.00
El Dependo 20g 27 Fo
El Dependo, 20g 27 E0
Court Royal and et on
Court Royal, 25 tins 61 00
Knielsent 25 tins 61 00
Knickerbocker, 50s 58 00
DUSTOIL STraight 500 cc on
Trans Michigan, 50s 58 00
Templar Ponfect

COCOA		
Baker's		
Bunte, 15c size		
Bunte, 1/6 lb.		
Bunte, 1 lb.		
Cleveland		
Colonial, 4s		
Colonial, ½s		
EDDS		
Hersheys, 1/s		
Hersheys, ½s		
Huvier		
Lowney, 1/5s		
Lowney, 1/48		
Lowney, 5 lb. cans		
Van Houten, 788		
Van Houten, 4s		
Van Houten, 1/28		

COCOA

We			 
Wil	bur,	1/2 S	 
VV II	bur,	48	 

## 

### COFFEE BOASTE

Bulk		
Rio	23@	•
Santos	33@	
Maracabo	33@	
Mexican		-
Guatemala		
Java		
Domet	400	
Peaberry	100	•

### Package Coffee New York Basis Arbuckle \_\_\_\_\_ 38 50

McLaughlin's XXXX McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaugh lin & Co., Chicago.

		опе					
N.	Y.,	per	100			10	11
FT	ink	S 250	na	ckac	200	14	É
Hu	mm	el's	50 1	lb.	,		1

riummer s	50	1 lb.		1
CONDE	NS	ED N	IILK	
Eagle, 4 (Leader, 4	loz.		12	
racauci, 4	UUZ.		10	-

1 402 1	0 65
EVAPORATED MIL	ĸ
Carnation, Tall. 4 doz	7 45
Carnation, Baby, 8 dz	6 80
ret. Tall	7 45
Pet, Baby Van Camp, Tall	5 10
Van Camp, Baby	1 15
Dundee, Tall doz	7 15
Dundee, Baby & dog 6	2 50
Silver Cow, Tall	7 45

Silver	Cow,	Baby		5	10
	LK C				
Hebe, Hebe,	Tall, 4 Baby.	doz.		5	80
Carole	ne, Ta	ıll, 4	doz.	5	70

### CONFECTIONERY

Pails

Stick Candy Horehound

Standard 34
Pure Sugar, 600s _ 5 25 Boston Sugar Stick_ 38
Mixed Candy
Pail
Broken 36
Cut Loaf
Grocers
Kindergarten 36
Leader 36
Premio Creams 48
Powel Creams 48
Royal 33
X L O 27
French Creams 38

Specialties	Pails
Auto Kisses (baskets)	33
Bonnie Butter Bites_	36
Butter Cream Corn	41
Caramel Bon Bons	37
Caramel Croquettes	34
Cocoanut Waffles	38
Coffy Toffy Fudge, Walnut	40
Fudge, Walnut Choc.	37
Champion Gum Drops	38
naspherry Gum Drong	90
Iced Orange Jellies	24
Italian Bon Bons	34
AA Licorice Drope	-
5 lb. box.	2 15
Nut Butter Puffs	36

Chocolates	Pails
Assorted Choc	40
Champion	38
Honeysuckle China	F0
Mondike Chocolates	47
Nabobs	477
Nipple Sticks hov	0 0=
Nut Wafers	4 00
Ocoro Choc. Caramels	41
Doors Choc. Caramels	45
Peanut Clusters	52
Quintette	40
Regina	20
Victoria Caramele	31

### | Champion | 28 | | Raspberry | 28 | | Favorite | 31 | | Superior | 29 | | Orange Jellies | 32 | Lozenges A A Pep. Lozenges \_ 38 A A Pink Lozenges 38 A A Choc. Lozenges 38 A A Choc. Lozenges 38 Motto Lozenges \_ 40 Motto Hearts \_ 40 Hard Goods

### Lemon Drops \_\_\_\_\_ 38 O. F. Horehound Drps 38 Anise Squares \_\_\_\_ 38 Peanut Squares \_\_\_\_ 40 Rock Candy \_\_\_\_\_ 50 Pop Corn Goods Cracker-Jack Prize \_\_ 7 40 Checkers Prize \_\_\_ 7 40

Gum Drops

## Cough Drops Boxes Putnam Menthol \_\_\_\_ 2 25 Smith Bros. \_\_\_\_\_ 1.85

## COOKING COMPOUNDS

Pints, tin, 2 doz 7	75
Quarts, tin. 1 doz. 7	25
1/2 Gal. tins, 1 doz 13	75
Gal. tins, ½ doz 13	50
5 Gal. tins, 1/6 doz21	00

### COURON BOOKS

COCHOIN BOOKS
50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1,000 Economic grade 37 50
Where 1.000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

### CREAM OF TARTAR lb. boxes \_\_\_\_\_ 75

#### DRIED FRUITS Apples 17

Apricots Evaporated, Choice Evaporated, Fancy	Evap eu, C.	noice,	DIE	٠ ٢	ı
Evaporated, Choice Evaporated, Fancy	A	pricots	3		
	Evaporated Evaporated	, Cho , Fan	ice cy		

		С	itron		
10	lb.	box			5
Pa Bo	ckag xes,	es. 1	rants 5 oz.	lb	2

### Peaches Evap. Choice, Unpeeled 24 Evap. Fancy, Unpeeled 26 Evap. Fancy, Peeled \_\_ 28

Lemon, American	35
Orange, American	36
Raisins	
Choice S'ded 1 lb. pkg.	24
Thompson Seedless	25
1 lb. pkg. Thompson Seedless.	26
bulk	24

bul	k _			24
	Calif	ornia	Prur	nes
80-90	25	b. bo	xes _	@15
60-70	25	b. bo	xes _	@16 @17
90-60	25	b. bo	Xes	6090
40-90	20 1	b. bo:	Xes	6024
30-40	25 1	b. box	ces	-@28

### FARINACEOUS GOODS Beans Med. Hand Picked \_\_\_\_ 8½ California Limas \_\_\_\_ 16½ Brown, Holland \_\_\_\_ 6½

25 1 lb. packages Bulk, per 100 lbs	 2	80
Hominy		
Pearl, 100 lb. sack _	5	50

Domestic, 10 lb. box 1 10 Domestic, broken bbls. 8½ Skinner's 24s, case 1 37½ Golden Age, 2 doz 1 90 Fould's, 2 doz 1 90
Pearl Barley

Chester		7	0
	Peas		
Scotch, Split,	lb	_	
opiit,	D	_	- 1

Sago

85	East India		11
	Та	ploca	
	Dromedary	Instant. 3	11 05
	doz., per	000	

### FISHING TACKLE Cotton Lines No. 2, 15 feet No. 3, 15 feet No. 4, 15 feet No. 5, 15 feet No. 6, 15 feet

## Small, per 100 yards 6 65 Medium, per 100 yards 7 25 Large, per 100 yards 9 00

### Floats No. 1½, per gross -- 1 50 No. 2, per gross --- 1 15 No. 2½, per gross -- 2 25

		•	8.000		-	40	
	Но	oks-	-Kirby	,			
Size	1-12.	per	1 000			84	
Size	1-0.	per	1.000			96	
Size,	2-0,	per	1,000		1	15	
Size,	4-0	per	1,000		1	32	
L.i.	- 0,	ber	1,000		1	65	

Size	5-0,	per	1,000	1	1 9:
		Sink			
No.	1, per	gro	oss		65
110.	4, per	gre	286		72
No.	4. per	gro	oss		85
No.	5, per	gro	)SS	1	10
No.	1, per 2, per 3, per 4, per 5, per	gro	088 088 088		111

## No. 6, per gross No. 1, per gross No. 8, per gross No. 9, per gross No. 9, per gross

### FLAVORING EXTRACTS Jennings Pure Food Vanila Terpeneless Pure Food Lemon

7 Dram 17 G Per	D	02
7 Dram 17 Cent	1	4
1 Ounce 25 Cent 2 Ounce, 37 Cent	2	U
274 Ounce 40 Cent		***
272 Unice, 45 Cent	9	
Tounce, ha Cent	=	-
o Ounce \$1.00	0	43
Diam, 1/ Assorted	1	41
11/4 Ounce, 25 Assorted	2	U

#### EL OUD .... -

LOOK AND FEED	
Lily White, 1/8 Paper	
Sack	25
Graham 25 lb. per cwt 6	15
Golden Granillated Mool	
40 IDS., per cwt 5 4	5
Rowena Pancake Com-	
pound, 5 lb sack 7	00
Rowena Buckwheat	.0
Compound, 5 lb. sk. 7 7	
5 Ib. Sk. 7	6,

### Watson Higgins Milling

w I e	riection	n, 1/2	S	15	25
	Mea	ı			
Gr.	Grain	M.	Co		

Golden Granulated	5	40 50
Wheat		
No. 1 Red	2	65
No. 1 White	2	63
Oats		
Michigan Carlots	1	15

Less	than	Carlots		1 20
		Corn		
Carlots	ts		2	00
Less	than	Carlots		12

### Carlots \_\_\_\_ 36 00 Less than Carlots \_\_ 38 00

Street Car Feed No. 1 Corn & Oat Fd	80	00
Crecked Corn Coarse Corn Meal	80	00

#### FRUIT JARS

Mason, pts., per gros	s 9	50
Mason, ats., per gre	0 9	75
Mason, ½ gal., gro Mason, can tops, gro	2	85
Ideal Glass Top. pts.	10	00
Ideal Glass Top, qts. Ideal Glass Top, ½	10	50
gallon	13	75

#### GELATINE

Cox's 1 doz. large	1	45
Cox's 1 doz. small		90
Knox's Sparkling, doz.	2	25
Knox's Acidu'd doz.	2	25
Minute, 3 doz.	ī	95
Nelson's	1	50
Oxford		75
Plymouth Deal D	_	10
Plymouth Rock, Phos.	1	55
Flymouth Rock Plain	1	35
Waukesha	ī	-

HIDES AND PELTS	PETROLEUM PRODUCTS	Tripe	SNUFF	Seasoning	WOODENWARE
Hides Green, No. 1 15	Perfection Iron Barrels Red Crown Gasoline 27.9	Kits, 15 lbs 90 ¼ bbls., 40 lbs 1 60 % bbls., 80 lbs 3 00	Swedish Rapee 10c 8 for 64 Swedish Rapee, 1 lb. gls 85 Norkening 10c 8 for 64	Chili Powder, 15c 1 35 Celery Salt, 3 oz 95	Bushels, wide band,
Green, No. 2 14 Cured, No. 1 17	Gas Machine Gasoline 43.3 V. M. & P. Naphtha 28.2 Capitol Cylinder, Iron	Casings	Norkoping, 10c 8 for 64 Norkoping, 1 lb. glass 85 Copenhagen, 10c, 8 for 64	Sage, 2 oz.       90         Onion Salt       1 35         Garlic       1 35	wire handles 2 20 Bushels, wide band, wood handles 2 60
Cured, No. 2 16 Calfskin, green, No. 1 25 Calfskin, green, No. 2 23½	Capitol Cylinder, Iron Bbls 53.8 Atlan ic Red Engine,	Hogs, per lb@65 Beef, round set 19@20 Beef, middles, set 50@60 Sheep, a skein 1 75@2 00	Copenhagen, 1 lb. glass 85	Ponelty, 3½ oz 2 25 Kitchen Bouquet 2 60	Market, drop handle 1 00 Market, single handle 1 10
Callskin, cured, No. 1 27 Callskin, cured, No. 2 251/6	Iron Bbis 36.8 Winter Black, Iron	Sheep, a skein 1 75@2 00 Uncolored Oleomargarine	James S. Kirk & Company	Laurel Leaves 20 Marjoram, 1 oz 90 Sayory, 1 oz. 90	Market, extra 1 60 Splint, large 8 95
Horse, No. 1 7 00 Horse, No. 2 6 00	Bbls 20.3 Polarine, Iron Bbls 55.8	Solid Dairy 28@29 Country Rolls 30@31	American Family, 100 7 85 Jap Rose, 50 cakes 4 85 Kirk's White Flake 7 00	Savory, 1 oz 90 Thyme, 1 oz 90 Tumeric, 2½ oz 90	Splint, medium 8 75 Splint, small 8 00
Old Wool 75@1 50	FICKLES	RICE	Lautz Bros. & Co. Acme, 100 cakes 6 75		Butter Plates
Lambs 50@1 00 Shearlings 50@1 00	Medium Barrel, 1,200 count 16 00	Fancy Head 15 50	Big Master, 100 blocks 8 00 Climax, 100s 6 00	STARCH Corn Kingsford, 40 lbs 11½	Escanaba Manufacturing Co.
Tallow	Half bbls., 600 count 9 00 5 gallen kegs 4 00	ROLLED OATS	Climax, 120s 5 25 Queen White, 80 cakes 6 00 Oak Leaf, 100 cakes 6 75	Muzzy, 48 1 lb. pkgs. 9½ Powdered, barrels 7½ Argo, 48 1 lb. pkgs 4 15	Standard Wire End
Prime	Barrels 20 00	Monarch, bbls 11 50 Rolled Avena, bbls. 13 00 Steel Cut, 100 lb. sks. 6 50	Queen Anne, 100 cakes 6 75 Lautz Naphtha, 100s 8 00	Argo, 48 1 lb. pkgs 4 15  Kingsford	No. 8-50 extra sm cart 1 36 No. 8-50 small carton 1 48
Wool	Half barrels 11 00 5 gallon kegs 3 80	Monarch, 90 lb. sacks 6 40 Quaker, 18 Regular 2 70	Proctor & Gamble Co. Lenox 6 00	Silver Gloss, 40 1 lb 111/4	No. 8-50 md'm carton 1 58 No. 8-50 large carton 1 84 No. 8-50 extra lg cart 2 30
Unwashed, medium @25 Unwashed, rejects @20	Gherkins Barrels 28 00	Quaker, 20 Family 6 85	Lenox 6 00 Ivory, 6 doz. 8 15 Ivory, 10 oz. 13 50	Gloss Argo, 48 1 lb. pkgs 4 15	No. 4-50 jumbo carton 1 59 No. 100, Mammoth 1 50
Fine @30 Market dull and neglected.	Half barrels 15 00 5 gallon kegs 5 00	SALAD DRESSING Columbia, ½ pints 2 25 Columbia, 1 pint 4 00	Star 8 00 Swift & Company	Argo, 12 3 lb. pkgs 3 04 Argo, 8 5 lb. pkgs 3 40 Silver Gloss, 16 3 lbs. 114	Churns
HONEY	Sweet Small	Durkee's large, 1 doz. 5 80 Durkee's med., 2 doz. 6 75	Classic, 100 bars 10 oz. 7 25 Swift's Pride, 100 9 oz 5 75	Silver Gloss, 16 3 lbs. 11¼ Silver Gloss, 12 6 lbs. 11¼	Barrel, 5 gal., each 2 40 Barrel, 10 gal. each 2 55 Stone, 3 gal.
Airline, No. 10 4 00 Airline, No. 15 6 00 Airline, No. 25 9 00	Barrels 30 00 5 gallon kegs 6 50	Durkee's Picnic, 2 dz. 3 00 Snider's large, 1 doz. 2 40 Snider's small, 2 doz. 1 45	Quick Naphtha 7 50 White Laundry, 100 8½ oz. 6 75	Muzzy 48 1 lb. packages 9½	Stone, 3 gal 39 Stone, 6 gal 78
HORSE RADISH	Half barrels 16 00	SALERATUS	8½ oz. 6 75 Wool, 24 bars, 6 oz. 1 95 Wool, 100 bars, 6 oz. 8.15 Wool, 100 bars, 10 oz. 13 50	16 3 lb. packages 9½ 12 6 lb. packages 9½ 50 lb. boxes 7½	Clothes Pins Escanaba Manufacturing
Per doz 1 00	PIPES Cob, 3 doz. in box 1 25	Packed 60 lbs. in box Arm and Hammer 3 55 Wyandotte, 100 3/4s 3 00	Peerless Hard Water, 50s 4 10	SYRUPS	Co. No. 60-24, Wrapped 5 40 No. 30 24, Wrapped 2 75
Pure, per pail, 30 lb. 6 25	PLAYING CARDS	SAL SODA	Peerless Hard Water, 100s 8 00	Barrels 75	No. 25-60, Wrapped 5 40
JELLY GLASSES	No. 90 Steamboat 2 25 No. 808, Bicycle 4 00 Pickett 3 00	Granulated, bbls 2 15	Tradesman Company Black Hawk, one box 4 50	Half Barrels 81 Blue Karo, No. 1½, 2 doz 3 40	No. 1, Star Carrier 6 00 No. 2, Star Carrier 12 00
8 oz., per doz 44	POTASH	Granulated, 100 lbs cs 2 25 Granulated, 36 2½ lb. packages 2 60	Black Hawk, five bxs 4 25 Black Hawk, ten bxs 4 00	2 doz. 3 40 Blue Karo, No. 2 2 dz. 4 05 Blue Karo, No. 2½, 2	No. 1, Star Egg Trays 8 00 No. 2, Star Egg Tray 16 00
1 oz. bottles, per doz. 1 75 2 oz. bottles, per doz. 3 00	Babbitt's, 2 doz 2 75	SALT	Box contains 72 cakes. It is a most remarkable dirt and grease remover, with-	doz. 4 95 Blue Karo, No. 5 1 dz. 4 90 Blue Karo, No. 10,	Faucets
4 oz. bottles, per doz. 5 50 8 oz. bottles, per doz. 10 50	PROVISIONS Barreled Pork	Solar Rock	out injury to the skin.	½ doz 4 65 Red Karo, No. 1½, 2	Cork lined, 3 in 70 Cork lined, 9 in 90
Pints, per doz 18 00 Quarts, per doz 33 00	Clear Back 48 00@49 00 Short Cut Clear 40 00@41 00	56 lb. sacks 70	Sapolio, gross lots 11 00 Sapolio, half gro. lots 5 50	doz 3 65 Red Karo, No. 2, 2 dz. 4 60 Red Karo, No. 2½, 2	Cork lined, 10 in 90
$\frac{1}{2}$ Gallons, per doz. 5 25 Gallons, per doz 10 00	Pig 48 00	Common Granulated. Fine 2 75 Medium, Fine 2 80	Sapolio, single boxes 2 75 Sapolio, hand 3 00	doz 5 25 Red Karo, No. 5, 2 dz. 5 10	Mop Sticks Trojan spring 3 25
MINCE MEAT	Dry Salt Meats S P Bellies 32 00@34 00		Queen Anne, 60 cans 3 60 Snow Maid, 60 cans 3 60	Red Karo, No. 10, ½ doz 4 85	No. 1 common 3 25 No. 2, pat. brush hold 3 25
None Such, 3 doz. case for 5 60 Quaker, 3 doz. case	Lard	NEVER CAKES OR HARDENS	Washing Powders Snow Boy, 100 5c 4 00	Pure Cane	Ideal, No. 7 3 25 20oz cotton mop heads 4 80
for 4 75	Pure in tierces23@23½ Compound Lard 23@23½	MORTON'S	Snow Boy, 60 14 oz. 4 20 Snow Boy, 24 pkgs. 6 00 Snow Boy, 20 pkgs. 7 00	Good	12oz cotton mop heads 2 85
MOLASSES New Orleans	80 lb. tubsadvance 1/8 69 lb. tubsadvance 1/2	FREE RUNNING	Soap Powders Johnson's Fine, 48 2 5 75	TABLE SAUCES	Pails 10 et. Galvanized 5 25
Fancy Open Kettle 95 Choice 85 Good 65	50 lb. tubsadvance	SALT	Johnson's XXX 100 5 75 Lautz Naphtha, 60s 3 60	Lea & Perrin, large 5 75 Lea & Perrin, small 3 25 Pepper 1 25	12 qt. Galvanized 6 00 14 qt. Galvanized 7 00
Stock 28 Half barrels 5c extra	5 lb. pailsadvance 1 3 lb. pailsadvance 1	UTPOURS	Nine O'Clock 4 25 Oak Leaf, 100 pkgs. 6 50 Old Dutch Cleanser 4 30	Royal Mint	Fibre 9 75
NUTS-Whole	Smoked Meats	II PUUR3	Queen Anne, 60 pkgs. 3 60 Rub-No-More 5 50	England's Pride 1 25 A-1, large 5 00 A-1, small 2 90	Toothpicks Escanaba Manufacturing
Almonds, Terragona 35 Brazils, large washed 26	Hams, 14-16 lb. 38 @40 Hams 16-18 lb. 37 @39	TORTON SALT COMPANY	CLEANSERS.	Capers 1 80	Co. No. 48, Emco 1 85 No. 100, Emco 3 75
Fancy Mixed 32 Filberts, Barcelona 32	Hams, 18-20 lb. 36 @38 Ham, dried beef sets 41 @42	Per case, 24 2 lbs 2 40	IN ITCHEN	TEA Japan	No. 50-2500 Emco 3 75 No. 100-2500 Emco 7 00
Peanuts, Virginia raw 16 Peanuts, Virginia,	California Hams 24 @25 Picnic Boiled	SALT FISH		Medium 40@42 Choice 49@52 Fancy 60@61	Traps
roasted	Hams 35 @40 Boiled Hams 59 @60	Cod	LENZER	Fancy 60@61 Backed-Fired Med'm Basket-Fired Choice	Mouse, wood, 4 holes 60 Mouse, wood, 6 holes 70
Walnuts, French	Minced Hams 18 @20 Bacon 35 @52	Tablets, 1 lb 3 20 Tablets, ½ lb 1 75	OW	Basket-Fired Fancy No. 1 Nibbs @55 Siftings, bulk @21	Mouse, tin, 5 holes 65 Rat, wood 1 00 Rat, spring 1 00
Shelled   Almonds	Sausages Bologna 18	Wood boxes 19		Siftings, 1 lb. pkgs @23	Mouse, spring 30
10 lb. box 2 75 Peanuts, Spanish, 100 lb. bbl 25	Liver 12 Frankfort 19 Pork 14@15	Holland Herring Standards, bbls 19 50	KUTCHISK AUGNYZIER	Gunpowder Moyune, Medium 35@40 Moyune, Choice 40@45	Tubs No. 1 Fibre 42 00
Peanuts, Spanish, 200 lb. bbl 24½	Veal11 Tongue11 Headcheese14	Y. M., bbls 22 50 Standards, kegs 1 20	B	Young Hyson	No. 2 Fibre 38 00 No. 3 Fibre 33 00
Pecans 95 Walnuts 85	Headcheese14	Y. M., kegs 1 50 Herring	(LEANS-SCOUPS)	Choice 35@40 Fancy 50@60	Large Galvanized 17 00 Medium Galvanized 15 00 Small Galvanized 14 00
OLIVES	Beef Boneless 30 00@35 00	K K K K, Norway 20 00	Martinzpatrick Bars (and	Formosa, Medium 40@45 Formosa, Choice 45@50	Washboards
Bulk, 2 gal. kegs, each 4 50 Bulk, 5 gal. kegs each 10 50	Rump, new 40 00@42 00	8 lb. pails 1 40 Cut Lunch 1 25 Scaled, per box 21 Boned, 10 lb. boxes 24	RY	Formosa, Choice 45@50 Formosa, Fancy 55@75	Banner Globe 8 00 Brass, Single 9 50 Glass, Single 8 50
Stuffed, 4 oz 1 80 Stuffed, 15 oz 4 50 Pitted (not stuffed)	Pig's Feet  1/8 bbls 1 90		80 can cases, \$4.40 per case	English Breakfast Congou, Medium 40@45	Single Peerless 9 00 Double Peerless 11 00
14 oz 3 00 Manzanilla, 8 oz 1 45	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	No. 1, 100 lbs 12	Sunbrite 3 25	Congou, Choice 45@50 Congou, Fancy 50@60 Congou, Ex. Fancy 60@80	Northern Queen 9 00 Universal 10 00
Lunch, 10 oz 2 00 Lunch, 16 oz 3 25 Queen, Mammoth, 19	Canned Meats	No. 1, 40 lbs No. 1, 10 lbs No. 1, 3 lbs	Bi Carb, Kegs 4	Ceylon	Our Best 10 00 Window Cleaners
Oueen, Mammoth, 28	Red Crown Brand Corned Beef, 24 1s 3 90	Mackerel	SPICES · Whole Spices	Pekoe, Medium 40@45 Dr. Pekoe, Choice_ 45@48	12 in 1 65 14 in 1 85
oz 6 75 Olive Chow, 2 doz. cs. per doz 2 50	Corned Beef, 24 1s 3 90 Roast Beef, 24 1s 3 90 Veal Loaf, 48 ½s, 5½	Mess, 100 lbs 25 00 Mess, 50 lbs 13 25	Allspice, Jamaica @18 Cloves, Zanzibar @60 Cassia, Canton @30	Flowery O. P. Fancy 55@60	16 in 2 30
PEANUT BUTTER	oz. 1 65 Veal Loaf, 24%s, 7 oz. 2 60 Vienna Style Sausage,	Mess, 10 lbs. 2 95 Mess, 8 lbs. 2 30 No. 1, 100 lbs. 24 00 No. 1, 50 lbs. 12 75	Cassia, Canton @30 Cassia, 5c pkg., doz. @40 Ginger, African @15	TWINE Cotton, 3 ply cone 75	Wood Bowls 13 in. Butter 3 00
PEANOT BOTTER	48½s 1 40 Virginies, 24 1s 3 35	No. 1, 50 lbs 12 75 No. 1, 10 lbs 2 80	Ginger, Cochin @20 Mace, Penang @75 Mixed, No. 1 @17	Cotton, 3 ply balls 75 Hemp, 6 ply 25	15 in. Butter 7 00 17 in. Butter 11 00
GUARANTEED	Potted Meat, 48 4s 52 ½ Potted Meat, 48 ½s 90 Hamburger Steak and	Lake Herring	Mixed, No. 2 @16 Mixed, 5c pkgs., doz. @45	VINEGAR	19 in. Butter 12 00
REL CAR-MO	Hamburger Steak and Onions, 48 ½s 1 75 Corned Beef Hash,	½ bbl., 100 lbs 7 50 SEEDS	Nutmegs, 70-8 @50 Nutmegs, 105-110 @45 Pepper, Black @30	Cider, Benton Harbor 40 White Wine, 40 grain 20	WRAPPING PAPER Fibre, Manila, white 9
BUTTER	48 ½s 1 75 Cooked Lunch Tongue, 48 ½s 4 00	Anise 45	Pepper, White @40 Pepper, Cayenne @22	White Wine, 80 grain 27 White Wine, 100 grain 29	No. 1 Fibre 10 Butchers Manila 10
- Canada and Canada an	Cooked Ox Tongues, 12 2s 22 50 Chili Con Carne, 48 1s 1 40	Canary, Smyrna 12 Cardomon, Malabar 1 20 Celery 65 Hemp, Russian 10	Paprika, Hungarian Pure Ground in Bulk	Oakland Vinegar & Pickle Co.'s Brands.	Kraft 15 Wax Butter, short c'nt 25 Parchm't Butter, rolls 25
Bel-Car-Mo Brand	Pork and Beans, 24 28 1 50	Mustard vellow 23	Allspice, Jamaiaca @18 Cloves, Zanzibar @65 Cassia, Canton @40	Oakland Apple Cider 45 Blue Ribbon Corn 28	YEAST CAKE
S oz., 2 doz. in case 24 1 lb. pails	Sliced Bacon, medium 4 00 Sliced Bacon, large 6 25 Sliced Beef, 2½ oz 2 20 Sliced Beef, 5 oz 4 00	Poppy 65 Rape 15	Ginger, African @28 Mustard @38	Oakland White Pickling 20 Packages no charge.	Magic, 3 doz 2 70 Sunlight, 3 doz 2 70
12 2 lb. pails 5 lb. pails, 6 in crate 10 lb. pails		SHOE BLACKING Handy Box, large 3 dz. 3 50	Mace, Penang @85 Nutmegs @36 Pepper, Black @34	WICKING	Yeast Foam, 3 doz 2 70
15 lb. pails 25 lb. pails	Mince Meat Condensed No. 1 car. 1 80 Condensed Bakers brick 30	Handy Box, small 1 25 Bixby's Royal Polish 1 25	Nutmegs	No. 0, per gross 70 No. 1, per gross 80 No. 2, per gross 1 20	Yeast Foam, 1½ doz. 1 35 YEAST—COMPRESSED
50 lb. tins	Moist in glass 6 50	Miller's Crown Polish 90	Paprika, Hungarian @60	No. 3, per gross 1 90	Fleischman, per doz 28

#### Carelessness Not An Excuse.

Carelessness is not an excuse in the old-world countries where a fire is involved, with the result that the fire loss is less over there than it is on this side. If fire occurs on a man's premises in many of the European countries, he can collect no insurance. Insurance policies are to protect one from somebody else's carelessness, not from his own.

The fire loss in this country from carelessness runs into the hundreds of millions of dollars. It is being reduced to some extent through the enforcement of inspection laws, but it is still so gigantic that the foreigner can not understand it. An insurance bulletin printed in France not long ago called attention to the tremendous loss in this country and admitted that it could not be explained so the Frenchman could understand it. But the bulletin closed with the statement that no other nation in the world could afford to indulge in such carelessness.

Nor can we afford it much longer. Carelessness is telling at this very moment. It is increasing the cost of every commodity we use. Carelessness of packing goods for shipment, carelessness upon the part of railway employes, carelessness in the matter of fires, and in driving automobiles; carelessness is charged up to us, rest assured of that, and the cost is placed upon the suit of clothes we buy and the produce in the market basket.

The trouble is we are keeping on being careless right along.

### June Fire Losses Show Heavy Increase.

The losses by fire in the United States and Canada during the month of June reach the unusually high figures for this season of the year of \$25,743,900. This is an increase of about 25 per cent. over the figures of June last year, which were \$20,475,750. This increase in the fire waste of the country is causing underwriters some concern, as the higher valuations of property cannot account for all of it in their opinion, and they believe possibly the reappearance of the moral hazard in certain lines may be partly accountable.

The June record brings the total fire losses for the first half of 1920 up to the unusually large sum of \$164,-534,900, an increase of over thirty-three millions over the amount charg-

ed against the first six months of 1919, when the record showed \$131,-016,975. This year's figures are even twenty millions more than in the bad fire loss year of 1918, which showed \$144,022,635 for the first half. The losses this year and particularly during June, showed a pronounced number of fires producing heavy losses in the Pacific Coast area. New York City has also established a heavy loss record, the adjusted losses showing an increase of 98 per cent. over those of a year ago.

### Why Mutual Insurance Is Correct' System.

The fact that but one stock company in five organized in this country during the past one hundred years has been able to weather the storm is proof in itself that the whole system is on a wrong basis. Theoretically, the stock company method of making the rate high enough to cover the hazard is correct, but, like all theories, this one bumps into the fact that insurers will refuse to insure when a rate gets too high.

This calls for what is known as a stop rate, which, in too many cases, is too low for the hazard assumed. Hence a high loss ratio on certain classes of business with insufficient premiums to meet it. The mutual system of reducing the rate by eliminating fire hazards is the only correct system.

#### Everyday Business Errors.

- 1. Neglecting to get receipts when bills are paid in cash.
- 2. Neglecting to keep receipts where they can be located.
- 3. Neglecting to check up items in current bills.
- 4. Inability to keep checkbook balanced.
- 5. Too easy optimism in starting credit accounts.
- 6. Careless handling of valuable business papers.
- 7. Signing documents without knowing their contents.
- Tendency to establish living expenses which would exceed income and eat into savings.
- 9. Tendency to invest money on dangerous hearsay—without proper knowledge of facts.

Better not to deliver goods at all than to do it badly, making lots of mistakes and getting the goods there too late.

### **STRENGTH**

More than 2,000 property owners co-operate through the Michigan Shoe Dealers Mutual Fire Ins. Co.

to combat the fire waste. 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.

Michigan Shoe Dealers Mutual Fire Insurance Company
Main Office: FREMONT, MICHIGAN

ALBERT MURRAY Pres.

GEORGE BODE, Sec'y

# The Grand Rapids Merchants Mutual Fire Insurance Co. STRICTLY MUTUAL

Operated for benefit of members only.

Endorsed by The Michigan Retail Dry Goods Association.

Issues policies in amounts up to \$15,000.

Associated with several million dollar companies.

Offices: 319-320 Houseman Bldg. Grand Rapids, Michigan

### **Bristol Insurance Agency**

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

### Savings to Our Policy Holders

On Tornado Insurance 40%
General Mercantile and Shoe Stores 30 to 50%
Drug Stores, Fire and Liability, 36 to 40%
Hardware and Implement Stores, and Dwellings 50%
Garages, Blacksmiths, Harness and Furniture Stores 40%

All Companies licensed to do business in Michigan. It will pay you to investigate our proposition. Write us for particulars.

C. N. BRISTOL, Manager F R E M O N T,

A. T. MONSON, Secretary
MICHIGAN

## HAVE YOU A GOOD MEMORY?

THEN REMEMBER THIS NAME:

Michigan Bankers and Merchants Fire Insurance Co.

OF FREMONT, MICHIGAN

### 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.

#### THE PRESENT LABOR UNREST.

#### It is a Phase of Life To Be Lived.

We hear much loose talk about "settling" the labor question and that bright angel of commerce, arbitration, is fervently invoked on all sides as a kind of glorified St. George who will slav the dragon of industrial unrest. Weird and various are the panaceas offered, ranging all the way from hanging Lenine and Trotzky to national prohibition. The problem, in so far as it is a problem at all, would be vastly simplified if those well meaning but misguided enthusiasts, who are talking so loudly about settling things, understood something of the nature of the beast they . change. are tackling.

In the first place, it should be recognized that labor trouble is something that can never in the very nature of things be settled. Labor is a part of life and life is a very much unsettled proposition. Life is not static but fluid, vital, ever flowing, ever changing. Labor problems can no more be settled than life itself can be settled. And it is a good thing for the race that this is so. The only places of settled peace and quiet in this world are the cemeteries. The very best that the most optimistic can hope for is by a series of adjustments, changed from time to time to meet changing conditions, to arrive at a working status that will permit of industry moving forward with as little friction as may be possible with approximate fairness to both laborer and capitalist. Fixed, industrial peace is a pipe dream. The nearest we shall ever come to it is an industrial armistice more or less unstable.

Nor is this tendency of human life to be railed at, deplored or fought against. Instead, it is to be understood and utilized. Human society has always been, must always be in a state of flux. It is right and for the best that this should be so. A completed world would be a dead world. Wherever there is life there is trouble. For progress, movement, means turmoil, travail-trouble. Labor unrest is then not a problem to be solved, but a phase of life to be

Who started this fuss anyway? This feed between labor and capital? Who is to blame for it? Lenine? Trotzky? Erstwhile Kaiser Bill? Mr. Gary? Bill Heywood? 'Gene Deb? No; none of these gentlement. Only Mr. B. C. and Old Man Anno Domini are responsible for it all. We had labor troubles in the Garden of Eden, if we remember rightly. And long before that, when one of our hairy forbears sat on a limb munching a toothsome cocoanut, while another hung by his tail near by and tried to get the lucious morsel away from the feeding one without the trouble of climbing the tree and shaking one down for himself, we had industrial warfare. That is to say that some individuals have always lived or wanted to live on the labor of others and probably always will.

We live, as has been said, in a changing world. The present system, generally called capitalism, has not

always existed as we now know it It's only about two centuries since it flowered in England. Before that for a thousand years or more we had Feudalism. Before the Feudal system we had Slavery reaching back some thousands of years in the history of civilization. And before that we didn't have much of any systems excepting Patriachism, Tribalism, Matriarchism, etc., running back into Primitive Barbarism. We have accordingly passed through two distinct industrial systems, one, the third, is passing, and the fourth, what is to come, is already in sight. Evolution seems to be changing speeds, and we may expect the machine to shift into high now any time for the next great

Can arbitration help in bringing about that industrial armistice between labor and capital which we all so much desire so as to permit of a resumption of steady production adequate to our needs? That is the question. Yes, it can-if its honest. It cannot block the wheels of progess, however, nor turn back the tides of evolution. It cannot perpetuate a system that has outlived its usefulness any more than the proponents and beneficiaries of Feudalism or Slavery could maintain those regimes against the pressure of Anno Domini. Those worn-out systems had to go. Arbitration may lubricate the gears, or it may put sand in the bearings, accordingly as it is wisely used or not. More we cannot expect of it.

The matter is too serious for mere sophistry to deal with it. The effort to get at the root of the difficulty must be honest and sincere. It is not a commercial, but a human question we have to deal with. Propaganda from both sides must be rigidly cut out and the utmost candor substituted if we are ever to reach an industrial armistice. Capital must consider labor's rights and responsibilities equally with its own. And labor must consider the rights and responsibilities of capital equally with its own. And both must take full cognizance of the rights and responsibilities of the third factor in production-the

While we are seeking to suppress those cooties of unionism, why not take a whack at the equally dangerous and vicious advertising propaganda? Must we admit the humiliating alternative that there are questions which simple old-fashioned honesty and sincerity will not solve? Let us try the good old homely virtue once any way, before giving over to Frank Stowell. utter pessism.

#### Aunt Emma.

Ethel, a slender youthful matron, and her Aunt Emma, a woman of generous avoirdupois, went on a joint shopping tour, each filled with an ambitious desire to purchase a new spring suit.

Upon their return home Ethel was asked what success each had.

"Well," she replied, a trifle reluctantly, "I got along fairly well, but Aunt Emma is getting so stout that about all she can get ready-made is an umbrella."

### 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.

#### MEAT CUTTER WANTED

A first-class meat cutter and meat man to take entire charge of our meat market on wages and commission basis. Must understand cutting meat for fine trade and be a judge of good meat. Only high class man wanted.

Meat sales last year \$50,000 Entire sales of store (meats and greceries) \$145,000 Apply at once.

CASH MERCANTILE CO., Escanaba, Mich.

For Sale—Drug store in a thriving Southern Michigan town. Good location for a physician. Address No. 961 care Michigan Tradesman. 961

To Exchange—For mercantile business, twelve hundred eighty acre unimproved ranch near Rolla, Kansas. \$30 per acre. Shull Mercantile Co., Plevna, Kansas.

For Sale—General stock of high class dry goods will be for sale July 28. Store can be rented for one year. Fixtures can be sold or rented. W. Doughty, Mt Pleasant, Mich.

FOR SALE—At once, fixtures and stock of merchandise consisting of dry goods and furnishings. Best location in a good industrial center of Central Michigan. Must sell on account of other business interests. Address No. 964, care Michigan Tradesman.

For Sale—Odd ends of grocery stock, including Toledo computing scales, Toledo computing candy scales, 3 pounds; Fairbanks platform scales; Fairbanks platform and counter scales; coffee mill; Hudson lever paper baler. The Will A. Porter Co., Springport, Mich. 965

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

Butter-Kist pop corn machine, nearly new, first-class condition guaranteed, \$450, cost nearly double. J. A. Skinner, Cedar Springs, Mich.

Wanted—Competent floor man experienced in store advertising or window decorating. Up-to-date town in Oklahoma oil fields. C. F. Calkins & Co., Ponca City, Oklahoma.

Meats and Groceries—Splendid loca-ion, doing fine business. Live town, actories. Bargain, owner retiring. City property—farms—brick block. Schabin-er's Real Estate Agency, Marshall, 968 Me. doing factories. Bargan property—farms—bricar's Real Estate

10M LONG LEAF YELLOW PINE SAW-MILL — Complete with tearns, trucks and one million feet of timber in rich farming section. \$10,000, part cash. H. N. Russell, Citronelle, Alabama. 969

For Sale—Stock of general merchan-ise in a good live town. Will sell all or ny part. Reasonable rent. Reason for elling, poor health. Address No. 970, are Michigan Tradesman. 970

For quick sale—Account illness in family will sell clean stock general merchandise at invoice. Bargain. Stock bought below market. Good location, money maker. W. F. Beaty, New Lothrop, Mich. 971

For Sale—General cash business and meat market. Just right distance from mammoth steel plant. Splendid store and fixtures. A snap for one or two live men. Best reason for selling. Will rent or sell premises. Apply J. C. Whitney, Sandwich, Ontario, Canada.

WANTED—SALESMAN TO CARRY LINE OF window models as a side line, commission basis. References required. O. G. Arnold, South Bend, Indiana. 952

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

### 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.

For Sale—Only bakery in Northern Michigan's best industrial town, good re-sort trade, big opportunity for live wire, best of reasons for selling. Address No. 947, Care Michigan Tradesman. 947

For Sale—Our stock of merchandise, groceries, dry goods, furnishings, shoes. Will inventory about \$14,000. Will reduce stock to suit purchaser. Store can be rented, or bought at a bargain. Write Ryan & Crosby, Merrill, Mich. 948

FOR SALE—Hotel Yeazel, Frankfort, Mich. On shore of Lake Michigan, and two miles from beautiful Crystal Lake. The resorters' paradise. Three-story, brick, thirty-two rooms, steam heat, electric lights, newly furnished. Do a CAPACITY business twelve months of the year. Fine investment. Sell on account of death. Cash or terms. Mrs. W. S. Yeazel.

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

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

Wanted—Retail store, or any paying business—Illinois, Indiana, Michigan, Wisconsin, or Iowa. Give description. R. Jones, 2326 VanBuren St., Chicago. 955

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

Owner will sell his \$7,000 equity in detached three-flat brick building, stone front, steam heat, hot water; seven rooms in each flat; wide lot; Torrens title; might trade for good stock in corporation, bonds, or first mortgage. Manager, 1057 Rand McNally building, Chicago, Ill.

WANTED—General merchandise, gents furnishing, or dry goods business, All correspondence strictly confidential. T. R. Graham, Cadillac, Mich. 958

# Jiegleris

### **Chocolates**

Package Goods of Paramount Quality and Artistic Design

### Simple

### **Account File**

Simplest and Most Economical Method of Keeping **Petit Accounts** 

File and 1,000 printed blank bill heads...... \$3 50 File and 1,000 specially printed bill heads..... 5 00 Printed blank bill heads, per thousand..... 2 00 Specially printed bill heads, per thousand...... 3 50

> Tradesman Company, Grand Rapids.

### NEW CHAIN STORE SYSTEM.

#### Gigantic Combination To Be Dominated By One Man.

Are there going to be chain store concerns in this country dealing with about every staple commodity, and are all of these store chains to be under one general management or dictatorship?

According to the plans of promoters such a state of affairs is coming to pass and they now intend to open chain stores which will deal in haberdashery, drugs, groceries, confectionery, soda, hats, shoes and clothing.

This scheme is international in scope and involves mail order operations as well as direct retailing through stores. In fact, the Montgomery Ward Co., one the large mail order houses of Chicago, with nearly a dozen factories operated by itself, and two big distributing branches in the West, has already been acquired, or at least, a controlling interest, by the powers that are behind this gigantic scheme.

In the paragraph above tobacco was not mentioned as one of the products to be handled through a great chain store system, for the very excellent reason that promoters are already the dictatorial retail forces in the tobacco field and operate more than 2,000 red-fronted stores. There already is a chain of haberdashery stores that bear the familiar "United" shield of the cigar stores. The tobacco kings are already in drugs heavily, and are acquiring great candy and soft drink concerns. These promoters also are in the safety razor business.

The big trio who are scheming to girdle the globe for retail merchandising, or mail order purposes, are none other than Thomas Fortune Ryan, of New York and Virginia, James B. Duke, the passed-but-coming-back tobacco king, and George J. Whelan, past president of the United Cigar Stores Co., once a power in the Riker-Hegeman (New York) chain of drug stores, the real executives in the Tobacco Products Corporation, the largest cigarette manufacturing company in the world, and a heavy stockholder in candy, gum, safety razor and other great corporations.

Mr. Whelan is very frank about his scheme. He says the possibilities for money-making are without limit; that when he launched his great chain of red-fronted cigar stores he chose a trade which was one of the poorest; that if he had put the same ability, effort, capital and efficiency into some other lines, with the same high calibre executives which he had around him for his cigar venture, he would have made many more millions. Among the names of some of the lines which offer the juiciest opportunities for money making are shoes, clothing and haberdashery.

If Whelan enters a trade to open a chain of stores he will have one of the most powerful reality companies at his back—a company owned and operated by his own United Cigar Stores Co., and known as The United Merchants' Realty & Improvement Co. This company may lease the entire building in which a merchant is located just to eject him from the premises.

Mr. Whelan will buy most goods cheaper than the regular dealer can, for he will buy in great quantities, and get "inside" terms that will be much less than the merchant can buy the same goods for. Report has it that Mr. Whelan has negotiated for the factories and chain stores of Weber & Heilbronner, New York retailers of clothing; that he is trying to buy the wholesale grocery and candy house of Park & Tilford; that he is negotiating for the Manhattan Shirt Co. and for a great shoe manufacturing corporation; that he has already bought the "Coca-Cola" summer drink concern; that he has purchased a great candy concern already; that he has acquired a controlling interest in a safety razor concern. He is already interested in drug manufacturing concerns.

This is all by way of saying that Mr. Whelan aims to sell goods of his own manufacture in chains of stores.

Is it possible to compete with a chain store system such as Mr. Whelan already has in the tobacco trade? Because he has to depend upon slovenly and at times dishonest clerks; because they do not take the same interest that an individual proprietor of a shop or store takes in his own business; because many store chain clerks lack "personality" and drive trade away by their indifference; because the exclusive retailer may be a better buyer of more salable merchandise than is the salaried and routine buyer of the big store concern; because the concern of many retail links may not buy the best selling staples for it cannot always get a substantial "inside" or special discount. There are other reasons why the merchant can compete with a chain of stores if they do not get his lease away from

Don't forget, too, that Mr. Whelan intends to compete with retailers by means of his strong and ever-popular "United" coupon system. That coupon scheme is a great merchandising advantage. He has admitted that he never originated it, but that he patterned it after a similar scheme once in vogue in the stores of the Great Atlantic & Pacific Tea Company.

This great chain-store scheme will operate in all of the trades named in this article; and foreign countries, as well as the United States will be the field. In some instances commodities will be exchanged for commodities, through warehouses in far-away countries, where the rate of exchange and other negotiable arrangements are not sufficiently satisfactory for trading. It should be borne in mind that Mr. Whelan is already behind gigantic cigarette manufacturing concerns and other manufacturing establishments which are already doing a tremendous export business, and it will not be difficult for him to open stores for retailing in the very localities where he now has salesmen and agents who are studying conditions.

Mr. Whelan is girdling the globe himself much of the time and his outlook is world-wide now, not confined to the restrained outlook of this country.

Who ventures to lend loses money and friend.

#### Review of the Produce Market.

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

Bananas-91/2c per 1b.

Butter-The market shows a slightly easier feeling after the very heavy demand. Receipts are normal for this time of year and there has been a good consumptive demand. There also has been some butter placed in cold stoage warehouses. There are always a few people who desire the June quality goods for storage purposes. While the quotations do not show a material change, there is a slightly easier tone. The quality has been the best of the season so far. Local jobbers hold extra creamery at 54c and first at 53c. Prints 2c per lb. additional. Jobbers pay 35c for . packing stock.

Beets-Home grown, 40c per doz.

Blackberries-\$4@4.50 per crate of 16 qts.

Cabbage—Home grown, \$2.25 per bu. and \$5.50 per bbl.

Cantaloupes—Imperial Valley stock is now selling on the following basis: Standards, 45s \_\_\_\_\_\_\_\$5.00 Ponys, 54s \_\_\_\_\_\_\_\_ 4.25 Flats \_\_\_\_\_\_\_\_\_ 2.50 Honey Dew \_\_\_\_\_\_\_\_\_ 4.50 Carrots—35c per doz. for home grown.

Cauliflower—\$3.50 per doz. for California.

Celery—Home grown ranges from 65@75c per bunch.

Cherries-The crop of sour has turned out to be the largest in volume in Western Michigan as ever seen. The quality is fine. The canners, who offered to contract at 9c per lb. last winter, but were turned down by the growers, started in paying 5c, but have since increased their paying price to 6@7c, on which basis they have been able to obtain all they can use. Indications lead to the belief that fully half the crop will spoil on the trees on account of scarcity of pickers and inability to obtain packages. Local jobbers sell at \$2.50 per 16 qt. crate. Cocoanuts-\$1.50 per doz. or \$10

per sack of 100.

Cucumbers — Home grown hot house, 85c per doz.

Eggs—The market is very firm, due to the very light receipts of strictly fancy quality eggs. Most eggs now arriving show more or less heat defects. There is a very good consumptive demand and receipts are about normal for this period of the season. We look for a continued firm market during the next week or so. Jobbers pay 41c f. o. b. shipping point for fresh including cases.

Egg Plant—\$4.50 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:
 \$6.50

 360 size, per box
 6.50

 270 size, per box
 6.50

 240 size, per box
 6.00

 Fancy
 Californias sell as follows:

 360 size, per box
 \$6.00

 300 size, per box
 6.00

270 size, per box \_\_\_\_\_ 5.75

240 size, per box \_\_\_\_\_ 5.50

Green Peas-\$4.50 per bu. for home grown.

Lettuce—Iceberg \$4.50 per crate of 3 or 4 doz. heads; home grown, \$2 for head and 85c for leaf.

Onions—Texas Bermudas, \$2.75 per 50 lb. crate for White and \$2.50 for yellow; California 25c per crate higher.

Oranges—Fancy California Valencia now sell as follows:

 \$8.00
 8.00
 7.50
 7.00
 6.75

Parsley-60c per doz. bunches.

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

Pop Corn—\$2.25 per bu. for ear; shelled rice, 10c per lb.

Potatoes—Old are entirely exhausted and completely out of market. Sales of new are confined almost wholly to Irish Cobblers from Maryland, which command \$15.50 per bbl. and are likely to advance to \$16 or even higher before the end of the week. A few home grown potatoes are being marketed on the basis of \$5 per bu., but the stock is small and green and greatly inferior to Maryland stock.

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

Raspberries—\$4.50 for red and \$4 for black.

Spinach-\$1.25 per bu.

String Beans-\$4.50 per bu.

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

Tomatoes—Home grown, \$1.65 per 7 lb. basket.

Water Melons—70@90c for Floridas. Wax Beans—\$5 per bu.

Whortleberries—\$4.50 per crate of 16 qts.

George Hartger will succeed William E. Sawyer as traveling representative for the Worden Grocer Company. Mr. Hartger was born in Saugatuck March 11, 1886, his antecedents being Holland on both sides. When 7 years of age his parents removed to Grand Rapids, where he attended the public schools until he had completed the eighth grade. His first experience in business was in the wholesale department of P. Steketee & Sons. At the end of one year, he entered the employ of Sable & Co., Lake City, remaining in that position about a year and a half. He then returned to Grand Rapids and, forming a copartnership with Cornelius N. Haan under the style of Haan & Hartger, engaged in the retail grocery business at 1000 Godfrey avenue. This association continued for thirteen years until last week, when it was dissolved by mutual consent. Mr. Hartger was married Sept. 30, 1912, to Miss Elsie Harvey, of Grand Rapids. They have one boy, 5 years old, and reside at 893 Caulfield avenue. He belongs to Grace Episcopal church and owns up to but one hobby-fishing. Mr. Hartger will undoubtedly make his mark in his new position.