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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 21, 1920

Number 1922

KNOCK OR BOOST

If you're certain the fellow above you
 Is working for nothing but pelf;
 If you've seen all along how he's done the job wrong,
 And can handle it better yourself;
 If you see his mistakes ere he makes 'em
 And spot every failure on sight,
 And know in advance that if you had his chance
 You'd always do every thing right;
 If you know that against all temptation
 You'd stand out as firm as a rock,
 Where sometimes he slips and occasionally trips,
 And falls by the wayside—

Then knock!

If you think he is trying his darndest,
 To do what he's given to do,
 Though sometimes his plans, like the average man's,
 Are sidetracked and do not go through;
 If you wouldn't hanker to tackle
 The problems he's called on to face,
 And you honestly doubt if you'd find way out
 If you were dropped into his place;
 If duties and troubles surround him
 Till it seems that the devil is loosed,
 And he still does his best, without let-down or rest,
 And still keeps on tryin—

Then boost!

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 sending you the customers—all you've got to do is to back it up.
Give your customers the booklet—
"YEAST FOR HEALTH"

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

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

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



FIELD SEEDS
For Use Wherever Seeds Are Sown

**BRAND
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BRAND**

TRADE MARK
BRANDNU

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

Another Shredded Wheat Factory

The increased demand for Shredded Wheat is the marvel of the cereal business. To meet this demand we are now building a new model, sanitary, sunlit factory in Niagara Falls—a duplicate of the newest factory recently erected on Erie Avenue. With these increased manufacturing facilities we will soon be able to supply the full demand for

Shredded Wheat Biscuit

Shredded Wheat is 100 per cent. whole wheat, nothing wasted, nothing thrown away. Considering its real nutritive value, it is still the cheapest food in the world.

MADE ONLY BY

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



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For table or for cooking.

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

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"A Franklin Cane Sugar for every use"

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



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Pure Food Products
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Fast Selling Items
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Packed in all popular, universally demanded varieties.

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CHICAGO, U. S. A.

INDEPENDENT PACKERS



MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN
(Unlike any other paper.)
Each Issue Complete in Itself.

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"YOUR SWORDS FIRST."

After one of the decisive battles of the Peninsular war the general officers of the defeated army presented themselves before Wellington and began with compliments and congratulations. Wellington stopped them abruptly with the command, "Gentlemen, your swords first!"

For the first time since the armistice a similar word was heard on July 5 at Spa. Despite the ravings of the non-combatant swashbuckler, Count zu Reventlow, shouting that the signing was "criminal," it may be happily believed that the mass of the German people know that Germany was defeated by the Allies.

In the months that have passed since the fighting ceased it is reasonable to believe that far more progress would have been made to a League and a permanent peace, in which Germany would have shared and prospered, if at Versailles the haughty and arrogant head of the German delegation, Count von Brockdorff, had been met with a similar peremptory command.

With the millions of desolated acres and ruined homes in Poland and Belgium and Flanders still in the silence of their utter desolation; and the hundreds of thousands of little children in those lands and Serbia and Armenia crying for food; and France, with her unparalleled devotion and sacrifice, still sitting under the German terror of the past fifty years; and we in America, whose sons have shed their blood or laid down their lives in France, forced to ask whether the sacrifice was in vain; is it too much to hope that there will be no more parleying about economics and trade until the conferees of the Allies shall make it clear that the issue over which the war was fought is closed and the war is won?

The only possible basis of a permanent peace is predicated on the admission of Germany that she was justly defeated; that the German people are a race of brutes, unfit to associate with civilized people like the French, English and Americans; that

if absolute and impartial justice is meted out to her, every male German must be emasculated, the same as she treated her prisoners and the male children of France, Poland and Belgium; that the German language be forever abolished and anyone who persists in speaking the hated tongue be subjected to the death penalty; that the territory of Germany be divided up among the nations she attacked with such ferocity and treated with such brutality. Only under these terms can any lasting peace be made with the bloodthirsty brutes who masquerade as supermen and whine like whipped curs when asked to do what no German has ever done—make his word good.

STRETCHING THE LAW.

It is not overeasy for anyone, least of all a novice, to establish "fair prices." Out in Oklahoma there has lately been settled an indictment brought against every wholesale grocer in the State on the ground of profiteering. The Judge (Pollock) found that the jobbers were not guilty, and in rendering his decree said some very pertinent things; for instance, this:

What is an excessive price or a low price for any commodity, in all reason, is, and ever must continue to be, one of comparison only. "There is nothing either good or bad, but thinking makes it so." Being a matter capable of ascertainment only by comparison, and incapable of being judged by any fixed standard, and in the end controlled by the law of supply and demand, can it be possible for the law-making power in the first instance to create a criminal offense in such vague, indefinite, uncertain language as that found in the amendment, and, having done this, again is it possible under the settled principles of criminal practice and procedure in the courts of justice of our country, guided by a written constitution, to charge a citizen with the commission of a crime in the vague, indefinite, uncertain, general language of this enactment? I do not so believe, and if it be so held, now or in the future, by our courts, then our much vaunted freedom of the individual citizen from oppression will become as unstable, uncertain and untrustworthy as hieroglyphics written in mud.

"The time is coming," says a well known grocery trade secretary in commenting on the decision, "when those who are now running amuck with knives and bludgeons, seeking to slaughter business and disgrace good citizens, will themselves face retribution and punishment. In the meantime the business men will go on doing their business as they understand it and will defend their rights when forced to do so."

"My watch was slow," or "I didn't know it was loaded," or "I forgot" are excuses of the man who thinks that all it is necessary for him to do is to get by.

WOOD SHOULD STOP POSING.

Everybody whose attention has been directed to the career of William M. Wood, President of the American Woolen Company, concedes his business sagacity and his undeviating lookout for his own interests. His great weakness is a kind of vanity which manifests itself in a desire to talk of himself as a public benefactor. As long as he goes on with his money grubbing—or grabbing—no one, except occasionally the public authorities takes any interest in him. But when, as too frequently happens, he pats himself on the back with his voice—to use a Hibernicism—he provokes remonstrance, and when he tries to justify himself he arouses wrath. An instance of the former kind was his insistence on being regarded as a patriot because his company made cloth which was used by the army in the recent war. Not only were his personal profits and those of his company much swollen by the transactions, but he knows that, if the Government had chosen to do so, it could have commandeered his mills and have obtained its cloth very much cheaper than he furnished it. Just now Mr. Wood is trying to keep up the price of woolsens, and in pursuance of this he issued a statement last week addressed to retailers. He warns them not to expect much, if any, reduction in prices because, although wool is cheaper, labor, fuel, transportation and dyes are dearer than they were a year ago. He, of course, states these increases in terms of percentage, which is a favorite device of the profiteers, but forgets to say how huge his profits were on last year's prices. Nor does he indicate any intention of reducing any of the numerous salaries he draws in one capacity or another, which were referred to in the recent investigation of the Department of Justice and which add perceptibly to the cost of every yard of goods his mills turn out. If Mr. Wood will stop posing, and will submit with grace to the deflation which must come, the prices of woolsens will be much lowered and the American Woolen Company will still make big profits on every dollar ever invested in its business.

THE COTTON MARKET.

With the new cotton year only a couple of weeks distant, more attention is being paid just now to the prospects of the forthcoming crop than to the remnants of the old one. So the bulletins of weather and other conditions in the growing districts are watched with especial interest. Each week seems to show added improvement and the recovery from a late and very unpromising start is considered remarkable. If fall does not come too early, it is predicted that the crop will be very much larger

than any estimate thus far put out. The figures of cotton consumption for June, issued during the past week, showed a total of 555,521 bales of lint and 33,960 of linters used during the month, which was a very good quantity. This month and next will show less. At the end of June there were on hand at mills, compresses and storage warehouses 3,859,562 bales of lint and 644,819 bales of linters. There is no buying for export worth mentioning and practically no spot demand down South for any purpose. In cotton goods of one kind or another there are unmistakable evidences of price weakening. Concessions have been made on gray goods of various constructions, and it is expected that bleached fabrics will follow the same course when openings are had on them, which are expected to occur within the next fortnight. The same will probably hold true regarding other cotton fabrics. Knit goods seem to be in a class by themselves. Manufacturers are talking of an increase of from 35 to 50 per cent. in prices over those of last spring, while jobbers who have not yet disposed of all their fall goods say it will be hard to get advance business on such a basis. Retailers, under the urge of consumers, are selling goods at lower than jobbers' prices. While manufacturers in general say they will not get out goods except on actual orders, at least one large concern is urging jobbers to wait, on the ground that prices will come down. The best indications are that the jobbers will be in no hurry to order.

A DILEMMA OF DEATH.

French authorities have a white elephant on their hands in the form of a German prisoner of war, who, although condemned to death, cannot be executed, nor can his sentence be remitted.

The prisoner is a German named Hupp, who was tried two years ago by court-martial for the murder, in atrocious circumstances, of a farmer's wife and daughter, after he had assaulted and ravished both in the usual German way and then mutilated the bodies in accordance with the standards of brutality established—and still defended by the German people. He was condemned to death, but it is now found that he cannot be executed. In the Berne Convention of 1918 the Allies and Germany agreed not to carry out sentences on prisoners of war.

It was intended to insert in the peace treaty a clause enabling the Allies to deal with flagrant crimes, but at the last moment it was omitted. It would seem that Hupp will have to wait in prison all his life as a condemned man whose sentence can neither be remitted nor carried out.

EIGHT DOLLARS PER QUART.

Bright Future in Store for the Strawberry.

Twenty summers ago I spent a month with one of my sisters who lived near East Portland, Ore. Her home had three great assets—a glorious view of Mount Hood, snow clad all summer; some remarkable cherry trees, of which more anon, and a large strawberry bed. Oregon is as famous for its fragrant wild strawberries as France is for its fraises des bois; give these luscious berries the advantages of a "college education" in a garden, as Mark Twain would say, and—well if Webster could have tasted them he would have defined ambrosia in his dictionary not as food of the gods, but simply as Oregon strawberries.

Ambrosia was so easy to raise in that State that the market was glutted. It cost 1 cent for a basket and another cent for a Chinaman to fill it with berries. And the Portland grocers refused to pay more than 2 cents a quart! Consequently these incomparable berries were left unpicked—except those we selected for our table. Now, to jump from Portland, Ore., to Grand Rapids, Mich., or thereabouts, we are paying for strawberries, this summer, 40 cents a quart. That is just twenty times as much as was paid twenty years ago; consequently twenty years hence strawberries will be twenty times 40 cents, or \$8 a quart—any school-boy could figure that out.

If, at present prices, more than \$25,000,000 worth of strawberries are sold in the United States every year, twenty years hence, at \$8 a quart—but let us drop arithmetic, it isn't popular—boys usually make a bonfire of their mathematical school books.

It is interesting to know that Americans eat half of all the strawberries marketed in the world (when we like a thing we do like it, "sure") and that New York is the greatest market for this berry in the world. It was so, for that matter, as long ago as 1849, when the Erie Railroad alone sent into that city (population, 300,000) no fewer than 80,000 baskets in one day. Yet a century ago, in the year 1820, a few wagonloads of Hackensack berries, sent across the Hudson in sailing sloops twice a week, when wind and tide permitted, constituted New York's entire supply, as F. H. Hexamer informs us; and—listen!—a period of three weeks comprised the limits of the strawberry season.

Three weeks! At present, if we have plenty of money, we can have them every month in the year and everybody can have them six months out of the twelve; partly because they come first from the far South and finally from the far North, but chiefly because the growers have in course of time developed five types of berries, the very early, early, mid-season, late and very late. The word "everbearing," applied to any particular variety, must at present be taken with a grain of chloride of sodium, but we are getting there. Hundreds of garden maniacs have been busy trying to improve the strawberry in various directions. Scarcely a dozen of them, we are told by Prof. S. W.

Fletcher of the Pennsylvania State College (who has written a fascinating book on "The Strawberry in North America"), have had any financial reward for their efforts, but creative gardening is such an enjoyable occupation that few object even if it is only a labor of love.

Luther Burbank, as usual, is in the lead. He has created some luscious new varieties by hybridizing our best berries with choice seeds from Chili and other countries where this berry excels, wild or cultivated. I myself had the good fortune to taste some of these one afternoon at Santa Rosa, Cal., in company with John Burroughs, who was quite ecstatic over the "Patagonia," our host's latest creation. It had a delicious pineapple flavor, blended with its own aroma; I also tasted a white berry which made me exclaim that put sugar and cream on it would be a crime.

The importance of Burbank's new varieties lies in this, that he has aimed at flavor, rather than at color and size. To cite his own words: "I thought that a good home strawberry that is tender, sweet and of fair size, rather than of exaggerated proportions, combining these qualities with the exquisite flavor of some of the wild berries, would be a distinct acquisition."

The final stage in the perfecting of the strawberry will be, in his opinion, the elimination of the seeds which dot its surface, partly because they mar the texture of the berry and partly because they make a needless draft on the energy of the plant. But this is less important than his emphasizing of the flavor. Poor, dear flavor! It's the one thing the consumer really wants (although he coquets foolishly with size and color) and the one thing he seldom gets at its best, unless he raises choice varieties in his own garden and lets them ripen on the vine.

It is an old story, this conspiracy against the consumer, this substitution by wholesale and retail marketmen of productiveness and good shipping qualities for flavor; this triumph of mediocrity over merit. For twenty years the berry favored by them was the Wilson, which that noted epicure and peacher, Henry Ward Beecher, denounced as "the wickedest berry that was ever indulged with liberty. It is an invention by which the producers make money out of the consumers' misery. It has every quality of excellence except in the matter of eating. It might live in a sugar bowl and be acerb and crabbed still."

There were luscious berries in Beecher's day, but the public had no chance to buy them. And to-day? Listen to Prof. Fletcher: "Aroma has been sacrificed as well as flavor. A handful of the early Pines and Scarlets perfumed a room with delightful appetizing fragrance. Few contemporaneous sorts have more than a faint and fleeting aroma." Among those that have aroma and flavor are varieties—Brandywine, Monarch, Longworth's Prolific and some Texas varieties, which Burbank crossed with Chilian, Virginian and Californian sorts before he reached the ideal berry referred to, after he had grown and fruited some half million

seedlings, representing every corner of the world.

The time may come when every man will be his own gardener, and then all will be able to enjoy such berries. To be sure considerable horticultural skill is required to raise strawberries, and everybody is at the mercy of rain and shine. The sun is needed to supply the fragrance and flavor, and as for rain or irrigation, "it is definitely known that it takes 600 barrels per acre to mature a crop after the fruit is set." For most of us evidently there is little hope for better berries unless we can reform the market gardener. Luckily, even mediocre berries have their charm—at least with cream and sugar or in shortcake.

Burbank's favorite method of using seeds or grafts of wild berries to impart a rich flavor to his new hybrid creations is also exemplified in his cherries and plums. I referred to some remarkable cherry trees in my sister's place; they were blends of wild and cultivated varieties, and their flavor was superlatively rich and entrancing. I am glad to know that Mr. Burbank is at present engaged in work along this line. I wish also he would give the sour cherry a tougher skin to make it easier to transport ripe to a distance. To me a sour cherry is infinitely more luscious than the sweet sorts. The best I ever ate were at the Swiss chateau of Paderewski, who shared my preference. They were a special variety he had brought from Poland. Remember that no less an epicure than Lucullus introduced the sour cherry in Europe. Remember also that when thoroughly tree-ripened "the so-called sour cherry is nearly sweet and the mild acid is very wholesome," to cite E. P. Powell, whose "The Country Home" is the best guide I know for amateur gardeners and orchardists who wish to raise better berries and fruits than can be bought from the horridly selfish market gardener.

I wish I had left myself more room to talk about the plums in which Burbank has so marvellously blended the flavors of American wild varieties with European, Japanese, Chinese, American and other cultivated kinds. What importance he himself attaches to these new hybrids you may infer from the fact that he has devoted a whole volume to them in the gloriously illustrated set of twelve books which relate his life work in detail—books which no progressive gardener can afford to be without. The plum volume is as fascinating as a romance—more so to those afflicted with the gardening mania. I have read it three times. In 1912 no fewer than 564 carloads of Burbank plums, making more than one-third of all shipments, were railroaded east from California; yet the best of the Burbank varieties

are only beginning to be known; they are the result of thirty years of hybridizing—of tossing seedlings from all the world into the "Santa Rosa melting pot," as he calls it. Since 1885 he has introduced sixty-two varieties. Among them are plums the flavor of which suggests the peach, apricot, apple, pear, lemon, orange, banana, pineapple and berries of various kinds. Specially notable for flavor are the Nix and the Geewhiz—the latter so named because a visitor, after biting into one, used that word to express his gustatory delight.

The "Reds" now in the market are among the most interesting. They are descendants of a Satsuma plum which the Japanese call Uchi-Beni (red inside), imported and improved by Burbank. A basket of these is on my table this moment, filling the room with a fragrance vying and blending with that of a bunch of rose-scented peonies.

Henry T. Finck.

Menace of the Closed Shop.

The very union labor leaders who properly insist on "equality of opportunity" under the constitution are the very men who, in the same breath, are making every effort to defeat that vital American principle by demanding the closed shop. Their strenuous and superhuman effort is to be able to say to every American that, no matter how fit or efficient he may be, he cannot work in certain or any industries, or particular or all shops and factories, unless first he pays dues and makes oath to stand by the labor union, and usually at any and all events and costs.

No matter how inefficient, how un-American or otherwise undesirable he may be, he may step into all the rights and privileges of an American to work, if he submits to their class regulations and domination.

This closed shop, this repudiation of the rights of every American citizen, is the most despicable menace in all of union labor's un-American and uneconomic demands and encroachments.

The rank and file of organized labor is just as fair-minded as you and I think we are. But organized labor is, just like our politics—in the hands of narrow-minded, designing men. Organized labor, to-day, is in the hands of a small minority of reds and radicals of the Foster and Fitzpatrick types, and organized labor under its present day methods has run its course. The fact that they are wrong and criminal in their notions is not the point. The point is that thousands of men do not know that they are wrong and it is part of our job to help correct this situation.

Benjamin F. Harris,
President First National Bank,
Champaign, Ill.

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.

Quantity Buying vs. Good Merchandising

The action of one of the large manufacturers of a household article in flattering the retailer by announcing a direct sales policy, and offering the jobbers who have helped them establish their business the privilege of handling their goods without any profit, has brought up again the question of "sales through jobbers versus direct-selling."

A considerable number of our customers have asked if this meant that other manufacturers would follow the same policy and what this would mean to future merchandising.

It is our belief that the jobber and retailer combined, form the most economical and satisfactory method of distribution for food products and kindred lines. Direct selling may be of some small benefit to a few of the larger stores, chain stores, etc., but it is a distinct disadvantage to the large majority comprising the balance of the dealers.

Direct buying means quantity buying with large stock, or else it means excessive freight charges with a small profit.

Direct buying means an accounting system which can take care of the transactions with hundreds of manufacturers whose lines are carried in the retail store, and this entails a large amount of bookkeeping and expense.

Direct buying subjects the dealers to the continual annoyance of delayed shipments, (loss and damage in transit) as well as the continual calls at the freight house for daily shipments which must arrive.

Direct buying means eventually that the cost to the retailer must cover the excessive costs to the manufacturer which are entailed by the tremendous system of bookkeeping (which carries accounts with all the retail dealers of the country instead of a comparatively few jobbers), and the losses which must occur

from manufacturers handling credits at long distances under no personal contact—whereas, at present, there are practically no losses in accounts which they carry with the wholesalers. This means that, eventually, the prices to the retailers by direct selling cannot be materially less than they are now with the jobbers.

Direct selling is in the interest of building up a few larger corporations in the larger cities of the United States, such as chain stores, and tearing down and destroying a large number of smaller independent retailers throughout the country which help to build and support the smaller cities.

Whereas, **BUYING THROUGH THE JOBBER** means carrying an account with one, two or three jobbers as the dealer prefers—having all of your goods delivered at one time and the elimination of a tremendous amount of bookkeeping.

It means the developing of good merchandising methods by being able to do the largest possible amount of business with the smallest possible stock.

It means the survival of a large number of medium and small sized retailers, instead of building up a few large retailers.

It means having a constant source of supply near at hand which can be depended upon promptly, instead of the great annoyance of being out of a large number of items which are delayed in transit.

And distribution by the combined efforts of the wholesaler and retailer means to the consumer the delivery of food products from the manufacturer to themselves at the lowest possible cost of scientific handling. This method through competition must excel any other method from the standpoint of economy, and cost to the consumer must be less than where the manufacture and marketing is controlled by one immense corporation.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.

Movement of Merchants.

Fowlerville—A. R. Miner has opened a self-serve grocery store.

Bancroft—H. P. Shane is remodeling and enlarging his jewelry store.

Allegan—Charles May has engaged in the jewelry business on Hubbard street.

Hersey—Jacob W. Richard succeeds Frank Proctor in the grocery business.

Marquette—The Atlantic & Pacific Tea Co. has opened a store on South Front street.

Corunna—Sherwood Godfrey, recently of Bancroft, has engaged in the undertaking business.

Shepherd—The Shepherd Elevator Co. has increased its capital stock from \$5,000 to \$15,000.

Hillsdale—The Hillsdale Merchandise Co. has increased its capital stock from \$30,000 to \$60,000.

Flint—The John P. Ryan Co., jeweler, has increased its capital stock from \$18,000 to \$50,000.

Highland Park—The Peoples State Bank has been incorporated with an authorized capital stock of \$100,000.

Flint—The Citizens Commercial & Savings Bank has increased its capitalization from \$150,000 to \$450,000.

Bridgewater—The Farmers' Produce Co. has been incorporated with an authorized capital stock of \$50,000.

Detroit—The Charles W. Gerbig Co., dealer in varnishes, etc., has increased its capital stock from \$6,000 to \$30,000.

Jackson—The Gaylord-Alderman Co., conducting a department store, has increased its capital stock from \$150,000 to \$300,000.

Bancroft—B. D. Rathbun, who recently sold his grocery stock to Prescott & Morgan, has re-engaged in the same line of business.

Bay City—The F. H. Cash Co., wholesale dealer in butter, eggs and cheese, has increased its capital stock from \$35,000 to \$75,000.

Shelby—C. S. Sorenson, who sold his grocery stock about six months ago, will re-engage in the same business in the Converse building, July 24.

Pequaming—The Aura Farmers Co-Operative Association has been organized to conduct a general mercantile business, with an authorized capital stock of \$10,000.

Commerce—Fire, due to defective wiring, caused the complete loss of hotel Commerce and the store building and stock of general merchandise of H. P. Andrews, July 17.

Cedar Springs—H. E. Andrus has sold his drug stock to J. A. Skinner and his store fixtures to parties outside. He will devote his entire time to the Farmer's Co-Operative Association.

Conklin—E. O. Cilley has sold his drug stock to Dr. R. O. Allen, who has been engaged in the drug business at Rapid River for the past four years. He will dispose of his stock at Rapid River.

Big Rapids—John C. Jensen, who sold his dry goods and shoe stock about a year ago, will engage in the women's ready-to-wear clothing business, under the style of the Vogue Shop, about August 14.

Flint—The O. H. Grant Co. has been organized to engage in the clothing business with an authorized cap-

ital stock of \$8,000, all of which has been subscribed, \$2,000 paid in in cash and \$3,000 in property.

Muskegon—The Muskegon Rag & Metal Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Battle Creek—The George R. Sterling Co. has been incorporated to conduct a retail clothing business, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$4,500 paid in in cash.

Wyandotte—The R. A. Hugill Co. has been organized to deal in automobiles, accessories and supplies, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

Bad Axe—Slack Bros. have merged their agricultural implement and hardware business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Farm Products Co. has been organized to conduct creameries, canneries, cold storage plants, etc., with an authorized capital stock of \$1,000,000, of which amount \$500,000 has been subscribed and \$100,000 paid in in property.

Eaton Rapids—G. Ben Snyder will engage in the grocery business on North Main street, the Worden Grocer Co., of Lansing, furnishing the stock. Mr. Snyder has conducted a variety store here for many years and the addition of groceries will make his place of business very convenient for the people living in the northern part of the city.

Manufacturing Matters.

Detroit—The Green Lock Co. has increased its capital stock from \$12,000 to \$75,000.

Jamestown—The Interurban Creamery Co. has increased its capital stock from \$3,500 to \$5,250.

Ypsilanti—The Peninsular Paper Co. has increased its capitalization from \$150,000 to \$300,000.

Highland Park—The Highland Park Cabinet Co. has increased its capital stock from \$8,000 to \$50,000.

Detroit—The Portland Mineral Products Co. has increased its capital stock from \$10,000 to \$20,000.

Zeeland—The Michigan Star Furniture Co. has increased its capital stock from \$60,000 to \$110,000.

St. Johns—The Triangle Motor Truck Co. has increased its capital stock from \$200,000 to \$400,000.

Detroit—The Gordon & Pagel Co., wholesale baker, has increased its capitalization from \$450,000 to \$1,482,000.

Fowlerville—C. Quackenbush has sold his bakery to Mr. Gilbert, recently of Lansing, who has taken possession.

Detroit—The Parsons Manufacturing Co., dealer in hardware and automobile supplies, has increased its capital stock from \$15,000 to \$300,000.

Detroit—The Mahon Excelsior Works has been incorporated with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Gibbs City—The Northwestern Land & Lumber Co., lumber manufacturer and dealer in general merchandise, has increased its capital stock from \$10,000 to \$150,000.

Detroit—The National Machinery Co. has been incorporated with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and \$10,000 paid in in cash.

Detroit—Housewives Bakery Incorporated, has been organized with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Shepherd—The Johnston Chemical Co. has been incorporated with an authorized capital stock of \$4,800, of which amount \$2,500 has been subscribed and \$1,000 paid in in cash.

Paw Paw—The Beattie & Decker Pickle Co. has been incorporated with an authorized capital stock of \$55,000, \$27,500 of which has been subscribed and paid in in property.

Ypsilanti—The Ypsilanti Ladder Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$1,650 paid in in cash and \$350 in property.

Detroit—The King Folding Dresser Table Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$17,980 has been subscribed, \$1,980 paid in in cash and \$15,000 in property.

Detroit—The Scheuren Mok Mill Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$20,000 has been subscribed and paid in, \$3,000 in cash and \$17,000 in property.

Grand Ledge—The Grand Ledge Rendering Co. has been incorporated with an authorized capital stock of \$13,000 common and \$2,000 preferred, \$13,000 of which has been subscribed and \$3,110 paid in in cash.

Bay City—The National Body Co. has been organized to manufacture and sell automobile and wagon bodies, with an authorized capital stock of \$30,000, \$15,000 of which has been subscribed and paid in in cash.

Sault Ste. Marie—The Raymond Furniture Co. has merged its business into a stock company under the same style with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Highland Park—The Warner Wood-Working Co. has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,100 has been subscribed, \$1,100 paid in in cash and \$4,000 in property.

Detroit—The Wolverine Enameling & Japanning Corporation has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed, \$1,000 paid in in cash and \$6,000 in property.

Detroit—The Carr-Weller Co. has been incorporated to manufacture and sell electrical equipment and devices, with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,000 paid in in cash.

General Conditions in Wheat and Flour.

Written for the Tradesman.

It seems as difficult to guess what wheat will do during the next thirty

days as at any time during the past ninety days.

Option trading has been resumed and while December wheat has sold off 12@14c from the opening of the Grain Exchange on the 15th of July, cash wheat for immediate shipment has been firm; in fact, has advanced somewhat.

Harvesting in Kansas is practically completed and this is also true of many of the soft winter wheat states.

Thus far no serious damage has been done by the rains and it is expected Government estimates will be realized.

There are persistent rumors of Black Rust damage in the Northwest, but apparently there is more rumor than truth in the report, as futures have not reflected the strength that would be sure to develop in event any serious damage is being done.

There is a bullish factor that should not be overlooked and that is, that while the trade are holding back for lower prices and flour demand continues very light, cash wheat for immediate delivery is holding firm and it would seem under these conditions when heavy flour buying materializes, markets will firm up. As a matter of fact, it is the history of grain markets that when everybody is bearish, a bull market generally develops. The reason is logical. In other words, if prices do not decline during the period of non-buying, they are pretty certain to advance when purchasing develops.

This is a market that will bear close watching. Flour could easily decline one dollar per barrel and just as readily advance that much.

We do not believe the trade should be too thoroughly convinced that lower prices are bound to prevail in the immediate future at least, as the farmer is going to hold onto his grain to a greater extent than he has done for the past two or three years. Another thing the transportation companies are not in position to move grain fast enough to build up much, if any, surplus at milling centers; this means spot cash wheat is going to be in good demand and as long as the demand is strong, prices will probably hold reasonably firm.

If, however, the farmer should prove to be a ready seller and railroad facilities improve to such an extent it is possible to build up a surplus, lower prices will develop.

We have produced, and in prospect, a good crop of wheat, somewhat in excess of 800,000,000 bushels and this must be counted among the larger crops produced, but it must be remembered there is a world-wide demand and the population has been steadily increasing, so it will be necessary year by year to gradually increase the production of wheat, as well as other food products, to meet the ever increasing demand.

While we do not consider it wise to load up heavily on flour just at this time because of the uncertainty of the future, we believe the trade should buy in such quantities for immediate shipment as will enable them to properly care for a normal demand for flour.

Lloyd E. Smith.

Essential Features of the Grocery Staples.

It is always interesting to the retail merchant to get the viewpoint of experts in business on the price outlook. One of this type of men is James A. Patten, of Chicago, well known for his connection many years with the grain trade. In fact in Chicago and elsewhere he was called king of the wheat pit. He is an authority on grain.

This authority is quoted in a special newspaper article by E. M. Thierry as speaking as follows:

Famine food prices are not coming next winter.

Flour ought to come down to \$12 or \$13 a barrel.

Potato prices will probably be cut in half.

Cost of wearing apparel is coming down to stay down.

Farm labor shortage is no longer a serious problem.

People are over their "buying fever."

Cost of living generally won't be higher—with some things going down and none going up.

"Mainly food price reduction in the United States depends on whether the spring wheat crop of our country and Canada yields bountifully," said Mr. Patten. "I think it will. Potato crops are splendid. Prices should come down. We've been paying \$3 to \$3.50 a bushel. I wouldn't be surprised to see that cut in half.

"So when people—even so-called experts—say famine prices are due next winter, I say no!

"Even if the wheat crop isn't bountiful, I do not look for higher prices. We've got much more than enough for ourselves. We will give Europe whatever transportation facilities will let us. But even if the export drain is a big one prices of flour ought not be higher. And many things will be lower. If there's a good crop flour should come down to \$12 or \$13 a barrel.

"Spring wheat crops won't be ready for another six or eight weeks. We can't tell what Europe will want—or what they can get; the first because we can't tell yet what the rest of the world's wheat supply will be and the second because of the transportation tie-up."

"Lack of transportation may help to bring food prices down here because of the difficulty of shipping it to ports for Europe. And I do not look for heavy buying of options by Europe—at any price because they need it so badly over there—for European buyers got stung very badly several years ago and speculators generally got their legs pulled."

Sugar—Retailers are now ordering sugar to buy at not above a certain price. This gives the impression that dealers are pretty well filled up and that they do not purpose to pay extra high prices for sugar, evidently having taken advantage of the fact that any wholesale house may have sugar at two or three different prices. The waycanning stuff is selling, also, is taken to indicate the housewives are fairly well stocked up on sugar also. Eventually it is expected sugar will average along about 25@26c per pound.

Tea—There has been some improvement in the general demand for tea during the week, although it is still quiet. Stocks in buyers' hands are reported low and some of them are compelled to come into the market. Generally speaking, prices are low and tea would seem to be a fairly safe buy on the present basis.

Coffee—There has been some tendency on the part of coffee futures to advance, but it came to nothing because continued weak news came from Brazil and the market is still dull and weak. Prices are nominally unchanged, although the entire line of Rio and Santos is soft. Rio 7s are actually getting down to pre-war basis. Santos 4s are also several cents below the point ruling only a few weeks ago. Mild coffees are from 1@2c per pound lower during the last week or ten days. This is due to increase in the available stock in this country and the general feeling of weakness. The coffee market is a good market to stay out of except for everyday wants.

Canned Fruits—Orders for occasional cars of California fruits, 1920 packing, are still going out to the Coast, peaches and cherries, in the fancy grades, being most wanted, but jobbers as a rule, having protected their initial requirements, are disposed to defer further purchases, their attitude being that if any carrying is to be done it will be left to the canners.

Canned Vegetables—A very sluggish market for canned vegetables is all that can be uncovered by a careful canvass of the situation, and as a result of this condition there is an easy undertone apparent, especially in quarters where urgent financial necessities impel holders to offer inducements to reluctant buyers. There is a considerable disparity in prices on spot standard tomatoes for the reason mentioned. Those buyers who are disposed to avail themselves of the opportunity afforded by the need of sellers for ready money, and can wait for delivery until transportation facilities serve, can pick up standard No. 3 at \$1.60 New York. On the other hand, jobbers who want immediate delivery have to pay \$1.70 for similar goods that can be moved at once to nearby points by truck. Some Ohio future corn is reported to be selling at \$1.30, but brokers admit that jobbers are not inclined to take hold at all freely. The chief topic of discussion just now is the result of pea packing in the West. All accounts from packing centers agree that it will be short. Some authorities assert that the Wisconsin pack of Alaskas, which is now ending, will be less than 75 per cent. of normal. Vines, as a rule, developed about two pods on the average. Pea lice destroyed considerable pea acreage for the first time in years. Several severe hail storms in past two weeks have destroyed large tracts of peas, sweets suffering especially. A few factories lost some green pea acreage for lack of cans.

Canned Fish—New prices on 1920 pack of Columbia River salmon, which is the fancy grade of pink salmon, have been named by some packers during the week, the figures ranging

from 75c@\$1.10 higher than a year ago. The spot market for Columbia River salmon is fair and the Sockeye pack, which is the grade next to Columbia River, is expected to be small, so that the general outlook for fancy salmon is firm and no doubt the trade will take all they can get at the full opening price. As to Alaska salmon, the spot market for the lower grades (pinks and chums) has shown weakness during the week and buyers are pressing for sale. Some pinks have been sold as low as \$1.60 in large lots and for chums about 20c under that. Red Alaska salmon shows no change and the market is steady. New pack of tuna fish is still held at very high prices and the trade are not as yet interested. Domestic sardines unchanged from last week.

Dried Fruits—Having booked orders for apricots from the Eastern trade that were placed firm at opening prices, the Association has withdrawn quotations on the 1920 crop of that fruit that were put out last Wednesday night. Their reason for the withdrawal has not been stated. Similarly the independent packers of raisins are reported to be declining to take on further business at the opening prices made public through their agents here on Thursday afternoon. It is understood, although there is nothing officially stated, that having tested the market and finding that buyers are not overeager to secure supplies they have determined to defer further action until after the Raisin Association has opened its campaign, which, it is probable, will not be done for a week or two. In neither case is there any indication that buyers are disappointed because they have been deprived for the present of an opportunity to make commitments against future requirements. So far as can be learned, few if any orders for 1920 California prunes are going out to the Coast. The trade appears to be waiting for the Association, which is the chief factor in that market, to announce opening prices. Spot prunes as well as supplies of all other 1919 crop coast-dried fruits sell only as wanted in small lots, but except in such cases where need of ready money forces concession there is a disposition shown in holding quarters to maintain prices.

Salt—Manufacturers are still without surplus stock and orders are booked only subject to prices in effect at time of delivery.

Rice—The tone is easy except on the higher grades, scarcity of which keeps prices on a steady basis. Latest New Orleans mail advices report a steady market there with a fair amount of export business.

Condensed Milk—Continued inactivity appears to be having a weakening influence upon the condensed milk market. However, owing to the high cost of production, most manufacturers of unadvertised brands of case milk are holding firmly for \$10 or more and in some instances have obtained their asking prices from the domestic trade. Others, however, are believed to be fairly ready sellers at \$9.75 at least.

Cheese—The cheese market is fairly active, quotations ranging about

the same as a week ago. There is a good demand for cheese and the receipts are moderate. The quality of the present receipts is very fancy and there is some cheese now being put into cold storage warehouses.

Provisions—The market on lard is steady, with unchanged quotations. Lard is in moderate supply and a good demand. The market on lard substitute remains weak, there being an extreme light demand at this time and a good supply. Quotations are about 1c per pound lower than previous quotations. The market on smoked meats is very firm, with a good consumptive demand. This commodity has been in light supply and quotations have increased from 1@2c per pound during the last few days. The market on barreled pork is steady and unchanged, there being a light demand and a good supply. The market on canned meats is steady and unchanged. The market on dried beef is firm, with unchanged quotations.

Salt Fish—No business is doing in mackerel, except a very small everyday demand. The news from abroad tells of firm feeling on the part of shippers of new Irish mackerel and the American market for this grade of fish is steady. There are some Norways on the market here, but not, it is reported, of very good quality. Codfish is seasonably dull.

Gabby Cleanings From Grand Rapids.

Grand Rapids, July 20—L. M. Steward writes from Saginaw that he has nearly recovered from the effect of his mastoid operation at the Saginaw hospital and that he will soon return to Bursleson Sanitarium here to complete his treatment.

The Continental Accounting and Audit Co., of Chicago, has opened a branch office in this city, locating in the Murray building, Robert E. Payne is in charge of the local branch. Sam E. Symons (Symons Bros. & Co.), of Saginaw, who has been a guest at the Bursleson Sanitarium for two weeks, left for home to-day.

Frank H. Ball is now sales manager for the Lewiston Mercantile Co., Lewiston, Idaho. Mac Bowen, formerly of Grand Rapids, covers the city trade of the same house.

A traveling man tells the story of a pretty young lady who stepped into a music store in Kalamazoo the other day. She tripped up to the counter where the new clerk was assorting music and in the sweetest tones asked: "Have you 'Kissed Me in the Moonlight?'" The clerk turned half way around and answered: "It must have been the man at the other counter. I've been here only a week."

Owosso—B. E. Smith, secretary-treasurer of the Owosso Sugar Company, has resigned to take a rest and afterward to look after his private business interests. Edward Pitcarin, of Pittsburgh, has succeeded him. Mr. Smith has been with the Owosso company eighteen years. C. D. Bell, general manager of the Owosso plant, has been promoted to be general manager of the company, with supervision of the two factories in Owosso and the plant of the Michigan Chemical Co.

Detroit—The Standard Sausage Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$18,000, all of which has been subscribed and paid in, \$12,000 in cash and \$6,000 in property.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July, 1920—Cloverland has landed a ford plant at Iron Mountain which will employ 2,000 men. Portable houses for the workmen are being put up and the power plant and sawmill will be in operation about the first of the year. The plant will be known as the ford body factory.

Everything is in readiness for the grand reception for the pikers and from all accounts they will have to go some when they arrive in order to get away with what has been prepared for them.

N. L. Field, Rudyard merchant, was a business visitor here last week.

Gus Supe, a former Sooite, but for many years a resident of the Hawaiian Islands, is visiting relatives and friends here this week. Mr. Supe is the owner of a large coffee plantation and is well pleased with the Hawaiian country, but must get back occasionally to the "good old Soo," which he considers one of the best cities of its size that he has visited en-route.

A big plan has been launched by a Chicago agency to use up the idle land in Cloverland, which will do much for the future progress of a large country of undeveloped land.

Mr. Lillie, for the past five years office manager for the Richardson-Avery Co., at Racine, has left for his new home in the West. Chester Black, former credit man for the National Grocer Co. of this city, has succeeded him.

Mistrust is the main trouble to-day. Capital mistrusts labor, labor mistrusts capital and the public (we know, being one of it) mistrusts both. The only one of the trio not mistrusted by the others is the public. Why not give us a chance to settle the difficulties? We will in the long run any way!

The Arnold Transportation Co. has made a move in the right direction when it put on a week-end excursion on the steamer Chippewa. This will afford the Sooites an opportunity to make this delightful river trip and be back on the job Sunday afternoon.

A man is often measured by the amount of unfinished work he has not accomplished, rather than by what he has accomplished.

Tony Raffaele has opened a grocery store on Ashmun street, near the Cornwell Company's refrigerator, and is devoting his entire time to the business. He is a hard worker and his new venture will, undoubtedly, be a success. William G. Tapert.

Georgia Pecan Crop.

According to figures of the federal government hundreds of thousands of chestnut trees in eastern states have been killed by blight in recent years and the American production of nuts is said to be showing a tremendous reduction. In one recent year the importation of foreign nuts into the United States passed the \$20,000,000 mark and the influx is likely to continue until domestic production is heavily increased.

The so-called English walnut of California and Oregon is in increasing supply, and walnut groves in those states are yielding splendid returns. However, the nut that is in highest favor just now is the thin hulled or paper shelled pecan, grown in many places in the lower south and showing its highest development in south Georgia.

The paper shell pecan is of comparatively recent importance in the market, but returns of \$400,000 for the south Georgia crop of 1919 indicate rapid increase in production although there are hundreds of acres in trees too young to bear a crop.

Government authorities say the pecan is a sturdy tree, subject to few pests and diseases and bearing very heavy crops when properly cultivated. A few bearing groves in south Georgia have sold at \$1,000 per acre, but raw land suitable for pecans in south Georgia is cheap as compared with walnut land in California.

The pecan does best on land with a good clay subsoil. On lighter soil the pecan makes a good growth but does not fill out the nuts so well nor bear so heavily.

The pecan comes into bearing about the eighth year and continues to grow indefinitely like the hickory, to which species it belongs. In south Georgia groves field crops are grown between the trees until they get so large as to completely shade the ground.

Glasgow Gaining Ground.

Hastings, July 20—The campaign which Hon. Cassius L. Glasgow, of Nashville, is making for nomination for Governor on the Republican ticket is gaining strength so rapidly that his supporters declare he will, without doubt, be nominated. Mr. Glasgow, whose candidacy was announced after other aspirants had been many weeks in the field, is drawing to his support in great numbers voters who recognize he has qualities of personality necessary for an efficient chief executive, and ability superior to candidates who have not had the training he has had in State affairs. He satisfies the demand for a "farmer candidate," as well as a business candidate, when it becomes known that he was born on a farm and that he has conducted a successful business in a farming community for twenty-five years, during which time he has been in constant touch with problems confronting agricultural interests. He satisfies the demand for a man who understands State affairs, because this knowledge was acquired during four years of efficient service as State Senator from the fifteenth district and twelve years as a member of the State Railroad Commission. Mr. Glasgow's personality is the embodiment of integrity. His faithfulness in public service has been demonstrated. His discussions of the problems of the day inspire his hearers with his ability, be they business men, farmers or laborers. Charles A. Weissert.

Proceedings of Local Bankruptcy Court.

In the matter of Alex E. Natensohn, individually, and the Wolverine Tire & Supply Co., a partnership, Traverse City, adjudication was ordered and the matter has been referred to Ben M. Corwin, referee. The schedules reveal assets of \$1,997.76, and liabilities of \$4,756.51. The following are the creditors whose claims are unsecured:

Fisk Rubber Co., Grand Rapids	\$ 110.50
Goodyear Tire & Rubber Co., Grand Rapids	4.86
McGraw Tire & Rub. Co., Detroit	1,259.40
Tisch Auto Supply Co., Grand Rapids	690.40
U. S. Tire Co., Grand Rapids	58.20
Valvolene Oil Co., Chicago	112.86
Lee Tire & Rubber Co., Grand Rapids	110.70
Beckley Ralston Co., Chicago	52.49
Blanchard Cal. Co., Aurora	108.46
Butler Bros., Chicago	52.49
Goodrich Tire & Rubber Co., Grand Rapids	121.47
Jarvis Company, Grand Rapids	24.50
Victor Rubber Co., Springfield, O.	1,942.40
W. H. Martindell, Manistee	6.00
Lyric Theatre, Traverse City	43.40

The first meeting of creditors has been called for July 28.

In the matter of William Phelps, Nashville, the entire assets of this estate, valued at \$3,122.20, were sold to E. M. Cathro, of Detroit, for \$1,375. An order has been made confirming the sale.

In the matter of Frank A. Graham (Graham Drug Company) of Eaton Rapids, an offer of \$750 has been received for all of the assets, which have been appraised at \$2,828.41, and a meeting has been called for July 30, at which time all the creditors and other persons in interest, may attend.

Self-confidence is a running start in any man's game.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 20—The Grand Rapids Dry Goods Co. announces the following changes in its sales force: Neil Vander Woude succeeds Dan Mac Dougall, with headquarters at Battle Creek. A. Tirmenstein succeeds M. Verschoor, with headquarters at Jackson. Mr. Verschoor is now general line specialty salesman. William Vandermade will succeed Mr. Tirmenstein, with headquarters at Bay City. He will have a part of Mr. Tirmenstein and Mr. Bookey's territories, as one territory. Mr. Bookey has been promoted to take charge of the Detroit branch and will have with him in the city of Detroit the following: Hugo Boertman, Gordon J. Aulbach, N. G. Lyman, L. N. Seger and L. Samuels.

Homer Bradfield left Monday for White Sulphur Springs, West Virginia, to attend the annual convention of the agents of the Equitable Life Insurance Co. Because he achieved a certain limit in writing insurance, he attends the convention as the guest of the company, both going and coming. He went via auto as far as Detroit, where Mrs. Bradfield will visit with friends during his absence. He will pick her up on his way home.

David L. Cavera & Co. have engaged in the fruit business at 40 Ellsworth avenue, corner Island street.

Perry Barker, who has been credit man for the Grand Rapids branch of the National Grocer Co. for the past five years, has taken a similar position with the Heystek & Canfield Co. On parting company with the National, he was presented with a gold watch by manager Krusenga and a traveling bag by the traveling salesman of the house. Bill Ephlin made the presentation speech in behalf of the traveling men.

W. B. Dudley, representing Goll & Frank Co., wholesale dry goods and furnishings of Milwaukee, states that the Tradesman keeps him in constant touch with the movements of merchants and trade conditions throughout the State and also that he has had the most satisfactory results from his advertising under the heading of Testing Tradesman Advertising, his sales having shown an increase of 213 per cent.

The Monroe Cigar Co. has been incorporated to continue the cigar manufacturing business recently established by Peter Dornbos. The capital stock is \$10,000, of which \$5,000 is paid in, \$4,000 in cash and \$1,000 in property. Charles W. Reattoir holds 399 shares, Peter Dornbos 100 shares and Ben M. Corwin one share. Mr. Reattoir will act as President, Mr. Corwin as Secretary and Mr. Dornbos as Treasurer. The company has leased the fourth floor of the Bishop building, opposite the Tradesman office, and has already taken possession of its new quarters. Mr. Reattoir will remove from Chicago to Detroit, where he will open a sales agency, placing the output of the factory almost wholly among the city trade of America's fourth largest city.

Clarence J. Farley, President of the Grand Rapids Dry Goods Co., left Sunday for New York, where he will spend several days, returning via St. Louis and Chicago. While in New York he will attend a meeting of members of the National Dry Goods Association.

William S. Thomas, President of the Thomas Canning Co., is spending two weeks at Harbor Point. He is accompanied by his wife.

G. A. Heyboer and J. H. D. Wech-gelaer have formed a copartnership under the style of the H. & W. Products Co. to engage in the manufacture of Nu-Fru (similar to Nabisco wafers) at 1825 South Division avenue. Special machinery for this purpose has been imported from Holland and is now being installed. The factory will be in full production by Aug. 15. The Hekman Baking Co. has taken the agency for the product in Kent, Allegan, Ottawa and Muskegon counties.

The product will be put up in three and one-half ounce air tight packages and also sold in bulk in eight pound cans.

You will find a tremendous help in constantly affirming that you are the person you wish to be; not that you hope to be, but that you actually are now. You will be surprised to see how quickly the part which you assume will be realized in your life, will be revealed in your character.

Not wealth, but the ability to meet difficult conditions is the measure of a man.

We rob ourselves of more than we can ever compute by being niggardly in the matter of a vacation. Economize on anything else rather than this, on which the very wellspring of being depends. Health is the "pearl of great price" for which, if need be, we should be willing to exchange all our possessions. Without it all other things are powerless to make us happy. Many a millionaire who has bartered his health for his millions sighs for what all his wealth cannot restore.

The mid-summer furniture season that opened Monday, June 28, and advertised to run four weeks or until Saturday, July 24, practically came to a close Saturday, July 17. On the arrival sheet issued on that date it gave the total number of buyers registered as 1885, which is not as many as the arrival sheet of last season, yet it was a fact that last year, in a great many cases, different department managers came in larger numbers than was the case this year, consequently the actual number of individual firms or corporations represented on the market this year would total up as large as last year and the volume of business secured by the different salesmen was satisfactory. It is also a fact that more conservative buying was done this year than last, which to many looks better than for the different dealers to try to buy everything or rather place orders for everything and then go back home, figure up the quantity they have placed orders for and begin to send in cancellations. We believe we are justified in saying that the furniture business—and this will also apply to other lines of business—is fast approaching normal and stable conditions and getting away from the feverish chaotic condition that has existed for the past two years.

TESTING TRADESMAN ADVERTISING

We are just securing one million dollars worth of new goods for immediate delivery. Plaid Dress Gingham.

27 in. at 32½c, 35c, 37½c.
32 in. at 41½c, 45c.
36 in. High Grade Percale.
Lights 38½c, darks 40½c.
36 in. High Grade Galatea, fine for smocks and middie blouses.
Bright Red 45c, Cadet Blue 50c, Navy Blue 55c.

Twenty-seven 36 in. Beautiful patterns striped Pongee only 55c.

Eighteen Patterns 36 in. Striped Fancy Tubbing Silk for Shirts and Waists, 20 yard pieces, \$1.10 per yard.

Mail orders to W. B. DUDLEY, Grand Rapids, Mich.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



T. J. KELLY
President



I WANT 100 BIG BRAINY MEN

To Learn this Wonderful Business of Mine

THE merchants of America, men who own stores of the better class, wholesalers and manufacturers, are awake to this master money making idea and the growth of the demands for this scientific perfected service of mine necessitates the calling of another class of 100 men to be taught my master money making plan of merchandising, advertising and finance, that I may be able to handle efficiently this ever growing business. If you can qualify, get in touch with me.

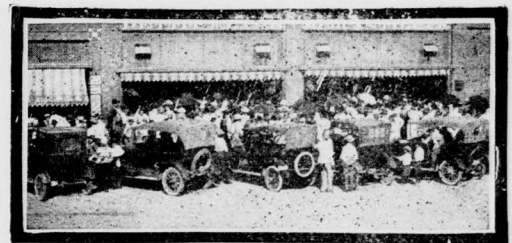
The Kind of Men I Want—

Must be men of sterling character, over thirty---men who have a broad experience in different lines of merchandise, some idea of intensified advertising and store arrangement---men of fine appearance and of executive ability---some knowledge of window trimming and card writing. Department managers or successful merchandisers---men who can give bond and have initiative and desire to earn \$8,000 or more per year. Men who want to be busy the year 'round at pleasant essential work.

To men of the above qualifications, I will give instructions in every branch of my special sales plans, free.

How We Do It

\$10,000 Sold First Day for Pettitt & Lamb
Herington, Kansas



We put on perfected special sales for merchants of the better class in every state in the Union and every province in the Dominion of Canada.



This Course Consists of

Merchandising

Under supervision of Mr. Frank Fox, one of America's greatest valuers. You are taught values—psychological arrangement and merchandise display by J. J. Leisen, recognized authority.

Advertising

By A. J. Stewart, leading special sales copywriter—will show you the way in copy, lay-out and display, as well as perfect you in the art of selling by the printed word.

Finance

I will personally train you in correct methods of finance—the same as I used in my three banks and in thousands of stores in the United States and Canada. Showing how to compound your money monthly.

A five year contract is given to men who can qualify. Here let me say that we have a net responsibility of \$500,000. This is not a school run for tuition fees, but a big broad appeal from a big financial man to get big broad men to help take care of the expansion of the LARGEST SELLING ORGANIZATION IN THE WORLD.

Our sales are efficient—No haphazard methods—Powerful Publicity—Economical in the extreme—Merchants of the better class solicited—Write for our plan and terms.

T. K. KELLY SALES SYSTEM

Minneapolis, Minnesota

FAIR PRICES ARE NOT FAIR.

The "Fair Price" Commission of Ohio has established a list of what it will call fair and reasonable prices. As a rule, the permitted margins range from 15 to 20 per cent., presumably based on cost, although not so stated in the official list. On bread a margin of 2 cents is allowed and on sugar 2 cents in packages and 3 cents in bulk. A very few items are allowed to carry 25 per cent. profit.

There is a great deal that is interesting in this document; some of it, however, not striking as an evidence of "fairness." It might be reasonably fair if the grocer actually made a profit on his entire list of goods sold, but it is notorious that he sells about 40 per cent. of his line at an actual loss, and hopes to recoup on the other 60 per cent.; wherefore, a limit of the latter commodities to 20 per cent. will really spell a loss to the average grocer, whose overhead is generally 17 or 18 per cent. Take the matter of sugar. At present prices he pays perhaps 24 cents per pound, and 3 cents profit would give him only 12½ per cent. profit, out of which to pay 18 per cent. trading cost.

In the wartime regime of Mr. Hoover grocers were sharply held to hand-to-mouth trading and on closely permitted margins. The effect was to make the grocer abandon his playful but expensive habit of selling sugar and other staples at less than cost, and, while on the face of things he got less than a "living profit," he actually made more money than usual. But the average grocer has "backslid" on his practices and once more sells a considerable part of his stock at a loss. And in that light the Ohio margins—or any other of similar limits—are hardly "fair prices."

BLACKLISTING PROFITEERS.

There may be the most commendable of purposes back of the decision of the Massachusetts H. C. L. Commissioner to establish a "blacklist" of dealers who charge exorbitant prices for the necessities of life and no one in the food trade will oppose his purpose in branding profiteers once they can be ferreted out. But the secondary effects of the plan are fraught with grave possibilities for abuse, so grave that it is open to doubt if the scheme is ever inaugurated or ought to be.

Just what is a profiteer, anyway? A great many people think they know, but in almost all cases brought the courts have discharged the accused after hearing. The invariable outcome is that when analyzed the transactions disclose elements of business "overhead" which the accusers never suspected but which the business man generally knows all too much about. If, as suggested, each community set up its own "smelling committee" and file complaints with the State Commissioner, the chances are strong that hasty and unpunished prosecutions would follow and many names listed which should not be.

Besides, the opportunities for graft and for spite are so serious that it is probable any such scheme will meet with strong and sound protest before it is adopted. Of course the moral effect of such investigators in each community would be good if they

could only be muzzled against back-firing. The Commissioner evidently has some doubts of the whole scheme—save for publicity purposes—when he complains that there is no law that can reach the situation now. How a plan can be hatched up by executive pleasure giving more power than the law is dubious.

THE WOOLEN MARKET.

Little change is noted in the wool situation. The domestic clip, for the most part, is being withheld because there is no market for it. Nor is this due in any way to the supplies still in possession of the Government, such wool being of very low grade and not competing with any of the domestic clip. It may be said, also, that the Government is having a hard time in trying to get rid of it. On Thursday sealed bids will be received for 645,000 pounds of the material. The auction sales of British government owned wools, held in London, have not been very successful. Demand has slackened very much and prices are nowhere near the top levels. The vast quantity still in possession of that government is a source of embarrassment. It is said that a large quantity recently withdrawn at the auction sales has been disposed of to a syndicate which will turn the material over to German interests. The value of this stuff is put down at nearly \$20,000,000. The goods market remains dull and lifeless, with the prospects of a quicker revival in dress goods than in fabrics for men's wear. Clothing retailers are having offered to them a revision of prices for fall by some manufacturers. This is somewhat encouraging in view of the fact that consumers did not take kindly to ready-to-wear suits retailing at \$125 or thereabout, particularly when they were confronted with all kinds of clearance sales at low figures. The peak in prices of men's clothing has been definitely passed.

Hon. C. L. Glasgow spent Tuesday and Wednesday in Grand Rapids rounding up his local organization, which is composed of some of the most representative men in the city. Mr. Glasgow is steering clear of the ward heelers and plug uglies with which Sleeper made his bed during his two gubernatorial campaigns, which commends his candidacy to that portion of the people who believe a candidate for office should not stoop to nasty methods and underhanded tactics to accomplish his ends. Mr. Glasgow steadfastly insists on making no promises or entering into no deals which will hamper him in the least degree in the event of his being elected Governor. He acts on the theory that the office should seek the man and that the high minded candidate should confine his efforts to making the acquaintance of the people and then abide by the decision of the voters. The Tradesman is pleased to support Mr. Glasgow, not because of his political faith, but because he is the only mercantile candidate in the field and also because he has always acquitted himself well in every public office he has held in the past. If the past is any criterion of the future, Mr. Glasgow would make a most excellent executive officer.

HOSIERY MARKET QUIET.

During the week just past the underwear and hosiery markets have shown a divergent trend of activities. The hosiery manufacturers, particularly those making silk hosiery exclusively, have gone out for business. They have made their openings with prices at lower levels and they are now trying to see just how much sincerity there is in the attitude of the buyers when they say that they will be in the market when prices are lower.

It must be admitted that the jobbers have never clearly defined what they meant by low prices, but the manufacturers have, so it is said, at least come out with prices which go more than half way to meet the jobbers in what may be their ideas of prices.

But while there have been many openings among those who emphasize their silk merchandise, some of the agents who lay little stress on these lines are still sitting very tight and watching the cotton yarn market. They are not in a position to talk reductions on a rising raw material market and they are not going to commit themselves. They are still fairly well occupied with orders for fall in some instances and have some old contracts that are still taking up their time and keeping the mills running.

Present indications are that there will be a rather strong attempt made during this summer to interest the European hosiery trade. The exchange situation is becoming more and more favorable from day to day. It seems that several hosiery representatives will try out the European market before the first of October and it is understood in the market that local agents have given some very attractive values for export and look for a good response to these values.

There is still one very large group of retailers and jobbers that is not talking lower prices in very loud tones and these are the ones who are holding good large stocks of hosiery at higher prices than openings are being made at. Then, too, many of the jobbers have orders still coming in which are being manufactured at a figure which is somewhat above the market value of certain lines of hose to-day.

Until a lot more of the high price stocks are disposed of there will not be the loud talking, therefore, from certain quarters that there is in other jobbing sections where stocks held at higher figure are all disposed of.

At the same time buyers are beginning to realize that in the better grades of cotton combed yarn hosiery the basic conditions in the industry permit of no radical break in prices if hosiery is to be produced by the mills at a profit and after all the mills have shown their disposition very openly not to operate just for the sake of keeping going and not make a profit.

Without crying calamity in the least it is growing more and more to be the opinion of the trade that there will be a marked scarcity of hosiery not very far off as a natural consequence of the vast curtailment of pro-

duction in the mills. The jobbers are not ignorant of the situation by any means and it appears that they are not arbitrarily trying to make mills close or stop business. However, they are buying only as needs present themselves, and where they have stocks on hand they are not in a financial position to give orders for new materials and meet payment for them.

If the credit situation were not so stringent as it is very likely that the jobbers would view the market from a much less conservative standpoint.

INDIVIDUAL JUDGMENT.

Conditions appear to be about as unsettled in jobbing circles, as they are at the retail counters in various localities. A great deal is heard of the reasons why no substantial reductions in prices may be expected, but not enough of the necessity for scaling down profits. The latter seems to be something which each factor wishes the other to take into account and put into practice. Until, however, there is some mutuality about the matter the prospects of any very satisfactory business are not promising. For the time being the orders being placed are few and for small quantities, except in certain lines of women's wear. Nobody is inclined to load up and accumulate stock at present prices. This means a number of successive purchases by buyers, who seem convinced that they will gradually acquire what they need at constantly lowered levels. They are not disturbed by the reports of shutdowns by mills and factories, being no longer afraid of an excess of demand over supply. They are rather concerned with the question of what kind of demand they will have from the general public unless the prices of goods can be materially reduced. And the prospects of a large volume of sales in advance of such a contingency are not very alluring.

Buyers of the kind alluded to are those who are preparing for fall sales. Purchases in some lines are somewhat more belated than usual and, in certain instances, are being expedited by guarantees against price reductions. But the jobbers have to look further ahead. They are trying to determine their needs and their course of conduct for next spring's goods, while at the same time they have not yet disposed of their fall stocks. In the textile lines especially they are in something of a quandary. With lowered cost of nearly all the raw materials they are expecting very substantial reductions in the prices of the fabrics into which these enter. Raw silk has dropped in price about two-thirds from its top notch and wool about half as much. Cotton too, has stopped soaring, and the fabrics in the gray as well as yarns have declined decidedly from the record levels of last winter. Finished goods must follow suit. Mill profits will have to be cut in order to make sales. The jobbers are waiting to see what the new prices are to be, and the mills are in no hurry to anticipate things. Each side believes its position will be strengthened by delay, and so nothing is done.

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Users say—

*“Display on a Dayton Fixture doubles
sales in fruit and vegetables”*

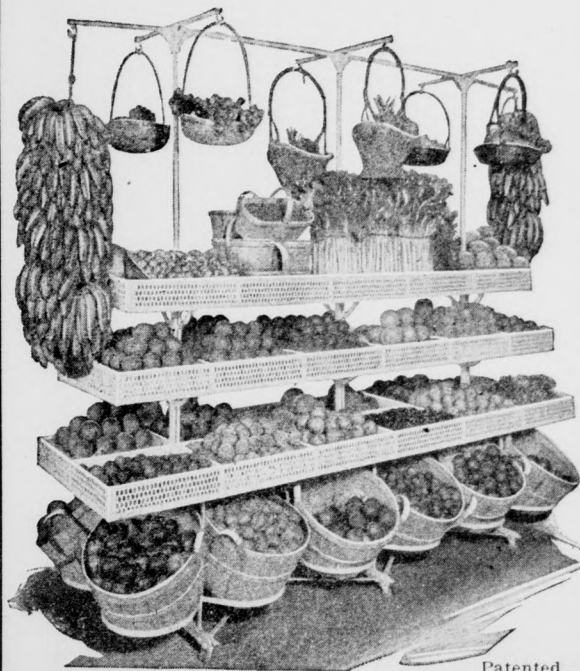
Use a Dayton Display Fixture for your fruit and vegetables and your stock is held up attractively to the gaze of every customer. Its charm attracts not only those who want to buy but those who didn't know they wanted to until they saw how delicious it all looked. Fruit attractively displayed is its own best sales argument. It has a lure all its own that is hard to resist. A

Dayton Display Fixture

gets all of this sales value out of your fruits and vegetables. Grapes and bananas hang enticingly, basket fruit is effectively displayed in perforated white enameled metal bins, vegetables in bins and baskets showing off the good points of all of them at once.

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 Secretary-Treasurer—C. J. Paige, Saginaw.

Do Not Buy Shoes Too Far In Advance.

These are trying and difficult times for all of us and we have got to watch our steps, especially as to buying our shoes far in advance for the coming seasons, as we have done in the past. This season we are just passing through should be a lesson to all of us; because we all well know when we placed our orders for spring we bought styles that were hard to move, because, in the latter part of December, the manufacturers, in order to keep their plants moving, inaugurated the Theo tie, which has been a wonderful seller. Hosts of us had loaded up on shoes from the salesmen when they were around, with styles that we thought would sell, and did not have room to stock many of these Theo ties when they came into existence, because we were loaded with a lot of other styles that cost a great deal of money and we felt as if we would have to get rid of these first.

In my opinion, in regard to buying in advance—buying in the market, versus buying in the store—I think that we should buy a limited number of our staple shoes at home and leave enough open so that when we go to market we can fill in the openings with the new styles that are bound to come out.

When I was in New York in January I met a gentleman from this city a retailer of shoes, and I said to him: "They are showing short vamps in Theo ties after we have bought all the long vamps and other styles." He replied, "I have bought all of my shoes at home and I do not believe the trade will go to this new style." I have not questioned him on the subject but I am positive that he has had the same experience that all of us have had, namely, a demand for the new things. This shows conclusively that the only way we can secure the new things is in the market.

The traveling men do their best to sell us shoes, in their opinion, as nearly correct as possible, for they are in the same boat as we are in, for the factories are working on new styles to bring out while these men are going about selling other styles.

If we would hold off as heavily as we have been doing we would then be ready for the new things when they come out. My experience has taught me that the new things never come out until the buying season in the market is well under way, and it

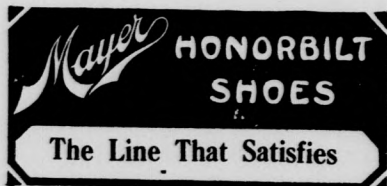
behooves all of us to go to the market and leave plenty of room for these new styles. We should buy cautiously at home, staples that we know will be every day sellers, but we should not buy as far in advance as we have done in the past for if there should be a drop in the market, we would then be prepared to take care of this decline in price. There is no better time than right now to quit buying so much at home for we want to have our stocks in such shape that we will be prepared to stand the different problems that will in future necessarily confront us. Style is the greatest factor in the shoe business to-day, and we can never get the truly-up-to-date styles by buying at home. I do believe that you will be able to get deliveries more promptly than ever before for the time is past when a merchant will buy in quantities as he formerly did, and you will find that the manufacturers will be ready for your business when you place it.

I believe if we will make up our minds to visit the market oftener and buy fewer shoes at home we will have styles that will sell faster, styles that will not stay on our shelves, and we will have to reduce the price before the season gets under way and push them out to have room for the other styles that have been created after we have bought our goods.

As for myself, I have had my fill of buying in advance, this season. I bought my white goods far in advance this season, which consisted of plain pumps, tongue pumps and white oxfords. The season opened up with a call of Theo ties with French and Baby Louis heels; this left me, as no doubt it left many of you, with no room whatsoever to put in these new styles as I was loaded with goods I had bought months before and felt that I must sell. Had I waited and bought these goods in the market I would have had what the trade wanted, namely, the styles that sold readily.

In conclusion, I want to say that the slogan of the merchant should be: "Buy cautiously." Do not buy too far in advance. Buy staples at home. When you visit the market then place your business on novelties, which are real sellers. Louis Funkenstein.

If you want to preserve the relation of buyer and seller, don't get too personal.



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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.

	Sizes	Bal.
Men's White	6 to 12	\$1.95
Boys' White	2 1/2 to 6	1.70
Youths' White	11 to 2	1.55
Little Men's, White	8 to 10 1/2	1.40
Women's White	2 1/2 to 8	1.70
Misses' White	11 to 2	1.50
Child's White	6 to 10 1/2	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 10 1/2)	1.55	1.40

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That's the position of the dealer who has a full stock of BERTSCH Shoes. He can satisfy every critic—please every crank—supply every demand.

As a combination of STYLE and QUALITY the BERTSCH are sure winners. Every pair sold means a permanent customer, for they always come back when again in need of footwear.

Order now for your fall needs. There is going to be a big demand for BERTSCH STYLE and QUALITY. Be prepared for the business when it comes.

Herold-Bertsch Shoe Co.
 Manufacturers of Serviceable Footwear GRAND RAPIDS, MICH.

THE GOLDEN WEST.

How It Looked to ExCongressman Belknap.

Written for the Tradesman.
I do not wonder that thousands go West in the cold months of the year, and, once in the sunshine, want to stay there or go again some other day.

It is said there were 40,000 Michigan people in Southern California last winter and 80,000 Iowans, with all the other Eastern states equally as well represented.

Many of these people, unable to find homes of any kind, lived the season through in tents in the public parks, where they were helped out in fuel and water by the city government. They had all the comforts of home—washtubs, clotheslines, outside ovens and stoves.

I passed one of these parking camps so often that I became expert in the naming of states the campers came from by the way the laundry hung on the lines and the weight of the wear. For instance, woolen underwear as thick as a board came from Minnesota, while thin, gauzy stuff like mosquito netting—most of it hanging wrong end up—came from Missouri. By the variety and style one soon learns to find his kinfolks.

Many people go West to get away from the winters; others go because they have sold the farm and need a rest, while many others go to get the kinks out of their bones and to thaw out. Folks from the East get so full of frost that the summers are too short to thaw them out. Living in the long sunshine of the Golden West, the worst old grouch in the world thaws out. He may be so old that he is sliding far down the other side, but he forgets it, gets back into the game and plays fair. One of the towns I liked so well, I often thought must contain all the aged people of the country and only once in awhile did you meet one with a grouch.

I met up with one of this kind in the hotel lobby, where luxury lived with all the fine lounging places money could provide. She seemed unhappy and this made me study a bit. I soon discovered she had made a mistake and had squeezed her 70 year old feet into her granddaughter's shoes, dainty little high-heeled affairs sometimes called "cornmills." The look of weariness expressed in her face was the reflection of the sparklers that loaded her chubby fingers. The mistake she made in coming West is that she did not lock all the grouch diamonds and bored dignity in the company safe, bringing only memories of the days when she chopped hash for the family breakfast, did up the family washing and got the kids off to school before the last bell.

The happiest pair of lovers I met in all the walks about the town and foothills was from the old homestead down East. When mother had the breakfast dishes "did up," the father picked up the lunch basket and, like two kids, they followed the canyon trails, where I often met them; later in the day mother enjoying a nap in the shade of a mountain oak and father drawing comfort through a cob pipe. The lunch basket, now

bare of food, was filled with blossoms from the chaparral. They were having the happiest days of their life. Out of the snows and cold blasts of pitiless winter, they were living their courting days all over again. They would not trust their happiness to the best auto whizzing by on the boulevard.

Charles E. Belknap.

Making Artificial Silk.

The Belgian artificial silk interests have started the construction of a plant in this country at Hopewell, Va., the former munitions town. The Tubize Corporation is the owner and promoter of the new enterprise.

Tubize silk, deriving its name from the town of that name in Belgium, is made of cotton linters, and, on account of its "fineness" is used in making silk, underwear, ribbons and other commodities not usually included in the list of artificial silk products. The materials to be used in the American plant will probably be purchased in this country. This refers equally to the basic cotton linters and to the necessary chemicals. Belgian chemists are now in this country experimenting with these materials, and engineers have also come over to superintend the installation of the needed machinery.

By the addition of the Tubize plant it is thought that this country will soon be entirely independent of European artificial silk makers. At present there are three Viscose factories in operation. The du Pont organization, which is expert in the handling of nitrated cellulose products, is also planning to enter the field.

In Getting COSTS
Write to **BARLOW BROS.**
GRAND RAPIDS, MICH.



SHORT CUTS

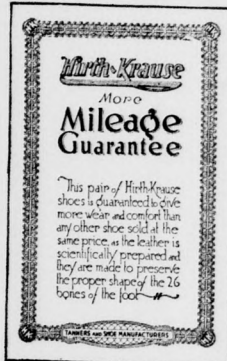
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- 2809—Wos. Havana Brown Kid, 5 Eyelet, Oxford, Lea. Louis Heel, McKay, A-D \$5.75
- 2810—Wos. Black Kid, 5 Eyelet, Oxford, Lea. Louis Heel, Plain Toe, McKay, C-D 5.60
- 2811—Wos. Pat. Colt, 5 Eyelet, Oxford, Lea. Louis Heel, Plain Toe, McKay, B-D 5.40
- 2901—Wos. Brown Kid, 5 Eyelet, Oxford, Imt. Tip 14-8 Cuban Heel, McKay, C-D 5.80
- 2903—Wos. Black Kid, 5 Eyelet, Oxford, Imt. Tip 14-8 Cuban Heel, McKay, C-D 5.60
- 2733—Wos. Black Colt Kid, Plain Toe, Oxford, Low Heel, McKay, D 4.40
- 2734—Wos. Havana Brown Kid, Plain Toe, Ox., Low Heel, McKay, D 4.40
- 2735—Wos. Tan Mahogany Side, Oxford, 14-8 Cuban Heel, McKay, C-D 4.70
- 2736—Wos. Brown Mahogany Kid, Ox., 14-8 Cuban Heel, McKay, C-D 5.00
- 2737—Wos. Black Kid, Oxford, 14-8 Cuban Heel, McKay, C-D 4.70
- 2756—Wos. Dark Tan, 5 Eyelet, Oxford, Tip, Military Heel, McKay, E 4.40
- 3756—Same in Misses, 12-2 3.85
- 3856—Same in Childs, 4 Eyelet, Oxford, Tip, McKay, 8 1/2-11 3.50
- 3755—Misses Gun Metal, 4 Eyelet, Oxford, Tip, McKay, 13-2 3.65
- 3957—Childs Gun Metal, 4 Eyelet, Oxford, Tip, McKay 9-11 3.25

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Write for pamphlet showing other In-Stock Comfort Numbers
BRANDAU SHOE CO
Detroit, Mich





Composition Settlements With Creditors To Be Avoided.

There was always a cigar in one corner of Sam Cooke's mouth and a cussword in the other. He was a smooth-faced, thick-lipped, business-like fellow, forty-five years old or so. Although he dressed neatly he had a permanent marcelle bag in the knees of his trousers. He was slow-footed. He acted as President of the Lanham Mercantile Company of Lanham. When he came up to call on his creditors last January, he said he was getting behind because he had had a bad run of business during the Christmas season and that he was afraid he was headed for bankruptcy. He omitted to tell that he had been bankrupt twice before. He said he had scraped a little money together and would make a composition settlement for 25 cents on the dollar. He thought the creditors would get much less than that if the expenses of bankruptcy proceedings had to be taken out of what was left of the net assets of the Lanham Mercantile Company.

Now, an inexperienced credit manager might have accepted Sam Cooke's proposition and signed the neatly typewritten release he offered. But most of the Men Sam called on were members of the National Association of Credit Men. These men refrained from signing and promptly got in touch with each other through their local associations.

When Sam found that 25 cents on the dollar did not interest his creditors, he raised it to 30 cents; but he did not notice any wavering on their part. So Sam went back home to Lanham and had a lawyer file a voluntary petition in bankruptcy with the idea of forcing his creditors to accept a composition settlement on his own terms.

The next thing was a telegram from the National headquarters of the Association which reached me in Butte, instructing me to turn loose the Investigation-Prosecution Department on the Lanham Mercantile Company. I had just about cleaned up the case I was on and in a few hours I was able to start for Lanham myself.

At Lanham, a town of about twelve thousand, I soon learned a few interesting things: The Lanham Mercantile Company conducted two retail general merchandise stores in Lanham and another town fifteen miles away. The secretary of the company, Daniel Flower, was a smart, shifty, fat young fellow of twenty, pretty well educated at school and even more educated in irregular business methods by his illiterate daddy, Henry Flower.

Old Henry ran one of the stores.

He had first come into that section thirty-five years before when he was 20. He carried a peddler's pack on his back then, and soon after rigged up a tent and started selling his goods. He moved into a house that burned down. After that he had several other fires and no less than seven failures. When I met him he had lots of money and a number of parcels of valuable real estate—all in his wife's name. He was one of those generous husbands who seem to want their wives to have everything they possess. If a doctor ever told Henry he was in for an attack of appendicitis, I believe he'd say, "All right, doc, but you just put it in my wife's name."

In a short time I found out the Mercantile Company had \$35,000 in deposits in several banks, instead of the measly \$1,900 cash that showed up on the statement that Sam Cooke had taken to his creditors. I got in touch with the receiver, who happened to be a fine man.

One afternoon, a couple of days after I reached Lanham, I came into the hotel and told the man at the desk I was expecting a telegram and please send it up to my room. I sat down on my bed, near the head, and spread a lot of my papers over the counterpane. I left the door unlocked for the boy who would soon be bringing up that telegram. I was pawing over the papers an hour or so, and must have drowsed asleep (I'd been getting about four hours sleep a night), when someone opening the door waked me.

I sat up and saw a tall thin fellow wearing a black felt hat at the foot of my bed.

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FLOYD A. ALLEN	Director
President Flint Board of Commerce. President Trojan Laundry Co.	
E. R. MORTON	Director
Vice President City Bank, Battle Creek.	
S. A. GRAHAM	Director
Vice President Federal Commercial and Savings Bank, Port Huron.	
HERBERT E. JOHNSON	Director
President Kalamazoo City Savings Bank.	
CHARLES E. TOMS	Director
Cashier American Savings Bank, Lansing.	
A. C. BLOOMFIELD	Director
Vice President, National Union Bank, Jackson, Michigan.	

Old National Bank of Grand Rapids, Registrar

R. T. JARVIS & COMPANY

INVESTMENT SECURITIES

605 1/2-606 MICHIGAN TRUST BUILDING
Citizens Phone 5433; Bell M. 433.

Grand Rapids, Mich.



Flat Opening Loose Leaf Devices

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

THE Proudfit
LOOSE LEAF CO.

GRAND RAPIDS, MICHIGAN

"Look here," he says, "I've just done a favor for a friend of mine and it cost me six thousand dollars; and I'm here to do a favor for another friend."

Then he told me he owned this hotel and the whole business block between Clark and South street and it would be worth six thousand to him if I would leave his friend old Henry Flower alone and go home.

I told him that if he gathered a flock of gold eagles and perched them up in this room solid to the ceiling it would not be any inducement to leave town.

"That attitude won't get you anywhere," he says. "We've got things all fixed. The judges are friends of ours; they do what we tell them. And no one would get into trouble here if you got hurt in this town.

"Look out of that window. Do you see that big oak tree on the hill? Two years ago a man like you come nosing into this section and one morning they found him swinging by the neck from a limb of that tree."

I didn't make any comment on this. He started pacing up and down past the door. Pretty soon he said:

"Another fellow came here on the same kind of investigating foolishness that you are doing and one night he got run over on the railroad track just outside the town—accidentally. His body was all tore up. They found a six-shoote on it." (He looked at me as if he was wondering whether I had anything of any importance under my pillow or in my hip pocket.) "They found \$50 on it too. And the sheriff, acting as coroner at the inquest, fined the corpse \$50 for carrying concealed weapons."

The receiver had told me of the two investigators that didn't get home, but he had not given me the details about the concealed weapon.

"My friend," I said, "that is bad, very bad. You fill me with alarm. I have been dealing with this kind of thing for many, many years. Investigating various kinds of crookedness. Going around all over this great country into the toughest districts, where a man's property and

life are not safe. And you are the very first man who ever offered me a bribe or threatened my life. I am indeed alarmed. I am almost frightened," I says as sarcastic as you please.

He saw plain enough he couldn't make any impression, so he just said, "You think it over," and then he went out and slammed the door.

I straightened up my papers, packed my grip and stepped over to the receiver's place. When he heard I had been threatened, he said, "I told you so." Then he arranged right away for me to live in a private house with some friends of his where I would be safer than in the hotel.

Then I began to enquire about the sales that these people had during the Christmas rush. They had done a big business. Employed everyone they could get for their three stores.

There seemed to have been a sort of family reunion around Christmas time, too. Miss Mabel Stern, a New York school-teacher, cousin of the Cookes, got off the train at Lanham with a flat straw suit-case on December 15. On the same train was her aunt, Mrs. George Robinson, of North Carolina, and another woman relative from Georgia. They had little leather hand satchels.

Just after Christmas these ladies left town and each of them had with her three or four big heavy Saratoga trunks. z

I got acquainted with a long, lean, lanky, blond negro drayman that did most of the station hauling, and through him and the station men I got all the facts I needed about those trunks. The ladies checked them to points in New York, South Carolina and Georgia and paid excess baggage on them.

Through the colored drayman with the long yellow moustache I also got on the trail of a shipment of a number of heavy cases by Charles Cooke, brother of the president of the Lanham Mercantile Company, to Mineola, Florida. I found the duplicate waybill in the station records. George was a shirt manufacturer in that section, but I found he had recently done

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profit - \$750,000

Resources

11 1/2 Million Dollars

3 1/2 Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings



JOIN THE
**GRAND RAPIDS
SAVINGS BANK
FAMILY!**
44,000
Satisfied Customers
know that we
specialize in
accommodation
and service.

BRANCH OFFICES

Madison Square and Hall Street
West Leonard and Alpine Avenue
Monroe Avenue, near Michigan
East Fulton Street and Diamond Avenue
Wealthy Street and Lake Drive
Grandville Avenue and B Street
Grandville Avenue and Cordelia Street
Bridge, Lexington and Stocking

Constructive Public Accounting

This Department of Our Main Office

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

Installs General and Cost Account-
ing Systems.

Makes Audits and Investigations for
any purpose desired.

THE MICHIGAN TRUST COMPANY

PEARL AND OTTAWA
Citz. 4271 Bell M. 408
Grand Rapids, Michigan

Quick Service Safety Vaults on ground floor
Hours 9 A. M. to 5 P. M.

Fourth National Bank

Grand Rapids, Mich.
United States Depository



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

Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

Assets \$3 572,588



Insurance in Force \$66,109,220

MERCHANTS LIFE INSURANCE COMPANY

WILLIAM A. WATTS, President

CLAUDE HAMILTON, Vice Pres.

RELL S. WILSON, Secretary

JOHN A. MCKELLAR, Vice Pres.

CLAY H. HOLLISTER, Treasurer

RANSOM E. OLDS, Chairman of Board

Offices: 4th floor Michigan Trust Bldg., Grand Rapids, Michigan
GREEN & MORRISON, Agency Managers for Michigan

nigan

very little manufacturing. What is the use of making shirts if you can get them for nothing from some other manufacturer?

These way-bills interested me a lot. I got me a car and scooted across country eighty-nine miles through the swamps to Mineola. In a warehouse there I found George Cooke's cases, all nicely marked with the Baltimore's manufacturer's name and showing the original consignee, the Lanham Mercantile Co., Lanham. This was worth the rough trip, I can tell you.

They had goods hid out all over the country. And right in Lanham I found silks and satins and ribbons and hosiery worth thousands of dollars packed away under the platforms of their show windows and in other secret places in their stores.

As soon as the bankruptcy court proceedings began, the business men of the section and the local newspapers took the case up strong. They saw their chance had come to remove the stigma from that town. They wanted to re-establish the reputation of Lanham with the credit men of the country. Why, it had got so bad that the insurance companies had refused to write policies on retail store properties in that neighborhood.

The local daily got into the case with its editor in chief, entire reportorial staff, business manager and its front page. Day after day it reported the case in full and carried between the head-line and the date line of the paper the motto four column long: Satan stayed in heaven until he began to knock his home town.

The bankrupts were not the only objects of the graphic pen of the editor, who sometimes got awful personal in his articles.

One morning he described the chief investigator of the National Association of Credit Men as the "chief prompter" in the case. "He sets beside the prosecuting attorney and, as from time to time he leans over and whispers suggestions in the lawyer's ear, his shining cranium causes a shimmer of light through the court room as its polished surface flashes and recedes and casts back the rays of the afternoon sun." If you don't believe it, I'll show you the clipping.

Before the bankruptcy case was concluded, we had located \$35,000 in cash, \$15,000 in real estate and \$40,000 in merchandise, beside making them withdraw \$25,000 in fictitious claims by relatives for alleged loans to the Mercantile Company. Also of good accounts receivable not mentioned in their original statement, there were \$40,000. The total recovered, \$155,000. Then there was merchandise they left visible and showed in their inventory amounting to \$43,100, and their admitted cash balance of \$1,900. So we showed that the Lanham

Mercantile Company was perfectly solvent and able to pay the \$200,000 it owed dollar for dollar, instead of 25 cents on the dollar, the amount they offered to make a terrible effort to scrape together in order to finance the composition.

Every one of the bunch was indicted, some of them on as many as eight counts, and they afterwards plead guilty.

Which shows that when an uninvestigated creditor offers to make a composition settlement, don't be in a hurry to sign on the dotted line.

C. D. West.

Would Abolish Income Tax.

Lively interest has been aroused here in a proposal for the abolition of the income tax and the excess profits tax and the substitution of a sugar-coated consumption tax to be paid by the seller and included in the price. This system is advocated by Theodore H. Price, New York City, editor of Commerce and Finance, and one of the foremost authorities in the country on financial affairs, who addressed the City Club of Washington at a big function during the past week.

Mr. Price's subject was "The Incidence of Taxation and Its Reflection." The speaker said that he was once heartily in favor of the income tax, but that actual experience had convinced him that both its angle of incidence and its angle of reflection are too acute; and that it is a tax which weakens the incentive to success because it makes the Government a partner in the profits of one year and leaves the public to bear the losses of the next year alone; and that because of its unfairness in this respect it leads those who make and sell the goods that we consume to increase their overhead charges to a point that will always guarantee them against loss.

"Experience has taught us," he said, "that the effect of the income tax is only to raise the cost of the things that the poor man must have, because those who have the ability to earn large incomes, being in a small minority, are able to demand higher prices for the services they perform and to pass the taxes that they pay on to the large majority by increasing the cost of living.

"The income tax and the supertax are inquisitorial, provoke resentment, throttle ambition and give an enormous advantage to the man who is willing or able stop working and put his capital into non-taxable bonds."

Brother Price was warmly applauded by his hearers, but I doubt very much that Congress will be induced to repeal the income tax in the very near future. The business men of the country will be fortunate if the excess profits tax is wiped out within the next year or two.

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



CAMPAU SQUARE

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

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

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

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

The Joy of Living

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

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

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

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.
OTTAWA AT FOUNTAIN BOTH PHONES 4391

STOCKS AND BONDS—PRIVATE WIRES TO THE LEADING MARKETS

HILLIKER, PERKINS, EVERETT & GEISTERT

BELL M. 290. SECOND FLOOR MICHIGAN TRUST BLDG. CITY 4334

STOCKS

BONDS



INVESTMENT BANKERS
GRAND RAPIDS MICH.

method
Flower.
Old Henr

Community Co-operation in Fighting Fire.

A city may have ever so strong an organization for fighting fire, and the best equipment possible for that purpose, and yet be weak on prevention. Departmental organization is important, and I would be repudiating a thing dear to my heart if I said otherwise.

I would not for a moment discourage the possession of an efficient organization or efficient equipment, but I want to emphasize one fact, and that is that an efficient fire-prevention organization is of even greater importance to a community than either fire-fighting organization or fire-fighting equipment, and I am not certain that I am making it too strong when I say that an efficient fire-prevention organization is more important than both.

To have an efficient fire-prevention organization the fire chief and his subordinates must have the co-operation of the entire community. That is, the women's clubs, the boy scouts, the Y. M. C. A., the Rotary club, the ministerial association, the chamber of commerce, the schools and school children, in fact, each and every individual must work as a common unit all the time.

It is a recognized fact that two-thirds or more of the fires of America are preventable. Isn't this strong enough argument for a fire-prevention organization in every community, and that every such organization should have the heartiest co-operation of the entire citizenry?

With the community co-operation

the subject deserves, fire-prevention can be and will be one of the greatest factors for prosperity in our state and Nation, and I would like to impress this so strongly that universal community co-operation will cease to be a dream of fire preventionists and become a fact. E. C. Bulger.

Parcel Post Losses Threaten Insurance Companies.

Here's another tribute to the efficiency of the Burleson administration of the postal service. All the insurance companies specializing in parcel post package insurance under the coupon system have recently been called upon to pay such enormous losses as to induce them to contemplate abandoning the business. The Home Insurance Company has announced that it will no longer insure parcel post packages originating in the Manhattan and Bronx Boroughs.

It is estimated that premiums collected in New York alone from this particular line of insurance by all the companies engaged in it amounts to no less than one million dollars yearly. On the basis of current rates, this would be sufficient to insure goods to the value of \$400,000,000, which gives a fairly accurate idea of the extent which New York manufacturers and merchants have come to depend upon the parcel post for their shipments.

So many parcels have been lost during the recent months that the business of insuring them is said no longer to show a profit. The Postoffice Department puts it on the traffic congestion strike which has diverted busi-

ness from the express companies to the parcel post. The Department has lacked facilities for safely handling such an increase in its business and the result is what might have been expected.

Montgomery, Ward & Co. in the Toils.

Another big mail order house, this time Montgomery, Ward & Co., has been made the subject of a formal complaint of unfair competition. The Commission is no respecter of persons, and would as soon tackle a big octopus as the smallest retailer at any country crossroads.

The respondents in this case are called upon to answer charges of false representations in its catalogue concerning liquid roofing cement.

This article was advertised as "containing no coal tar" when, according to the Commission, "the company well knew such cement did contain coal tar."

In this case it will be noted we have full notice of the Commission's intention to prosecute the parties guilty of false advertising or the misbranding of their merchandise. Congress has passed a lot of laws punishing such offenses when committed as to certain class of products, notably drugs, foods, insecticides, etc., but so far it has declined to enact a general status which would cover roofing cement or any of the other articles of general merchandise which have been made the subject of recent complaints of misbranding, issued by the Commission.

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
FREMONT.

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.

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

Government Acts To

The Secretary of War orders immediate release of declared surplus at extremely low prices.

By the immediate disposal of its entire surplus stocks at prices at which they will be sold, *the Government*

CORNERD BEEF—CORNERD BEEF

QUALITY GUARANTEED

These commodities were packed by the leading packing houses of North and South America, are in air-tight tins, and will keep for years. The meats were selected by experts, representing both the United States Government and the packing houses, and only the choicest selections were used. They were prepared and packed under this same supervision. Six million men and women in the service of their country, at home and abroad, thrived upon them almost exclusively. And an army of 2,000,000, the principal meat diet of which consisted of Corned Beef—Corned Beef Hash—Roast Beef—Bacon, returned from overseas the healthiest, brawniest army the world has known.

GUARANTEE OF CONDITION

The Government guarantees to deliver these meats in perfect condition. The most rigid inspection was made of these products as they were packed and every single can carries with it the guarantee of the Government to stand back of it, both as to quality and condition.

The Corned Beef, Corned Beef Hash, and Roast Beef are packed mainly in one and two-pound cans—some in six-pound cans. The bacon is packed in 12-pound cans.

DISTRIBUTION—NATIONWIDE

Every available outlet will be used in distributing these meats. Every retailer, from the smallest to the largest, whether he carries groceries or not, will perform a duty he rightfully owes to every citizen in his community by acting as a medium through which these meats will be distributed at the very low prices at which they can be sold.

BOSTON, Army Supply Base.

NEW YORK City, 461 8th Ave.

CHICAGO, 1819 W. 39th St.

OR

Chief, Surplus Pro

Office of the Quarter

Munitions Building, W

o Lower Living Costs

ase and sale to the American public of all meats

us stock of canned meats, at the extremely low
ment delivers a powerful blow at the high cost of living.

EF HASH—ROAST BEEF—BACON

Every wholesaler, caterer, hotel, restaurant, state institution, municipality, and industrial organization maintaining co-operative purchasing bureaus, as well as every housewife, can and should share in and extend in every possible manner the common benefits of this event.

FOR HOME CONSUMPTION ONLY

These goods are not being offered for export. This decision of the Secretary of War to distribute them through every possible channel is made in order that the American people, as a whole, may benefit directly by the extremely low prices at which these meats will be sold.

Because of the wide publicity to be given to the prices at which the Government will sell these meats, the American people will at once recognize and appreciate the spirit of co-operation to lower the living costs rendered by every retailer who participates in the distribution of these commodities. The immense benefits which will accrue to him cannot be measured in dollars and cents.

PARTICULARS OF CAMPAIGN

The prices at which the Government will sell these meats, terms of payment, units of purchase, and where stored, as well as how the Government is prepared to help the retailers distribute them, will be announced in the course of a few days.

Particulars of this campaign, the biggest sale of canned meats ever undertaken, will be furnished when completed by any of the Depot Officers, at the following addresses:

h St. SAN ANTONIO, TEXAS. SAN FRANCISCO, CALIF. ATLANTA, GA., Trans. Bldg.

OR

Property Division

Quartermaster General,
ding, Washington, D.C.



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

Association Now Has Over Three Hundred Members.

Lansing, July 20—The following new members of the Michigan Retail Dry Goods Association have been secured since March 10:

D. E. Burgess, Allegan.
Nugent's Department Store, Bad Axe.
Max Weinberg, Bad Axe.
Bangor Co-operative Association, Bangor.
Hawley Dry Goods Co., Bay City.
J. K. Scherer, Benton Harbor.
C. D. Carpenter, Big Rapids.
J. D. Heinrich, Blissfield.
Culver-Parker Co., Brooklyn.
B. R. Desenberg & Co., Buchanan.
D. L. Boardman, Buchanan.
Zemke Brothers, Caro.
W. L. Thoms & Son, Centerville.
Charles Maurer, Colon.
C. L. Pemberton & Son, Durand.
Dew & Schlotzhauer, Elkton.
C. E. Rolland, Fenton.
Leo E. Travis, Flushing.
Claude D. Hamilton, Fowlerville.
Friedman-Spring Dry Goods Co., Grand Rapids.
Wurzburg Dry Goods Co., Grand Rapids.
Leszczynski & Co., Harbor Beach.
John VanTatenhowe, Holland.
W. D. Adams, Howell.
G. A. Pierce Company, Howell.
R. F. Rashid & Bros., Ludington.
N. Medalie, Mancelona.
G. H. Breitenwischer, Manchester.
Becker Brothers, Marine City.
Joseph Miller, Marine City.
Hickmott Co., Mendon.
B. H. Carter & Co., Midland.
Thomas Griffith, Mount Clemens.
Hoffmann's Bazaar, Mount Clemens.
Chas. A. Ponsford, Northville.
A. Hirschberg & Son, Pigeon.
Oliver P. Martin, Plymouth.
Wallace Company, Port Austin.
Ramsey Company, Port Hope.
Ramsey Company, Port Hope.
Burkhart Brothers, Saline.
Women's Shop, Saline.
Maxwell McIntosh, Stanton.
F. E. Minne Co., St. Johns.
Geo. A. Pletz, Uby.
Franklin & Rayner, Vicksburg.
Moine Brothers, Waldron.
John P. Geisler, Watervliet.
F. H. Merrifield, Watervliet.
F. P. VanBuren Co., Williamston.
Webb & Marrs, Ypsilanti.
Davis & Kishlar, Ypsilanti.

Last week, in company with D. Mihlethale, of Harbor Beach, I secured eight new members in Huron county. This success was due largely to Mr. Mihlethaler's splendid influence. They all know and thoroughly respect him. There was a happy greeting to "Darius" at every place we called. It was great pleasure to drive through that beautiful country with him in his fine machine.

One of the best things our smaller merchants can do, and, in fact, the larger ones, too, is to take a drive up the Eastern Michigan highway and stop off at Harbor Beach. The splendid new building of the Mihlethaler Company, of steel and cement construction, is an ideal place for the business of a department store. It

will also do you a lot of good to sit at Mr. Mihlethaler's desk and let him show you in a very few minutes one of the best methods of store supervision ever devised. It won't take him very long to open your eyes to some methods that will do you good.

Some of our members have written to us regarding the trading stamp idea. We quote from a letter recently received: "Trading stamps or any other premium proposition is a poor thing for any merchant unless there is some way he could prohibit every other merchant in town from giving premiums. I believe it is more profitable to sell some article each day or week at cost or less than cost, and this method would be no more expensive.

I regret to call attention again to the woman who passed worthless checks in Port Huron, Saginaw, Bay City and Muskegon last year. She is operating again in this state, after apparently having spent the winter months in the south. She is working the same scheme that she worked last year and in order to give information regarding her methods, I am quoting from a circular just received from Birmingham, Alabama, Detective Agency:

"One hundred dollars offered for arrest of woman whose photograph appears hereon and which is a good likeness of her. She is described as follows: Age 30 to 35 years, height 5 ft. 10 in., weight 130 lbs., slender build, brown hair with slight reddish tinge. This woman speaks with a decided Northern or Eastern accent. She has used the following aliases: Mrs. Stella Haynes, Mrs. W. W. Guard, Mrs. S. F. Gates, Mrs. H. M. Franklin, Mrs. Ellen Parker, Miss Virginia Wilson, Miss Susan G. Davis, Florence Wilson, W. E. Anderson, and many other aliases.

"This woman is an expert check operator, and her usual method in passing worthless checks is to open a small account at some local bank in the city she intends to operate, and when called on for references requests the merchants to call up the bank. While operating in Birmingham, Alabama, she rented a room from a private family having a telephone, and as additional reference would write street address of residence and telephone number on back of checks, but she never occupied the rented room. This woman is usually accompanied by a man, two small children and a colored nurse, the woman working alone in passing checks, leaving the children and nurse at some hotel."

This corresponds exactly with the methods used in Michigan last year. She has evidently come back North to spend her "vacation" in Michigan. I am not giving the name of our member who has been swindled this time, but simply give the information that with the first check she secured \$10 and with the second \$25. Please be on the look-out for her and, if possible, cause her arrest if she attempts to work the scheme in your city.

This is a very important matter and we urge our members to co-operate in every way possible not only on your own account, but for the purpose of getting her behind the bars, where she belongs. I have written to the Detective Agency at Birmingham, Alabama, asking for copies of the circular offering \$100 reward, to send to

our members. This circular gives the woman's picture.

Jason E. Hammond,
Manager Mich. Retail Dry Goods Ass'n.

Till Then.

Written for the Tradesman.

"There was not a man to till the ground"
Was said of old ere Eden bloomed,
Want ads appeared the world around
For men to farm else earth was doomed.

Have we to-day so far gone back
Past Eden's day and Eden's bower,
That harvest blessings we shall lack
Unless we find this farmer power?

'Twas not the fundamental thing
That first should rise some factory
For spindled wheels can never sing
Apart from farmer industry.

So vital is the soil to man,
This world can never long survive
Unless we till it all we can—
Then till till then and we shall thrive.
Charles A. Heath.

A man in doubt is a predestined failure.

Salesbooks

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

THE MCCASKEY REGISTER CO.
ALLIANCE, OHIO

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.

When you need WEARING APPAREL for MEN

think of the only exclusive
Wholesale Men's Wear
House in Michigan

Daniel T. Patton & Company

GRAND RAPIDS

The Men's Furnishing Goods House of Michigan

Quality Merchandise Right Prices Prompt Service

Paul Steketee & Sons

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Use Citizens Long Distance Service



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

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

CITIZENS TELEPHONE COMPANY

Woman's Place in Her Own Home.

"I cannot understand why you are not satisfied to live a normal, reasonable home life as your mother and your grandmother did, in your father's home, until you get married and have a home of your own."

No, he didn't say it, although I held my breath waiting for the ancient formula of man's thought about women—"a woman's place is in the home." Even if he didn't say it, I knew he thought it.

I had not meant to eavesdrop, but this father and daughter sat down right near me; they could see that I was there; they went right on with the conversation, which evidently had been in progress for some time and concerning a subject about which there evidently was a wide difference of opinion and considerable intensity of feeling.

"It does seem to me," the father went on, with the plaintive tone of one to whom life was somehow playing false, "as if the whole world had turned Bolshevik. Here is my own daughter turning her back on her own home. All her father's teachings—"

At that the girl fairly exploded, exclaiming, "Father, you have no right to talk like that. I have done everything you asked me to. I have made good in school and college. Now that I want to find a place and a work in the world and fit myself especially for what I want to do and know I ought to do, you want me to sit by the fire and spin and wait for some man to please come along and honor me with his condescending attentions."

"That is a most unbecoming speech," the father said, with some heat. "Nevertheless, it sufficiently sets forth just what I do think is your duty, and, if I may be permitted still to have any authority in my own house, it represents exactly what you actually will do." Visibly stiffening, as if his own words confirmed his own determination, he added:

"Let us have no more of this nonsense. The subject is closed, so far as I am concerned. You will return home with your mother and me and settle down to a sensible routine, like the sensible girl I know you really are, in spite of all this nonsense about 'your own work in the world.' As if your father had not, by his own hard work and thrift, amassed a sufficiency for the support of his own daughter! Besides that, a woman's place—"

"Don't, father! I simply couldn't bear to hear that old bunk about 'woman's place' again!"

And with that the daughter jumped up and fled into the house.

The father sighed deeply and with tight lip and set jaw went down the steps and out on the beach by the edge of the water. But I had noticed that the girl's lips also were tight and her jaw set.

Later, when I became acquainted with the family, I heard the whole story. There was nothing new about it; it was simply that of a narrow, unimaginative man, conventionally the kindly tyrant in his own home, to whom his daughter's desire to do something useful in the world was "Bolshevism!"

"What is it you want to do?" I asked her.

"I want to go to New York and take the kindergarten training and domestic science."

"What is your father's objection?"

"In the first place, he thinks the kindergarten is only for poor children, and he doesn't want me to associate with poor children—says I will catch some disease and probably become a Socialist, which to him is rather worse than being a burglar. In the next place, he is determined that I shall stay in my own town and 'take my place in the social life of which I am naturally a part.' I really believe he would be pleased to have me degenerate into one of those aimless, chattering, giggling, flirting 'social butterflies.' I simply won't do it."

"But don't you want to be married, and have a home and children of your own?"

The pretty face grew inscrutable. She bit her red lower lip until it was white as her white teeth. She turned to me and whispered.

"Mrs. Bradish, I must tell somebody—I am sure you will keep my secret—that is exactly what I do want! And it is just because I feel that my home life, my school and my college have done everything to unfit me to be wife or mother or home-maker really that I want to go somewhere and learn something about domestic science—and about children and child-training. My mother sympathizes a little, but father says it is positively indecent for me to be thinking about children at all."

Is there somebody in particular?" I ventured to ask.

"Yes, there is, but I wouldn't dare to tell father that! He says I will marry some one of 'my own social station,' and my—my friend is poor. So you see I haven't any time to lose."

"I do not know the young man," I said, "but if he is the right sort, I should say you hadn't."

Prudence Bradish.

(Copyrighted 1920.)

When the store management has spent its good money to create enthusiasm among people for its goods, that enthusiasm ought to be at least equaled among the clerks.



**Signs of the Times
Are
Electric Signs**

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797 Citizens 4261



"APEX" UNDERWEAR
for
Men, Women and Children

With "APEX" Underwear you can satisfy the women who have to be shown. "APEX" never fails to survive the most severe test.

Every mother that gets a look at "APEX" offers her approval for their quality and value. Mothers know too.

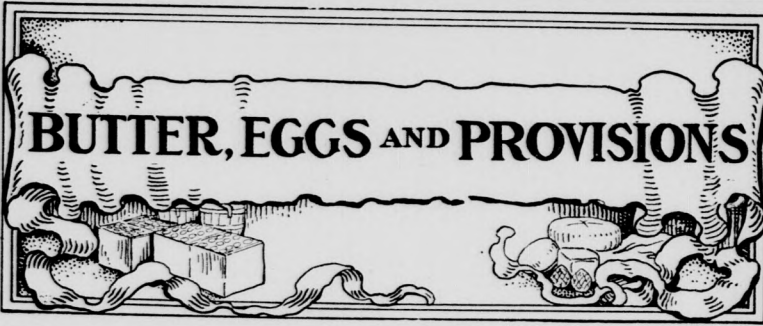
Why not send for a few "APEX" Samples NOW?

"APEX" is tailored to fit

"APEX" Samples Gladly Submitted



The Adrian Knitting Company
Adrian, Michigan



Michigan Poultry, Butter and Egg Association.
 President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Egg Grading Suggestions Grocers May Adopt.

As the season of heavy egg production approaches those interested in storing eggs should note conditions carefully and should consider whether eggs may be stored with impunity under the same haphazard methods employed the past year or two, when foreign and domestic demand was apparently sufficient to guarantee a profit on any eggs stored. It may be well to face the fact that, through improper grading and careless handling and the subsequent poor condition of the eggs on arrival abroad, there has been a loss of confidence in our eggs which may result in a loss of a large part of the recent export trade. Should exchange rates improve sufficiently to attract foreign demand, it appears certain that more attention will be paid to the quality of the eggs purchased.

Talk generally indicates the possibility of a period of depression in the future. Should commodity prices be lowered or purchasing power diminished, eggs will suffer in the price slump along with other commodities. While all goods move more or less readily during good times, the poorer grades are the first to drag as times become uncertain. Finer grades of goods sell more readily under all circumstances than do the mixed or inferior grades. Hence, it would seem that under the present uncertain economic conditions greater attention should be paid to the proper grading and handling of eggs intended for storage. Should prices drop suddenly during the coming months, individuals holding the best eggs will suffer less than those caught with mixed or inferior lots.

Inasmuch as there as no standard grades for eggs applicable to all markets in the United States, not to speak of the world markets, it is incumbent upon the producer or his agent, the dealer, to ascertain the particular requirements of the markets in which his eggs will ultimately be sold and to grade his eggs accordingly. Certain fundamental practices which will materially assist in marketing may be adopted without violating any market standards.

Egg producers should sort their eggs as to size and color, the number of classifications depending on the character and number of the eggs handled, and good practice. All eggs

stored should be full blooded, and heat free, and each case should consist of eggs uniform in color and size. All eggs should be candled and graded on a quality basis before going into storage. If this is not possible, it is essential that the cover of each case be lifted and all damaged eggs removed.

One broken egg allowed to remain in a case may result in serious loss through musty eggs. If, on lifting the cover, the damage is found to be excessive, repacking is the best remedy in the long run, for while additional expense is incurred, it may save a larger loss.

A shipper storing eggs for his own account at Boston failed to examine the cases carefully for damage because of the rush of the storage season and the expense of labor. The following January when the eggs were offered for sale an undue amount of breakage was found. A buyer offered 50 cents a dozen for all sound eggs, or 40 cents a dozen as the eggs stood. The 40-cent offer was accepted, occasioning a loss to the shipper of \$3 on each case or approximately \$1,000 on the shipment. An examination prior to storage would have cost comparatively little. In fact, the eggs could have been candled at a cost of less than 20 per cent. of the actual loss suffered.

Care in handling eggs, in keeping them cool from the producer to storage and in proper packing will improve the quality of the storage eggs eventually marketed. Undersized, checked, and dirty eggs should be sold locally or at least handled separately from the fine storage lots. Eggs should be candled at the proper points: (1) before shipment, (2) before storage, and (3) after storage, because once a poor egg always a poor egg, and it is useless to pay carrying and storage charges on it. However, even though eggs are not candled at all of these points, the proper physical handling will work wonders in improving the quality of the eggs when marketed. Care at the producing end, together with proper supervision before storage, may enable a profit to be made next winter even though prices decline. Certain it is that if there is a loss, it will strike with less force on the holders of the high-grade goods.

All the worry in the world won't coax in enough cash to feed a canary.

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
 237-239 Pearl St. (near the bridge) Grand Rapids

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



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
 Correspondence Solicited
Frank T. Miller, Sec'y and Treas. Wm. Alden Smith Building Grand Rapids, Michigan

SEND US ORDERS FIELD SEEDS
 WILL HAVE QUICK ATTENTION
 Pleasant St. and Railroads Both Phones 1217 **Moseley Brothers, GRAND RAPIDS, MICH.**



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

M. J. Dark & Sons
 Wholesale
Fruits and Produce

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

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



WE ARE EXCLUSIVE DISTRIBUTORS FOR "Dinner Bell"

ALWAYS FRESH AND SWEET

M. Piowaty & Sons of Michigan
 MAIN OFFICE, GRAND RAPIDS, MICH.
 Branches: Muskegon, Lansing, Bay City, Saginaw, Jackson, Battle Creek, Kalamazoo, Benton Harbor, Mich.; South Bend, Ind.
 OUR NEAREST BRANCH WILL SERVE YOU

ADOPT THE NEOSHO PLAN.

First Golden Rule Sale at West Branch.

West Branch, July 20—Farmers from a large section of northeastern Michigan gathered at West Branch, Monday, of last week, when the Neosho "Golden Rule" plan was given its first trial by the merchants of this city. And despite the fact that the present time is one of the busiest for the country people because of hay cutting, the event was successful and West Branch now goes on record as being the first town in Michigan to join the Neosho organization which is a plan by which the merchants or business men bring the trade of the farmers of their county to their town and hold it there. The keynote of the idea is the "Golden Rule" and the sales which are held monthly are known as "Golden Rule specials."

The first Monday of each month is sales day but West Branch, because of the celebration of July 5, postponed its trial of the Neosho scheme to July 12 when the windows of every store in the village, with the exception of three, were posted with a printed list of the town's specials, prepared the previous week by the merchants. Every bargain offered was a real bargain, that being an essential factor in the plan. No store was allowed to have more than three and a half inches of space on the advertisement, no pictures or fancy type were permitted and no merchant was allowed more than three spaces on the sheet. Every buyer was kept well aware of just where the bargains were to be found for in case they had not noted on the special list at Bill's store shoes were a dollar cheaper than at John's store, John was pledged to inform them. And John did.

The plan originated in Neosho, Mo., ten years ago when G. R. Lowe went to the business men of the town with the new idea that they "Give up mud-slinging and exaggeration, get together and be friendly with one another, and truthful and honest and fair with the customer,"—and that meant, of course, absolute truthfulness in all advertising. Twelve of the Neosho business men agreed to it and went in together in an organization called the Neosho Advertising club. In that town there are now 100 members in the club, which includes practically every business and professional man in the town.

West Branch merchants offered all sorts of specials for the first day's sale. One man had sugar at 20 cents a pound, limited to five pounds to a person and made over 650 sales. Of course, he sold a lot of other goods, too.

At another store where tin and galvanized pails were the feature of the day, the pile in the window had diminished by 4 o'clock from 200 to about five and crowds were waiting. At another shop 200 work shirts went at \$1.37 apiece, and the quality of the goods was a heavy chambray; 150 women at the same store purchased union suits at 47 cents apiece. Automobile owners thronged to the garages where tires went at low figures. Everybody was enthusiastic over the plan and on August 2 even a greater crowd is anticipated by the merchants.

For the benefit of the men folks who do not enjoy the shopping quite as much as the women do, an auction sale is put on the same day. The farmers bring livestock, farm implements, household goods or machinery and the only fee is 2 per cent. of the selling price, which goes toward paying the auctioneer and advertising clerk. The auction of Monday was not quite the success that the general sale was because "haying" kept many of the men in the fields. But in the fall the auction will most probably be a great event and if the citizens follow the plan of Neosho, Mo., a pavillion with an amphitheater and livestock pens will be built to provide for the crowds. West Branch sellers

who were not satisfied with the price their articles brought at the auction were privileged to buy in the highest bid by paying \$1 on every hundred or fraction thereof.

Every other Thursday in West Branch the merchants are planning on gathering together for a purely social time, all "shop" talk being tabooed. Just what the exact nature of these gatherings will be is not known as yet, but the merchants feel assured that they will prove just as successful as the Golden Rule days of the Neosho plan which is now an institution in the town of West Branch, Michigan. Half a dozen other towns in Northeastern Michigan, including Midland, Standish, and East Tawas, have already made arrangements for adopting the Neosho plan, which has been so successful elsewhere as to attract the attention of editors of some of the national magazines, which have devoted valuable space to describing the system.

Clare Business Men to Work as a Unit.

Clare, July 15—About two weeks ago the business men of Clare met and organized a Chamber of Commerce, electing the following officers: President—W. H. Caple. Secretary—William McAllister. Treasurer—George Collins.

Last night was the first real meeting of the organization. A banquet was held at the Phelps new cafe. About seventy-five members feasted together in a very enjoyable way, after which they adjourned to the Masonic hall for a business session. The report of Secretary McAllister showed we had 125 members, with over \$500 in the treasury.

We were disappointed in our speakers for the occasion who were to come from Saginaw, but every one present took part in many interesting discussions for the betterment of Clare and community and before it was realized the midnight hour had arrived.

Several committees were appointed and Mayor Doherty donated the auditorium to the Chamber of Commerce for their use for one year, which was graciously accepted.

Everyone went home feeling he had the most enjoyable evening the business men of Clare had ever been privileged to enjoy and realizing fully that Clare now has a real Chamber of Commerce. J. F. Tatman.

Pennies make dollars, but many a poor, misguided dub has failed, for no other reason than because he leaned to think only in penny denominations.

49 Market St., S. W., Grand Rapids

W. E. Roberts

Citz. 1361 Bell M. 1361

EGGS AND PRODUCE

WATERMELONS AND CANTALOUPE

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

VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

Ceresota **FLOUR** Fanchon

Aristos

Puritan

This is a strong possibility well 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 supply up.

Barlow's Best

Red Star

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

COMPUTING SCALES

adjusted and repaired
Send them in
Service guaranteed

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

You Make Satisfied Customers when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Bel-Car-Mo
Peanut Butter



Comes in Airtight Sanitary Tins from 8 oz. to 100 lbs.

Ask Your Jobber

This is deliciously pure, sanitarly made Peanut Butter whose goodness won its way into all first class jobbing houses. Tell your customers that you have it in stock.



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.

Preparing Now For the Fall Stove Campaign.

Written for the Tradesman.

There are always certain days in the summer months when the hardware dealer finds relatively little to do in the way of actual selling, and when about all the salespeople have to engross their attention is the task of keeping cool.

One characteristic of the successful man is that he is never idle. He finds some task to occupy every spare moment. But in the summer months the tendency to idle is strong; and there are now and then hot, wilting days when trade is slack and even the most ambitious dealer prefers sitting around in his shirt sleeves to indulging in manual exercise. Lugging around packing cases and rearranging the stock will always provide employment; but in the hot weather it is not the pleasantest kind of employment, nor always the most profitable that can be found.

At this juncture, however, is a good time to prepare for the fall stove campaign. There is a great deal of preliminary work that should and can be done; and doing that preliminary work now will leave the selling season clear for the actual handling of customers.

Orders for the fall season, if not already placed, should be looked after promptly. Advertising can be arranged. Prospect lists can be compiled. Indeed, everything that can be done in advance should be done. And all this work requires considerable thought and attention.

There are dealers here and there who have an unfortunate habit of leaving everything until the last moment. They never launch their paint campaign until actual painting has begun, they push hot weather goods the hardest when they personally feel the need of refrigerators and window screens; and they doze through the slack midsummer days and wake to the need of preparation for the stove campaign only when the actual stove selling season is right upon them. Then there is a mad rush to get ready; but in nine cases out of ten the procrastinating dealer cannot find time to conduct his campaign as it should be conducted. Eventually he lets things slide, and takes the trade just as it comes.

A better method is to select some quiet July or August day when trade is slack and give a few hours careful study to the necessary preparations for fall stove selling.

For instance, in these slack hours a lot of advertising copy can be prepared. It takes considerable thought and considerable time to put together a good advertisement. If this task is left until the last moment, the time will not be available, and the copy will be just "dashed off" with all the deficiencies that phrase implies.

Take a few hours some summer day. Look over the literature furnished by the manufacturers, and pick out the strong, vital selling points featured there. With this material fixed in your mind, it should be possible to draft some forceful and effective "copy."

Then take pencil and rule and figure on lay-outs. Most retail advertisers pay too little attention to the way their matter is arranged. They leave that to the printer. It is a better plan however to lay-out your advertisements in advance, when time permits. This, of course, implies some knowledge of the mechanics of ad-setting, and some information as to the limitations of your local paper in this respect. Now is as good a time as any to get this practical knowledge, which will be very helpful to you in mapping out all your advertising.

The ad-man on your local paper will probably be ready and willing to give you all possible information. He appreciates the advantage, to the compositors, of advertising copy intelligently put together; and it is to his advantage to help you to a better understanding of the technique of advertising copy.

The prospect list is a necessary adjunct to every successful stove campaign.

The stove dealer can divide his public into two classes; those who are not in the market for stoves and are not likely to be under any circumstances, and those who are good prospects.

To circularize the former class at the present time is a waste of time and money. True, you are in some slight measure sowing the seed and inducing a receptive attitude which may be helpful if and when, eventually, these people are in the market; but your general advertising will reach these people sufficiently, and they will be influenced, also, by the sales you make to their friends and neighbors who to-day actually are in the market for stoves.

It is upon this latter class, the real prospects, that you should center your efforts. Many dealers send out to people they think can be induced to buy, the literature supplied by the manufacturers. This is a good means of creating business; but it is neces-

INSECTICIDES

Arsenate of Lead, dry and paste
Dry Arsenate of Calcium
Calcium Paste Arsenate
Paris Green Tuber Tonic
Fungi Bordo

Complete stock. Shipment day order is received.

Mail your order today.

The Edwards & Chamberlain Hardware Co.

KALAMAZOO, MICHIGAN

Jobbers in All Kinds of
**BITUMINOUS COALS
AND COKE**
A. B. Knowlson Co.
203-207 Powers' Theatre Bldg., 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 price.

Sidney Elevator Mfg. Co., Sidney, Ohio

Bell Phone 596 City. Phone 61866

Lynch Brothers Sales Co.

Special Sale Experts

Expert Advertising
Expert Merchandising

200-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

Brown & Sehler Co.

"Home of Sunbeam Goods"

Manufacturers of

HARNESS, HORSE COLLARS

Jobbers in

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

GRAND RAPIDS, MICHIGAN

sary to proceed judiciously. Advertising literature scattered broadcast is largely wasted; and where it is sent out to promiscuous prospect lists, selected without any thought to the possibility of actual sales being made, there is a lot of waste effort. Sending out printed matter, especially with the paper situation what it is, becomes an expensive measure where the lists are not carefully supervised.

A handpicked, personally selected prospect list is the very best sort of list to use; and its compilation requires careful attention. The drawing up of a prospect list will provide occupation for a good many slack mid-summer hours; and it will be exceedingly profitable occupation.

Prospects are secured in various ways. Every live dealer has a list of people who are considered likely to become regular customers. The addresses are picked up in the course of trade. People who come in to buy something else show interest in the stoves; and the dealer puts them down on his list. Again, an order for stove repairs may come in; and if the stove is found old and in poor repair, the owner is the liveliest kind of prospect, and the name goes on the list. General advertising brings enquiries from other prospects. By these, and other means, prospect lists are compiled.

Indeed, the compiling of a prospect list is a task to be carried on from day to day, each name being jotted down as it is secured, and not carried in memory. But a month or two before the season opens a thorough revision of the standing list is desirable, involving an extra effort to add to it and the careful elimination of past prospects who have been actually "sold."

With this list compiled, the direct-by-mail advertising campaign can also be planned ahead. Stove literature furnished by manufacturers supplies the backbone of this advertising. But most dealers find it advantageous to contribute something of their own. Some dealers send out personal letters, or other advertising matter with perhaps a certain local coloring specially printed for use in this local campaign.

This sort of advertising is educational work; and in many instances it may be some time before it accomplishes its full purpose. Therefore the dealer should plan a comprehensive and persistent follow-up cam-

paign, to begin some little time before the active buying season opens and to continue clear through the season. Education work done in August results in sales in September and October.

It will pay every dealer to devote some time as opportunity offers through the summer to planning his stove campaign. Victor Lauriston.

Opinions of Mackinac Straits Merchants.

M. M. Hunt, general store, Carp Lake: I have taken the Tradesman ten years or more and I get so much good out of it that I do not expect to keep store without it. I like Mr. Stowe's type of Americanism. Papers like the Tradesman are what the Nation needs."

George D. O'Brien, grocer, Cheboygan: "I like the Tradesman. It is just the paper for any one in trade. It keeps me posted and I find what it says under the head Review of the Grocery and Produce Market is almost always right, and by following its leads I have saved and made many times what the Tradesman costs me. I am only speaking of one of the many good things that can be found in the Tradesman."

F. A. Foley, general dealer, Mackinaw City: "I would not think of keeping store without the Michigan Tradesman. It pays me by far the best of anything I have ever invested in. It is a mercantile trade journal that can be depended upon. It is the friend of every man in trade and deserves their patronage. When any one in trade helps the Tradesman, he is helping his best friend and a paper that fights for the trade to the last ditch. For my part, I expect to take the Tradesman as long as I am in trade."

R. T. O'Reilly, Alanson: "The Tradesman is the best and most loyal paper published in America. As a trade journal it has no superior in its line. While I cannot say that I agree with all Mr. Stowe says, yet we all know he speaks the naked truth and is not afraid to tell it, and at least 95 per cent. of the time he is right and hits the nail square on the head. I say, give us more papers like the Tradesman."

"Nothing succeeds like success." Nothing fails so completely as a man who starts out believing himself a failure.

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.

H. Leonard & Sons

Grand Rapids, Michigan

NOW READY

The most staple lines of

TOYS

known to the trade everywhere
are on sale with us at
Manufacturers'
Prices

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

We show the best goods and most called for goods from 1,200 factories. Come in and see our lines in person. Holiday dating and early shipments.



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

Business Should Be Given a Free Hand.

Grandville, July 20—The business of this country is now in a condition that needs careful handling. In saying this I do not mean that big business or small is looking to the Government for favors. That is not the right spirit by any means. Business that is unable to stand on its own feet is not the best sort of work to engage in.

This is, however, not a time for paternalism in Government handling of the so-called problems of the day. A square, out-and-out, hands-off policy is the best in the long run.

During the years of war we were subjected to no end of inconveniences because of the necessities of the case. That war has been over for many moons and it is high time that big and little business functioned for themselves, which they are not doing with this and that commission on the job anxious to point the way for the business man to pursue.

During the Civil War there were no commissions appointed to tell the man of business how he should carry on. Each individual merchant worked out his own imaginary problems as best suited his personal equation. To-day we find a different condition.

Government has so long interfered with the workings of private corporations its seems impossible to get affairs back in the old ways before the war. Supply and demand has been discounted by the interference of Government and to the detriment of the consumer in most cases.

We find a party even now advocating the return of the railroads to Government management. These men—well wishers of their country, no doubt—point to the mess the owners have made of the railroads since they have been returned to them.

These seem to think that a scant six months is time enough in which private ownership should demonstrate its efficiency, forgetting that the Government in the course of its two years management nearly wrecked the properties, running behind expenses to the tune of three-quarters of a billion dollars.

It was a mighty deep hole the Government left the railroads in from which the owners were expected to drag their property to the upper level of a paying proposition. Nothing the Government has essayed to do that properly belong to private ownership but has failed most lamentably. We see this in the telephone, telegraph and express lines, as well as that of the railroads.

Any business that has to be boosted with Government aid is not a business for honest men to tie to. Even the Postoffice Department has been so illy managed during the reign of Woodrow Wilson as to have be-

come a scapegoat for the flings of disgusted patrons.

Under private management, no doubt, the postoffice might be dragged out of the slough into which it has been cast and become in time a paying proposition, besides giving less cause for scandal than as at the present time.

Paternalism in government has reached its highest altitude under the present administration. Moreover it has demonstrated beyond cavil the utter incompetency of paternalism to right certain wrongs or to better conditions which applied under private ownership.

It is high time that we were getting back onto solid ground once more; high time that the business struggler has an opportunity to lift himself by his own efforts into a higher plane of commercial bettement. Hands off is the slogan that all business needs to call for in the future, and unless this comes about there will be trouble in the offing of even greater magnitude than has heretofore been the lot of the business man.

The future is in a manner somewhat hazy just at present. That trouble is brewing may not be denied, yet if the men of the business world use their best judgment, unhindered by the interfering hand of Government, there will come a straightening of the kinks which will bring prosperity, instead of calamity, to the whole business world.

There are some affairs of state that are peculiarly of a government nature, such as the immigration and taxation questions, and these may well be left to congressional action, tempered, of course with advice and the good will of those to be affected by such laws.

The ordinary business of the country, however, should be allowed to work out its own destiny, unobstructed by Government hindrances and paternal tinkering.

In almost every department of Government we have too many laws interfering with the liberties of the individual. Smart alecks who go to our legislatures think it incumbent upon them to do something for their country, so they introduce new ideas, some of them of a nature to make a dog laugh, yet when put onto the statute books are both offensive as well as silly.

Less of law, more enforcement, is the true idea which sensible folks would like to see come about. That paternalism which interferes with individual enterprise is not only false economy, but a disgrace to the state.

Big business and small are now in the breakers of a rough and roiled sea which it will require careful management and great forethought on the part of the business world to outride.

Hope springs eternal in the human breast. There is no more hopeful individual than the true business man. However dark the immediate future may seem to be, he trims his sails to meet every chance squall, determined to ride through the storm to a harbor of safety.

Hands off, Uncle Sam. As in days of old, when an American general prayed for the Lord to stand with his depleted little army against the enemy, the business man now pleads for a free hand and no favors from a well meant paternalism which, if persisted in, may spoil all. Old Timer.

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

GOODRICH BOATS

TO CHICAGO

Daily 8:05 P. M.

Central Standard Time

FROM CHICAGO

Daily 7:45 P. M.

Central Standard Time

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

Interurban Station, 156 Ottawa Ave., N. W. Passenger Agt.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

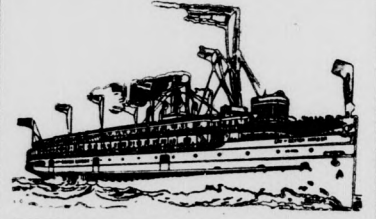
Michigan

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



GRAHAM & MORTON
 Transportation Co.

CHICAGO

In connection with

Michigan Railroad

BOAT TRAIN 8 P. M.

DAILY

Freight for CHICAGO ONLY

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.

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

Standard Oil Company
 (Indiana)
 Chicago, Ill.

Annual Field Day and Outing of the Bagmen.

A jolly good time characterises every event pulled off by Absal Guild, A. M. O. B. This was the verdict of the bunch, numbering about seventy-five, who participated in the annual field day and picnic held at Camp Lake, near Sparta, Saturday, July 17. By 9:30 a. m. a good crowd had gathered at Fulton park and each member who came with his auto made room for some other member who had not yet acquired the expensive habit of an automobile and in that way all were nicely taken care of. The committee, Perry E. Larrabee, chairman, assisted by Gilbert N. Moore, L. E. Stranahan, Harry J. Shellman and Walter E. Lypps, left at an earlier hour and "blazed the trail" for the string of autos to follow. At each and every turn the committee had nailed up neatly printed signs reading, "Bagmen, turn right" or "Bagmen, turn left," whichever the turn was, so any who did not know just how to reach Camp Lake did not have any difficulty or get lost on the way. The bunch starting from Fulton park made quite a procession and there were some not able to get started at 9:30, but who followed later and by 11:30 the crowd was there, ready for whatever the committee offered. The announcement was then made that a five inning game of indoor ball be played while lunch was being spread on the tables in a beautiful shady spot selected for this purpose. This particular game of ball was staged by two teams consisting of the fats and the leans. L. E. Stranahan acted as official umpire. In a public article like this we do not feel privileged to talk real plain, but we do say this, there were times when "Stranny" needed protection from violence. When all were seated at the tables, we sadly missed two of our good friends, Mr. and Mrs. E. A. Stowe, whose inability to be with us we all sincerely regretted. At the conclusion of the dinner, consisting of nearly everything mentionable good to eat and excellent coffee made from the justly celebrated Morton House brand, the committee again got busy with the different sports and contests that were pulled off, but, as the space for this article is limited, it is absolutely impossible to go into all of the details of the sports and games, but there were tugs of war for both the men and the ladies; also foot races for ladies and men and girls under 18 years old. There were ball throwing contests, standing jump, lemon race, relay race, prizes for the best looking lady, best looking man, three legged race, a running race for the little tots from three to six, a prize for the largest lady, one for the smallest lady and one for the most popular man. In nearly everyone of these races and contests there were at least two prizes and sometimes three and between the different games and contests to create and keep up the interest and pleasure the committee would pull off different drawings for candies and cigars, so that at no time during the entire afternoon was there one dull moment. One event that was pulled off, not already mentioned, was the boat race for men and it was quite evident to the spectators on the shore, watching the different boats coming toward them, that many of the Bagmen had never tried to row a boat before larger than one he could tie a string on in his bathtub at home. One of the very unique features carried out by the committee was the numbering of all the programs starting from one up and to each person was given one of these programs and when dinner was announced it was up to you to find a corresponding number to the one on your program at a place at the table. These programs were retained by each member and the reason for holding these programs was not given until after all the other events had been entered into and all of these numbers were then placed into a hat and drawn out by a little girl and the number on the thirteenth programme

taken from the hat entitled the person who held it to take home with him a beautiful black leather bag. Also another nice feature, the head of each family seated at the table was given a pound package of Morton House coffee. At this time the Bagmen extends thanks to our good friend, E. A. Stowe, of the Tradesman, for the complimentary programs furnished for this occasion. Cigars were donated by the Judson Grocer Company, Lubetsky Bros. & Kleiner, Woodhouse Company and the H. Schneider Co. The Morton House coffee in pound packages was donated by the Worden Grocer Company. Lily White flour and Rowena Self Rising Biscuit flour by the Valley City Milling Co. Silver Foam by the Grand Rapids Products Co. and ginger ale by Folger. About 5:30 the committee made the announcement that before breaking up to go home there was ice cream and cake to be served with boxes of candies for the ladies and cigars for the men. To say that this committee deserved great credit for all the arrangements and carrying out in detail of this outing is putting it very mildly. Even their own wives said they were bully good fellows and did fine. Again, we say that we would like to go into details and tell of the great pleasure expressed by the different lucky ones in these different contests. We would like to describe in detail some of the beautiful and costly articles donated by the different firms at the solicitation from the committee. There were neckties, table scarfs and pillow tops, boxes of stationery, silk stockings, bottles of toilet water, automobile timers and spotlights, electric irons, electric lamps, umbrellas, collar and cuff sets, pieces of furniture; in fact, almost everything that could be used on an occasion of this kind. We would like to mention some of the expressions dropped by different members, complimentary to the committees for their work, but we can't do it within our space, but two or three items we do want to make mention of, one being, the "Quaker Oat" smile that came over the face of Allan Rockwell when the announcement was made that his number was the lucky number that drew the leather chair. Fred DeGraff wore a happy smile because there was lots of cheese on the table. These are the only two that we will make special mention of, but it is a fact that more good times, good things to eat and prizes were distributed then it ever was the writer's privilege to witness or participate in at any field day outing of this or any other fraternal organization. As this same committee will stand as the ways and means committee for a series of dancing parties for the coming winter, judging from the results of their efforts for this field day outing there will be some fine parties pulled off by the Bagmen. John D. Martin.

List of Creditors of E. Allen Conklin.

E. Allen Conklin, the Reed City produce dealer who recently took advantage of the bankruptcy court, has filed the following list of creditors:

Secured.	
First National Bank, Reed City	\$6,770.00
Sam T. Johnson, Reed City	500.00
Postal Turner Auto Co., Evart	1,000.00
Unsecured.	
Evart Savings Bank, Evart	\$ 775.00
American Logging Tool Co., Evart	22.75
James E. Echlin, Evart	9.50
Sullivan Supply Co., Saginaw	13.84
Cady Waffle, Evart	161.08
William Shore, Evart	14.45
John Brockway, Reed City	100.00
A. W. Hicks, Reed City	6.60
Evart Co-operative Association,	
Evart	200.00
Adrian DeWindt, Evart	210.60
Ladish Milling Co., Milwaukee	963.75
Martz Bros., Big Rapids	694.70
Haynes Brothers, Cadillac	7.50
Fry Fyter Co. (residence unknown)	13.50
Robins Milling Co., Salina, Ka.	2.50
Bittin Bros., Reed City	16.45
William Horner, Reed City	200.00
Remenap & Son, Reed City	4.05
Cadillac Produce Co., Cadillac	102.42
Cedar Co-operative Exchange,	
Cedar	453.94
J. H. Hale & Sons, Ionia	360.00
John Marcinkewicz, Evart	300.00
Brandon & Richardson, Evart	50.00
John E. Beach, Flint	75.00

Review of the Produce Market.

Apples—Harvest varieties, small in size and poor in quality, command \$4.50@5 per bushel.
 Bananas—9½c per lb.
 Beets—Home grown, 30c per doz. bunches.
 Blackberries—\$5 per crate of 16 qts.
 Butter—The market is steady, with receipts about normal for this season. There has been a slight accumulation of butter, but there has been an advance of about 1c per pound during the last few days. The average quality for this time of year is very good and there is a good home consumption. There will be no material change for the balance of this week. Local jobbers hold extra creamery at 55c and first at 54c. Prints 2c per lb. additional. Jobbers pay 36c for packing stock.
 Cabbage—Home grown, \$1.35 per bu. and \$3.75 per bbl.
 Cantaloupes—Arizona stock is now selling on the following basis:
 Standards, 45s ----- \$5.50
 Ponys, 54s ----- 4.50
 Flats ----- 2.65
 Honey Dew ----- 3.75
 Carrots—30c 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 is the largest the State has ever known and it is estimated that fully half the crop will spoil on the trees, owing to the shortage of help to pick and market the crop. 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, \$1.85 per doz.
 Currants—\$3.50 per 16 qt. crate for either red or white.
 Eggs—The market is very firm. The receipts of strictly fancy eggs are in very good demand, the average arrivals showing more or less heat defects. There is a very good consumption of eggs at this time, causing the arrivals of fancy eggs to be purchased immediately. We look for a continued firm market in eggs. Jobbers pay 40@42c f. o. b. shipping point for fresh candled, including cases.
 Egg Plant—\$4.25 per crate of 24 to 36.
 Gooseberries—\$3 per 16 qt. crate.
 Green Onions—25c per doz. bunches for home grown.
 Green Peppers—\$1 per basket.
 Lemons—Extra fancy Californias sell as follows:
 360 size, per box ----- \$5.50
 300 size, per box ----- 5.50
 270 size, per box ----- 5.50
 240 size, per box ----- 5.00
 Fancy Californias sell as follows:
 360 size, per box ----- \$5.00
 300 size, per box ----- 5.00
 270 size, per box ----- 4.75
 240 size, per box ----- 4.50
 Green Peas—\$3.50 per bu. for home grown.
 Lettuce—Home grown, \$1.50 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; California in 100 lb. sacks, \$3.50.

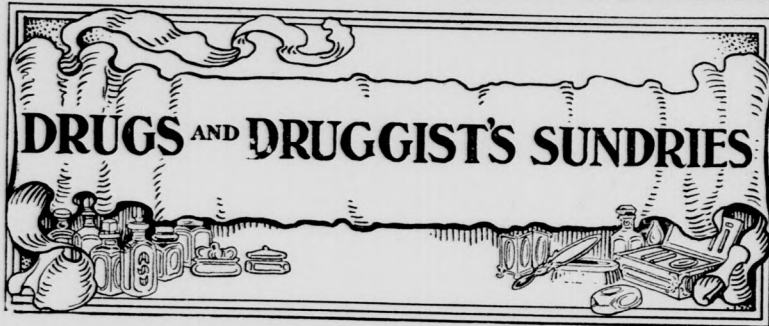
Oranges—Fancy California Valencia now sell as follows:

100 -----	\$8.00
126 -----	8.00
150 -----	8.00
176 -----	8.00
200 -----	8.00
216 -----	8.00
250 -----	7.50
288 -----	7.00
324 -----	6.75

Parsley—60c pe doz. bunches.
 Pieplant—\$1.50 per bu. for home grown.
 Pop Corn—\$2.25 per bu. for ear; shelled rice, 10c per lb.
 Potatoes—Home grown are increasing in volume every day. They are still small in size and find an outlet at from \$2@3 per bu. Maryland Cobblers are still arriving, finding an outlet on the basis of \$5 per bu.
 Radishes—Outdoor grown, 20c per doz. bunches.
 Raspberries—\$5.50 for red and \$4.50 for black.
 Spinach—\$1.25 per bu.
 String Beans—\$3.50 per bu.
 Tomatoes—Home grown, \$1.65 per 7 lb. basket.
 Water Melons—70@90c for Florida or Georgia.
 Wax Beans—\$3.50 per bu.
 Whortleberries—\$4.50 per crate of 16 qts.

Ten Additions in a Single Week.

Lansing, July 20—The past week was spent in Sanilac county in a membership campaign. The following names were added to our list of members:
 Brown City Co-operative Co., Brown City.
 Ehler & Auslander, Shabbona.
 Biller's Dep't Store, Croswell.
 C. E. Doyle & Son, Marlette.
 Decker Stock Co., Ind., Decker.
 K. H. McKenzie, Sandusky.
 McCaren & Co., Carsonville.
 Zemke Bros., Cass City.
 Geo. W. Paldi, Snover.
 Thomas H. Taylor, Inlay City.
 We now have 311 members. At the time of the organization of the Association in September, 1918, forty-seven merchants signed the membership list. It is my ambition to have at least 347 members by the time of our Saginaw convention, Sept. 14 and 15. The list of our membership has been sent to all of our members recently and I would urgently request our members to interview any neighbor merchants who are not as yet members, and if possible secure their membership before the middle of August.
 During the past week I had a very efficient helper, Harry Ford, of the firm of H. & G. Ford, of North Branch. Mr. Ford, whom I nicknamed "Henry," with his ford sedan, made the dust fly over the Sanilac county roads. The country was beautiful; the crops fine; "Henry" was very energetic, very courteous and a fine companion. In this connection I would suggest that, since we have canvassed the most of the larger towns, about the only way now to secure members is to go by auto from village to village. If any of our members desire to render service similar to that rendered by Mr. Mithaler and Mr. Ford recently, I will promise to pay for all the gasoline and victuals and give him a good time. Don't be bashful and backward about coming forward with your proposition. In one day, with a good man with his machine, I can do more work for the Association than in three days traveling alone by train.
 Jason E. Hammond,
 Manager Mich. Retail Dry Goods Ass'n.



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.

Serving Malted Milk Cold.

There is a decided difference of opinion as to the proper way of serving malted milk cold at a soda fountain. Any method of serving is proper when the customer designates the method. Again, usage makes some difference in various localities, but the natural conclusion must be that, at a soda fountain, unless it is otherwise specified, the drink will be prepared with carbonated water. At many fountains the dispensers have fallen into the bad habit of preparing cold malted milk with milk even when the customer does not specify milk in any way. This has spoiled the possibility of uniform service because once the patrons of a fountain become used to receiving a certain service it is hard to get them into the habit of ordering correctly.

Malted milk is good served either way, but unusually rich and delicious when properly prepared with carbonated water and a little good cream. Whichever way you usually prepare it, be sure to advertise it also the other way, so that the customer can secure it either way.

Most people who drink cold malted milk want it sweetened with one of the fountain syrups. Chocolate, vanilla and coffee are the most popular ones but others are occasionally called for.

To serve with carbonated water draw from an ounce to an ounce and a half of the desired syrup into a mixing glass; add an ounce of rich cream, and when you are going to shake by hand add a little fine ice and lastly two heaping teaspoonfuls of malted milk. Then mix thoroughly either with the electric mixer or by hand. Then add enough carbonated water to fill a glass, using the fine stream mostly so as to make it light and fluffy, then strain into a clean glass. This is best served plain, although some top it with whipped cream. To my mind it is sufficiently rich without the cream. It is nice poured over a portion of ice cream placed in the bottom of the glass and served with a spoon.

To serve with milk, draw the desired syrup into a 12-ounce glass. Some like just a little plain syrup and I have had them want it mixed without any syrup, some asking for a little salt. There are exceptions; most people will call for one of the three popular flavors. Fill the glass a little more than half full with milk, then

add two heaping teaspoonfuls of malted milk and mix thoroughly with the electric mixer. When smooth add enough milk to fill the glass, pour from shaker to glass and back a couple of times and then pour into a clean glass.

If the customer desires something real nourishing add an egg to either formula just before mixing and you have produced a liquid lunch that is truly worthy of the name.

Very few dispensers realize, even yet, the possibilities that there are in malted milk at the fountain. If they did, they would be more interested in learning how to prepare it so as to use it to make friends for their fountains.

E. F. White.

Moth Liquids.

- | | |
|-------------------|-----------|
| 1. Camphor | 25 grams |
| Naphthalene | 50 grams |
| Nitrobenzol | 10 mils |
| Denatured alcohol | 815 mils |
| Oil of turpentine | 1000 mils |
| 2. Phenol | 5 grams |
| Naphthalene | 20 grams |
| Acetic ether | 5 mils |
| Denatured alcohol | 100 mils |
| 3. Camphor | 10 grams |
| Naphthalene | 40 grams |
| Capsicum | 100 grams |
| Oil of clove | 10 mils |
| Oil of turpentine | 100 mils |
| Denatured alcohol | 900 mils |
| 4. Phenol | 30 grams |
| Camphor | 30 grams |
| Benzine | 500 mils |

Great care should be taken, as benzine is highly inflammable and its vapors are very explosive.

For these reasons the following modification is proposed, which is comparatively safe to use:

- | | |
|----------------------|----------|
| 5. Phenol | 10 grams |
| Camphor | 30 grams |
| Carbon tetrachloride | 500 mils |
| Benzine | 500 mils |

Weighing a Perfume.

It was the Italian physicist Salvioni who devised a microbalance of such extreme delicacy that it clearly demonstrates the loss of weight of musk by volatilization. Thus the invisible perfume floating off in the air is indirectly weighed. The essential part of the apparatus is a very thin thread of glass fixed at one end and extended horizontally. The microscopic objects to be weighed are placed on the glass thread near its free end and the amount of flexure produced is observed with a microscope magnifying 100 diameters. A mote weighing one-thousandth of a milligram perceptibly bends the thread.

Success or failure is largely the small matter of keeping your out-go a little under your income.

Liquid Tar Shampoo.

This may be prepared by adding oil of tar to the finished soap instead of perfume, in the proportion of about an ounce or two to the gallon, or pine tar itself may be added to the fixed oil before saponification. The compound tincture of green soap of the National Formulary modified as above should give you what is desired.

Another formula is as follows:

- | | |
|---------------------|---------|
| 2.—Cottonseed oil | 20 ozs. |
| Sodium hydrate | 3 ozs. |
| Potassium carbonate | 5 drs. |
| Alcohol | 20 ozs. |
| Distilled Water | 22 ozs. |

Dissolve the sodium hydrate in half the water, add the oil and 15 fluid-ounces, agitate frequently until the oil is saponified, then add the alcohol and the potassium carbonate dissolved in the remainder of the water.

- | | |
|-----------------------|---------|
| 3.—Green or soft soap | 12 ozs. |
| Potassium carbonate | 2 ozs. |
| Oil of tar | 2 drs. |
| Alcohol | 16 ozs. |
| Water, to make | 64 ozs. |

Mix all and dissolve, let stand a few days and filter.

Moth Cakes.

- | | |
|-------------------------|----------|
| 1. Oil of lavender | ½ dram |
| Naphthalin | 1 dram |
| Carbolic acid, crystals | 2 drams |
| Camphor, powdered | 4 drams |
| Hard paraffin | 4 ounces |

Melt together in a water bath and cut into small squares; wrap these in tin foil, and again enclose in a paper containing printed directions: "These cubes are to be placed in the bed or about the room, where they impart an agreeable odor and purify the air as well as scent it."

- | | |
|------------------|-----------|
| 2. Camphor | 5 parts |
| Black pepper | 10 parts |
| Absinthe | 10 parts |
| Patchouly | 2 parts |
| Essence lavender | 2 parts |
| Essence cloves | 1 part |
| Paraffin | 100 parts |

Melt together and make into pastilles.

Don't call down anyone until you first call up and make sure that they're wrong.

COLEMAN (Brand)

Terpeneless

LEMON

and Pure High Grade
VANILLA EXTRACTS

Made only by

FOOTE & JENKS
Jackson, Mich.

CANDY



The "DOUBLE A" Kind

Made by

People Who Know How

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

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

The Sign of  Good Candy

Made in Grand Rapids by

NATIONAL CANDY CO.
PUTNAM FACTORY
Grand Rapids, Michigan

Ask for a copy of our latest price list.

We are agents for LOWNEY'S in Western Michigan.

RAMONA

"The Park Beautiful"

The Ideal Place For Your Outing

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

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

Every Day is Your Day at Ramona

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.

Table with columns: ADVANCED (Fruit Jars), DECLINED (Cheese, Mazola)

AMMONIA Arctic Brand, Moore's Household Brand



BLUING Jennings' Condensed Pearl

BREAKFAST FOODS Cracked Wheat, Cream of Wheat, Grape-Nuts

Kellogg's Brands Toasted Corn Flakes, Bran

BROOMS Standard Parlor, Fancy Parlor

BRUSHES Scrub, Solid Back, Pointed Ends

Stove No. 1, No. 2

Shoe No. 1, No. 2, No. 3

BUTTER COLOR Dandelion, Perfection

CANDLES Paraffine, Wicking

CANNED GOODS Apples 3 lb. Standards

Blackberries, Beans—Baked, Beans—Canned

Clam Bouillon, Corn, Hominy, Lobster

Mackerel, Mushrooms, Plums, Pears in Syrup

Peas, Peaches, Pineapple, Pumpkin

Salmon, Sardines, Sauserkrout

Shrimps, Strawberries, Tomatoes

CATSUP Snider's, Royal Red

CHEESE Brick, Wisconsin Flats, Longhorn

CHEWING GUM Adams Black Jack, Adams Bloodberry

CHOCOLATE Walter Baker & Co., Caracas

CIGARS National Grocer Co. Brands, El Rajah

CONDENSED MILK Eagle, Leader

EVAPORATED MILK Carnation, Pet. Baby, Van Camp

MILK COMPOUND Hebe, Carolene

CONFECTIONERY Stick Candy, Mixed Candy

Specialties Auto Kisses, Bonnie Butter Bites

Chocolates Assorted Choc., Champion

CLOTHES LINE Hemp, Twisted Cotton, Braided

COCOA Baker's, Bunte, Colonial

COCOANUT 1/2s, 5 lb. case, 6 and 12c pkg.

COFFEE ROASTED Bulk, Rio, Santos, Maracabo

Package Coffee New York Basis, Arbutle

McLaughlin's XXXX, McLaughlin's XXXX package

CREAM OF TARTAR 6 lb. boxes, 3 lb. boxes

DRIED FRUITS Apples, Apricots, Citron

Currants, Peaches, Peel

Raisins, Raisins, Raisins

FARINACEOUS GOODS Beans, California Prunes

Farina, Hominy, Macaroni

Pearl Barley, Peas, Scotch, Split

Sago, East India, Tapioca

Pop Corn Goods, Cracker-Jack Prize, Checkers Prize

Gum Drops, Lozenges, Hard Goods

Pop Corn Goods, Cracker-Jack Prize, Checkers Prize

COOKING COMPOUNDS Mazola, Pints, Quarts

COUPON BOOKS, Economic grade, 100 Economic grade

FLAVORING EXTRACTS Jennings, Pure Food Vanilla

CREAM OF TARTAR, Dried Fruits

Evap'd, Choice, blk, Apricots, Citron

Currants, Peaches, Peel

Raisins, Raisins, Raisins

FARINACEOUS GOODS Beans, California Prunes

Farina, Hominy, Macaroni

Pearl Barley, Peas, Scotch, Split

Sago, East India, Tapioca

Pop Corn Goods, Cracker-Jack Prize, Checkers Prize

FISHING TACKLE Cotton Lines, Linen Lines

Floats, Hooks—Kirby

Sinkers, Flavors

FLAVORING EXTRACTS Jennings, Pure Food Vanilla

CREAM OF TARTAR, Dried Fruits

Evap'd, Choice, blk, Apricots, Citron

Currants, Peaches, Peel

Raisins, Raisins, Raisins

FARINACEOUS GOODS Beans, California Prunes

Farina, Hominy, Macaroni

Pearl Barley, Peas, Scotch, Split

Sago, East India, Tapioca

Pop Corn Goods, Cracker-Jack Prize, Checkers Prize

Pop Corn Goods, Cracker-Jack Prize, Checkers Prize

HIDES AND PELTS

Table listing various hide and pelt types such as Green, Calfskin, and Horse, with their respective prices.

Pelts

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

Tallow

Table listing tallow grades like Prime, No. 1, and No. 2 with prices.

Wool

Table listing wool types like Unwashed, medium, and Market dull and neglected.

HONEY

Table listing honey grades like Airline, No. 10, 15, and 25.

HORSE RADISH

Table listing horse radish per dozen.

JELLY

Table listing jelly pure, per pail, 30 lb.

JELLY GLASSES

Table listing jelly glasses, 8 oz., per doz.

MAPLEINE

Table listing mapleine in various bottle sizes and quantities.

MINCE MEAT

Table listing mince meat like None Such, 3 doz., and Quaker, 3 doz. case.

MOLASSES

Table listing molasses like New Orleans, Fancy Open Kettle, etc.

NUTS—Whole

Table listing whole nuts like Almonds, Brazil, Pecans, and Walnuts.

Shelled

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

OLIVES

Table listing olives like Bulk, Stuffed, Pitted, and various brands.

PEANUT BUTTER



Bel-Car-Mo Brand

Table listing Bel-Car-Mo Brand peanut butter in various quantities and weights.

PETROLEUM PRODUCTS

Table listing petroleum products like Iron Barrels, Perfection, Gas Machine Gasoline, etc.

FICKLES

Table listing fickle barrels and kegs in medium and small sizes.

Gherkins

Table listing gherkin barrels and kegs.

Sweet Small

Table listing sweet small barrels and kegs.

PIPES

Table listing pipes like Cob, 3 doz. in box.

PLAYING CARDS

Table listing playing cards like No. 90 Steamboat, No. 808, Bicycle, etc.

POTASH

Table listing potash like Babbitt's, 2 doz.

PROVISIONS

Table listing various provisions like Barreled Pork, Clear Back, etc.

Dry Salt Meats

Table listing dry salt meats like S P Bellies.

Lard

Table listing lard in various quantities and grades.

Smoked Meats

Table listing smoked meats like Hams, Ham, dried beef, etc.

Sausages

Table listing sausages like Bologna, Liver, Frankfort, etc.

Beef

Table listing beef like Boneless, Rump, new.

Pig's Feet

Table listing pig's feet in various quantities.

Canned Meats

Table listing various canned meats like Red Crown Brand, Corned Beef, etc.

Mince Meat

Table listing mince meat like Condensed No. 1 car, etc.

Tripe

Table listing tripe in various quantities.

Casings

Table listing casings like Hogs, Beef, etc.

Table listing uncolored oleomargarine like Solid Dairy, Country Rolls.

RICE

Table listing rice like Fancy Head, Blue Rose.

ROLLED OATS

Table listing rolled oats like Monarch, Rolled Avena, etc.

SALAD DRESSING

Table listing salad dressing like Columbia, Durkee's large, etc.

SALERATUS

Table listing saleratus like Packed 60 lbs. in box, Arm and Hammer, etc.

SAL SODA

Table listing sal soda like Granulated, bbls., 2 doz., etc.

SALT

Table listing salt like Solar Rock, 56 lb. sacks.

Common

Table listing common salt like Granulated, Fine, Medium, Fine.

Washing Powders

Table listing washing powders like Snow Boy, Johnson's, etc.

Soap Powders

Table listing soap powders like Johnson's, Lantz Naphtha, etc.

CLEANSERS.

Table listing cleansers like KITCHEN KLENZER.

SALT FISH

Table listing salt fish like Cod, Middle, Tablets, etc.

Holland Herring

Table listing Holland herring like Standards, Y. M., etc.

Herring

Table listing herring like K K K K, Norway, etc.

Trout

Table listing trout like No. 1, 100 lbs., No. 1, 40 lbs., etc.

Mackerel

Table listing mackerel like Mess, 100 lbs., Mess, 50 lbs., etc.

Lake Herring

Table listing lake herring like 1/2 bbl., 100 lbs.

SEEDS

Table listing various seeds like Canary, Cardamom, Celery, etc.

SHOE BLACKING

Table listing shoe blacking like Handy Box, Bixby's, etc.

SNUFF

Table listing snuff like Swedish Rapee, Norkoping, etc.

SOAP

Table listing soap like James S. Kirk & Company, American Family, etc.

Lautz Bros. & Co.

Table listing soap from Lautz Bros. & Co. like Acme, Big Master, etc.

Swift & Company

Table listing soap from Swift & Company like Classic, White Laundry, etc.

Tradesman Company

Table listing soap from Tradesman Company like Black Hawk, etc.

Scouring Powders

Table listing scouring powders like Sapolo, Johnson's, etc.

Washing Powders

Table listing washing powders like Snow Boy, Johnson's, etc.

TEA

Table listing tea like Japan, Oolong, etc.

TABLE SAUCES

Table listing table sauces like Lea & Perrin, etc.

TEA

Table listing tea like Japan, Oolong, etc.

Gunpowder

Table listing gunpowder like Moyune, Choice, etc.

Young Hyson

Table listing young hyson like Choice, Fancy, etc.

Oolong

Table listing oolong like Formosa, Choice, etc.

English Breakfast

Table listing English breakfast like Congou, Choice, etc.

Ceylon

Table listing Ceylon like Pekoe, Medium, etc.

TWINE

Table listing twine like Cotton, 3 ply cone, etc.

VINEGAR

Table listing vinegar like Cider, Benton Harbor, etc.

WICKING

Table listing wicking like No. 0, per gross, No. 1, etc.

WOODENWARE

Table listing woodenware like Baskets, Bushels, etc.

Butter Plates

Table listing butter plates like Escanaba Manufacturing Co.

Churns

Table listing churns like Barrel, 5 gal., etc.

Clothes Pins

Table listing clothes pins like Escanaba Manufacturing Co.

Egg Cases

Table listing egg cases like No. 1, Star Carrier, etc.

Faucets

Table listing faucets like Cork lined, 3 in., etc.

Mop Sticks

Table listing mop sticks like Trojan spring, Eclipse patent, etc.

Pails

Table listing pails like 10 qt. Galvanized, etc.

Toothpicks

Table listing toothpicks like Escanaba Manufacturing Co.

Traps

Table listing traps like Mouse, wood, 4 holes, etc.

Tubs

Table listing tubs like No. 1 Fibre, No. 2 Fibre, etc.

Washboards

Table listing washboards like Banner Globe, Brass, etc.

Window Cleaners

Table listing window cleaners like 12 in., 14 in., etc.

Wood Bowls

Table listing wood bowls like 13 in. Butter, 15 in. Butter, etc.

WRAPPING PAPER

Table listing wrapping paper like Fibre, Manila, white, etc.

YEAST CAKE

Table listing yeast cake like Magic, 3 doz., Sunlight, etc.

YEAST—COMPRESSED

Table listing compressed yeast like Fleischman, per doz.

Freight Rates Sure To Get Big Boost.

Are you ready for a big boost in freight rates? If not, you should put your house in order, for it is coming as surely as death and taxes.

Everybody admits the railroads need more revenue, and almost everybody is willing to stand for a moderate increase in freight rates, but the proposition that stares the business men of the country in the face to-day is a raise of more than 50 per cent. to meet the demands of the railroad managers based upon the necessity of making a dividend return of approximately 6 per cent. after conceding to railroad labor a wage advance of at least half a billion dollars.

The railroad managers and the shippers have come to grips on this big issue before the Interstate Commerce Commission and the question will be threshed out before the Commission adjourns, if it takes all summer. There is every reason to believe that the Palm Beach suit will have gone to the cleaners for the last time this season before a final decision of this momentous case is reached.

The Commission is now engaged in determining a basis of freight rates to meet the provisions of the recently enacted law under which the railroads were returned to their owners. Because of a very general feeling of sympathy with the railroads by business men in all industries, the shippers are by no means as numerously represented before the Commission in this case as usual in big issues involving general increases, which means two things; first, that the roads are likely to secure a larger advance than would have been the case had the contest been sharper; and second, the general shipping public will have little or not information as to what is going on before the Commission until its final decision is reached.

That the total increases demanded by the railroads and by labor will amount to a 55½ per cent. increase in freight rates, is the declaration made before the Commission during the past week by Clifford Thorne, who added that if this increase should be suddenly placed upon traffic "it would demoralize American industry."

Mr. Thorne is one of the most prominent representatives of the public in the rate increase hearing now under way, and his testimony is receiving careful consideration at the hands of the Commission.

Mr. Thorne is special attorney for a number of shipping associations organized in the Middle Western States for the handling of farm products, and he has been retained by these interests presumably because of his aggressive opposition to previous efforts of the railroads to boost their freight schedules. But, however radical his views may be in this case, he is putting forward statistics which are basic in their scope. He cannot be said to be seeking to secure special favors for any particular class of shippers.

Mr. Thorne's fundamental point against the proposed new freight schedule is the contention that while the railroads are undoubtedly entitled to the rate of return as specified in the Cummings Act, the rate should be based upon a proper valuation and not upon a capitalization which rep-

resents an overvaluation of several billion dollars.

The railroads have taken the income and expenditures of 1919 as a fair basis on which to figure future expenses and profits. This position Mr. Thorne attacks and points out that even if it is a fair one the calculation of the railroads involves a big error in that they allow for increased expenses next year but do not concede any increased income due to the larger business which, in the very nature of things they will be called upon to handle.

In Mr. Thorne's opinion, the railroads will need only 18 per cent. increase for all operating and maintenance expenses and the 6 per cent. dividends guaranteed by the new railroad law. When asked what plan he would suggest for handling all the proposed freight increases which may be necessitated by the awards of the Railway Labor Board now sitting in Chicago, Mr. Thorne said:

"I can see no objection to the Commission, without hearings, adding that increased cost to the present figures, making the rate advance cover both propositions. If the railroad corporations and railroad labor are both successful in their entire demands, and if the method of applying the advance wholly to freight proposed by the railroad corporations in this proceeding be also applied to the increase occasioned by the wage advance, it will mean an increase in freight rates for the country as a whole of 55½ per cent., based upon the railroads' methods of making the computations.

"In the East and South this will mean 60 per cent.; in the West it will mean about 50 per cent. Such an added burden of two billion dollars annually, or over 50 per cent., suddenly placed upon the freight traffic of the United States, will be demoralizing to American industry.

"No man could foretell the consequences, at a time when some industries are striving to keep down their charges, and if possible to reduce them. In the railroad industry, as in some other industries, however, I do not believe that it is possible, but

it is possible to keep the advance down within certain limits."

In common with many other shippers, Mr. Thorne takes the position that all the increase in the revenue of the railroads should not be secured through higher freight rates, but that passenger traffic should also be required to bear its share. He puts it this way:

"If you adopt the policy of making a 5 per cent. increase on passenger traffic and the balance on freight, to take care of the present case, you will then have produced somewhat of a similarity in the operating ratios in the two branches of this industry as indicated by the figures of last year. We suggest, however, that a different method should be adopted to care for further increased costs.

"Any advance occasioned by the wage increase should be spread out over the entire earnings of the railroad from all sources. If the Labor Board grants an increase in wages of \$500,000,000, and the advance in this case should be modified by at least the factors we have outlined in detail, then the results would be as follows: An increase of one-half of 1 per cent. per passenger mile on passenger traffic, plus an increase of 20.26 per cent. on all other traffic (instead of 55½ per cent. on freight), would produce sufficient revenues to

take care of the present needs of the carriers added to an increased wage of one-half billion dollars."

Nothing could be clearer than that the country is in for a very heavy increase in freight rates. The only point at issue is the exact amount. Shippers will be curious to know, however, whether with the higher rates will come better service. Surely, if the railroads are to have a few billion dollars added to their annual receipts, they should be required to show a degree of efficiency far in advance of anything seen since the transportation system of the country first began to be demoralized by the effects of the big world war over three years ago.

Water Jewels.

Written for the Tradesman.

What a bit of pleasing story
July's sun revealed today,
Fascinating like the glory
Of the land where fairies stay.

Spoken not in worded whispers
Nor did fancy move the lips,
Just the soft and summer zephyrs
Told it with their finger tips.

They had caused a wondrous stirring
On the broad and quiet bay
Till in wavelets it was whirring
Like a sea of stars at play.

Then the sun sent down a glory
Into every jewel there,
Which reflected back the story:
There is beauty everywhere.
Charles A. Heath.

Pep is the soul of progress.

Grocers' Display Counters



No. 46

This glass front counter shows the goods. Goods well displayed are half sold. Are you interested? If so, let us give you full particulars and price.

DETROIT SHOW CASE CO., Detroit, Mich.

The 1920 Pack of *Henkel's* Self Raising Pan Cake Flour and Self Raising Buckwheat Compound

will be mighty Fine. In fact it will be the best piece of goods on the market.

WHY pay extravagant prices for other Brands?

Serve your trade a guaranteed Quality product with a right price by getting Henkel's.

NOTE PRICE AND PACK:

1¼ lb. Carton, 2 doz. to case	-----	@ \$ 1.25 per doz.
5 lb. Sack, 10 to a bale	-----	@ 3.55 per bale
10 lb. Sack, 5 to a bale	-----	@ 3.50 per bale
25 lb. Sack, Bulk	-----	@ 13.50 per bbl.

Give your Fall order to your Jobber now.

We solicit correspondence if further information is desired.

Commercial Milling Company, - DETROIT

Are Americans on the Downward Road?

Grandville, July 20—A defense of the Old Cap Collier detective story, as well as dime and nickel novels, by Irvin S. Cobb in the Saturday Evening Post, although written in a humorous manner, yet contained more than a modicum of fact.

No boy ever went to the bad from reading a dime, a nickel or Cap Collier thriller, because of the fact that the villain was always punished in a manner fitting his crime and the good boy or man as surely rewarded.

There were no sex problems discussed in those stories of a bygone age. No vampires, triangles of nastiness, nor suggestive words that lead to sin and crime. The editor of Beadle's dime series expressly forbid anything of an underworld nature entering into these novels, having rejected manuscripts that would to-day be considered very correct.

There are two very distinct factors going to make up the criminal budget of to-day—moving picture drama and the automobile.

The former teaches all manner of criminality, while the latter affords a quick getaway, so that the modern world has a so-called problem on its hands that will require a complete turning over of methods and regulations.

It is readily recognized that much of the scenario stuff is of a nature to lead to the corruption of our youth, and this, connected with the under-clad condition of the feminine half of the social world, is leading young people down to perdition as fast as the manager of the infernal regions can well take care of them.

Bank robberies, holdups and various stunts have found in the young ready imitators in the real world, and there will be no letup while wild west schemes of a criminal nature are permitted to disgrace our new style theaters. Picturing of vampires drawing the youth to ruin and despair are not uncommon. And the troubles and home disagreements of husband and wife caused by a third party leads to separation and the making of a demigod of the destroyer of homes, which all tells heavily in the minds of our youth, serving to demoralize and disturb conjugal relations.

Nothing of so debasing a nature was ever known in our history until the advent of the moving pictures.

It is not the fault of the scenario itself, but its wrong application which does the harm. Doubtless censorship which permits such miscalled elevated art takes its cue from the present scandalous modes of dress permitted by society of to-day. Our grandmothers would turn in their graves could they look upon the world at the beginning of the Twentieth century. The world is not what it was, this is admitted, yet to retrograde rather than progress is not favorable to the stability of government. It is said that Nero fiddled while Rome burned. Even so the American of to-day is fox-trotting while his child is frequenting the so-called great master pictures of the scenario world, there to be corrupted in his morals and manners to the everlasting disgrace of his manhood—and the girls are treading the same road!

"Look out, I'll shoot your head off!" Thus a four-year-old tot on returning from a moving picture exhibit of cowboy devilry, as supposed to exist on our Western plains at the present time.

A few days later this same young America was on the street with a fac simile revolver, snapping it at pedestrians, calling on them to throw up their hands and hand over their valuables. The small laddies and lassies are quick to imitate, and the teaching of these spectacular and debasing exhibitions of art in the name of popular amusement is of a dangerous nature.

There has been so much said about the elevating calling of the teachers in our public schools, and this ought

to be true. Next to the home the school room is the place for the best ideas to be inculcated in the budding minds of our youth. However, when some of these children's guides are ready to adjourn school for a day, that the faculty may take in a picture show, we may well cry out with some of our politicians, "Heaven protect us from our friends."

Automobile joy-riding is fast degenerating into rides to death. There is little use, however, of pointing out the dangers attending these calamitous escapades.

Rome as well as other nations of the ancient world fell because of the corruption of her people. It is unnecessary to state that America is treading the same pathway that led to the downfall of those ancient empires. Every sensible person knows this to be true. It is to be hoped the turning point toward better things will come before it is everlastingly too late and that the better element of American citizenship will note the handwriting on the wall and take heed and turn a square corner before we as a people have sinned away the day of grace. Old Timer.

MCCRAY

SANITARY REFRIGERATORS

For All Purposes
Send for Catalog

MCCRAY REFRIGERATOR CO.

944 Lake St. Kendallville, Ind.



Toilet and Bath

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids
So. Mich. Brick Co., Kalamazoo
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

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.

OWNER MUST SELL.—Modern 3-story brick hotel in busy county-seat town. 50 rooms, rate \$3.50. One of the leading hotels in the Thumb. Also 120-acre farm in the sugar beet belt, two miles from Sanduskey. Also 160 acres, eight miles from Sanduskey. Good buildings, and drainage perfect. Also 225 feet of Lake Huron frontage on Dixie Highway, with finest grove on the shore and one new \$4,000 bungalow. Wire or write for appointment. J. S. McDonald, Sanduskey, Mich. 972

I want to buy a good grocery. F. C. Harlow, Keego Harbor, Mich. 973

HELP AND POSITIONS FURNISHED—in all manufacturing, business, and professional lines. Properties bought and sold on commission. American Business Exchange, Box 227, Benton Harbor, Mich. 974

For Sale—Stock of groceries, shoes, dry goods and men's furnishings. Stock will inventory around \$12,000; also store building, 26 x 85 feet, together with four lots with barber shop which rents for \$52 per year, and ice house, 18 x 30 feet. Price on buildings \$4,000 at inventory. Will take in trade one-half in real estate, balance cash. George E. Seaman, Bailey, Mich. 975

For Sale—Clean grocery stock and good fixtures in a live town of 10,000 population. Doing about \$60,000 business this year. Stock will invoice about \$6,000. Fixtures \$1,600. In building 25 x 90. Can buy or lease building. Two blocks from nearest grocery. Address Carlson & Butcher, 1435 Peck St., Muskegon Heights, Mich. 976

For Sale—Confectionery and restaurant for sale, located in a live town of 3,500. Only restaurant in place. The chance of a life time. \$1,000 will handle deal. Address No. 977, care Michigan Tradesman. 977

HOTEL PROPERTY FOR SALE—Rental from business rooms \$55 per month. Price, terms, business, etc. right. No opposition. Address F. E. Farr, Proprietor, Bronson, Mich. 978

Will pay cash for whole or part stocks. Louis Levinsohn, Saginaw, Mich. 979
If you want to sell or exchange your business, no matter where located, write Black, 130th St., Chippewa Falls, Wisconsin. 980

A Bargain—Grocery store, good paying proposition. Owing to ill health must sacrifice. For information, write 1008 North Johnson St., Bay City, Mich. 981

For Sale—Oklahoma City—Hardware business, second largest in city of 100,000 population. Established 15 years. Gross sales in 1919, \$116,000. First three months 1920, \$55,000. Sales estimated for 1920 at \$200,000. Invoiced \$75,000 on December 31, 1919. Carey-Swanson Co., Herskowitz Bldg., Oklahoma City, Okla. 982

For Rent—90 ft. store building, centrally located in one of the best business blocks. Seegmiller Bros., Cadillac, Mich. 983

For Sale—Stock and fixtures of up-to-date grocery. Good clean stock, excellent location; four year's lease at an exceptionally low rent. Good chance for two live young men, or man with son. Same hands past five years. A fine established business. Must be sold. For further particulars write No. 984, care Michigan Tradesman. 984

Will Sell—Bakery and grocery property, now operating, building and complete equipment, account of wife's health. This property is well worth investigating. Building is 28 x 75, two stories and basement, with an addition to rear. Modern, with electric power and light wiring. Plumbing and sanitation. Centrally located, with alley at side and rear. Everything in good first-class condition. Town with 7,000 population and several large factories in the best farming section in the State of Michigan makes this an ideal location. Act quick. Address No. 985, care Michigan Tradesman. 985

For Sale—Stock and store building located in good Southern Michigan town in a very rich farming community. Store is a three-section building 66 x 72 feet. This building is absolutely modern, in every respect, with electric lights, steam heat, water system, etc., doing a general merchandise business, handling groceries, meats, hardware, boots and shoes, notions, wall paper, paint, chinaware, etc. in one part of the building, while in the other part we handle automobiles and accessories, fence, farm implements and tile. We also have one of the two coal yards in the town. Last year's sales were \$30,000, and this year's will double that of last. Address No. 986, care Michigan Tradesman. 986

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

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 groceries) \$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. 962

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. 963

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. 964

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. 966

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. 967

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. 960

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—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. 945

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. 566

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

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

EVEREADY STORAGE BATTERY

PEP
Guaranteed 1 1/2 years
and a size for
YOUR car

SHERWOOD HALL CO., LTD.,
Distributors

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

PRICE ADVANCE CHECKED.

New propositions on staple and fancy gingham have been placed before buyers for their consideration in the coming week. The Amoskeag Company has made new list prices on the same basis as that named last January and some other gingham handlers are now ready to show their new spring goods and will name prices on them shortly.

The feature of widest importance is that the rise in prices has been checked and the mills are absorbing the extra costs of production in their margins of profit. During the past six months, since prices were last named on gingham fabrics, prices paid have run above the list a matter of 2@3c per yard, but deliveries at the top prices have consisted only of small run-over lots. These top prices have been forgotten and the old list established. Since the lists were issued in January mills have made a 15 per cent. advance in wages, and they have suffered a doubling in the price of coal. Contrary to hopes and expectations, fast dyes have neither become plentiful nor cheap in the pre-war sense.

There is also another feature of the situation that indicates pretty clearly how mills feel about the future. The product of the Amoskeag Company, for example, is offered to April 1, delivery beginning December 1. Prices are guaranteed until date of invoicing. Normally, the delivery dates would begin in October or earlier. And there would be some stocks of goods on hand. Just now there are no mill stocks and the goods to be delivered on orders now in hand cannot be fully ready before December. On many goods deliveries on orders in hand cannot be completed before January 1. Announcement by the Amoskeag Company that prices are guaranteed until date of invoicing means that if the market does go lower the buyer will pay only the market price ruling at the time of shipment.

The mill proposition, as reflected in the agents' circulars, means that the buyers of gingham must now proceed to place orders. They have no cause for worrying about price on the goods up to the time of delivery. They will also have the assurance of receiving the goods they order if they can be manufactured. Should a similar policy be followed by other concerns that are to be called on to name prices in the near future it is probable that production will not be impeded as it is being impeded in the case of wool goods and silk goods.

The dress fabric buyers are in New York in large numbers this past week to attend their various conventions and to look about at the various offerings in all sorts of dress fabrics. It is the general opinion in the trade that there will be no buying of any moment for spring at current prices until the visitors have had plenty of time to look over the whole market. This will not be unpleasant to sellers, as they have concluded that the gray goods markets have not yet fully settled and they are quite willing that buyers shall take their full time. While some prices have declined during the past week there have been

several signs indicative of a firmer bottom to the markets than buyers are talking about or than many sellers are crediting.

Raw silk has ceased to gyrate speculatively and the feeling among importers is that they can choke off incipient speculation. When this condition becomes a little more apparent there will be merchants who will announce their policies for spring and start up a moderate line of business with selected customers. Some of the dress goods houses handling worsted goods do not expect to do much before August 15 or September 1 on staple dress goods prices for spring 1921.

REDEDICATE AMERICA.

Two years ago now the American forces in France began their counter-offensive at Chateau-Thierry which halted and threw back the German advance. We recall this event not with any purpose of re-echoing the nauseating chatter, now happily fallen silent, about "how America won the war." We do recall the event with pride as one to whose memory every American must always thrill because it was the day on which America's soldiers took their first notable part together with the Allies in opening the attack which ended four months later in victory.

That period, which began two years ago, when America finally added a decisive strength to the forces of the Allies gallantly holding the wavering lines until she was ready, was the great period of the war. It was the period in which our determination was finally developed most clearly in action; and it was also the period in which our purposes were most clearly developed in private thought and public utterance. The unity of will and deed which America then attained made it possible for us to achieve for the general cause what we did achieve.

Now, two years afterward, we find ourselves almost dissociated from the friends of those days and engaged really in settling in a general election what we as Americans propose to do about the victory which we in common with the Allies then gained. In the first week of November, almost exactly two years from the day of Germany's final admission of defeat and the conclusion of the armistice, we shall take a Nation-wide vote which will determine largely what is to be our attitude as a Nation toward the issues then left unsettled and the obligations disregarded and denied until now. The clarity of purpose and the unity of will which exalted and made bright those days have been tragically obscured. It is for us now, in the anniversary of that period of mutual triumph, to recreate the determination which then gave us power and to rededicate America to the ideals which then gave the world hope.

The habits you form count for more than the resolutions you make, because a habit is a living resolution.

Don't grumble or complain about the weather—you can't change it—no one ever has.

FRANCE SOUND AT HEART.

France celebrated last Wednesday the fall of the Bastille. It was her second celebration of the event that marks the winning of her liberty since the fall of the Bastille of Prussian militarism, and the fourth since we were privileged to join in a special way in the observance of the historic anniversary. In the two years that have fled since Foch sent the invading Germans headlong home, the world, or part of it, has evinced a disposition to look with critical eyes upon the nation whose iron steadiness in 1914 first astonished and then thrilled humanity. People have made the amazing discovery that France is human. Having been shattered by the same foe twice within a generation, she is found guilty of acting exactly as any other nation would act under the same circumstances. She offends some of her erstwhile admirers by manifesting a determination to arrange matters so that there shall be no third blow. This is hard to forgive—especially if one is 3,000 miles away and has neat little plans for solving everything which would work perfectly if only human nature were different.

How fortunate it was for both the Old World and the New that human nature as displayed in the land of Joan of Arc is what it is! It was France that showed brutal Germany and the world that the arrogant Prussian war-lords had undertaken an impossible task. They knew it at the Marne, but they had to learn it again at Verdun. And France never seemed to tire of teaching them. It was as if the Kaiser's bestial and blood-thirsty legions had been created for the sole purpose of giving France the opportunity of demonstrating the highest glories of human daring and human fortitude. We saw her assailed by the most terrible enginery that science had been able to devise, assailed suddenly and unexpectedly, and compelled to meet the full force of the shock in the very moment of the onset. Caught off her guard, France parried until she could get herself into a position to fight on something like equal terms. Then was witnessed one of the most dramatic spectacles of history. While the dumb, driven German forces, "clad in complete steel," were advancing by mighty steps towards Paris, Joffre, employing such tactics of delay as were at his command, summoned into being the armies upon whom rested the fate of France. While she fought, she prepared to fight. As soon as she was ready, she struck, and the Marne became immortal.

When can such glory fade? And when will the world cease to be surprised over its surprise at the revelation that France was not the strange, exotic thing it had thought her? How could a people achieve what her people was achieving in art, in letters, in science, in mechanics, and not be sound at heart? We are all proud to stand beside her to-day, proud that we had a part in repelling the invader from her sacred soil. We hail it as a happy augury that our share in the great event began on the day of her anniversary. In peace as well as in war she needs our support. Let

us not withdraw in the calm the hand we extended in the storm. To the noble trinity of Liberty, Equality and Fraternity let us add Unity.

NO GOING BACK.

Fifteen-dollar shirts marked down to seven-fifty means the beginning of the end of an epoch. It has been a time in which generations of cynics will take joy. People were asking themselves while the agony of the war was upon us what values the future holds in compensation for so much pain. The answer of the armistice seemed to be: "Silk values." Through the clouds of a world's suffering there were stout hearts which discerned the glimmer of a new life, but it was only the shimmer of silk. Humanity when its trial was hardest upon it talked in terms of sackcloth. But it surrendered to silk.

The cynic's case is easy enough. The vanities, extravagances, appetites, callousness of the human animal were only stimulated by the spectacle of a bleeding world, and even while men were dying by the millions their fellow men safe at home—their own kin, it might be; their own wives at work in the munition factories—were reacting in terms of silk. But there is another possible view. It is one which must confess that out of the agony of hundreds of millions well-being was born for other millions. That is the paradox of life. It has been, however, a well-being expressed in much wider terms than silk. The whole standard of life has been raised for the workers of the world, and the laborer's silk shirt is only the banner of his advance. That banner may be lowered but not necessarily in defeat. It may mean only that the peace has been signed and conquests recognized. Silk shirts, pianos, fake diamonds and chromos were the most conspicuous reaction of the worker to high war wages, but they never were the most important results. Silk and pianos were only the spume of a great wave of better food, better clothes, better housing and wider pleasures. The spume will vanish; the forward surge will not get back.

It is part of the tragi-comedy of progress that the blood of men shed in Flanders should have made it possible for their wives and children in England to win good food and decent garments. But it is due to the men who died that what they won for their families with their own lives should not be besmirched. The silks of the new order will vanish; the essentials of a new and better life will remain. And even if it means a problem of high wages, of industrial unrest, of difficult adjustment, it is best for the world that there shall be no going back.

Freedom is essential to achievement. No one can do his greatest work when his mind is cramped with worry, anxiety, fear, or uncertainty, any more than he can do his best physical work with his body in a cramped position. Absolute freedom is imperative for the best brain work. Uncertainty and doubt are great enemies of that concentration which is the secret of all effectiveness.