

GRAND RAPIDS
MICHIGAN

MICHIGAN TRADESMAN

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 28, 1920

Number 1923

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MAKE GOOD

If you start to do a thing,
 Make good;
 If it be to dance or sing,
 Make good;
 Or to be a noted cook,
 If to write a famous book
 Do your best, by hook or crook,
 Make good.

If you have a goal in view,
 Make good;
 It is simply up to you,
 Make good;
 Talk is cheap, so cut it out,
 If you win the victor's shout
 You must watch what you're about,
 Make good.

If you make a little bluff,
 Make good;
 Ante up the promised stuff,
 Make good;
 Failure everywhere is rife,
 Be a live one in the strife,
 Do the best you can in life,
 Make good.

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
NU
BRAND**

TRADE MARK
BRANDNU

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



**FRANKLIN
GOLDEN SYRUP**

Always in Season



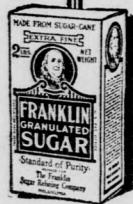
For table or for
cooking.

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

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



Big returns for you on the sale of

Fleischmann's Yeast
for Health

Talk this natural beautifier to your customers.
National advertising on this subject is sending
you the customers—all you've got to do is to
back it up.

Give your customers the booklet—

"YEAST FOR HEALTH"

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable
belts in the Union, grown on lands close to the various plants; packed fresh from the fields
and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red
Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT

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Thirty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 28, 1920

Number 1923

MICHIGAN TRADESMAN

(Unlike any other paper.)

Each Issue Complete In Itself.

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OF BUSINESS MEN.
Published Weekly by

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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PRESSING PROBLEMS.

The city has been called the "hope of democracy." There may be reasons to fear that it will become the "despair of democracy." Whether it shall prove to be the one or the other depends altogether upon the attitude of intelligent citizens toward community problems. The congregating of large numbers of persons in the limited area of a city in itself presents physical problems of a serious nature. Merely to house decently and to transport efficiently such a population may constitute problems that shall tax the ingenuity of the most intelligent. When that population is made up of numerous races, speaking many languages and with varied standards of living the problem of making the city American and keeping it so in its standards of living, in its attitude toward governmental institutions and in its language becomes so complex as to cause even the most hopeful almost to despair.

There are also psychic aspects of the problems of the city that present even graver dangers than do its physical aspects. The city always has been the birthplace of the revolutionary mob; it is the magnet toward which the discontented flock, and it is in itself a breeder of radicalism. The clash and the conflict of life in the city generate dissatisfaction and desire for change, whether it be in social conditions or in forms of government. At the same time that the congested center of population is the place of revolt it is also the place of convention. Men of the city move in masses, whether it be in following the fashion in dress or adopting the latest fads in religion and politics.

The youth of America and the continual influx of rural recruits have combined to postpone the dangers that have in times past characterized the growth of cities. But America has not wholly escaped those dangers, and foresighted men and women to-day see in the industrial unrest and political radicalism the possible

beginning of movements that may conceivably shake civilization to its foundations; for such things have happened numerous times in the history of mankind.

There are no conditions in America to justify revolution as revolution has been justified in the past. There is no oppression either industrial or political that can not be removed by the orderly processes of government. There is no problem of housing that the forward looking citizens of a community can not solve. There is no problem of Americanization that the public schools and similar agencies can not solve. All that is required is that each true American who loves his country, who appreciates its blessings and realizes his duties as a citizen, shall engage to contribute of his time, his money and his thought to the solution of these problems as they arise. There are many hopeful signs that such an understanding is dawning upon the people of the United States.

TAXATION PROBLEMS.

On no purely domestic subject is it more needful that an intelligent public opinion be formed and expressed before Congress meets again than on the subject of taxation. The propriety of a thorough revision of our tax laws is obvious. Neither of the two great party platforms nor of the two leading Presidential candidates has offered a clear and detailed utterance on the problem. The Republican platform declares that "the character of the taxes can and should be changed," but elaborates this only by saying that the tax laws should be made simple and understandable and should not "excessively muleet the consumer or needlessly repress enterprise and thrift." The Democratic platform asks only for the discontinuance in peace times of the taxes devised to produce a war revenue and for the drafting of measures to keep capital in productive enterprise and check its diversion into "non-productive expenditure." A campaign can be fought on generalizations, but tax reform cannot be won that way. It is for the people to inform themselves of expert opinion, make up their minds and demand specific changes and improvements. Every one feels that fundamentally the heavy reliance of the Federal Government on income and profits taxes is sound and must be continued; every business man feels also that certain features of the present income and profits tax are unjust and unwise.

The saddest gink we ever saw was one who hadn't discovered what he wanted to do.

CONDITIONS IMPROVING.

The rate increase granted railway employes will be the more endurable if it marks the culmination of the price movement fostered by the vicious spiral of wages and prices. The award and the rate increase come together just when conditions are ripe for such an effect, both economically and psychologically. Prices are undeniably high even to those who have received the wage increases, and who now imagine that their wages are deceptive. It is no more possible to reduce production and enlarge the distribution of consumable goods than it is possible both to raise wages and reduce the rates which pay the wages. It ought not to have been necessary to prove this by an object-lesson in both cases, but it may be hoped that the demonstration is now complete. If so, there is an outlook more promising than any since the war began, or for six years, as Mr. Gary expressed it in newspaper interviews last Friday. His reason for expecting better economic conditions is the development of a feeling of responsibility of workers for the results of their work.

Mr. Gary is severe with those who have taken unreasonable profits. He is equally severe with those workers who have made or have abused opportunities to exact wages for unnecessary work or have taken wages for work not done. One of his examples is the union custom which makes it necessary to employ four men to remove and replace a headlight, whereas one man can do the work in less time. There have been scores or even hundreds of drastic and unreasonable laws imposing wage payments on railways not less disgraceful than the regulations which denied to the railways a fair return for their services. Within a month Mr. Gary says he has observed an increase of efficiency among his workers. There is not one of them who will not feel himself more a man if he earns his wages. Under the award the railway men will have a right to that feeling for the first time since the Adams-on law. The Esch-Cummings award is disinterested opinion that the men ought to be paid more. They will be given it without grudging if they will earn the money they ought to have.

There is margin enough for betterment upon Government operation for the men to earn their increased wages and also for the roads to earn their higher rates. The conditions could hardly have been less favorable than since the roads were returned to private operation, and yet the betterment of traffic conditions has been marked. The increase of rates is necessary for the improvement of financial condi-

tions, but the traffic conditions are improving by leaps and bounds. The improvement is greatest where the deterioration has been greatest. All know that a double-track road has greater capacity than two single-track roads. The Baltimore & Ohio and the Erie were operated as a double-track system would be, to the great increase of traffic, but with destructive effect on their earnings. Last Friday it was reported that the Erie had increased its traffic 14 per cent, since its return to private operation, or 444,461,000 ton miles increase. With suitable rates, that will mean profit for the company as well as increased service for shippers. According to the Federal Reserve's review for July, the deficiency of railway service is the "dominant factor" in the credit constriction.

THE WAR ON THE MOSQUITO.

At this time of the year, when the city dweller discovers that the silent, lean, little mosquito which haunts his backyard has as wicked a sting as any of the larger hummers that make life in the suburbs one long scratch after another, there will be general rejoicing over a report printed in the London Times of a new method of destroying mosquito larvae before they have a chance to spread their wings or sharpen their proboscides.

Long-suffering mankind is thoroughly familiar with the fact that the mosquito lays her eggs in any collection of stagnant water—in roadside ditches and ponds, in sagging roof gutters, in old rain-filled tins or bottles. The smallest collection of water and a few hours of time are sufficient to breed a whole flock of the malarial pests. Important reductions in the number of mosquitos can be made by removing all receptacles likely to furnish breeding places, by filling up stagnant waterholes, or, where these courses are impossible, by covering the offending sheet of water with a film of kerosene oil that will prevent the "wrigglers" from breathing and so exterminate them. This last course is often unsatisfactory, either because the oil kills fish or desirable plants which may be in the water or because it spoils the water for drinking purposes alike for man and livestock.

The Pasteur Institute is now reported to have discovered that a certain preparation of powdered formalin sprinkled on the offending water destroys all mosquito larvae without spoiling the water for drinking and without injuring the fish. The exact formula has not yet been made public. Details of the manner in which so strong a disinfectant can be used without results harmful to others than the mosquitoes will be eagerly awaited.

One working honey-bee is worth a whole swarm of maybe's.

RETAILERS ON THE FENCE.

They Will Buy and Sell Soap For Profit.

New York, July 26—The decision of Procter & Gamble to cut loose from the jobber and sell direct to the retailer has raised a lot of hue and cry; a tempest in a teapot, with much noise but little wool.

Just why all this hullabaloo should be revived at this late day is a mystery, because we were under the impression that the principles underlying the causes which led up to the decision whereby this firm changed its selling policy are quite ancient. They no doubt discovered, just as have numerous other specialty manufacturers, that the jobber cannot afford to give the time to selecting certain staples and getting their salesmen to give special attention to their product.

This is very pointedly so as regards soaps, etc., and the jobbers must know that when P. & G. took this stand they were right in keeping with the policy of Babbitt, Kirkman & Son, and yet to-day we believe they are doing a splendid business and letting the other fellow do the worrying. Why doesn't the jobber go a step further and take up the entire specialty line and apply the same acid test?

I have in mind another soap firm which formerly had a jobbing policy of allowing 25 cents per box on all orders taken on the retailer by the soap salesman for his account. The writer was one of these salesmen at that time and during a period of sixteen years he never heard even one jobbing salesman offer the retailer any of his firm's soaps, and when the retailer asked the jobbing salesman for the deal card he was generally told he could be supplied cheaper out of jobbers' stocks, etc. Thus was the entire missionary work of the soap manufacturer undone, and meanwhile a competitor dealing direct with the retailer got away with the business, while the other soap firm which tried to favor the jobber received consolation, etc., for his efforts to play fair. These are facts and can be verified.

Again, is it not a fact that nearly all of the nationally advertised specialties are just so much dead weight on the jobbers' hands? It may not be admitted openly, but we believe that the most of the jobbers carry these only as an accommodation, and in the majority of cases do not care to sell them, this applying especially to soaps, cereals, etc. This being the case, why is it necessary then to raise all these issues now, when these conditions are common and are generally accepted? All this talk about the jobber letting the manufacturer who sells the retailers direct have all of his output is simply an old threat, which never happened and will not happen now.

Again, the supposition that the jobber is to be replaced or put out of business is also the revival of an old threadbare statement, which also has no foundation in fact. We are of the firm opinion that this so-called new method of buying will continue to get new followers from time to time, just as fast as manufacturers realize that this is the best method of distribution. Anyone with an open mind knows that there is not nor will there ever be any attempt nor any idea of putting the jobber out of business.

We are of the firm opinion that the same relations that have existed will go on as before. Co-operative buying is not of yesterday, and the average jobber has met the situation and governed himself accordingly. It is pretty late to begin throwing bricks and avails nothing. It certainly will not stop either the retailer or the manufacturer from getting together and doing business if it is found profitable.

But there is an element in the retail grocery trade which realizes that modern conditions make it absolutely necessary that he get these nationally advertised specialties at first cost. Competition compels him to do this,

because the demand created by these manufacturers practically forces him to carry them. The jobber also realizes this fact even if the pill is hard to swallow. All this talk about practically boycotting these specialties is mere buncombe—he couldn't if he would, and he wouldn't if he could.

It is asked what the retailer will do under the new P. & G. arrangement, to which we make answer that he will go right on supplying the demand created and will also add his personal recommendation when he realizes that there is a special inducement to push this brand, and which happens quite often.

We realize that all retailers are not 100 per cent. efficient, but there is an element in the trade that has awakened to the fact that he must buy certain things right in order to compete with the larger bodies which threaten his existence, and which the jobber nursed into life years ago. The jobber might then have stepped in and seen that this octopus of the grocery trade would in time jeopardize the individual, but he failed, and now we are facing the situation created by this neglect.

On the other hand, we see where the jobber has failed to support the manufacturer who tried to remain loyal to the jobber and distributor, but eventually found the business slipping away from him because of his indifference, substitution, etc., and to-day we see not only P. & G. but other nationally advertised specialties being offered to dealers direct who can buy quantities regardless of whether their names are printed in the exclusive jobbers' directory. The courts have held that a wholesale grocer is one who buys in wholesale quantities, and that seems like good horse sense, at least when it is used as a basis of who may buy twenty-five cases of any product.

We are of the opinion that the jobbers will find it to their advantage to continue selling not only P. & G. goods, but any other firm's adopting the same sales policy. There is business aplenty for all, and the New York city grocery trade is not going back to the old-time methods of purchasing through the exclusive channels some interests would lay down for it.

Why rave and rant against a fact—an established fact at that? The game is an open one, and with a fair field the best man will win. The addition of one more firm to the bad list will not make much of a ripple, and a month or so from now we shall forget it, unless the powers that be continue to rave, with but little, if any result.

John H. Meyer,
Secretary New York Retail Grocers' Association.

Bottom Facts From Booming Boyne City.

Boyne City, July 20—Boyne City is having considerable activity from the outside. During the past week, the County Farm Agent's office has been the headquarters for a farm bureau organization drive. Next week the State Beekeepers will assemble here for their summer meeting and the first week in August a bunch of farmers from the Southern counties will be here. The Farm Bureau drive was very successful and the Beekeepers are coming because they had so good a time last year that they wanted some more of the same.

After a conference at the Chamber of Commerce of the retail coal dealers, the Council is sending Alderman Wm. P. Vought to the coal conference at Lansing. So far our dealers, although they placed orders early in the season, have received no coal, nor any promise of shipment, and the rapidly dwindling wood supply is creating more or less anxiety as to the supply for winter, both in quantity and price. It looks now as though the quantity would be short and the price very long, indeed, unless the operators have a decided change of heart.

SWAT THE WHATTER.

One of the Most Annoying Things in Business.

In business life whatter does not rely alone on his early What? which would only serve to have the question or request repeated. The whatter is now faced with more of a problem than focusing his slow mind on parts of a lesson previously studied. He must have more time to think out the answer which may require intense mental effort on his part—because he has never exercised his brain for fast thinking. Your whatter being placed in such a position answers a question by repeating the question with a rising inflection. The question is then repeated for him, but he has stalled time enough for his brain to function, and unless the problem is beyond his understanding he will drag the unwilling solution out.

Another whatter who answers a question asked is the timorous person who is always afraid of doing the wrong thing and needs reassurance to bolster up his fear of not doing the task correctly. Daily they do the same tasks or one relatively the same and each time they what their orders. You want me to take a letter for Jones Smith Company? "You want the forceps boiled, did you say? You say this package goes to 127 Sixth street?" These are a few samples of the whats which keep these people in a groove. It is the reason of their mediocrity and it is the reason why so many men are wonderful office men to the bosom of their family at home and rank, slow-witted dubs in the office.

Another type of whatter is the person who is slightly deaf and will not admit it. Their maddening whats or their repeats calculated to make one always talk loud to them serve to bring the contrary out in us and we instinctively talk low to them to prove them deaf or yell at them when we really want them to hear.

Of all the whatters who makes one see red is the telephone central whatter. Hundreds of people mumble, gutter, shout, or scream into the transmitter; the louder the better, they think. Everything is lovely until a whatter takes your number. She heard it perfectly, but while her slow brain is registering it and her hands are slowly co-ordinating to plug it she runs true to her habit and, "What number did you call?"

Have you ever called up an office that afforded an exchange and stated to the operator what you wanted and asked to be connected with some one who was familiar with that part of the business? She heard you—heard every word of it—but instead of asking you to wait a second while she figured out the right person to whom you should talk, she whats you.

How much money firms lose by whatters never can be calculated. The average shopper does not wish to talk loud and have her bargaining heard for yards around—your diner does not wish to have people at remote tables hear his order—occasionally people do not wish to shout into phones so everyone about them may hear the conversation. We once knew a very famous drinker who ordered his drinks in a whisper, and woe to the bartender who whatted him.

The business world solves the problem of the whatter by paying whatter salaries and keeping them always in the whatter class. As skilled labor the whatter can hide behind a union card or keep moving. All of our discussion of the whatters has been over the type who really could gear their mind up—the stupid whatter is beyond any remedy and will always remain a whatter.

New Alignment at City Bakery.

The City Bakery Company has been re-organized with an authorized capital stock of \$125,000, of which \$92,500 has been subscribed and paid in. The directors of the new company are Hubert Daane, J. W. Triel, W. Hazel Reily, A. A. Scott, Roy Watkins, A. J. Michmershuizen, L. J. Witters, George Towers and Dr. William Northrup. The officers are as follows:

President—Hubert Daane.

Vice-President—J. W. Triel.

Secretary and Treasurer—W. Hazel Reily.

General Manager—A. A. Scott.

Mr. Daane will not be active in the business.

Mr. Reily, who was long in the employ of the Hazeltine & Perkins Drug Co., will have full charge of the office.

Mr. Scott will assume full charge of the manufacturing department.

With new ovens and greatly augmented floor space, the company is in excellent condition to meet the requirements of its constantly expanding circle of customers.

TESTING TRADESMAN ADVERTISING

Big Cut in Cottons.		
36 in. Brown Sheetings		
19½	Cut to	\$.17
20	Cut to	.18
21	Cut to	.19
22½	Cut to	.19½
25	Cut to	.20½
25½	Cut to	.21½
26½	Cut to	.23
27½	Cut to	.25
32½	Cut to	.26½
36 in. Bleached Mustin.		
27½	Cut to	\$.22½
29	Cut to	.25
29½	Cut to	.26
31½	Cut to	.27½
36 in. Bleached Cambrics.		
29½	Cut to	\$.25
30	Cut to	.26
31½	Cut to	.27½
36 in. Fine Sheer Nainsooks.		
29½	Cut to	\$.25
30	Cut to	.26
31½	Cut to	.27½

Shipped from Milwaukee. Wire or mail orders to W. B. DUDLEY, Grand Rapids, Mich.

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.

The Strength of Growth

There is a visible strength, which manifests itself in great buildings crowded with workers, widespread warehouses, the steel girders of fast-rising factories. An institution may, we believe, feel just satisfaction in such signs of progress.

The Strength of Service

The real measure of an organization lies deeper down, however, in that unseen but mighty relationship between house and customer which is based upon integrity. It is our pride that we have justified the confidence of our merchant friends by more than half a century of "honest service" to all.

Looking Forward

Not to look back, but ever forward—with the firm resolve that things of the past shall be stepping stones to better things in the future—such is the spirit of this house.

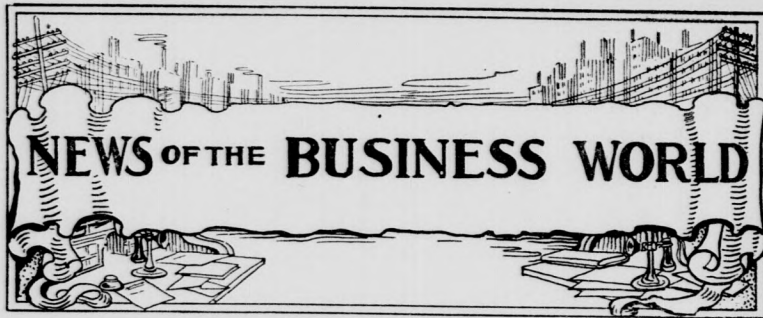
So, inevitably, we have BUILT STRONG, for permanent rather than temporary success, and with the thought of service ever uppermost.

To-day—more than "fifty years young"—we offer you a very real service indeed, buttressed by experience, quickened by enthusiasm. It is service which is yours for the asking.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Merrill—Fire completely destroyed hotel Merrill, July 20. The hotel was 32 years old.

Detroit—The General Sales Co. has increased its capital stock from \$150,000 to \$250,000.

Blissfield — The Blissfield State Bank has increased its capital stock from \$30,000 to \$50,000.

Sidney—Fire destroyed the grain elevator of Charles O. Burgess, July 22, entailing a heavy loss.

Detroit—The Clark-Howes Co., jobber of cigars, has changed its name to the Soves-Shoemaker Co.

Standish—Fire destroyed the store building and stock of general merchandise of S. Underwood, at Delano, July 25.

Ovid—The Farmer's Co-Operative Elevator Association has been organized with an authorized capital stock of \$15,000.

Quincy—C. C. Burger, of Adrian, has taken possession of the R. C. Speer grocery stock which he recently purchased.

River Rouge—The Brownlee Co., wholesale dealer in lumber, has increased its capital stock from \$450,000 to \$750,000.

Negaunee—Lennart Rinne is closing out his jewelry stock and will remove to Warden, Ohio, where he will open a similar store.

Bannister—Claude Wooley has sold his grocery stock and store fixtures to Mr. Starling, of Grand Haven, who has taken possession.

St. Louis—C. B. Tuger has sold his grocery stock to George W. McVey, who has clerked in the Tuger store for the past seven years.

South Lyon—C. Conely and E. Dewey have formed a copartnership and purchased the O'Dell garage and automobile supply business.

Carson City—G. E. Siple & Son have sold their stock of agricultural implements to G. E. Siple, of Greenville, who will continue the business.

Saginaw—Reid Bros., Inc., has been organized with an authorized capital stock of \$100,000, to conduct drug stores in Saginaw, Flint and Davison.

Ishpeming—Mrs. William Anderson succeeds Miss Alma Carlson in the millinery business and will continue it at the same location on Main street.

Coldwater—Fire starting in the paint department, destroyed the garage and livery stable of Van Aken Bros., July 16, entailing a loss of about \$80,000.

Watervliet—The Watervliet Oil Co. has been incorporated to deal in gasoline, kerosene, etc., at wholesale, with an authorized capital stock of \$20,000, \$15,000 of which has been subscribed and paid in in cash.

Lansing—The John H. Rose Co., pioneer commission dealer, has purchased a site on South Hosmer street and will erect a large refrigeration plant on it.

Paw Paw—The John V. Free State Bank has been incorporated with an authorized capital stock of \$30,000, \$10,000 of which has been subscribed and paid in in cash.

Mt. Clemens—The Farmers Co-Operative Association of Macomb County has purchased the plant of the Wolcott Milling Co., taking immediate possession.

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

Quincy—E. K. Pearce has sold his dry goods stock and store fixtures to Robert L. Eckles, recently of Toledo, Ohio, who will continue the business at the same location.

Eaton Rapids—Hale & Pettit have sold an interest in their undertaking stock to John Bunker and the business will be continued under the style of the Hale & Pettit Co.

Carson City—G. E. Siple & Son have sold their agricultural implement stock and store fixtures to Lawrence Siple, of Greenville, who will take possession about Oct. 1.

Detroit—The Garson Motor Sales Co. has been incorporated with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and \$4,400 paid in in cash.

Maple Rapids—D. A. Boatwright has sold his interest in the Square Deal Tire Shop to his partner, B. C. Wright, who will continue the business under the same style.

Detroit—The drug stock of Kates & Walker, 1474 14th street, has been sold to E. J. Meyer. Mr. Meyer formerly owned the Jones Drug Store, Grand River and Vinewood.

Detroit—The drug stock of Dr. E. J. Cobleigh, 1519 Mt. Elliott, has been sold to F. C. Bellmore. This will be Mr. Bellmore's second store, the other one being on Harper avenue.

East Lansing—The Adams Grocery Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$12,000 has been subscribed and paid in in property.

Pellston—The Pellston Produce Co. has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in, \$1,500 in cash and \$3,500 in property.

Lansing—F. L. Cook and John Viges have formed a copartnership and purchased the Michigan Rubber Repair & Tire Co. stock and will continue the business under the same style.

Howell—Hoff Bros. cement garage on South Michigan avenue has been completed and is open for business. A complete stock of tires and automobile supplies and accessories will be carried.

Buchanan—E. H. Wisner, formerly of Valparaiso, Ind., has purchased the drug stock of Fisk & Rogers and will continue the business at the same location. J. M. Rogers has removed to Elkhart, Ind.

Marquette—Miss Nellie Fryfogle has purchased the Smith millinery stock and will continue the business at the same location in the Mining Journal building, under the style of the Parisian Hat Shop.

Kalamazoo—The James J. Van Kersen Est., dealer in general merchandise, has merged its business into a stock company under the style of J. J. Van Kersen, Inc., with an authorized capital stock of \$10,000.

Ann Arbor—Eleazer E. Calkins has merged his drug business into a stock company under the style of the Calkins-Fletcher Drug Co., with an authorized capital stock of \$75,000, \$60,000 of which has been subscribed and \$7,500 paid in in cash.

Hancock—The Archie J. Verille Co. has been incorporated to deal in building materials, building and office fixtures, furniture, ice cream tubs, etc., with an authorized capital stock of \$60,000, \$30,000 of which has been subscribed and paid in in property.

Detroit—Charles A. Strand has merged his plumbers' supplies and plumbing business into a stock company under the style of the Strand L'Annen Co., Inc., with an authorized capital stock of \$2,000, of which amount \$1,100 has been subscribed and paid in, \$1,000 in cash and \$100 in property.

Alma—Plans for the organization of the First National Bank of Alma and for the formation of a holding company which is to purchase the Pollasky block and remodel it into a modern bank building, are under way and it is expected that within the coming week the organization will be completed.

Lansing—The C. J. Rouser Drug Co. and H. C. Krause, former stockholder in the company, have purchased the store building and stock of the Lansing Drug Co., at 325 North Washington avenue. The business will be conducted under the style of the Rouser Drug Store, No. 3, and will be managed by H. C. Krause.

Ishpeming—The E. A. Johnson Co., conducting a grocery store on First street, is to open a branch store at the corner of Third and Vine streets, about August 1, with August Johnson in charge. A building to house the business is now being erected there and the contractor will shortly complete the work. August Johnson has been connected with the firm for a number of years and is well qualified to assume charge of the new store.

Hopkins—The sympathy of the trade will go out to the merchants of Hopkins who were scourged by fire Sunday afternoon. The mercantile interests of the town were laid low by fire about forty years ago, but soon rallied and replaced the burned buildings with better and larger structures. There is every reason for be-

lieving that the same result will ensue from the present disaster. Surrounded by a rich farming country, inhabited by well-to-do farmers, the enterprising and progressive merchants of Hopkins can be depended upon to do their share to re-establish themselves as rapidly as circumstances will permit.

Manistee—Manistee's largest department store will go out of business as soon as the closing-out sale of the Larsen Brothers firm comes to an end. Harvey B. Larsen, who is associated with Mrs. A. T. Seelley in the ownership of the business, expects to leave soon on a six months' vacation which will consist of fishing and hunting trips. Mr. Larsen says he isn't sure whether his outings will lead him to Canada or South America, but he promises not to discover more than a dozen or two of rivers. Mr. Larsen has been engaged in business in Manistee as the head of the Larsen Brothers firm since March, 1916. He was associated with his father, H. B. Larsen, for sixteen years previous.

Manufacturing Matters.

Detroit—The Active Castings Co. has increased its capital stock from \$10,000 to \$30,000.

Niles—The Dry-Kold Refrigerator Co. has increased its capital stock from \$75,000 to \$120,000.

Detroit—The Liberty Motor Car Co. has increased its capital stock from \$1,400,000 to \$2,750,000.

Houghton—The flour mill of the Houghton Mill & Elevator Co. is now complete and open for business.

Detroit—The Calorizing Corporation of America has increased its capitalization from \$99,000 to \$350,000.

Detroit—The Detroit Valve & Fittings & Detroit Brass Works has changed its name to the Detroit Brass & Malleable Works.

Hemlock—The Hemlock Creamery Co. has sold its plant to the Hemlock Farm Co-Operative Club, which will continue the business.

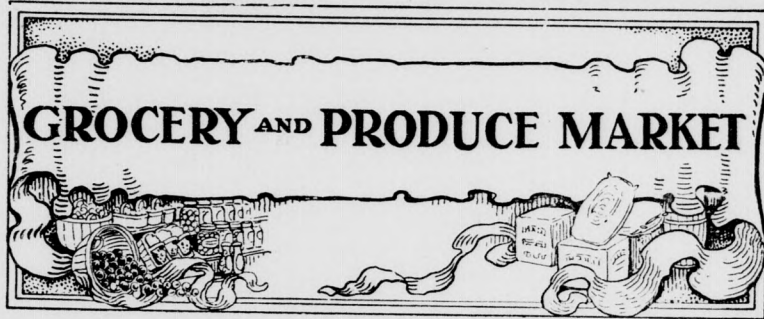
Owosso—The Owosso Paper & Twine Co. has merged its business into a stock company under the same style with an authorized capital stock of \$10,000.

Detroit — The Wolverine Boiler Works has been incorporated with an authorized capital stock of \$6,000, \$3,000 of which has been subscribed and \$2,000 paid in in property.

Muskegon Heights—The Quality Aluminum Casting Co. has been incorporated with an authorized capital stock of \$40,000, \$20,000 of which has been subscribed and \$4,000 paid in in cash.

Rollin—The Rollin Milling Co. has been incorporated with an authorized capital stock of \$30,000, of which amount \$16,000 has been subscribed, \$2,350 paid in in cash and \$6,000 in property.

Bruce's Crossing—Mr. Peterson has merged his milling business into a stock company under the style of the Community Milling Co., with an authorized capital stock of \$16,000, \$10,000 of which has been subscribed and paid in in cash. The corporation has purchased thirty acres of land adjoining the milling property and will erect a creamery and cheese factory during 1921.



Essential Features of the Grocery Staples.

Sugar—Refined sugar is working down to a lower level, but it will be some weeks before the lower prices will be in effect in Michigan, because they are mostly made for August shipments which may not arrive at destination before September. Some New York refiners are now quoting 21c for shipment Aug. 10 and the Chatham (Ont.) refinery is offering Canadian refined sugar at 20 $\frac{3}{4}$ c, delivered at Michigan points. Raw sugars have declined 2c per pound during the past week, which has created an unsettled feeling in the trade. The principal cause of the decline was not so much the offerings from Cuba or Porto Rico as it was the efforts of recent buyers of outside sugars to reduce their holdings. They apparently have over-bought themselves on the idea that there would not be enough sugar to go around. But the extraordinary high prices prevailing have attracted sugar here from all over the world, even if sellers had to do without it themselves, and the result has been a steadily declining market, with the effect of these sugars becoming more apparent every day. It will be recalled that during the latter part of May raw sugar sold above 23c per pound cost and freight; ever since then there has been a slow but steady decline until 15 $\frac{1}{2}$ c was reached during the past week. In fact there was even a distressed lot sold to a New Orleans refiner at 15 $\frac{1}{4}$ c, but, generally speaking, the undertone seems to be a little steadier at the 15 $\frac{1}{2}$ c level, although there is no indication that the decline is over, as there is still considerable anxiety on the part of buyers to resell some of their high grade raws to refined.

Tea—The market has put in a dull and rather easy week. Holders here and there are pressing for sale at rather weak prices. Buyers are holding off because they are not sure of the market. London, the conditions in which always affect tea prices on this side, is quoting very low rates just now. The consumptive demand for tea is good enough, but buyers are inclined to come in to replenish only at the last minute.

Coffee—The market on all grades of Rio and Santos is weak and inclined to be a shade lower for the week. News from Brazil is very unsettled, as the market has apparently almost gone to pieces there. Santos has gotten down around 19 $\frac{1}{4}$ c, in a large way, green, which price has not ruled for a long time, and prices quoted from Brazil are even lower

than that. Mild coffees remain about unchanged for the week, but are likewise not very strong. Wise buyers will stay out of the coffee market for anything which they do not have to have at the moment. The main reason for the sharp drop appears to be the failure of Europe to take the coffee it was expected to take, and the fact that American buyers will not buy unless it is made to their interest to do so.

Canned Fruits—Future pack gallon apples are selling at \$6 for fancy, \$5.50 for average quality and \$5 for the poorer grades. Some interest is shown but the demand is not up to the average of other years. California fruits on spot all week were slow sellers. Peaches were taken to some extent, but apricots were neglected. The future situation was subject to no vital change during the week. Hawaiian pineapples continues to sell where resale contracts are available at premiums ranging all the way from 25 to 40 per cent. over opening prices, depending upon the packer.

Canned Vegetables—The pea pack is now completed in Michigan. It is the finest in quality and largest in quantity ever produced in this State. Spot corn is exceedingly dull. The advance of \$10 a thousand on No. 2 and No. 3 cans adds to the burden of the tomato canner and makes him still further perplexed as to his prices on his coming pack. The prospects are for a good crop as to quality and a fair yield and with lower prices in prospect for raw stock than appeared to be likely for the first part of the season. Growers who have not already made their contracts with canners are rather at their mercy, as the railroad service for shipping raw stock will likely cause them to offer their tomatoes freely to the canners. The possibility of low prices on raw stock is being used as a reason among buyers for not touching futures. With the price situation affected by the value of the unfinished product, buyers hesitate to tie up to the prices which are now quoted. In general, it might be said of the canned food market that jobbers are moderate buyers at present, even among the largest factors. They are more than ordinarily careful and conservative about the quality of the goods they secure and the terms at which they are offered. This naturally has resulted in a restricted movement.

Canned Fish—Salmon is scarce, no change in price since last week. Mackerel is very dull and not very strong, especially medium grades. Prices, however, are about steady for the week. New pack of domestic sardines is in rather a critical condition

owing to the lack of cans and in consequence packers have suspended operations until August. Usually at this time there are a million cans on hand. This year there are none and running factories on odds and ends is too expensive and packers have to shut down. This is particularly unfortunate, as the fish have been running exceedingly well and the catch has been heavy, and was still heavy when the boats were obliged to retire on account of the suspension of the factories. The demand for new pack Maine sardines is fair, but owing to the above conditions holders are very firm in their ideas. Occasionally a weak holder will shade the market, but there are not very many. Imported sardines show no particular change, being scarce and very expensive.

Dried Fruits—In the way of futures, offering of new pack peaches for October-November shipment were the only new developments. The pack is entirely of package goods as bulk stocks so far have not been quoted. The California Peach Growers' Association has quoted 60-11 ounces at \$9 per case. The price was first named at \$8.75, but was later revised. On 24-2 pounds the figure was \$10.20 and on 10-5 pounds \$10.75 f. o. b. coast. The first named lot shows that 60 packages will be packed instead of 48 as in previous seasons. These prices are considered high and the trade is holding off. There is not much in the peach line on spot which leads to a firm tone, although the jobbing demand is not heavy. Some old packs of prunes are being quoted by coast operators who are ready to sell out now so as to have a clean slate for the new crop. No 1920 price developments have occurred, as the Association is still silent as to prices and buyers are holding off until the market has been established by the largest factor. Oregon prunes are selling in a small way on old packs and some s. a. p. business is being done by the Association and some at definite figures among independent packers at prices which have been mentioned from time to time in these columns. The high prices which have been forecast by independents on 1920 California raisins in their quotations put out so far have naturally increased the interest in foreign stocks and brokers are soliciting business on Malagas and other types. So far the California Associated Raisin Company has not named its prices, but the time is drawing near when a definite announcement can be expected. The spot market holds firm as a result of short supplies of all varieties, but even in this popular fruit the market last week showed summer quietness. Apricots are short on spot on desirable Northern packs and will be out of the way before the new pack is here. Southern are dull. Grower's brand contracts are being booked by the Association, but Sunsweet has been withdrawn. Currants ruled firm all week, both here and in Greece. The market abroad is advancing on prompt shipments, but caution is being displayed by buyers in getting fruit free from rain

damage. The spot market shows a sufficient demand to keep it firm in tone.

Rice—Fancy grades of domestic are in the best position, but even for these the market is quiet. Other types are dull and prove uninteresting to the average buyer. Stocks are ample for the limited demand.

Cheese—The market is barely steady, there being a good supply of the smaller styles and a lighter supply of flats. There is a fairly active demand for cheese and purchases have been moderate for storage, due particularly to the present price.

Provisions—The market on lard is only steady. There is a fair demand and an adequate supply. The market on lard substitute is very weak. The present demand is very light and there is a good supply on hand. The market on smoked meats is very firm at prices slightly higher than a week ago. The market on barreled pork is weak and unchanged, there being a good supply and a light demand. The market on dried beef is firm.

Donovin Now in Hands of Receiver.

The James F. Donovin Shoe Co., of Indianapolis, which has been repeatedly exposed as a swindling concern by the Tradesman has evidently gone into liquidation, a recent signature on a receipt for a registered letter being as follows: "James F. Donovin Shoe Co., Levi W. Cooper, Receiver."

Donovin is the shark who sold shoe agencies at from \$100 to \$300 each, according to the gullibility of the purchaser. In very few cases did the concern ship any shoes. When it did the orders were cut down to such an extent that the goods were of little value to the merchant, because the assortment was incomplete.

On general principles, merchants would do well to give a wider berth to the cheats and frauds in trade who are selling agencies or licenses to buy goods. They are practically all swindlers of the deepest dye and seldom fail to involve the purchaser in chagrin and loss.

Cash Register Which Prints Itemized Statement.

A cash register which prints an itemized and totaled receipt has been placed on the market. For years merchants have needed such a machine. The new register stops mistakes in adding the items of a sale. It also saves the time of clerk and customer and gives the merchant protection and information about his business. With the new machine each item is registered separately. By turning an operating handle a receipt is printed and issued by the register. This receipt shows the printed amount of each item sold and the total amount of the sale which has been added by machinery. The total of each transaction is also printed on a paper roll inside the machine.

The slot-machine type of clerk, unless somebody gives him a hypodermic of energy, remains all his life just what he is, a mere selling machine, drawing a machine's pay.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 27—One of our leading confectioners has erected a large new electric sign in front of his establishment on Portage avenue which will be one of the finest of its kind in the city. George, as he is known by his many friends, is up-to-date in every appointment of his fine establishment, which accounts for his unusually successful business career.

Frank Oster, for the past seventeen years proprietor of the Oster restaurant, having recently sold out to the Home Restaurant, expects to locate in Springfield, Ohio—the land of the presidential nominee. It was on account of the poor health of his wife that this change was made necessary, but he promises that he will be a frequent visitor to the Soo, and his many friends here wish him every success in his new location.

If you are afraid to ask for what you want, the chances are that some one will hand you a lemon.

The Michigan pikers have come and gone and from all accounts the royal reception given them in both the American and Canadian Soos will linger long in their memory as one of the most successful tours ever pulled off. They did not miss the dryness of the Canadian Soo after having spent a week in Canada where the soft drinks were varied. They were all in the pink of condition upon their arrival and the headlines in the paper were to the effect that the pikers were glad to get back to the U. S. This required some explanation by our popular editor who accounted for it in a very satisfactory manner to our Canadian visitors, who knew too well the real meaning of such a statement. From all accounts the pikers are figuring on coming back again next year, as they say it would be hard to make a tour to compare with the one of this year.

Charity that begins at home usually suspends operations during the house cleaning period.

N. J. LaDow, district salesman for Libby, McNeill & Libby Co., is working a crew of three salesmen this week and reports an unusually good business this season.

The hay crop in this territory promises to be a bumper one this year. There seems to be plenty of labor available and a successful season is looked for by the farmers.

The Calumet Motor Co., which was recently organized by a group of Houghton and Marquette county men, has decided to have its manufacturing plant in Lake Linden, in the Copper district. A location has been secured at that place and it is expected that the company will be turning out finished motors before the end of the year. The new company will manufacture but one type of motor this being of small size for household use, and it is claimed that there is a heavy demand at this time for the smaller motors.

Good roads have come to Cloverland more rapidly than good hotels. The good roads are the outcome of money spent by counties, states and the nation. Hotels are usually provided by individuals and providing them at this time costs a mint of money. The opportunity for brisk hotel business is appreciated by hotel men, but there is a shortage of money, also a tightness, and a lot of it is needed to construct a hotel under the present price of material and labor. The capital appears to be lacking. Marquette has been talking of a \$250,000 hotel for some time, has started a subscription list in the hope of securing money enough to get one, and about three-fourths of the needed amount has been subscribed, the balance being mighty hard to get. People and their money aren't easily separated at this time because there is something in the air that suggests a little thought about it.

Hon. S. Sheldon, the genial traveling representative for the Michigan Tradesman, has been in the Soo for several days, making the acquaintance

of our merchants. He is making side trips to Pickford, Rudyard and Brimley and is understood to have secured the subscription of every merchant in those towns who was not already on the reading list of the Tradesman. Mr. Sheldon plans to cover every town in the Upper Peninsula before snow flies and, judging by his work so far, the Tradesman will have 1,000 new subscribers in Cloverland by the time he completes his canvass.

William G. Tapert.

Live Notes From a Live Town.

Owosso, July 27—Having just passed through that glorious epoch of time, designated on the calendar as the grocery salesmen's vacation, we are again out with the bunch, all rested, tanned and bruised up, trying again to pick up a few dollars for the house; also a few new ideas for our own use. We started in on our vacation week to practically adhere to the ten rules for vacation week laid down in the Tradesman of June 23. Rule one we crossed off the list the first forenoon. Rule 2 says turn off the gas and water and pay your debts. The gas man and water commission had already attended to the first two items and, with our usual methods of book-keeping and cash balance, we decided if we paid our debts we would not go anywhere unless we walked, so that rule did not appeal to us sufficiently well to put in practice. Rule 4 says "Discard three-fourths of the clothing you intended to take," but, owing to the present condition of our wardrobe, we would have been arrested before we got out of town, so we promptly chopped that off the list. The next four did not appeal to us, but Rule 10 says, "Don't take other people's advice." We adopted that rule without a murmur and stayed at home and drank iced tea and hoed the garden both ways.

Isiah B. Kinney & Son, of Perrinton, are remodeling the interior of their store building with an up-to-date staircase. The men's clothing department and office will be on the upper floor. This is now one of the neatest and most convenient stores in the interior of the State.

A. J. English, from Mt. Pleasant, has purchased the North Star Hotel, which is now open to the public. Tell the boys its a rattling good tavern.

Claud Wooley, Bannister, has sold his stock of groceries to Richard W. Startling, of Antrim county, who has taken possession.

We never remember of such a shortage of dwelling houses in this part of the State as there was in the month of June, 1920. We draw our conclusion from reading of numerous weddings this season which usually convey the information that, after the honeymoon trip to Beulah, Niagara Falls, Ada and other resorts, the happy couple will make their home with the bride's parents.

George A. Brown, the genial fat proprietor and good feeder of Brown's Tavern, Durand, has sold that hostelry to P. T. Hutton. Mr. Hutton and wife are well known and are familiar with hotel affairs. Mrs. Hutton is, without doubt, the best pie maker between Detroit and Grand Haven and this same old tavern will continue to be the gastronomical oasis of this part of the United States.

Honest Groceryman.

Beauty of Summer Hues Wanted in Novelty Skirts.

The popularity Summer sport skirts have obtained, it is said, has greatly strengthened the demand for novelty goods of the kind to be worn in the Fall. Those who have studied developments in the trade say that once women were shown how attractive the Summer styles were they began asking for similarly appealing types for Autumn. In response to this tendency the manufacturers have given greater attention to the preparation of novelty garments, both in the se-

lection of materials and in the designing of the styles. According to the representative of one large concern the plans of the manufacturers have called for more novelties this season than have been produced in any past season.

"The propaganda work for Fall novelty skirts," he said, "was carried out in the Summer styles. When women saw how attractive they looked in the new materials and designs that were introduced into the manufacture of Summer garments they were willing to continue wearing something different. This has resulted in giving the manufacturers a wider latitude in designing skirts for Fall and the response to the new fashions is very satisfactory."

The styles classed as favorites in the Fall lines have one common feature. They are pleated in a variety of ways, with the one exception of the accordion pattern, the latter being considered passe. A new note has been introduced in the pocket placement which finds its latest vogue in the designs which have pockets over the hips. Belts are arranged in some very original ways and leather and other materials not used in the skirt proper are employed. Plaids appear to have a leading place in the demand.

To Be Long Cantaloupe Season.

The story of the early cantaloupe market in recent years has been largely the story of the Imperial valley, Calif., for this section has the early market practically to itself. Shipments from the valley have increased rapidly in recent years, far exceeding any other cantaloupe-growing district.

Last season carlots of this stock were sent to 200 cities, not including many local diversions. Chicago, New York, Pittsburgh, and Los Angeles were the principal receiving centers with a dozen other large cities receiving from 100 to 300 cars each. Distribution was liberal in the east and west, but generally lighter in the north. The short but active shipping season for the valley usually extends from the first week in May to the middle of July. This season, however, if the present weather conditions continue, shipping may extend into August.

In late years the center of cantaloupe production has been moving steadily westward. Having but one-fourth of the total acreage in 1915, California this year has nearly one-half. Arizona likewise increased its plantings 50 per cent. during the same period and New Mexico increased its within the same length of time more acreage from 500 to 5,270. Arkansas than doubled its cantaloupe area.

O. A. Wolbrink & Son, Ganges: "I was sorry our store was closed when you called on us July 5 and was very glad that you called on my father, as he enjoys very much to see his old business friends. I am enclosing check for \$6 for Tradesman, as it has been in our family for thirty-seven years. It would seem impossible to get along without the Michigan Tradesman, even if we were not in business."

Manufacturing Matters.

Detroit—The Iodent Chemical Co. has increased its capital stock from \$25,000 to \$50,000.

Battle Creek—The Owl Drug Co. has increased its capital stock from \$15,000 to \$30,000.

Detroit—The Detroit Ball Bearing Co. has increased its capital stock from \$1,000 to \$5,000.

Escanaba—The Escanaba Paper Co. has increased its capital stock from \$2,100,000 to \$2,800,000.

Detroit—The J. M. Erle Lumber Co. has increased its capital stock from \$15,000 to \$50,000.

Kalamazoo—The Illinois Envelope Co. has increased its capital stock from \$100,000 to \$400,000.

Mt. Clemens—The Reynolds Motor Truck Co. has increased its capital stock from \$200,000 to \$400,000.

Ypsilanti—The American Non-Skid Attachment Co. has been incorporated with an authorized capital stock of \$200,000, all of which has been subscribed, \$9,500 paid in in cash and \$15,000 in property.

Union City—The Nelson Mainfold Heater Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$19,500 has been subscribed and paid in, \$1,500 in cash and \$18,000 in property.

Cement City—The Acme Concrete Products Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$37,800 has been subscribed and paid in, \$10,200 in cash and \$27,600 in property.

Benton Harbor—The C. W. Crary Manufacturing Co. has been organized to manufacture and deal in machinery and tools, with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Lansing—The Alaska Chemical Co., which recently purchased the Borden Milk Co. plant, has started the production of carbon remover and mechanics soap. The company will also manufacture an anti-freeze solution for automobiles.

Kalamazoo—The C. G. Spring Co. will succeed the Kalamazoo Spring & Axle Co. The capital stock of the company will be greatly increased, new buildings erected and the capacity of the plant increased to six times its present output.

Detroit—The Sattley Co. has been organized to manufacture and sell machinery and devices for sorting, counting and packeting all kinds of coins, money tickets, etc., with an authorized capital stock of \$100,000, of which amount \$66,000 has been subscribed and paid in in cash.

Saginaw—Jakabowski & Nagel, bakers, have merged their business into a stock company under the style of the Saginaw Baking Co., with an authorized capital stock of \$60,000, of which amount \$35,000 has been subscribed and paid in, \$11,529.57 in cash and \$23,470.45 in property.

Detroit—The Norton-Smith Co. has merged its flour, grain and feed business into a stock company under the style of the Norton-Smith Feed Co., with an authorized capital stock of \$25,000, of which amount \$13,100 has been subscribed, \$2,488.68 has been paid in in cash and \$851 in property.



YANKEE GIRL

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*A Chipman Knit Art.
Silk Stocking
(SEAMED)*



Priced to Retail at \$1.⁰⁰ Per Pair

“YANKEE GIRL” is made of lustrous fibre silk. The silk in the leg measuring 16 inches. It has a seamed back. Packed in one-half dozen boxes and is available in all the latest shades. Sizes 8½ to 10.

“Yankee Girl” and other “Butterfly” stockings are sold through leading wholesalers throughout the country. If you would like the names of nearby wholesalers who can supply you immediately with “Yankee Girl” write us at once.

Chipman Knitting Mills, Easton, Pa.

SELLING AGENTS

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349 Broadway, New York City*



FALL TRADE WILL BE SLOW.

In estimating the actual position of the trade in cotton goods it should be considered that hardly 20 per cent. of the production of the mills in the past six months has as yet passed beyond the jobber. The retailers have yet to take in many of the highest price goods they have purchased at any time. They have yet to pass these goods on to consumers. The actual distribution of the top market prices is now being made in the channels of trade beyond the mills and actual resistance on the part of consumers has been to the prices on goods that were not really bought on the highest levels prevailing.

It is, therefore, a matter of great consequence that in any revision of prices made on cotton goods for delivery to the jobbing and cutting trade in the next few months the cuts shall not be so drastic as to unsettle the retailers and jobbers who are taking in goods on old orders. Some of the larger merchants have tacitly arrived at the conclusion that to force this market with lower prices at this time would not only threaten the financial stability of the trade but it would not bring on any substantial volume of new business. It seems prudent to them to go on quietly allowing buyers to have their own way until they feel that they can surely pay for the goods they have coming.

That a large measure of the uncertainties that hedge about the business is due to financial pressure is now conceded even by those who have been talking of the huge reserves within the trade itself. These reserves were large but they were required to be so when the whole trade was working on a fictitious basis due to the wide profit margin at the manufacturing end and the still wider margin some of the large retailers were trying to establish early in the year. As large as the reserves were they melted pretty fast when goods began to drop 10 per cent. in a single week. Not even the abnormally high price of July cotton can hold a market for cotton goods when sales hardly amount in a week to 15 per cent. of the output.

Mills have begun to curtail production quite generally now and this policy will be followed pretty freely until labor day unless there is a change in the demand in the meantime. Some cotton manufacturers say they cannot afford to pile up goods while others say they will have to pile up some goods and take some loss, no matter what happens in the next sixty days. The losses referred to are largely paper losses, for it is still true that the current prices on many cotton goods admit of a satisfactory margin for profit.

The determination of the silk workers in Paterson to strike against wage reductions was not unexpected. Resistance to declines in wages is certain to be encountered in all industries unless a sufficient period of idleness intervenes to convince operatives that mill owners have shared part of the loss resulting from overdoing in price making. The temper of people

at the moment in the textile districts is not such that any altruistic motives will be assigned for the running of a mill when lower wage scales have been accepted by the workers. The silk trade itself will not lose much if a general strike in Paterson contracts the output at a time when luxuries are not bringing the prices they did a few months ago.

News that President Wood of the American Woolen Company has decided to end the palavering with Lawrence, Mass., politicians and to give his time and attention to the solving of the merchandising problem which confronts the men's wear and dress goods merchants is received in most quarters with a sense of relief. There comes a time in the dealings with communities and operatives in textile manufacturing centers when talk merely aggravates a condition that is bad at best and which can only be improved by patience and the lapse of a little time. The mills will not be kept idle a day after they can be run at an even break and that time is not going to be hastened by threats or highbrow discussions of sociological vagaries.

THE SUGAR SITUATION.

Notwithstanding the fact that we are now in the midst of the summer season, when a few months ago many were predicting that there would be the greatest scarcity, the refined market is to-day dull and depressed, particularly when it comes to selling Jayas and other outside sugars, imported for direct consumption. There are to-day free offerings for reselling these supplies at various prices, and little interest is being taken by the trade in their purchase.

This results chiefly from the fact that the distribution of sugar since January 1 has been 2,264,616 tons as compared with 1,957,808 tons last year, and that the refiners are all operating freely, so for the present the supplies of refiners' granulated appear to be ample to meet current wants. These outside sugars imported from many different countries, of course, show a variation in both color and grain, and our consumers naturally prefer buying American white granulated, when it is obtainable. At a suitable concession in price these other sugars would be taken up freely by the manufacturing trade, but the fact is that these buyers have, for the most part, pretty well covered their wants by direct purchases, therefore they are not now in the market when these supplies are offered for resale.

A clue to where the inferior qualities of cotton are going is found in the complaints of buyers of cotton thread. According to users of sewing cotton the kind now obtainable is far inferior to what they have been accustomed. Not only have complaints come from women who do their own dressmaking, but from manufacturers who have searched the market to find thread that will not break at the least strain or even in the ordinary process of making a garment. According to buyers the trouble rests with the use of short staple.

THE DOCTRIN OF FAIR PLAY.

No one claims that there is anything wrong in the manufacturer eliminating the wholesaler and selling direct to the retail trade. No more can anyone fairly bring accusations against the wholesale grocer for owning and pushing private brands. It is a case where two legitimate interests clash, and if one must elect between them, the choice should be frank and open and not recriminative of "the other fellow."

But the unfairness in the situation lies in either party trying to play double, ride two horses at once and "play both ends and the middle" for his own selfish ends. Having elected to sell the jobber goods to sell again, it is hardly fair to compete with him at prices which spell mercantile starvation for him in performing his functional service. No more is it fair to undertake to fill a manufacturer's orders secured at great expense and effort and maintained by a valuable reputation—and then knife him by substituting one's own private brands. On neither side of the situation lies all the fairness or all the unfairness. Any healthy conscience in good working order knows it.

Which shall prevail—ethics or dollars? Would the grocer and the manufacturer prefer a few more of the latter at the cost of a few less of the former, but at the burden of involving class acrimony and distrust? It is a question for each to either settle for himself or follow the lead of accredited association officers. It is hardly probable that any unified course of conduct will be possible to the extent of 100 per cent. but there is ample room for improvement.

The issue back of this line of thought is simply ethical. To the man who is content to merely sell all he can—regardless of where or how—the shades of fair dealing have no significance. He has no responsibility aside from his own interests.

Trade associations of the modern sort have come into existence only as a reflection of a growth among merchants of a belief that there is something in friendship, reciprocity and co-operation that pays—in satisfaction, quite as much as in dollars. If the mede of the latter is not quite all that might be desired, some men find compensating satisfaction in the former. Some don't.

When a merchant acts in response to the wishes of his distributors, he usually expects that his sacrifices will be appreciated. Are they in the case of grocers and manufacturers?

The writer knows many a manufacturer who has sacrificed the outlet of chain stores and "co-ops" to play fair with the jobbers, only to find that the jobbers sell the brands of his less ethical competitors just as readily as they do his. He also knows of jobbers who have given special co-operation to a manufacturer only to find him yielding to the lure of chain store outlets. Every one knows the same facts.

Now, which pays best? That is the whole issue and the Proctor & Gamble episode brings it into sharp relief.

The consistency is on trial quite as much with the members of associations as with the individual grocer. No great principle ever triumphed without some sacrifice. Will the grocers and the manufacturers make it?

MISLEADING INFORMATION.

In their vast pigeonholes at Berlin the German general staff and foreign office had accumulated reports and studies of foreign lands to an amazing extent. For many years the most unscrupulous of spies and specialists had been put to work on this immense documentation. Everything was covered—military affairs, social and political conditions, trade and shipping, and manufactures. Even the family life and moral lapses of public men in other countries were recorded in detail. Not an item that one could imagine failed of being duly ticketed. Yet the result of this unexampled assembling of the apparatus of understanding was a series of gross and fatal misunderstandings by the rulers of Germany. Their plight, as revealed by the war, recalls the saying of Josh Billings that he would rather not know so much than know so many things that weren't so. On the basis of their elaborate international studies the Germans knew that England would not enter the war; knew that the French people were degenerate and the French army a broken reed; knew that the Nationalists would drive out the English from Egypt as the Boers would drive them out of South Africa; knew that the Mohammedans would start a Holy War in India; knew that the millions of German-Americans would prevent the Government of the United States from ever doing anything hostile to Germany. The whole was a gigantic mistake, apparently as the direct result of taking enormous pains to avoid the possibility of any mistake.

It was not that, of course; but this German illustration of the difficulties and perils that attend international studies serves a distinct and continuous warning. It shows the necessity of controlling material as well as amassing it. All the books and monographs and private reports on earth will not enable a foreign minister to penetrate to the secret of another nation unless he has the ability to discriminate between his sources and to estimate the accuracy and value of the information laid before him. When we have the example of brutal, stupid and patient German experts going as wrong as they did, how can we have any confidence in the oracles of hasty travelers in Persia, for example, or in the solemn conclusions of a casual newspaper correspondent in Japan? There can be no short cuts and happy-go-lucky guesses in thinking internationally. There is no royal road to learning the truth about another nation. And we ought to be on our guard against every glib public man who proposes to introduce the "play method" into these necessarily severe international studies.

A successful man goes to the highest authority; an unsuccessful one to the lowest.

WOMEN HAVE NOT CHANGED.

As archaeologists dig up more and more information about women from the clay records of ancient Babylonia and Sumeria-Akkadia women of today are more and more astonished at the similarity between pre-Biblical and modern women and at the progress of the feminine contingency in the countries of 3700 B. C.-

We are inclined to look upon these females as votaries, giving up their lives to strange rites in the temples of the land or as slaves, really or figuratively, either as they married or were purchased in the slave market. It is true that many Babylonian ladies consecrated their lives to the service of their gods, and it was a very splendid thing, one done usually by women of high birth; and marriage was brought about by purchase. But it was not as bad as it sounds.

Women three and four thousand years before Christ had attained a high degree of independence and equality with men, as attested by decipherments and translations of cuneiform tablets being made by scholars all over the world to-day. The marriage purchase so often spoken of to combat archaeological claims for her emancipation was little more than the French idea of dowry and she was well protected by law in it. Under certain conditions her husband had to return the marriage sum to her or to her father, and her whole fortune was not her husband's. She could buy and sell houses and land and slaves; she could hold property in her own right; she could inherit; she could borrow money and give her note for it; in some legal or commercial transactions it was necessary for her to give bond, in a most modern way, and men went upon her bond.

Proofs of all this are contained on clay tablets in Babylonian collections, notably in the one at Yale University.

Undoubtedly, even Babylonian men did not have the vote, so the women did not have it. But there must have been some kind of politics. Records unearthed from temple archives show frequent changes of administration and of policies, with new staffs of workers to mark the changes, obviously political.

In the temple schools, girls studied side by side with boys, and their education was quite modern—spelling, geography, history, mathematics, botany, astronomy and (later) engineering and agriculture. Women worked with men in the temples. They were scribes, archivists (our librarians), registrars; they received equal pay for equal work, as innumerable wage lists show. Women were promoted over men.

These were, perhaps, the bread earners. The sheltered women played a social game indubitably. They all wrote letters on wet clay tablets with a sharp stylus, dried the letter in the sun or in an oven and then put it in a clay envelope, stamped it with a seal ring and sent it out to some friend, inviting her to "game" or to drink afternoon something. Tea had not been invented, but a card game was played.

Failure is attained by believing the job too big for you to tackle.

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?

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NOTE PRICE AND PACK:

1 1/4 lb. Carton, 2 doz. to case	-----	@ \$ 1.25 per doz.
5 lb. Sack, 10 to a bale	-----	@ 3.55 per bale
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Give your Fall order to your Jobber now.

We solicit correspondence if further information is desired.

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**Successful Home Baking
Requires High-grade Flour**

The women who have the greatest success in baking for the home always use the best flour they can get. They discover by experimenting which flour makes the best bread, biscuits, pastry, etc.

For nearly sixty years women have achieved reputations for their baking by using

Lily White

"The Flour the Best Cooks Use"

Look for the
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trade-mark
on the sack

There is a big difference in flour. The selection of wheat and the milling processes determine the quality. LILY WHITE is made from the choicest wheat grown in America. It has just the right balance—neither too hard nor too soft. Its color, texture and flavor are unexcelled. Only the choicest goodies from every kernel are used. Most mills clean and scour the grain twice and don't wash it at all. LILY WHITE grain is cleaned four times, scoured three times and then carefully washed before being run on the rolls for the first break. No flour is more scientifically milled to bring out all the nourishment, perfection of texture and color. LILY WHITE is of supreme quality. It bakes bread, biscuits and pastry of surpassing excellence. It has earned its reputation as "The flour the best cooks use," and is guaranteed to give complete satisfaction.

Ask for LILY WHITE at your dealer's.

VALLEY CITY MILLING CO.

GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

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



Michigan Retail Shoe Dealers' Association.

President—J. E. Wilson, Detroit.
 Vice-Presidents—Harry Woodworth, Lansing; James H. Fox, Grand Rapids; Charles Webber, Kalamazoo; A. E. Kellogg, Traverse City.
 Secretary-Treasurer—C. J. Paige, Saginaw.

How to Dispose of Odds and Ends.

In considering this matter, the first thing to take into account is the cause. Then when this is determined, we can consider methods of disposal. The buyer is the pivotal man around whom revolves the success or failure of any business. The old adage, "Goods bought right are half sold" should be remembered by every buyer of shoes.

The most common cause of odds and ends is the purchase of too many styles in small lots. When you purchase this way, you buy too many small sizes in proportion to the big selling numbers, thus leaving small sizes and narrow widths to dispose of at a loss.

Another cause is not keeping up with just what will be the seller by failing to read trade journals, and visiting national and state conventions where style matters are discussed. A third cause for having discontinued lines is the failure of the manufacturers and railroads to deliver the goods on time. The value of goods decreases in proportion to the delay in their delivery.

Still another cause for accumulation is the changing of buyers. No two buyers have the same ideas. Their tastes and judgments differ, so when a new buyer takes charge he generally throws out all the lines he can and replaces them with others which in his judgment are better sellers. In other words, he junks the greater part of the stock and pushes his own purchases. This you can readily see causes endless loss and quantities of odds and ends.

1. Running a special sale and advertising in an attractive way just what you have to offer. In doing this, be sure you do not mislead patrons, because if you do you will sooner or later destroy the confidence in your advertisements.

2. Sell to a junk dealer at a small price. This, you say, loses too much, but do you realize that when you advertise and sell bargain shoes to your patrons, you are selling them at a loss, when if you dispose of them to a junk dealer and sell your customer a shoe at a profit, you are about even, and give your customer satisfaction in fit, style and service, where by the special price plan, you run a risk of jeopardizing one or more of these requirements.

Another and a prime cause of accumulation of odds and ends is com-

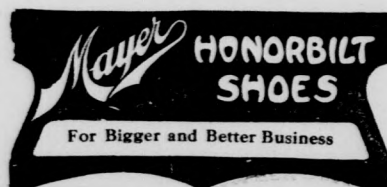
petition in sales. When a man is handed his sales at the end of a given period, and led to believe that his salary in some degree depends on his results in dollars and cents, it is only natural for him to consummate sales as quickly as possible in order to get another customer. This frequently leads to carelessness in fitting, but more especially makes him dispose of the easy sellers.

Now if quality instead of quantity salesmanship was considered, it would eliminate to a great degree the accumulation of odds and ends, or if that salesman knew it was to his advantage in every way to dispose of the hard sellers they would move out.

Recently a department store brought to my attention a man who was selling far in excess of the others. In a trade paper he had seen by the percentage given for selling goods that he was producing sales for a great deal less than mentioned and thought his salary should be raised, whereas a close analysis of his sales would show he had only sold the cream of the stock. Now, to my mind, if that clerk was made to understand just where he failed I think that both he and the store would profit thereby. We are all just a little selfish, and almost always do the thing that is to our own interest, so if a proprietor remembers this he can, by giving a small spiff or P. M., interest everyone on the hard, slow sellers, thereby benefiting, both stock and salesman.

A great deal has been said for and against this method, but after all, it gets the results when everything else fails. A great many houses use this method on new high priced goods, and find it profitable, so if this is the case why is it not more important to use it on slow sellers?

In conclusion, I advise you to first go through your stock personally. Select from it all undesirable numbers, both slow sellers and broken lots, and put a ten or fifteen cent premium on the sale. After this has been worked as far as you think advisable, put an advertisement in the papers, stating just what you have to offer and be sure to make a reduction worth noticing. Finally, after you have dispersed of as many as possible by these two methods, sell the balance to a junk dealer for what you can get for them. M. L. Bridges.



Part of the Famous Herold-Bertsch Out-put The Bertsch Shoe Ready for Any Emergency

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.

HOOD'S CANVAS

TRIMMED SPECIALTIES
IN STOCK—IMMEDIATE SHIPMENTS



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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We have thousands of cases of HOOD TENNIS on the Floor.

Write for special Tennis Catalogue.

HOOD RUBBER PRODUCTS CO., Inc.
GRAND RAPIDS, MICHIGAN

Newspaper Men Dangerous As Political Candidates.

Grandville, July 27—Editors are not usually fortunate when they enter politics as candidates for office.

We have only to turn back to the presidential campaign of 1872 to note the fact. Horace Greeley was nominated by the Democrats on a free trade platform.

Now Greeley, being a fierce protectionist, a follower of the immortal Henry Clay, was naturally in bad with the free trade Democrats, especially those of the South. It was supposed by those who went off in a third party movement under the guise of Liberal Republicans that the people were tired of a military President, and that "anybody could beat Grant."

That anybody was Horace Greeley. Unfortunately, however, for the sponsors of the Greeley movement, their man had been a life long newspaper man and, perforce, had said things.

Greeley's newspaper record was to be read of all men, and his bitter attacks on Democrats, both in and out of season, had scarcely endeared him to the men who composed the rank and file of that party. Because of the split from the Republicans this newspaper man was nominated by the party of whom Greeley said, "I have never been its follower and ask nothing of it in the way of favors," or words to that effect.

The anti-Democratic editorials of the Tribune came home to roost when its editor became the accredited candidate of the party he had so persistently roasted on the gridiron of his invective.

Judging from the story of the Tribune editor, who was the worst beaten candidate for President up to the time of his running, it is not safe to nominate a newspaper man for high office. Even the best intentioned editor oversteps the bounds sometimes and prints something that, in the light of after events, he may regret.

This year, soon after Harding was nominated by the Republicans, search was made of the files of his newspaper and some caustic things were brought forth wherein he spoke in scathing terms of the apostasy of one Theodore Roosevelt. At the time Mr. Harding no doubt felt as he wrote of the man who opened the breach in his party, thus allowing the Democrat Wilson to win the victory.

Since that caustic criticism Roosevelt and Harding became reconciled, and at the day of his death no more loyal friends lived than Roosevelt and Harding. It is never easy to undo past mistakes, however, providing we admit that the editor of the Marion Star was mistaken.

Immediately after the opposition delved among the newspaper files for evidence to confound the Republican candidate, and anger the followers of Roosevelt, their own convention at San Francisco nominated an editor for President, and of course it was natural enough for some nosing Republican to look over past numbers

of the Cox newspaper, when something more damning than the articles of Harding was brought to light.

Editorials of a nature so thoroughly un-American, so pro-German in fact, as to brand the writer thereof an enemy to his country.

It has not been learned that Harding denies his outburst of indignation at the course Roosevelt pursued in 1912, but Cox at once comes to the fore with the statement that the editorials—not one but several—defending the Germans in their uncivilized warfare were written without his knowledge or consent and that the treasonable utterances were not approved by him at time they were given circulation. Why he did not repudiate them at the time is a puzzle providing he is sincere in his present attitude.

It so often happens that chickens come home to roost, it may seem a wonder that either of the great parties had the temerity to nominate an editor for President. It certainly was a risky thing to do, and now both of them are up to their necks in trouble.

In the main we must admit that editors average up well with the rest of the community, and it would be unfair to place them in the undesirable list as regards candidates for office.

The merry war is on, however, and we may expect a lot of wicked things unearthed before the campaign is over. One handicap Cox labors under, which is that he has placed himself squarely on record as standing for the league of nations covenant as advocated by Woodrow Wilson. We may well feel confident that such a league will never be swallowed by the American people, even though urged ever so strongly by the party lash. Democrats in and out of Congress have refused to accept the league, although one with American reservations would receive their support.

Americanism or Internationalism—which?

This seems to be the question, and we shall confidently await the American people's reply to that at the ballot box in November. Old Timer.


When you lose a customer find out why that customer did not come back. Something is unsatisfactory somewhere, and perhaps you are to blame.

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LEATHER CO.
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Home Ease STRAP SANDAL In Stock
 Glazed Colt.-Flexible McKay. St. No. 500--\$2.60
 Write for pamphlet showing other In-Stock Comfort Numbers.
BRANDAU SHOE CO.
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A SMART NUMBER
 The Young Men Will Demand, This Fall
ORDER NOW
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In Stock Unbranded
 8761—Men's Full Grain Mahogany Side Bal, B-E -----\$7.40
 Tremont Last, carefully selected upper stock, grain innersole, 10 iron oak outer sole. Quality throughout.

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Quality & Price
 Our prices merit further orders and our superior quality creates satisfied customers.
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 Shoemakers for three Generations
Shoes
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More miles per dollar
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 "The Ramona Kind" Mats. 3:00 Nights 8:30
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 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



How To Get, Use and Understand Credit Information.

Since we learn that the proper study of mankind is man, and what the heart is to the body, credit is to business, we must analyze the human element before taking up the figures. The temperament and environments of the individual seeking credit should have serious consideration. A knowledge of the customs in his particular community is very important. Consider the competition which he must encounter. Is he in a line congenial with his peculiar qualifications? To get at the situation adroitly, we should remember that the applicant should be put at ease and engaged in conversation for a few moments along a line to some extent remote from the subject of credits. Thus you have the advantage of asking questions and receiving replies that lay the foundation for a decision while the party is off his guard, taking particular notice of what references he makes to his family, or about his neighbors, and particularly his associates.

Secure the name of his bank, the names of firms with whom he has been dealing; then lead up to the subject, remembering whether or not he was punctual with his first engagement. Does he strike you as being industrious? Does he know how to do everything pertaining to his business? Does he seem to have confidence in himself? Is he ambitious and enthusiastic? Is he vigorous and forceful? Is he keen, with a level head? What has been his experience in that line of endeavor? What education has he? Notice his personal appearance. Does his voice sound in the right proportion to his stature? Do his ears seem to have the right shape to conform to his head? Is he modest, or egotistical? Is he cheerful or morose in his disposition? Does he seem to be rather magnetic, or reticent? Can he manage a business of the size he anticipates? Does he seem too big for the volume he contemplates? Does his judgment strike you as conforming to your ideas? What kind of business insight do you think he possesses? Does the success of the business depend upon his own efforts? Is he putting all of his time into this particular business? Does he seem persistent in getting the line of credit, or can you easily change his ideas?

These, and many other questions, which will occur to you, are of much value in forming a conclusion, and the conversation should afterwards be dictated and placed on file as a matter of history. I do not know of any kind of information the credit man needs more than a complete his-

tory of a man, obtained directly from him, for no matter how smoothly the routine is oiled by perfected systems, unless the credit man knows well his applicant, and analyzes correctly this human element, the house will not be reasonably safeguarded. It is proper, however, to get a report from one or more mercantile agencies, in order to verify the impressions, and then open correspondence with any bank or mercantile establishment with the view of getting a line on his habits of borrowing and promptness in meeting obligations, as well as his ability in purchasing appropriate goods for his class of customers. Formerly, there was not much to be learned from these sources, for the replies were so carefully guarded that nothing definite was given out, but in later years the credit men have learned the value of exchanging facts and ideas, with the belief that it is of equal importance to all concerned.

Some concerns seem to make a buffer out of the credit department, and the supposition has gained ground that the manager of credits is a cold, suspicious individual, who is constantly going upon the basis that money can not be lost by declining a new risk.

The integrity of the firm and the ability of the men behind the business are calculated to induce what might be termed unusual commitments, which illustrates that the final analysis of credits is the moral risk.

Successful business is not haphazard. A well-organized credit department works in advance, and is constantly compiling information about business houses and manufacturing

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

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

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

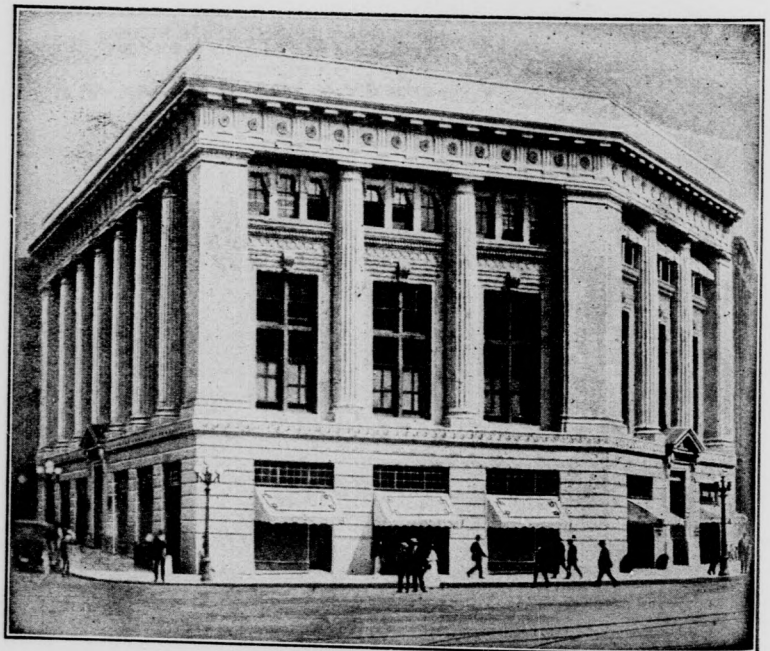
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The convenient banks for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

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

Combined Capital and Surplus	\$1,724,300.00
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**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED**

institutions which are not now considered as customers.

First impressions are very valuable, and the credit man should be slow in changing from his first conclusion—provided it was formed after reasonable information had been obtained.

We all know of lots of customers the other house has whom we would very much appreciate; but sometimes we wonder why they are discontinuing with the other place, and we prick up our ears when we receive an intimation that we may get the customer. We are inclined to wonder why he is coming to us. Therefore, we should not take things for granted, but should keep posted—by keeping our ears open, our minds clear, and not be too anxious for new business—but study the condition of our own customers, with the view of understanding them well enough to prevent holding them down with too little credit, or by over indulging them with too much leniency, or possibly prevent over-purchasing on the wrong market.

When you hear some gossip about a customer, make a thorough study of the source of the information. You may prevent a harmful thing from getting wings, and you may save your house a loss by calling the matter to the customer's attention in time to save himself.

You can be of material assistance by helping shape the customer's financial statement. Take pains to understand him. Learn to get as close to him as possible, so he will confide in you, and then, when you see him slipping, find out the reason quickly.

In these days of keen competition, there is doubt about the continued success of a man who does not have a good grasp of the details of his business. A man who neglects his collections; who is careless about his insurance; who does not understand the full value of a cost system; or who does not keep in close personal touch with his business, does not deserve full measure of consideration in the credit department.

With the customer's personal character for integrity and reliability is closely associated his established reputation for business capacity, his experience, and his success.

You have doubtless observed business men who are honest and have made some headway financially, who seem to be lacking in executive power to organize a business that will endure permanently; or they may not be able to fully state their position in a clear, concise manner. Very often the trained credit man can give some valuable coaching, and be the means of causing the man to become better balanced; and thereby build a customer who cannot be easily tempted away, at the same time getting the man in a proper path while in a prosperous condition rather than try to pick him up after he is discovered to be falling. This may be termed creative or constructive crediting.

The income tax and associated taxes are said to be the downfall of some people, as they are tempted to deceive the government by being careless about the accuracy of their reports, and get them in the habit of practising deception.

On the other hand, it should be beneficial in causing them to take a full inventory of their business, know accurately their income and expense, and have a tendency to make them more thorough, as well as prevent the old tendency to fool themselves by not allowing for depreciation in stock, fixture, machinery, and real estate.

I once learned of a banker doing some constructive work by requiring a business man to substitute a detailed, complete, audited statement, for one consisting of round figures, without information, and carelessly gotten up. When the properly prepared statement was presented, in painful accuracy, and the recognized advantages gone over with the customer, the loan was granted which otherwise would have been refused, and perhaps discouragement and disaster might have been the outcome.

The statement showed the capital stock—whether paid in cash, from

earnings, or by patents. It showed its history, its ownership, its records for dividends; also, the surplus. Then it gave the insurance carried—naming the companies, the amount, and expirations. It showed the company had never shown a loss by fire; showed that a complete inventory was taken; showed the firm's banking connections; showed who signed the checks, how statements were checked up and how cancelled vouchers were filed away. It showed the value of merchandise, real estate, income and expense; returned goods, bills receivable and bills payable—all itemized and tabulated. It also showed how quickly the firm could be liquidated. It showed that it did not endorse for other people, had no contingent liabilities; no suits; no

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Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

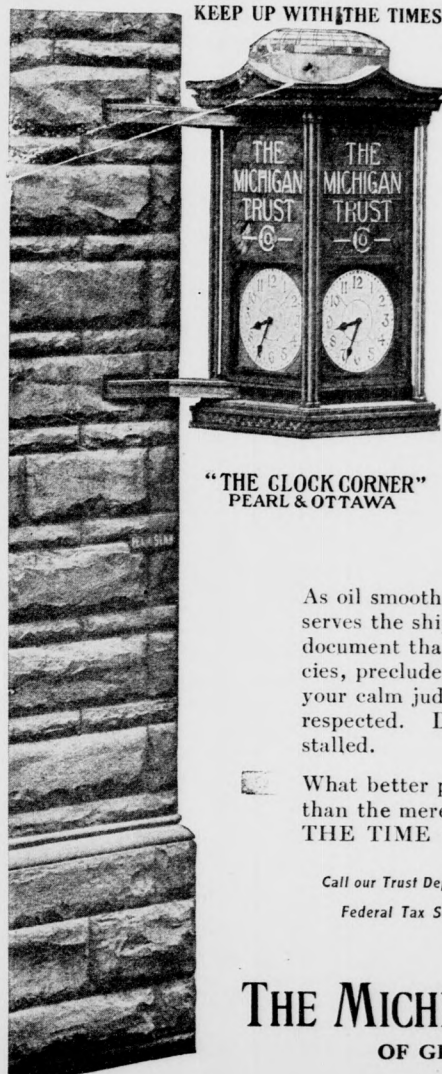
3½

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus
\$580,000

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

KEEP UP WITH THE TIMES!



Troubled Waters

"THE CLOCK CORNER"
PEARL & OTTAWA

As oil smooths a rough sea, and preserves the ship, so the clear, concise document that designates your legacies, precludes argument. It states your calm judgment. Every wish is respected. Disagreements are forestalled.

What better proof of an abiding love than the mere fact that you TOOK THE TIME to make a Will.

Call our Trust Dept. on this and related subjects.
Federal Tax Service. Complete Audits.

THE MICHIGAN TRUST CO.
OF GRAND RAPIDS

judgments; no bills past due; and all merchandise bills discounted in ten days. It showed the age of parties, the salaries drawn, whether married or single; their clubs, duties, habits, outside interests, life insurance, health and education.

It was evidently not intended to have the analysis and statement included in this subject, but in connection with the personality, integrity, and ability, as sources, kind and use of information, the financial statement comes up in our minds, and in order to comprehend the foregoing, some reference should be given to debits and credits.

Presuming you understand your customer and his business, and you have obtained his statement, you desire to apply your information to the figures from which to make a deduction, and upon which to base your decision.

The first thing we notice on a statement properly made up is the ratio of quick assets to current liabilities, for the quick assets form the basis of credit. Fixed assets give support to quick assets. Credit men usually expect to find 200 per cent. assets as to 100 per cent. liabilities, or 2 to 1. There is another rule which is observed by many credit departments—that the debt limit has been exceeded when its liabilities are more than 50 per cent. of his quick assets. Then, we look for net worth, and compare the same with previous statements, if possible.

Most business men fail to comprehend the full value of the balance on deposit in their bank. The average balance of 20 per cent. of loans is expected to be carried, to secure the lowest consistent rate of interest on the loan; to command the appreciation of the bank, and to cover partially the items which are deposited in the bank drawn on outside points, that take time and outlay to collect. Another reason, of even more importance if possible, is—a good cash reserve is the surest means to contentment. A successful man must feel confident. He cannot afford, for the sake of the interest charge, to place himself on a strain. He cannot expect his sales and collections to arrive on schedule time, as do his notes, accounts, and reserve force, however strong and influential he may be.

Let us hope that our customer will know how to get his banker's number; will be alive and alert to the situation; will possess grit, grace, and gravity, with vim, vigor, and virility, and have a determination that does not admit of failure.

When the source of information has been developed; the kind of information has been developed; the kind of information the credit man needs is studied; where to get the

information is determined; how to use the information carefully; and how to understand the information thoroughly; all the thoughts will be summed up into a short analysis, as follows:

Kind of information the credit man needs—Character, capacity and capital.

From whom to get it—The man, his friends and his enemies.

How to use the information—Confidential, creative and calculating.

How to understand the information—Sterilize, analyze and systemize.
H. N. Tinker.

Greatness of the Yankee Clothespin.

About 20,000,000 feet of timber each year is used in the manufacture of clothes pins, according to W. C. Hull of Tupper Lake, N. Y., in a recent address before the New York State College of Forestry, Syracuse, N. Y., the annual consumption being estimated at 1,500,000 to 2,000,000 boxes a year.

There has been no improvement in the art of manufacturing clothes pins for forty years. The method was invented in New Hampshire and nearly if not all of the machines now in use were manufactured there. New Englanders have been the originators of most of the methods used in wood working, and so far as clothes pins are concerned have not been surpassed. For the last ten years there have been at least five inventions annually for improvements in clothes pins submitted to the Patent Office, but none, says Mr. Hull, has found any degree of favor with the housewives who are still loyal to the old-fashioned wooden clothes pin.

Clothes pins are made in three lengths, five, four and a half and four inch. The five-inch is rapidly going out of use, being used mostly on export orders. Eventually all pins will be four inches in length, as they are as strong and practicable as the longer ones. This saving in length and consequent saving in diameter is the means of conserving millions of feet of lumber.

England uses 250,000 boxes annually, and in 1914 clothes pins were one of the first commodities placed on the embargo list, shipments not being resumed until the middle of 1919. Most manufacturers of clothes pins engage in the business with the idea of using up slabs and edgings, but this is not practicable because when slabs are cut to the sizes of clothes pins they are mostly cross-grained and thus unfit for pin manufacture.

Deserves Reward.

"Have you really done anything to deserve the gratitude of the people?"

"Yes," the candidate responded, "I have, though they do not know it. I haven't made a large number of speeches I was tempted to make."

Michigan Finance Corporation

Flint and Grand Rapids

20 MONTHS PAYMENT PLAN

(Detailed information sent
on request)

7% Cumulative Participating
Preferred Stock with Com-
mon Stock.

CAPITAL \$4,500,000

7% Cumulative Participating Preferred Stock.
600,000 Shares Common Stock.

A Discount and Investment Banking Corporation

Dealing in Automobile Paper, Trade Acceptances, Real Estate, Mortgages and Land Contracts. We are offering a portion of the Preferred and Common Stock in the above Corporation to Grand Rapids and Western Michigan investors.

OFFICERS AND DIRECTORS:

ALBERT E. MANNING	President
Resigned as Deputy State Banking Commissioner to accept Presidency of the Corporation.	
C. S. MOTT	Vice President
Vice President of General Motors Corporation. President of Industrial Savings Bank.	
CARROLL F. SWEET	Vice President
Vice President Old National Bank, Grand Rapids.	
CLARENCE C. HETCHLER	Secretary
President Ford Motor Sales Co., Flint.	
GRANT J. BROWN	Treasurer
Cashier Industrial Savings Bank, Flint.	
DAVID A. WARNER	Director
Travis, Merrick, Warner & Johnson, Attorneys of Grand Rapids.	
W. P. CHRYSLER	Director
Vice President Willys-Overland Co., Toledo, O.	
LEONARD FREEMAN	Director
President Freeman Dairy Co. Director Industrial Savings Bank.	
FRED J. WEISS	Director
Vice President and Treasurer Flint Motor Axle Co. Director Industrial Savings Bank.	
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.

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



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

The Finnish Mutual Fire Insurance Company.

The Tradesman this week adds another mutual fire insurance company to its approval list. This company has been in existence more than thirty years and has achieved an enviable reputation as a reliable and substantial institution. Heretofore the company has confined its operations to the Upper Peninsula. From now on it will cultivate the patronage of Lower Peninsula merchants as well. The company does business along different lines than any other company within the knowledge of the Tradesman. It charges the full stock company rate for four years, at the end of which time a check for one-half the total amount paid by the insured is returned to him. In response to an enquiry regarding the personnel of the officers of the company, the Tradesman received the following reply.

Calumet, July 23—We are in receipt of your kind letter of June 24 and are very glad to hear that our company is so well spoken of.

Our company is now over thirty years old, during which time we have been obliged to levy only one assessment and that was in the year 1890, and the amount of the assessment was only \$500. Since then we have accumulated a cash surplus of over a quarter million dollars and have about 3,700 members among the best business and financial men of the Upper Peninsula.

Our board of directors are all 100 per cent. Americans and are all experienced business men. Oscar Kekkonen, President of our company, is the owner of the largest hardware store in the Upper Peninsula; he is the President of the Copper Country Building and Loan Association; a di-

rector of the First National Bank of Calumet; President of the Finnish Republican Printing Co.; he is a member of the Red Jacket village council and is a leading man, both politically and socially.

Henry A. Kiti, Vice-President, is a wealthy real estate owner and chief salesman in the general store of P. Ruppe & Sons, of Calumet.

Jacob Uitti, Secretary, is the proprietor of the leading general store and meat market of South Range and is a very popular business man.

William Johnson, director, is a large contractor for the Quincy Mining Co., also district agent for the Dupont Powder Co. in the Upper Peninsula. He is a man of high standing.

J. P. Frisk, our Treasurer, is the head salesman for the Petermann Stores Co., Inc. He is a man of good character and standing.

Albert Tapani, director, is the President of the Atlantic Milling Co. He is a wealthy farmer of strong character and is a well-known business man of the Portage district.

Matt Lohela, director is the proprietor of the Copper City Bottling Works and is a highly respected citizen of Larium.

Dr. O. H. Sorsen, director, is a dentist and owner of valuable real estate both in the village of Red Jacket and in Larium and is a leading social man.

I. W. Frimodig, general manager, is an ex-County Treasurer. He was employed several years by the First National Bank of Calumet as book-keeper and auditor, resigning in 1914 to take the general management of the Finnish Mutual Fire Insurance Co.

This is a brief information concerning our directors, which we hope will be of service to you.

Finnish Mutual Fire Insurance Co.

Don't bank too much on the other fellow, for he might be banking on you.

How Yeast Agents Can Be Helpful.

Grand Rapids, July 27—It is our business to sell yeast. To do this successfully we must know the bakers' problems. How is this done? Trade journals. In any line of business the successful salesman of to-day is an advisor. We pride ourselves on giving service. To give service, we must know the problems that confront the baker. I can truthfully say that articles published in the trade papers have enabled me to more fully give to Fleischmann customers Fleischmann's service, on which we so highly pride ourselves. Our customers expect it. If we, as representatives of the Fleischmann Company, are going to give our customers the service we advertise as being in a position to give them, it is absolutely imperative that we post ourselves as much as possible, on all the details of the baking business.

It does not suffice that we tell them of our advertised service, our demon-

strating service, our laboratory service, our delivery service, but it is absolutely necessary, if we hope to be in a position to give our customers some real pointers on how to make their shops more efficient and more profitable to them, that we study the trade journals and post ourselves on how these things can be accomplished. Pick up any trade journal; in it you will find some article which contains some information that is invaluable to some customer. In every issue of a trade paper you will find articles written by men who know; men who have solutions of the problems that confront the baker—the wheat market, the flour market, the character and strength of the flour, formulas on how to use the flour milled to-day; questions on fermentation, marketing bread in a clean, sanitary way, advertising finished product to not only get more people to eat his bread, but to get his customers to eat more bread. These are the subjects discussed. Isaac Douma.

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

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.

Bristol Insurance Agency

"The Agency of Personal Service"

Inspectors and State Agents for Mutual Companies

Savings to Our Policy Holders

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

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

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

**A. T. MONSON, Secretary
M I C H I G A N**

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

MEN OF MARK.

J. H. Gingrich, Sole Owner Clemens & Gingrich Co.

Jesse H. Gingrich was born Sept. 28, 1880, in the village of Floradale, Waterloo county, Ontario. He was sixth of a family of seven boys and one girl, all of whom are still living. He received a common school education in the district schools of Berlin, Ont., to which place his parents removed in 1893. Sept. 28, 1899 (his birthday anniversary) he came, with his parents to Grand Rapids. He attended the McLachlan Business University and took his first position in May, 1901, in the office of the Brown & Sehler Co. He never held any other position. He remained with the Brown & Sehler Co. for eight years, resigning in the spring of 1909 to form a copartnership with O. B. Clemens under the style of the Clemens & Gingrich Co., Mr. Clemens had been for years a traveling representative for the Brown & Sehler Co. This copartnership continued until last week, when Mr. Clemens sold his interest in the firm to his partner, who will continue the business under the same style.

The new firm took over the selling agency of the "Blizzard" ensilage cutter, manufactured by the Joseph Dick Manufacturing Co., Canton, Ohio, for Michigan and Wisconsin, and to this territory has since been added the states of Ohio, Indiana, Illinois, Iowa and Nebraska. Mr. Gingrich saw a great field for this class of machinery with the increasing use of silos. Today an up-to-date farm is not complete without one or more silos. The firm started out in a small way, both members traveling on the road, and Mr. Gingrich looking after the office work Saturdays and Mondays. The business has grown away beyond the expectations of the founders. Today the house has ten traveling salesmen on the road during the season, as follows:

Thomas O'Toole, city, Southern Michigan.

James A. Sott, City, Northern Michigan.

E. L. Houghtalin, Hastings, Western Ohio.

A. B. Olmstead, city, Wisconsin.

C. A. Farnam, Sand Lake, Illinois.

A. R. Underhill, LaGrange, Ohio, Eastern Ohio.

W. T. Johnson, Indianapolis, Ind., Southern Indiana.

W. H. Gingrich, Des Moines, Iowa, Western Iowa.

J. B. Mason, Toddville, Iowa, Eastern Iowa.

E. I. Hubbard, Warsaw, Ind., Northern Indiana.

The house maintains large warehouses at Des Moines and Indianapolis, from which shipments are made to the Western trade. Most of the shipments to Ohio and Indiana dealers are made direct from the factory at Canton.

Mr. Gingrich was married June 26, 1907, to Miss Lottie Shoemaker, of Grand Rapids. They have only one child, a 5 year old boy—and he is "some boy." The family reside in their own home at 1307 Logan street.

Mr. Gingrich was for many years a member of the Second street Meth-

odist church, but about five years ago he transferred his membership to the First Methodist church.

Mr. Gingrich is a member of Valley City lodge, No. 86, F. & A. M. He is also a 32nd degree Mason and a Shriner. He is not much on the lodge business, however, preferring home life, with wife and child. He is a director of the United Automobile Insurance Co.

Mr. Gingrich has no hobby except his work and automobiling—both of which find him an ardent devotee. His earnestness of purpose and amiable disposition have never failed to make a distinct impression on all who know him and they predict for him many more years of activity and usefulness and believe that his influence on the great special industry he has done so much to exploit and

Converting America From Democracy To Bigoted Autocracy.

I think if Hughes had said four years ago what he has said lately, he would have picked up enough extra votes to land in the White House, thus materially changing the course of human events throughout the whole world. The other day, at Cambridge, Mass, he made this highly important statement, which has by this time probably been forgotten:

"A passion for legislation is not a sign of democratic progress, and in the mass of measures introduced in the legislatures of our free commonwealths there is too little evidence of perspective and an abundance of elaborate and dreary futilities.

"Occasionally a constructive measure of great benefit is skilfully planned, but we are constantly impressed

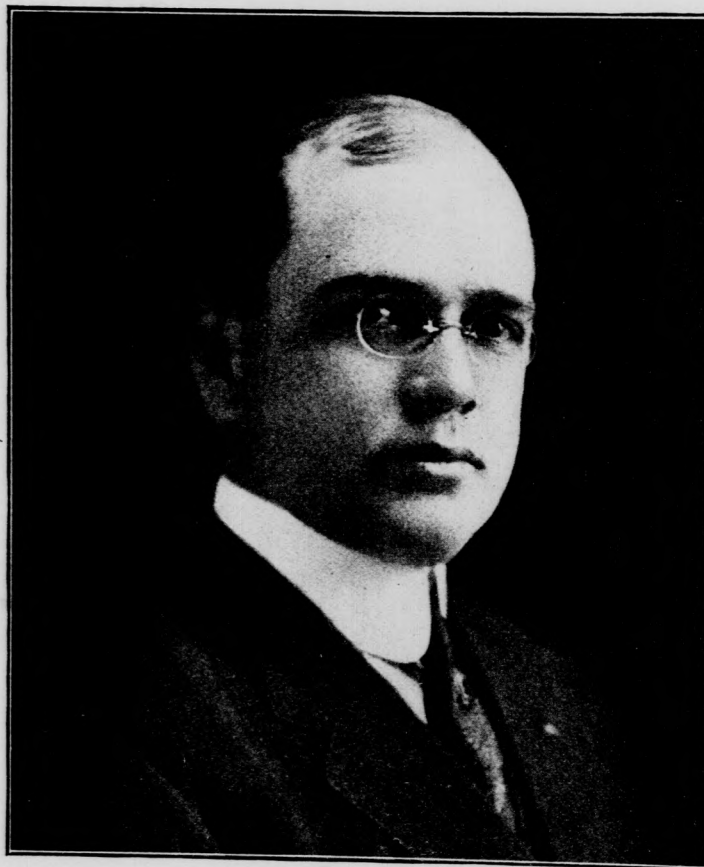
disregarded. Very recently information has been laid by responsible citizens at the bar of public opinion of violations of personal rights which savor of the worst practices of tyranny. And in the conduct of trials before the courts we find a growing tendency on the part of prosecutors to resort to grossly unfair practices."

If Debs had said these things, he would have had a warrant awaiting him when he is released at the end of his present sentence, but Hughes is too big a man to harass for the expression of truths that all thinking men recognize as fundamental. I have been trying to say for years to the readers of the Tradesman what Hughes has better said to the whole world. There are too many laws, too many regulations, too many rulings, too many snooping officials prying into our affairs and making law-breakers of nearly every person in America. The more laws you have, the more criminals you make and the more disrespect for laws generally you create. A farmer becomes a criminal if he doesn't sit up nights to see if a jug of apple cider goes "hard." An advertiser is a criminal if he expresses an enthusiastic opinion of his goods that some one else doesn't agree with. Anybody is liable to arrest if he enters a protest against the present form of government and suggests something else instead. Hughes himself touches upon this point in a lawyer's language, but very plainly he protests against the tendency of the times to convert what was once a democracy into a bigoted autocracy. The less government a country has, the better off will its people be.

Frank Stowell.

J. E. Gumm & Son, Onaway: "We prize the Tradesman highly. Like it for its frank, truthful statements and its pure unadulterated Americanism. We find the prices quoted in its Price Current are most always very accurate, more so than in the other trade journals which come to our desk. The pointers we get from time to time are very valuable."

Thought is the best brain food.



Jesse H. Gingrich.

expand is so strong that it will long be felt to a marked degree.

"Every man is like the company he is wont to keep." The character of a man's social and fraternal affiliations may safely, even emphatically, be assumed to be illuminative of the trend of his personal inclinations—of his general character. In the popular conception, and with warrant, the exercise by a business man of an inclination for bodily activity is associated with clean living. Demonstration of this is found in the case of Mr. Gingrich in the character of the organizations with which he is identified, plainly complementing his business career, which has uninterruptedly been of that order that makes wholesome the reputation of Grand Rapids business men generally.

The Wexford Ice Cream Co. has increased its capital stock from \$10,000 to \$20,000.

with the lost motion and the vast waste in the endeavor of democracy to function wisely. Our material progress seems to have created complexities beyond our political competency, and there has been a disposition to revert to the methods of tyranny in order to meet the problems of democracy.

"We went to war for liberty and democracy, with the result that we fed the autocratic appetite, and we have seen the war powers, which are essential to the preservation of the Nation in time of war, exercised broadly after the exigency had passed and in conditions for which they were never intended, and we may well wonder whether constitutional government as heretofore maintained in this republic could survive another great war even victoriously waged.

"Apart from these conditions, we cannot afford to ignore the indications that the essentials of liberty are being

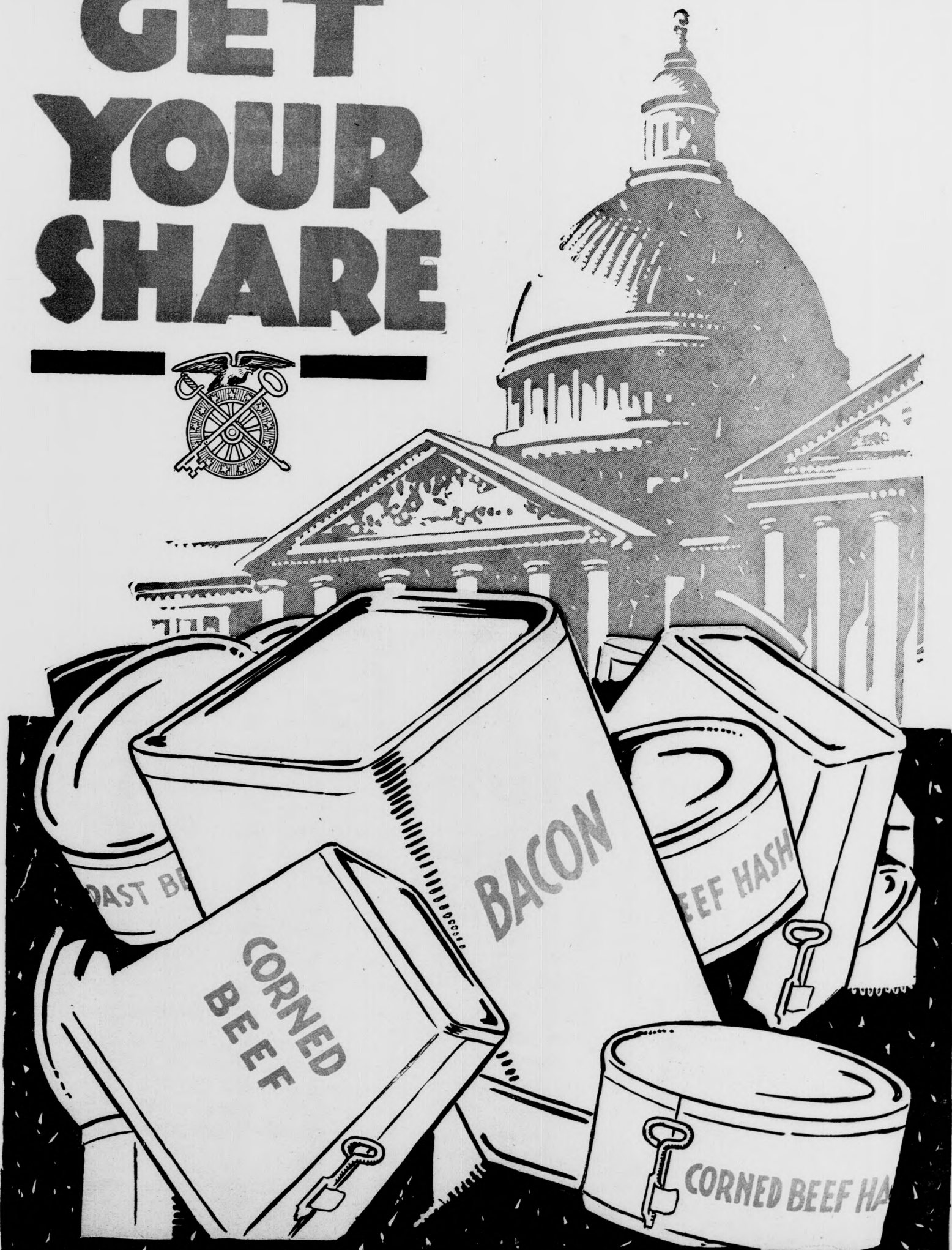
Interall
REG. U.S. PATENT OFFICE
"The Economy Garment"



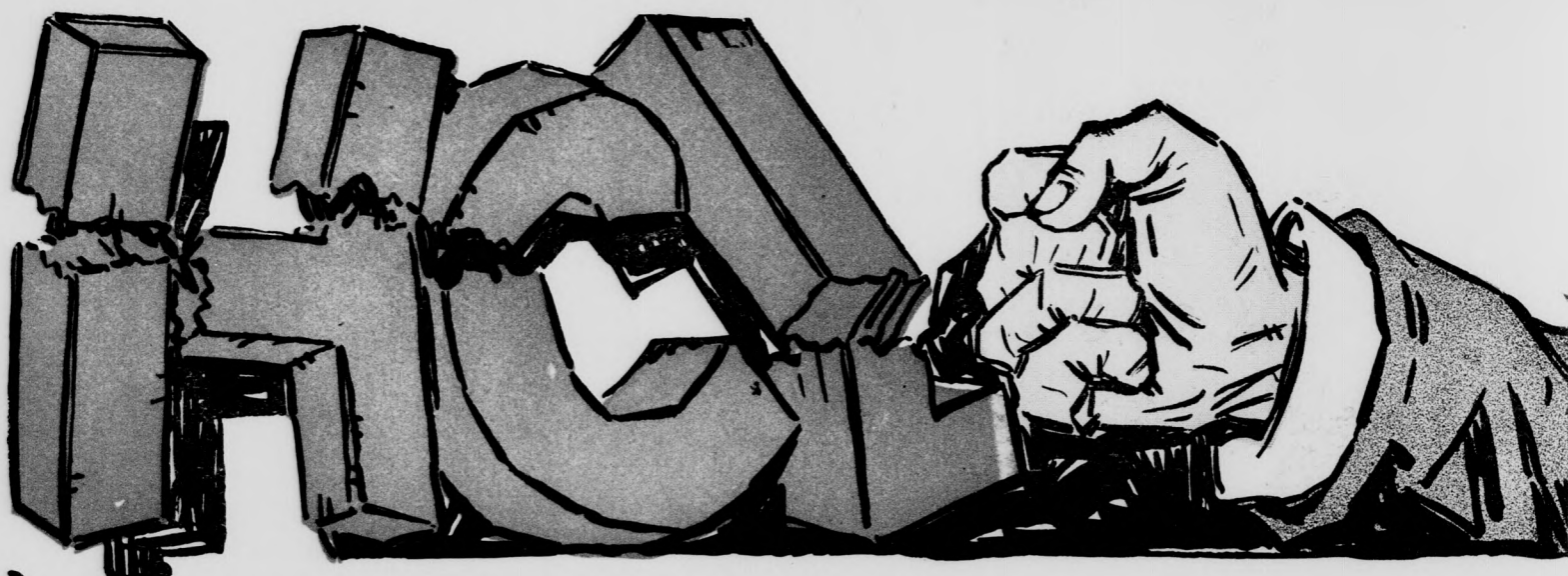
Michigan Motor Garment Co.

Greenville, Mich.
4 Factories—8 Branches

GET YOUR SHARE



WAR DEPARTMENT - CANNED MEATS



The Merchants of

—large and small, in the little village, or in the largest city, on the back street, or in the main thoroughfare owe it to themselves as well as to every citizen in their community to buy now from the stocks of Government canned meats which are being sold at extremely low prices.

The Secretary of War has ordered the immediate sale of these canned meats, consisting of:

**Corned Beef
Corned Beef Hash
Roast Beef
and Bacon**

at prices below those which prevailed for the same commodities before the war.

The prices named on the back of the next page are sufficiently attractive to warrant every distributor in his field to

immediately place large orders for these various meats. In doing this every wide awake merchant seizes at once upon the idea that here is something which he can re-sell to his customers at a reasonable profit and still be offering them a commodity at a retail price which seems unbelievable in view of the present day cost of living.

The War Department asks the hearty co-operation of all distributors of food commodities in the United States to the extent that, having purchased these meats, they will at once proceed to inform the people in their community of this unusual opportunity to save in living costs.

Great Advertising Campaign

Special advertising matter has been prepared by the Government for the retailers' use and will be supplied to them without charge upon request.

You are urged to make the fullest use of the intense advertising campaign now being conducted by the Government throughout the entire United States on these commodities.



WAR DEPARTMENT CANNED MEAT SALE



America

The public in general is being told that the Government guarantees the quality and condition of every single can of these meats.

Don't hesitate for a minute to do likewise

Assure your customers that they are going to get, in these canned meats, the best product, packed in the best manner, and under the most thorough supervision and inspection known to the entire packing trade, and that they are going to get them at prices which will more than please them.

If you have not already ordered your share of these meats do so now. Orders should be sent to the nearest Depot Officer as per following addresses:

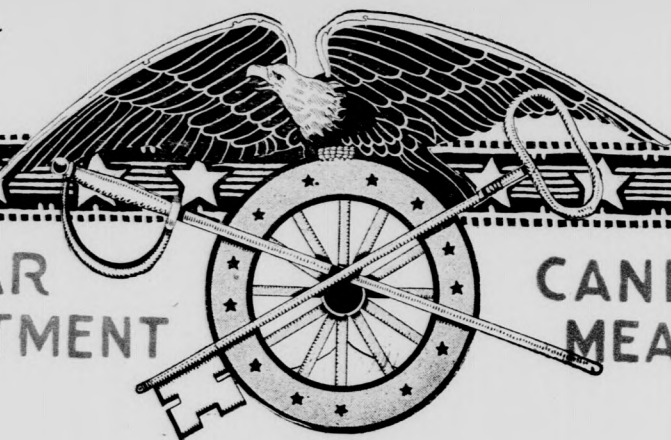
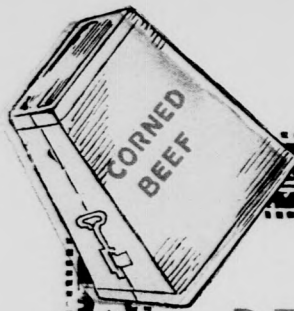
New York City, 461 Eighth Avenue
Boston, Army Supply Base
Chicago, 1819 West 39th Street
San Antonio, Texas.
Atlanta, Ga., Transportation Bldg.
San Francisco, Calif.

or

**CHIEF, SURPLUS PROPERTY
DIVISION.**

Munitions Building
Washington, D. C.

**T
E**



WAR
DEPARTMENT

CANNED
MEATS

Details of Sale

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 twelve pound cans.

Prices as follows, subject to the discount named for quantity purchases.

CORNED BEEF

No. 1 cans	-----	\$.21½	per can
No. 2 cans	-----	.40	per can
1 lb. cans	-----	.25	per can
6 lb. cans	-----	1.40	per can

ROAST BEEF

No. 1 cans	-----	\$.12	per can
No. 2 cans	-----	.23	per can
1 lb. cans	-----	.15	per can
2 lb. cans	-----	.32	per can
6 lb. cans	-----	.90	per can

BACON

12 lb. cans	-----	\$2.57	per can
Crates (approximately 100 lbs.) in slabs	---	.19	per lb.

CORNED BEEF HASH

1 lb. cans	-----	\$.22	per can
2 lb. cans	-----	.38	per can

TABLE OF DISCOUNTS FOR QUANTITY PURCHASES MADE AT ONE TIME

\$ 250 to \$ 1,000—net	\$ 10,001 to \$ 25,000—10%
1,001 to 2,500—2%	25,001 to 50,000—12½%
2,501 to 5,000—4%	50,001 to 100,000—15%
5,001 to 10,000—7½%	100,001 and over—20%

TERMS: Ten percent, with order. Remainder upon receipt of notification that shipment is ready to go forward. No special order blank is necessary. No order for less than \$250 accepted.

The Government reserves the right to deliver meats approximating the amount ordered if for any reason it cannot deliver the order complete.

All goods offered subject to prior sale. Prices are subject to change without notice.

ORDER AT ONCE

These meats are stored in the most important distributing centers in every section of the United States. This means quick delivery and a low freight charge. Shipment will be greatly facilitated if you will send your orders to the nearest Depot Officer as per following addresses:

New York City, 461 8th Ave.
Boston, Army Supply Base

Chicago, 1819 W. 39th St.
San Antonio, Texas

San Francisco, Calif.
Atlanta, Ga., Trans. Bldg.

CHIEF, SURPLUS PROPERTY DIVISION

Office of the Quartermaster General
Munitions Building, Washington, D. C.





Sell Boss Work Gloves by Name

EACH grade of Boss Work Glove has its own name. Each name has a special sales value. To say "The Boss 'Walloper' will suit your needs" or "This is the Boss 'Meedy'" gives the gloves a personality. It inspires a confidence that increases your sales.

Everyone needs Boss Work Gloves. They are tough gloves for rough work, but flexible enough for the most sensitive jobs.

Every pair is carefully made and rigidly inspected. No rough edges. All seams are strongly sewed. Three styles of wrist—ribbed, band and gauntlet. The eight popular gloves described at the right are the proven favorites.

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

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

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

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

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

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

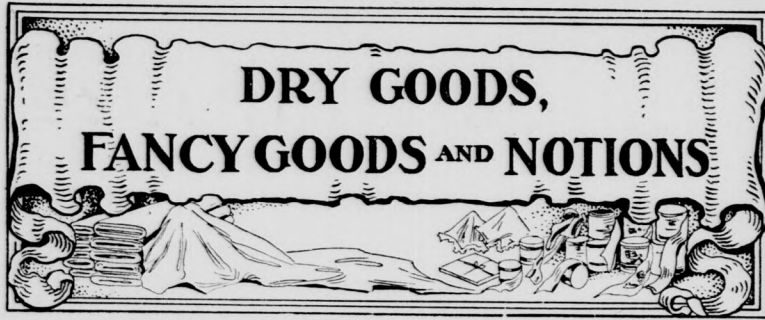
THE BOSS JERZY—Warm, sturdy gloves made of highest quality, cotton jersey cloth. These are for work and play, and are made in distinctive colors.

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

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

THE BOSS MANUFACTURING CO.

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



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.

Wonderful Influence of Michigan Man on Textiles.

An idealist, whose dreams and teachings had a profound effect upon the textile industry, died in New York last Wednesday of appendicitis, after an operation at the Post Graduate Hospital. The funeral was held Friday at Flint, at the home of his mother still living, and where he was born 61 years ago. Most people would be satisfied to call Arthur Jerome Eddy a great lawyer, as he was, or a pretty keen organizer of large corporations, as he was, or a very compelling writer of many sorts of books from art subjects to novels, to books on trusts and political and economic subjects, etc., all of which he was.

It takes courage to say to a business man nowadays that an idealist ever had any good effect on anything. The reason is that it has become so popular in the trade to charge the present incumbent of the White House with being an idealist, in the hope that flying bricks will hit him harder, that any suggestion of new ideals in business may bring on attacks of rickets or something akin to them—whatever they are.

Mr. Eddy wrote a book called the "New Competition," in which he stood for the freedom of men to co-operate under, in spite of the law, and in which he presented a case for co-operation of every class of industry, laborer, farmer, merchant and manufacturer. He had previously written books on the law of combinations, and had enunciated substantially similar views in the world's Work, where they attracted a great deal of attention from students of economics.

The "New Competition" had been attracting serious attention in many lines of business outside of textiles. It was the boast of dry goods men that there were no trusts in the trade. One of the things that seemed like a trust, a large cotton fabric finishing company, had gone to pieces in the hard trade period just before the European war began, and some one had been talking of the wisdom of organizing the finishers so that they could stand against the bad competition led by converters. Such an organization was perfected and it was not long before the textile industry began to talk of "co-operative competition" and such things, as if prosperity depended on it.

It has always been a mystery to many people how the idea of "co-operative competition" ever seized

such a strong hold in certain parts of the dry goods markets. There was really no mystery about it. Mr. Eddy was called into the finishing business as a consulting specialist in law to show a few finishers how they could get some advantages of combinations without having to spend time in jail for the violation of the Sherman act.

Henry B. Thompson, who had been dragged into the United States finishing business a few months before the inevitable result of bad business methods became known, was then in charge of the reorganized company. He was asked to join a finishers' combination and he listened to what Mr. Eddy and some others had to say. He knew from the beginning that his company had weathered the hardest sort of a blow in wide open, unrestricted and killing competition, and he was ready to take a chance on anything that meant a laying of all the cards on the table after the game was played. His association with Princeton University and some other things has led to the accusation that he was an idealist, but that's neither here nor there.

Mr. Thompson refused to go into anything that savored of secrecy in price making. He was perfectly willing to take chances with any competitors but he thought he would like to know at first hands just what his competitors were doing. This was provided for in the interchange of information through open price associations such as Mr. Eddy proposed and had organized in many other trades. By another favoring circumstance supplementing the assured assistance of Mr. Thompson, the organizers of the finishers' association secured as a secretary H. S. Danner, who had spent many gruelling years with Clarence Whitman & Co., learning the details of finishing and converting. In addition to manifesting an acute intelligence and an inbred respect for obedience as a controlling thing in business, Mr. Danner was frank with all those who inquired of him for information about what the finishers were doing. When he could not answer positively he sent to the president and had an answer full and complete at once.

This open price association was underway in 1914 when the business of finishers and everyone else went to pieces temporarily. From that time until a week ago yesterday, when Mr. Eddy was last in consultation with members in this city, Mr. Danner has been called on by textile manufacturers of all kinds to relate the experiences of the finishers in establishing an open price association. He has assisted at the birth of fully a dozen of the most flourishing as-

sociations in the trade, and Mr. Eddy, the father of the "New Competition," looked upon him as one of the most useful business instruments he had run across in testing out his dreams of how "killing competition" can be modified for the benefit of the public and the trade.

Those who have read up to this point will ask what all of this has to do with the idealism of a man who has influenced the dry goods trade. About all it has to do with it is that it indicates the sort of instruments that were used successfully in convincing hundreds of dry goods men that competition can be dangerous and demoralizing. Most dry goods men wanted a wide open market within the borders of this country. They swapped information with competitors only between hisses and drawn knives.

Yet when the war broke out, in April 1917, the possibilities of co-operative competition in trade had extended so far that whole groups of textile manufacturers and merchants were ready to hand to the Government the finest sorts of instruments for making co-operation successful. The little that had been learned before the war concerning the advantages of a swapping of trade information was added to greatly during the war, and it has left an indelible mark after the war.

Whenever Mr. Eddy had time he loved to discuss the principles and tendencies underlying modern business with any one who had assumed to criticize the workings of associa-

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tions or the manner of carrying out some of the ideas that have made such things as open price associations possible.

While no man of his time had more facts of business competition and law at his command, he constantly impressed his hearers with the conviction that he was an apostle of a new era. His legal training and his artistic inclinations added much to a splendid physique and the share of breeziness and frankness that go with every Westerner. But the one thing that was overpowering to those who were called on to interview him was his absolute sincerity in the belief that co-operative competition in all lines of trade will ultimately displace what is now called free and untrammelled competition.

As to the permanency of his work and the probability of a growth of sentiment looking toward a modification of the underlying principles of the Sherman act, nothing can be said here that would merit attention. If the trade has been following a will-o-the-wisp in open price methods, and if it is certain at some time to find itself under fire from the courts, it can at least have the satisfaction that the man who led the way was a wonderful and splendid type of American gentleman.

Tams Shown For Fall.

Jaunty tams, made in bright colors and attractively trimmed, are among the specialties now shown in the millinery trade. One of the smartest is made of marigold hued duvetyn, and has a soft, full crown. Embroidery of celophane and ribbonzene ornament the side. Other models are desmement the crown, and a tassel swings cribed as follows by the bulletin of the Retail Millinery Association of America:

"To add a bright touch of color to a model of black velvet, orange worsted is chosen to ornament the crown. Swinging from the side of the hat is a long orange tassel, its ends weighted with wooden beads.

"One of the new Fall brims, which shows the pleat bent in each side, is illustrated by a smart hat of tan duvetyn. The crown is round and the brim rises higher on one side than on the other. Metallic embroidery festoons the hat.

"Copied from a Paris model, is a neat hat of black Lyons velvet and satin. Satin makes the high crown, banded by short tight flues of ostrich and velvet faces the under side of the off-the-face-brim.

"Sand-colored duvetyn is used for a tailored hat whose crown is made in sections joined together by a lighter shade of tan ribbon. The narrow rolling brim is cuff shaped, and a bow of grosgrain ribbon, its knot formed by strands of chenille, adorns one side of the brim.

"Old blue chenille binds the sections of a second hat of tan duvetyn. Old blue satin faces the off-the-face brim and fold of the satin edged with lame, circles the brim. A bow of lame is poised at the side of the crown."

A hang-dog look never won a prize position.

Market Letter---July 21, 1920

NEW YORK CITY.

During the past week we have attended the Semi-annual Meeting of National Wholesale Dry Goods Association here and have made a personal investigation of conditions. We hope that this report will be useful to you.

SILKS

Raw Silk has increased considerable from its low price of recently. The market on broad silk is still unsettled due to continued liquidation of speculators and "mush-room" jobbers. The market is flooded with cheap, subcount Georgettes, Crepe de Chines, Messalines, etc. Some buyers have bought a small quantity of merchandise at present prices. Old well-established mills view the situation with calmness and say that when the present financial troubles are adjusted, that they expect a good business and at advancing prices. In order to have you understand the great development of the silk business the following comparisons are given:

1880-432 Mfrs.	8500 Employes—10,000 Looms
1920-1300 Mfrs.	142000 Employes—99,000 Looms 3,000,000 spindles

In 1890, the raw silk imported by the United States was \$11,500,000, producing a finished product of \$41,000,000. In 1919, the imports of raw silk were \$341,000,000 producing a finished product of \$794,000,000 in broad silk and ribbons alone, not including silk hosiery, etc. In 1890, there was one manufacturer of silk waists and none of dresses, etc. Today the cutting-up trade is an immense industry which consumes from 70 to 75 per cent. of the piece goods manufactured. The unsettled condition of ready-to-wear has forced many cutters to sell their silk piece goods at any price. This trade is not placing orders, due to lack of orders from merchants and financial pressure. Hence as soon as this situation is settled, it looks as if silk and its products should be scarce even at advancing prices. Costs of production are still advancing due to labor increasing, etc. Broad ribbons are in better supply but narrow widths are still almost unobtainable. Silk Hosiery mills are closing from lack of orders. Some quotations have been reduced to raise money but the consensus of opinion is that the decreased production means continued high prices and advancing prices if buyers should all attempt a little later to operate simultaneously. Satins lead style tendency for Fall. The price of Ready-to-wear depends on whether or not the cutter needs cash.

WOOL

The supply of cheaper grades and domestic raw wool in the United States at the present time is the largest in history. Manufacturers are refusing to buy at even present low prices and say that prices are going lower. Many Mills are closed and those running are on short schedules due to lack of orders. They say they will not run except on orders. Most retailers in New York are advertising sales on clothing but their so-called cut prices do not look as cheap as many of our customers are quoting. Wool Underwear is not offered. We have not had any deliveries of Fleeces. Mills say that advancing costs mean higher prices for Spring on underwear. Wholesalers do not care to buy now and the general talk is to postpone action for next Spring until the situation is more clarified. Standard Wool Dress Goods are made largely from Australian Wool on which the price is still high and of which there is only a limited supply in the United States. England is buying a large part of that crop. The mills here are only producing dress goods as ordered and while some speculators have been forced to sell at lower than prevailing prices on account of financial pressure, it is said that the same or a higher level of prices for Fall will maintain on this item.

COTTON

Cotton is still King. The price today is 43c, a raise of 2c in two days. People are beginning to realize that a 10,000,000 bale crop in 1920 cannot provide 7,000,000 bales for export as in last year, and still clothe the United States which takes 7,000,000 bales annually. Speculators who have been caught in the financial press are selling out what few goods they have at any price they can get. Cotton yarns are steadily dropping in price because no one is buying. Neither piece goods mills or hosiery, underwear, etc., mills are willing or able to buy without orders from wholesalers and we cannot see our way clear to buy and sell at the increased prices which would have to be asked at present level of prices of yarn and costs of labor, production, etc. Hence many mills are either closing or going on part time schedules. This means a further decrease in the already short supply of merchandise. Most second hands and speculators are out of the market entirely. Stocks everywhere are low. A few Mills have opened their lines on Gingham for Spring 1291 at prices approximately 15 per cent higher than Fall 1920. They maintain that their advancing costs force them to make these prices and that they will only make as much merchandise as they get orders for. Underwear and Hosiery Mills do not expect to open their lines before October 1st, as they say they will have to advance prices 25 to 30 per cent and Wholesalers and retailers do not believe that consumers will pay such advances. The cotton gray goods market is going down for the same reason that cotton yarns are off, and in addition, there is a great deal of gambling on this item—in fact, the most popular amusement today in the business is to sell gray goods short, and if Mills ever start operating, many will be pinched and lose large sums on account of their inability to deliver what they have sold, for later delivery. Operations for Fall 1920 are closed. No more merchandise is being offered, and none will be made except what has been sold. Those in possession of actual merchandise are admonished to not let it get away from them without a fair profit as the supply is limited. Other wholesalers report that on some items they are sold-up just as we are. On Gingham and Outings, we were asked to divide some of our orders with others who are over-sold. The award to railroad workers of wage increases means further large increases up to 44 per cent in freight rates and it is advisable to get your merchandise before these take effect about Sept. 1st. Retailers generally report a large business.

Do you know that before the War we only exported cotton goods to a few adjacent countries and that now we export to practically every known market? We are in 42 distinct markets. On one brand of Gingham which you all handle, the Mill stated that they are selling one-third of the out-put to foreign countries and have a large enough unsatisfied demand to sell the entire out-put for export if not taken by the United States. We are now exporting 7 yards of cotton goods to 1 yard before the War. Mills say that with proper support from our Consular service, adequate banking facilities and a Merchant Marine that we cannot only hold but further increase our exports.

The whole situation can be summed up by a statement that prices are ultimately determined by supply and demand and if the financial pressure is ever lifted and buyers start buying again, the market cannot help but respond to the impetus of concerted buying.

The prudent merchant will get his initial merchandise for Fall from us as soon as possible and depend on us for his further needs as needed, realizing that he is taking no chances when he buys from us.

C. J. FARLEY, President,
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Expert Information Regarding Cold Storage Eggs.

The cold-storage egg is a much-abused food product. What we want is an edible egg, free from the seeds of decay and untainted by the absorption of rank flavors. All this an eight months' storage egg may be, if properly handled; whereas a "new-laid" egg that has passed twenty-four hours in insanitary conditions, hot, moist, and dirty, may embody all the objectionable features hinted at above. Eggs when laid differ considerably in size, but otherwise are a very uniform product, the writer tells us. They also differ in color, depending on the breed of hen laying them. In New York City the housewife insists on having pure white eggs, and brown eggs are always cheaper in this market. In Boston the preference is for brown eggs and the white eggs are the cheaper. Careful tests have failed to disclose any difference in the quality of new-laid eggs which has any connection with the color of their shell.

The food which the hen eats sometimes affects the flavor of the egg; it takes on a deeper yellow tint when the hen has eaten an unusual quantity of grass or other green food. Because the hens are in better physical condition during the spring, the eggs laid at that time are apt to have a firmer interior structure and keep better than those laid later in the year. A new-laid egg may be small, or dirty, or thin shelled; but these faults are to be laid at the door of the farmer who disregards breed, feed, and clean laying quarters for his hens. So far as eating purposes are concerned it may be said that all new-laid eggs are practically equal.

Between this theoretically uniform new-laid egg and the egg that the housewife buys in the market there is a vast discrepancy, as she knows only too well from bitter experience.

Because of the readiness with which eggs spoil, the term fresh has become synonymous with the idea of desirable quality. Contrary to the popular notion, however, the actual age of an egg is relatively of much less importance than are a number of other factors which affect its quality. No egg which has been held for even a short time is quite as good, of course, as one which is freshly laid. But an egg forty-eight hours old that has lain in a wheat shock during a warm July rain or has been gathered by the farmer's wife when it was wet and dirty and then kept in a warm kitchen would probably be swarming with bacteria and be unfit for food, while another egg kept for eight months in a first-class cold-storage room would be entirely edible and of fairly good quality. The promptness with which an egg reaches the consumer after it has been laid is no guaranty of its quality unless it has been handled properly while in transit.

Any wetting of the shell of an egg is apt to result in dissolving the gelatinous coating by which it is normally protected, thus making it more porous. When the shell is porous evaporation proceeds at a rapid rate so that the egg becomes shrunken or stale; odors are also more readily ab-

sorbed and may materially affect the flavor. Bacteria also find an easier entrance, resulting in rotten eggs. Lastly, the growth of mold is stimulated wherever moisture is present on the surface of the egg. This gives the egg both a musty flavor and a disagreeable odor, which are not destroyed by cooking.

Nature, of course, intended not that an egg should be eaten, but that it should develop into a chick. The germination of a fertile egg actually begins, we are told, before it leaves the body of the hen, and growth will continue if the temperature is greater than 68 deg. F., though it is slowed down below 103 deg. F. This is one cause of the lowered quality of the eggs received in the markets during the summer. Not all eggs are fertile, however, and in the infertile egg this type of deterioration does not occur.

As has already been indicated, when the gelatinous protection of the shell has been dissolved by moisture, eggs very rapidly absorb odors and flavors. Any eggshell is porous enough, however, for this process to go on to some extent. This is especially true where the air is motionless, moist, and warm, or where the temperature fluctuates considerably. These odors and flavors are sometimes lost in cooking, but they often persist and are sometimes intensified by the heating. This matter of absorbing odor or flavor is one of the ills to which the cold-storage egg often falls heir. In this case it is commonly the strawboard filler which holds the eggs that gives them what some persons believe to be the characteristic cold-storage taste. The basic reason, however, is not simply cold storage but, rather, cold storage under conditions which have not been ideal. If a good eatable egg is to grace the consumer's table it must be most carefully guarded from the time it is laid against excessive moisture, heat, and strong odors.

Since all the ills connected with moisture, heat, or objectionable odors may develop in an egg within a very short period if its environment is unfavorable, it follows that the mere time which has elapsed between the laying of the egg and its arrival with the consumer is not an adequate or proper test to be used as the sole determinant of what constitutes a fresh egg. The only real test is the interior quality, and this can not be determined with certainty until the egg is broken. Temperature, however, is the most important factor affecting this interior quality and, unless its other surroundings have been unusual, the egg which has been under low and favorable temperatures throughout its career will have deteriorated but slightly and will remain a good usable egg for a very considerable period.

The term fresh egg as commonly used, means any egg which has not been in cold storage. It is apparent from the foregoing that, as quality

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is concerned, this term is a very misleading one.

Weather, especially the element of temperature, is the main controlling factor in the quality of market eggs. During the late winter and early spring the changeable temperature and frequent chilling which the eggs undergo on their way to the consumer injure their quality considerably. It is during the month of April, as a rule, that the eggs arriving on the markets are of quite uniformly high quality. During the heat of the summermost of the supposedly fresh eggs reaching the market are of very inferior quality. As the cooler autumn weather arrives the quality of the market eggs would improve rapidly if it were not for two adverse factors which offset this tendency; one is the lower physical condition of the hens at this time of year; and the other is the generally advancing price in the market which induces every one, producer and distributor alike, to hold back the flow of eggs to get a higher return.

Probably no subject connected with marketing has given rise to so much heated discussion in recent years as has that of the cold storage of food products. In the case of eggs, especially, there also exists in the mind of the average consumer a very real prejudice against the cold-storage product.

Theoretically, if an infertile egg laid in a clean, dry nest on a cool day by a healthy hen be allowed to cool slowly to a temperature of about 30 deg. F., and then held at that temperature in a place where the air is not too humid and where no objectionable odors are present, it will be found that even after a period of many months such an egg will have deteriorated so slightly that its quality will remain very nearly as good as when it was first laid. This is the principle on which modern commercial cold storage depends. The conditions of storage described above, of course, are ideal and can only be approximated in actual commercial practise. But in a modern and properly equipped cold-storage plant the factors of temperature and moisture are commonly controlled with almost perfect success. The factors which are not so well controlled by the storers of eggs are: "First, the quality of the egg when it is put in storage; and secondly, the matter of absorbing odors.

The really vital points to be considered are the condition of the egg when it entered storage and its environment while there. Neither of these facts can be ascertained by the consumer with any degree of accuracy when he contemplates buying a dozen of cold-storage eggs. The time of year in which the egg was stored, however, can usually be found out from the markings on the case which are now required by law in most States. The average April or May-stored egg is usually preferable to one stored at any other time. Its interior quality for a period of six or seven months is apt to be actually better than that of the average fresh egg received on the market during these months, and far superior in every way to the poorer grades of fresh eggs

which reach the city during this time. The above statements are admittedly at variance with popular ideas concerning the cold-storage egg, but they are based on the results of many careful investigations made by the various bureaus of the Federal Government as well as by other agencies which have studied the problem.

An objection to the cold-storage egg which is sometimes a valid one, arises from the fact that if taken abruptly from the low temperature of the warehouse on a day when the outside air is hot and moist the eggs sweat or gather moisture from the air.

The last and best-founded reason for prejudice against cold-storage eggs has to do with the matter of flavor. In this connection the conclusions reached by the Federal Bureau of Chemistry as the result of a careful study of the subject are of interest.

It has been found that under commercial conditions a characteristic unpleasant flavor, commonly termed the cold-storage taste, develops in eggs which have been held in cold storage for several months. The facts indicate that the cold storage taste is due to the absorption of surrounding odors. When eggs are protected from air by immersion in a preserving liquid and held in cold storage, the typical cold storage taste does not develop.

Much of the bad reputation which cold-storage eggs have gained is ill founded. The mere fact that an egg has been held several months in storage does not mean that it has deteriorated to any great extent, for its quality at certain times of the year is actually apt to be better than that of the average fresh egg arriving on the market. The unpleasant flavor usually acquired by a cold-storage egg may or may not be sufficient to injure its use for most forms of cooking, depending on the conditions under which it has been stored. Lastly, an egg which has not been in storage over seven months is not apt to have acquired a sufficient flavor to be objectionable nor to have deteriorated far enough to affect its wholesomeness or edible qualities.

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EGGS AND PRODUCE



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

Hints For the Hardware Dealer In August.

Written for the Tradesman.

Pushful methods are necessary to clear out seasonable goods at any time; but this is particularly the case with hot weather lines, where weather conditions are to some extent a deterrent. That is, while the mid-summer heat inspires the average individual with a desire to own a hammock or a lawn swing, it at the same time makes him reluctant to put forth the mental and physical effort necessary to go down and make the purchase. The same thing is true of most of the other hot weather lines.

The great thing in handling timely goods is to start pushing them early, and to push them hard at the very beginning of the season. That is the time to sell to the best advantage. A little later, the purchaser will expect price reductions in any event; and a good many prospective purchasers will show a tendency to put off their buying until another year. With vague and little understood hints of price uncertainty, and widespread newspaper talk of lower prices to come, this tendency will probably be more marked this season than usual in most communities.

There is still time, by putting forth aggressive effort to get out a lot of stuff at regular prices. Hence, the hardware dealer should push his seasonable goods for all they are worth. Feature them in window display and newspaper advertising, play them up inside the store, and when you get a prospect, stick to that prospect until he becomes a customer.

A little later it will probably be necessary to offer some price inducement to clear out these goods. For it is a sound rule of business to carry over to another season as small an amount of stock as possible. "When in doubt whether to sell or carry over, by all means sell," is a sound axiom. True, in the last few years merchants have made quite a lot of money on hold over goods, and stocks purchased for one season have in many cases earned the merchant a great deal more through not being sold until the next. But we are apparently near the turn of the tide; and if the costs of production remain high, the prospect for selling is influenced by a slackened demand from the ultimate consumer. This condition will probably affect hardware less than some luxury lines; but the shrewd merchant watches these ten-

dencies closely, and adapts his policies to them.

So that it will probably be the best policy, as in normal years, to turn the odds and ends of seasonable hot weather stock into ready money before the actual close of the season. To do this, a little later in August, the retailer must offer two inducements: some slight price concession, plus the prospect of getting some use out of the article before the end of the present season.

To wait until the hot weather is absolutely done before advertising price concessions on hot weather goods is a mistake. For with the first touch of fall, hot weather goods are apt to go deader than a door-nail. There must, at least in most instances, be the prospect of immediate use to induce the customer to buy, even at a discount.

The middle of August is regarded by a good many dealers as the best time to start what might be called a midsummer clearance sale. The average man who hasn't bought hot weather goods by that time is not apt to buy unless price inducements are offered. At the same time, a lot of people who have been wavering between buying and not buying can be swung into buying by the chance of saving money. A little later their decision to put off buying until another year will become set, and price inducements will have no influence on them.

Now is a good time to look over your stock and see if the various seasonable lines are moving as fast as they should. By doing this, you will have a chance, in the next week or two, to put some pushful effort behind these lines in a final effort to clear them out at regular prices.

Meanwhile, you can size up the probable extent of the left-overs, odd lines and broken lots, and can determine definitely whether you will need a midsummer clearance sale to turn them into money.

If you decide on a sale, make it worth while. You must make certain price concessions; see to it that the advertising value of the sale recoups you for the actual cash sacrifice involved. Use your sale, not merely to turn these odd lines into cash, but to bring new customers into the store. Get all the advertising value you can out of it. Don't be satisfied with your ordinary quarter column or four inches of newspaper space; but take on extra space, get out dodgers, put on some special window displays, and play up the sale as a big merchandising event.

In this way you can make the sale

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

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



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

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

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

a stimulus to business in everyday lines on which no price concessions have to be made.

With the sale bringing larger crowds than usual to the store, it affords a good opportunity to demonstrate some of your important lines—such as washing machines, vacuum cleaners, etc. Also, it is a good opportunity to get a line on your fall stove trade, and to introduce your new line of heaters and ranges.

In advertising your sale, prices will of course be the feature. In this connection, be sure to quote specific prices. Some dealers make a practice of offering a 10 per cent. reduction all round, or even quoting higher percentages. But it is the specific price quotation that carries conviction. A \$1 article marked down to 89c is the sort of thing that pulls trade. Quote prices in your advertising, in your window cards, and price-ticket every article you show. The dry goods stores are expert in this sort of thing; and dry goods advertising affords a good example of the best and most effective special sale advertising. A feature of most dry goods advertising is the short, appealing description of the article advertised. This is something you could also embody in your advertising copy with advantage.

Between now and the opening of fall business, the hardware dealer should make preparations for his fall stove campaign, fall paint selling, and other seasonable fall activities. The stock should be gone over, the prospect list revised, advertising copy prepared, circular letters got in shape, and every task of a preparatory nature that can be done beforehand should be got out of the way. Preliminary effort of this sort, put forth in the relatively slack period of midsummer, will save time and avoid confusion when the fall selling season is at its height.

Regardless of the business outlook, you should determine to put forth extra efforts this coming season to secure new business and new customers. Many merchants regard the outlook as uncertain. With some, this uncertainty will doubtless have a paralyzing effect; but the good merchant sees in uncertainty an opportunity to exercise his intelligence to good advantage. New conditions call forth latent shrewdness the existence of which the merchant himself may have not previously realized.

So don't allow newspaper talk to scare you. Your problem at the worst is merely the problem of adapting yourself to changing conditions. The less you worry, the better shape you will be in, mentally, to readjust yourself should conditions demand a readjustment. These readjustments are sometimes uncomfortable, but they are exercise that calls forth and develops the best merchandising talent.

In any event, make it a point this coming season to get after new business and new customers. Somebody will get them; you might as well be that one. And if you decide to hold a midsummer clearance sale of hot weather goods, make that sale a feat-

ure in your business-getting campaign. Victor Lauriston.

Relation of Daylight and Plant Growth.

The Maryland farmer grows his potatoes in spring and fall, when his crops of that vegetable prove most satisfactory. He knows not why, but the fact is enough for him.

Now, for the first time, the reason why is shown. It is simply because in spring and fall the days are shorter.

The potato offers only one illustration of a new and very remarkable discovery, which explains many things not hitherto understood. In a nutshell, it is that length of day is the determining factor in the maturing of plants.

Up to now it has been supposed that in this regard temperature and moisture were the determining factors. That is not true. Even the distribution of plants over the earth is determined by length of day, rather than by moisture and heat.

Much difficulty has been found in getting seed from the "mammoth" strain of tobacco, which in Maryland is a variety of great importance. It refuses to flower and bear seed in the open. But, if its day is shortened by depriving the plant of light for part of the daytime, in a greenhouse, it can be made to flower at any time of the year.

The moral of this is that the way to get mammoth tobacco seed is to grow some of that kind of tobacco at Miami, Fla., where, in summertime the days are shorter. Miami can supply Maryland with the seed.

Why does buckwheat mature and "set" its grain so very late in autumn? This has long been a puzzle. But now we know that it is because the days are so long in summer and early fall. Recent experiments by the Department of Agriculture have proved that buckwheat can be made to flower at any stage of growth, from five inches to five feet high, by regulating its daily exposure to light.

Shorten the day for temperate zone plants and you hurry ripening.

By varying the duration of daily exposure to light annuals are converted into biennials, and vice versa. Length of day, in a word, is what controls reproduction, as indicated by flowering and fruiting.

Was a Poor Speller.

Boss—You have misunderstood what I hired you for.

Clerk—How do you mean?

Boss—I advertised for a stationery clerk—not a stationary clerk.

**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

Michigan Hardware Co.

Exclusively Wholesale

Grand Rapids, Mich.



Braender Bull-dog Extra Ply Cord Tire

BRAENDER TIRES

Champion of the Road

"First Because They LAST"

BRAENDER RUBBER & TIRE CO.

Factory—Rutherford, N. J.

Branches—New York, Philadelphia
Chicago, San Francisco

"ECLIPSE" STANDS

for

Berries, Fruits and Vegetables



These Stands are Steel Sectional Revolving Ball Bearing.

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

Manufactured by

The Wellston Manufacturing Co.

WELLSTON, OHIO, U. S. A.

Salesmen Assert Most Hotel Rates Are Unjust.

A list of specific cases of extortionate charges for rooms and restaurant service, by many hotels throughout the country patronized by traveling salesmen, is being prepared by a committee appointed a few days ago by the National Council of Traveling Salesmen's Association, to be presented to a Federal commission which the council has asked the Government authorities to appoint at an early date. The attention of Attorney General Palmer has been called to what the council terms "unjust and unreasonable, and, in many instances, oppressive charges made upon the traveling public by many hotels and restaurants." Resolutions urging that the Government take steps to curtail the evil of hotel profiteering which, it is stated, exists to a greater or less extent in all parts of the country, have been sent to many Congressmen, the United States Chamber of Commerce and other influential bodies, asking that the earliest possible consideration be given to the matter.

Samuel Blumberg, counsel for the National Council in discussing the plan, asserts that considerable evidence of flagrant overcharges is being collected, which will be submitted, with affidavits and vouchers of bills paid for rooms and meals, to the commission as soon as it may be appointed.

"The most flagrant cases of hotel profiteering which have been presented to us," said Mr. Blumberg, "come from the towns and cities in the Southwest and Middle West areas. The hotels in Louisiana, with few exceptions, figure conspicuously in respect to overcharging. There is one house in particular that I will mention, a well-known hotel in Shreveport, La., where traveling salesmen have recently been charged \$9 a day for a room and bath. In a place of that sort such a charge is outrageous, and our particular complaint against that hotel is that it apparently has no established rates, but seems to charge according to the evident need of the guest to get a room.

"Many specific cases of excessive overcharging by hotels in several towns of Texas have also been presented to us. We have also received many letters telling of cases which appear to be positive instances of overcharging in the Middle West, all the way from Buffalo to Milwaukee and St. Louis. In this connection hotels could be cited in Buffalo, Pittsburgh, Cleveland, Cincinnati, Columbus and Chicago.

Tim Healy, President of the National Council, corroborated the statements of Mr. Blumberg. He explained that in many of the smaller towns visited by salesmen good rooms with meals could be obtained a few years ago for \$2 to \$4 a day. The same houses are now charging from \$5 to \$10, and in many cases meals are not included. One case, he said, had been presented where a salesman had been charged \$18 a day for his room, bath and meals.

"Usually," said Mr. Healy, "the sleeping room does duty for the display of such samples as the salesman is carrying, but for many kinds of goods it is preferable to use a separate sample room. Most of the large hotels have such rooms and formerly it was possible to get them for the nominal charge of \$1 a day. The customary price now for a separate sample room is \$3, and sometimes it exceeds that figure.

"Another grievance among the traveling salesmen is the habit adopted very generally of making a charge of an entire day if the room is kept after

6 o'clock at night. These charges have frequently been made without giving any notice that such a rule prevails. We deem it an outrageous charge, because when a man is leaving town at 7 or 8 o'clock he will be forced to pay a full day for a short occupancy and, in addition, the hotel gets another full day's rate from the guest assigned to the room in the evening even though it be given up the next morning.

"In marked contrast to the apparent profiteering policy of so many hotels in the South and Middle West and, to some extent, in the Eastern section is the very courteous and fair treatment accorded to travelers by the hotels in the Far West, including Denver and places beyond. This treatment is largely due to the efforts of the Far Western Travelers' Association, which has insisted upon just treatment while recognizing the necessity of asking higher rates than prevailed before the war period.

"Conditions in respect to hotel and restaurant charges, according to the reports from our members who have returned from that part of the country, are very much better than in many localities east of the Mississippi River, and there is no complaint of profiteering against the hotels of the Far West. All that we are seeking to obtain in our effort for a proper investigation is decent treatment and fair rates, but we do know that in scores of cases the necessities of the salesmen have been taken advantage of and under the guise of shortage of rooms excessive rates have been demanded. We know that rooms cannot always be had, but that is no excuse for doubling the price when there is a scarcity and the line at the clerk's desk contains more travelers than can be accommodated. Fixed rates and fair prices are what we are asking, and wherever possible we will be willing to co-operate with the hotels in working out satisfactory solutions of the problem."

In the resolutions adopted by these bodies the resolutions asking for the appointment of a Federal commission request that it be empowered to investigate any and all hotels and restaurants throughout the country as to the nature of their business dealings, the charges that are made for food and lodging, to determine whether such charges are unjust and discriminatory and any and all other matters which in the judgment of such commission may be appropriate, to the end that hotels will be precluded from making extortionate charges; to prohibit and prevent hotels from unjustly withholding rooms from guests; to preclude the increase of rates at various hotels because of temporary congestion; to inspect the sanitary conditions of hotels; to fix and determine the reasonable rates that hotels and restaurants may be permitted to charge, which shall be based upon the cost of maintenance of such hotels and restaurants, depending upon the locations of such institutions; to prohibit and prevent the payment by hotels and restaurants to their employees, such as managers, directors, proprietors and others, of excessive, unjust and arbitrary salaries and bonuses, which in many instances is done in order to fix unreasonable and unjustifiable overhead expense.

It is also sought to compel the proprietors and owners of hotels and restaurants to pay adequate wages to their employees, so as to prevent the necessity for the payment of gifts and gratuities; to eliminate from hotels and restaurants the present hat checking privileges; to regulate the basis upon which house physicians employed by various hotels shall be paid, so as to prevent and prohibit the division of fees now existing in many hotels among hotel manager, hotel proprietor and such physicians; to compel the posting of rates in all hotels; to compel such restaurants and hotels to maintain records of room reservations and table reservations which shall be kept in such manner as may be determined by the commission; to do and perform all other acts and

things necessary and conducive to the attainment of the foregoing objects or of any and all objects as may by the said commission from its said investigation be deemed proper and appropriate.

An ounce of hustling is worth more than many pounds of rustling.

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

Beach's Restaurant
Four doors from Tradesman office
QUALITY THE BEST

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

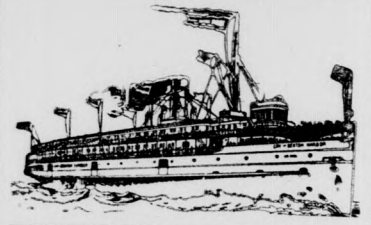
Bell Phone 596 Citz. Phone 61366

**Lynch Brothers
Sales Co.**

Special Sale Experts

Expert Advertising
Expert Merchandising

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



GRAHAM & MORTON
Transportation Co.

CHICAGO

In connection with
Michigan Railway Lines

BOAT TRAIN 8 P. M.

DAILY

DAY BOAT SATURDAY 8 A. M.

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.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 27—Roy Baker has returned from a fortnight's automobile trip to the Soo. With his wife, 4 year old daughter and 2½ year old boy, the party succeeded in navigating the distance without serious accident or mishap of any kind. Camp was made at Paris, Fife Lake, Petoskey and St. Ignace in going and on returning stops were made at Mackinaw City, Bay Shore, Elk Rapids, Old Mission, Leland, Frankfort and Hart. Roy says the family had the time of their lives and confidently look forward to a similar excursion every summer from now on.

Lee H. Higgins, Sales Manager of the Watson-Higgins Milling Co., left Sunday for a trip through the South, including Birmingham, Norfolk and Wilmington.

William E. Sawyer had reached Bridge, Montana, July 21. He writes: "We are having a wonderful sight seeing trip. Are in sight of the snow capped Rockies at this place, 150 miles from Yellowstone Park. The description of the wonderful colorings you read of in Montana are not overdrawn."

H. S. Dingilian has disposed of his grocery stock and meat market at the corner of Wealthy street and Lafayette avenue to Nelson Osborn, of St. Joseph, who will continue the business along the same lines. Mr. Dingilian, who has been in business in this locality for twelve years, had a severe attack of pneumonia last winter and has been advised to go South. He and his family expect to leave for some point in Florida about Sept. 1, to remain until April 1. Prior to coming to Grand Rapids Mr. Dingilian was engaged in trade at Detroit for three years. He was born and reared in Asia Minor and has lived in America about twenty years. He retains the store building in which his grocery stock was located and has other real estate in the city which affords him a comfortable income.

John A. Higgins, Manager of the Watson-Higgins Milling Co., was made the happy father of a third child Friday, which proved to be a girl. He already has an 8 year old girl and a 5 year old boy.

Peter De Jongh has engaged in the grocery business at 843 Grandville avenue.

Victor E. Stephens, who is in charge of the laboratory of the Worden Grocer Company, at Lansing, was in the city yesterday, discussing with the "powers that be" the output of his department.

C. A. Brown, representing Colgate, who has been calling on the retail drug trade of Michigan, intends in the future to devote his entire time to the city of Detroit, making his headquarters and residence there.

Small things become great when a great soul sees them.

There are a hundred successful men for one that is contented.

There is a great difference between contentment and a dead ambition.

By sparing ourselves the daily task we dig the grave of our higher possibilities.

Cutting prices to injure the man next door is cutting off your nose to spite your face.

Trying to find a short road to success would make good epitaphs for the vast multitudes of failures.

Circumstances are the nails upon which the weak hang their failures; with which the strong build their successes.

"The true University of these days," said Carlyle, "is a collection of books, and all education is to teach us how to read."

The lazier the man, the more he will have to say about great things genius has done.

Don't mistake the stubbornness of your prejudices for the courage of your convictions.

Fools will turn out fools whether they go to college or not.

Better believe yourself a dunce and work away than a genius and be idle.

The moment others see that money-

grabbing is your dominant passion, then the bud of your nobility perishes.

Without economy none can be rich, and with it none need be poor.

The Michigan Pharmaceutical Travelers Association elected: President, F. E. Wicks, Detroit; first vice-president, W. O. Gladding, Kalamazoo; second vice-president T. E. Reily, Grand Rapids, re-elected; Third vice-president, Op P. Town, Grand Rapids, re-elected; and secretary-treasurer, Walter S. Lawton, Grand Rapids, re-elected. Leo A. Caro, Grand Rapids, was elected chairman of the council, which includes J. J. Dooley, Grand Rapids; J. J. Dykema, Grand Rapids; W. E. Collins, Detroit; H. C. Reinhold, Detroit; G. H. Halpin, Detroit; C. S. Rogers, Grand Rapids; W. W. Morse, Grand Rapids; Collins, Dooley, Reinhold and Rogers being re-elected. Choice of the meeting place of the associations was left to the executive committee, but Detroit sent an invitation.

The second annual picnic of the Grand Rapids Dry Goods Company will be held Saturday, August 7 at Lake Michigan Park. The house will close all day and every employe is expected to be present. The big feed will be in charge of Miss Kopp, Mrs. Cuddohy, Miss Schoenborn and Miss Trevett. Mens' Sport Committee will be Mr. Takesn, Mr. Timmerman, Mr. Wynsma and Mr. Mayo. Ladies Sport Committee will be Miss Malloy, Miss Muprphy, Miss Stonehouse and Miss Ketchpaw. The character of these committees assure a fine time. There will be a big eats, ball games, tugs-of-war, cracker-jack 'n-everythin."

Should Women Smoke?

Detroit, July 27—I was much interested in your article in a recent issue which dealt with the rapidly increasing habit of smoking among women. I was interested because I happen to be of the opinion that a woman who smokes is a woman who has no regard for her health and welfare.

I believe with many others that smoking is detrimental to the health of women, especially those who are mothers. I base my belief upon the fact that more "sassy" women smoke than do the common, ordinary women. The truth is that the common, ordinary women have no time for smoking, teas, whist and the list of innumerable hobbies which occupy the leisure time of society women. They are too interested in performing the duties of wife and mother. If women would only realize what it means to abstain from the poisonous nicotine, which in due time drugs the entire nerve system, they would be better off.

Style—everything is style—even to the extent of ruining one's health. Theaters and cafes are introducing women's smoking rooms, to be in style. Because they are so eager for business, they are too narrow-minded to see what a calamity these public smoking rooms will be. I know that the old cry of "equal rights" will be raised, but getting down to brass tacks the woman who doesn't smoke makes the better wife and mother.

Irving B. Fellerman.

Georgia Peaches Not Up To Expectations.

The Georgia peach crop for this season is now expected to fall far below earlier expectations. Various reasons are assigned for this smaller output, most important of which, perhaps, are the lateness of the season and the presence of much defective fruit. Shipments up to July 10th reached only about half the total of the same date in 1919. Beginning about July 6th worms appeared in a great many orchards and have caused heavy damage. Brown rot also has caused some damage lately. Many contracts have been canceled because of the condition of the fruit.

General Conditions in Wheat and Flour.

Written for the Tradesman.

Estimates of the amount of wheat harvested in Kansas have been raised to 140,000,000 bushels; in other words, the crop out-turn seems better than earlier indicated by the Government Crop Report.

To offset this, however, there has been some damage to the spring wheat crop in the Northwest by Black Rust; just how much is a question. As a general thing these damage reports are taken with a grain of salt and yet last year the damage done by Black Rust was very serious indeed. The reports proved to be reliable and not in any way overstated.

Futures are inclined to be soft and flour buyers in general are determined not to make big purchases at present values.

It is just as difficult to accurately forecast the trend of prices during the next thirty days as ever. The Trade should watch closely Crop Damage Reports and the Transportation Problem. The tendency of the farmer to sell or to hold is also a big factor and the Export Demand must be reckoned with.

It would be an easier matter to forecast prices if we knew whether or not the farmer is going to hold his wheat or sell early, whether the railroads will be able to move it as fast as offered, whether export demand will continue and whether or not there is going to be any real damage done to the growing crop in the Northwest.

Time can only tell just what the outcome of the present situation will be, but we feel there is no particular advantage to be gained by buying heavily while conditions are so uncertain and possibilities alive to wide variations in prices, either up or down. We believe the Trade are exercising good judgment to purchase for normal requirements as needed until conditions shape themselves so that a better line of the trend of prices can be obtained.

This is the time of year when flour buying increases to heavy volume on the part of the consumer and the trade will do well, in view of transportation conditions, to have supplies enough purchased and in transit to cover thirty days' needs.

Lloyd E. Smith.

Manufacturing Matters.

Detroit—The Mac Hat Manufacturing Co., Inc., has been organized with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$2,850 in cash and \$150 in property.

Lansing—The Lansing Cut Glass Co. has been incorporated with an authorized capital stock of \$20,000, of which amount \$12,450 has been subscribed and paid in, \$2,860.54 in cash and \$9,589.46 in property.

Detroit—The Delta Engineering Co. has been organized to manufacture and sell engineering products and supplies, forgings, etc., with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Detroit—The Power-Freeland Co. has been organized to manufacture, import, export and sell tobacco, cigars and tobacco users supplies, with an authorized capital stock of \$15,000, all of which has been subscribed and \$5,000 paid in in cash.

Battle Creek—The Jim Dandy Co. has been organized to manufacture and sell confections, food products, beverages, etc., with an authorized capital stock of \$450,000 common and \$340,000 preferred, of which amount \$531,000 has been subscribed and paid in in property.

Detroit—Grines Improved Light has been incorporated to manufacture and sell at wholesale and retail, lighting fixtures, appliances, specialties, etc., with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,500 paid in in cash and \$500 in property.

Kalamazoo—The Blue Ribbon Ice Cream Co. has been organized to manufacture ice cream and to deal in fountain supplies, dairy products, etc., with an authorized capital stock of \$30,000, of which amount \$16,000 has been subscribed and paid in, \$8,537.35 in cash and \$7,462.65 in property.

Detroit—The Aulsbrook Co., manufacturer of upholstered furniture and office furniture, has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000 common and \$15,000 preferred, \$25,000 of which has been subscribed and paid in, \$10,000 in cash and \$15,000 in property.

Late News From the Celery City.

Kalamazoo, July 27—Ora L. Ball, North Rose street druggist, is taking a ten day leave of absence from his business and enjoying a motor trip across the State on a visit to friends and relatives.

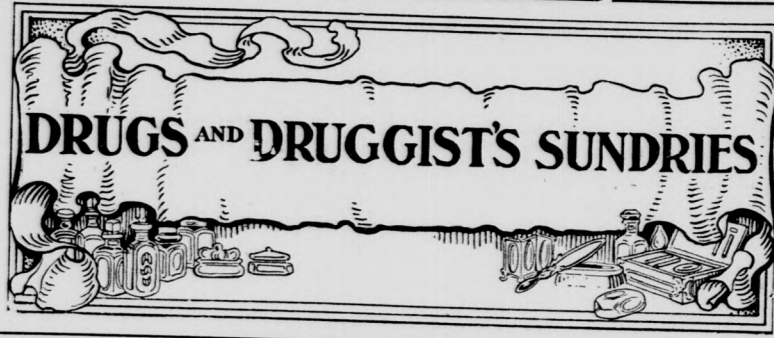
The new Dodge garage belonging to Howard Cooper is beginning to set its roof girders and take on the general outlines of the building. The building will be, when completed, one of the finest and largest garage buildings in the State and is situated on one of the principle corners of our city.

The Bushouse Candy Co., of West Eleanor street, suffered quite a severe loss by fire late Saturday night, which will disable it for some time. Fortunately, the fire was discovered early, or it would have resulted in a more serious conflagration.

The 1920 annual grocers and butchers' picnic will be held August 5 at Long Lake and a big time is anticipated by all. The committee in charge of affairs is Sam Poelstra, L. L. Flansburg and Seth Hyma. If anybody wants to have a real good time they don't want to miss the big event when the diving contest is on between Mark Riddle and Willis Maxam. Ropes will be stretched around the shore line to keep the crowd from getting wet when the water raises above the "high water mark." Don't forget the date—Thursday, August 5.

Kalamazoo Council enjoyed a very pleasant day Saturday, July 24, at Shelp's resort, Pine Lake. About 100 took part in celebrating the annual picnic this year. The most notable feature on the program was the ladies' base ball game, followed soon after by teams under the able management of George Kelley and D. L. Goodrich. Bert Kenyon assumed the part of "Umps" except when George Parks was at bat. Everything was lovely. Even the weather man laid the dust for us in the morning and all had a very good time. Frank A. Saville.

Ability is largely application.



Michigan Board of Pharmacy.

President—H. H. Hoffman, Sandusky.
Secretary and Treasurer—Charles S. Koon, Muskegon.
Other Members—E. T. Boden, Bay City; James E. Way, Jackson.
Examination Sessions—Houghton, Aug. 17 and 18; Grand Rapids, Nov. 16, 17 and 18.

Necessity of the Jobber to the Retailer.

You might as well ask why wooden legs for cripples or false teeth for old maids. Time and experience demonstrate the feasibility of those things which are necessary—those that survive the test continue to exist, the other kind go in the discard. The wholesaler, like the wooden legs and false teeth, has demonstrated beyond the question of a reasonable doubt that he fills a necessary niche in the practical economy of the business fabric of the country and by reason of this fact consequently he survives.

When you begin to figure on the elimination of the wholesaler, if you will but for a moment consider the innumerable items which go to make up the average retail stock and will then consider how utterly foolish it would be for the retailer to attempt to buy all those diversified items direct from the source of production, you will at once dismiss the idea of getting along without the wholesaler, for the necessity of a great commercial clearing house will at once become apparent. The jobber fills this need in a most acceptable manner. That there are exceptions to all rules, one with candor must readily admit, but the instances are few where it is more profitable to buy direct from the manufacturer than it is from the wholesaler. It will happen about as often as you will run on to a hot soup kitchen in Alaska. In the majority of instances it is good business judgment to buy in smaller quantities from your jobber, buying at more frequent intervals as your trade may make it necessary, thereby making a quick turn-over of your capital and then add to your profits by taking your cash discounts. As a rule the successful retailers are those who follow this plan.

The wholesaler is to the retailer a man of many parts, being men of mature business experience, accustomed daily to the consideration and mastering of the many details of large interests his judgment and advice on perplexing questions, which frequently arise with the retailer, is invariably valuable and very safe to follow. His position and connections in the financial world enables him, in times of financial stress, to extend credit and accommodations to the worthy retailer which the retailer would frequently be unable to secure from any

other source. For as a rule the banks have money to loan when you are flush, but always have the lid on when you need a loan. His interest in the retailer's welfare is deeper and more sincere because, from a material standpoint, your patronage is valuable to him only in the ratio that you succeed, and in the proportion that he is instrumental in your success, can he reasonably calculate that he will in return receive your friendship, gratitude and patronage.

He sends to call on the trade at stated intervals traveling men of splendid business ability who come in contact with the trade under different conditions and who can give valuable suggestions as to how you can make certain lines contribute to your success, men who are in touch with trade conditions, who know the condition of the market and who can and do give you valuable tips as to when and what to buy. It is true the manufacturers can and they also do the same thing, but think what a duplication of expense it would be if every manufacturer was forced to follow the same course. Think of the extra overhead expense which would have to be added to the cost of doing business. In addition to the overhead to cover the expense of separate traveling men think of the expense for freight, clerical help in book-keeping, remittances and correspondence.

The wholesaler is a necessary adjunct to the success of the retailer and also to the consumer, for ultimately the consumer is the goat.

The wholesaler is to the retailer what the transmission is to the automobile. The engine has the power and when this power is applied to the driving shaft the machine will go, but a faulty transmission will cause an angry autoist more trouble than will a bunch of ants do damage to a picnic pie. The manufacturer has the goods, the wholesaler is the transmission which conveys them to the retailer and in turn the retailer makes the machinery of business go.

The jobber is the feasible and only practical channel of distribution between the source of supply and the ultimate consumer. Without satisfactory transmission, as far as progress is concerned, a blind hearse horse in a snowstorm has you beat in more ways than a drunken sailor can cuss at cat. The two are as necessary to each other as is love to happiness or a watermelon to a bow-legged negro. They must each function into the other.

The great power stored in the waters of Niagara are useless to the economic fabric of the universe until

they are made to function with the machinery which this power is to drive, before it is useful this power must be reduced to where it can be supplied in such quantities as will serve and not destroy. This great natural water power supplies the force which drives the great power plants which generate an electric current sent out over great copper cables, power sufficient to drive the machinery of great plants, but this current is useless until it passes through transformers which reduces the voltage to such proportions as will supply sufficient force without overloading it. These two illustrations represent the position the jobber sustains to the retailer. The goods which the manufacturer produces must go through his hands and be divided into such lots and quantities as will best serve the needs of the retailer in the large town as well as those doing business in smaller places. In other words the jobber is the transformer and he is as indispensable to the commercial world as is the voltage transformer indispensable to the electric world. In the same manner as would the current if supplied direct at high voltage wreck the small machinery which it sought to serve, so would the great quantities of merchandise which would have to be supplied, if bought direct from the manufacturer, overload the small retailer and make of him a commercial has been.

The feasibility of buying everything direct from the manufacturer and by so doing eliminate the jobber would be on a parity with a civil engineer who would construct a water system for a city eliminating all of the large mains and piping the water direct from the reservoir to the consumer. The volume of water, so supplied, would have to be in such

quantities as would make it impracticable of ordinary use or else in such small quantities as make it useless in great emergencies.

Aside from the practical and cold-blooded business proposition of the question there is a certain sentiment about business. A merchant who has had business connections with his fellow man for a number of years and who has failed to make some friends in the wholesale world whom he can slap on the back and call by their first name is either a crook or a grouch and in either instance the sooner he takes the long, slow ride the better off the world will be. I have been able to get acquainted with the jobbers of my home state, and sometimes when I catch them in the right mood they will ask me out to lunch with them, but I have never yet been fortunate enough to get a meal ticket off the guy whose name is on the bottom of the package. If you have come clean with him, if you have never short changed him or double crossed him, you will find the jobber your haven of refuge when the storm hits. When the financial clouds hang low, when you see no way of escape, when it looks as though it means failure to go ahead and starvation if you quit, when you find yourself in the embarrassing position of the tramp who got caught between a bitch bulldog and the window shutter, the jobber will be your big brother standing with a big stick ready to stay with you until the sunshine of good times shines again.

Walter D. Adams.

Had to Hear It.

Clergyman—I was sorry not to see you at church yesterday.

Parishoner—I wish my hearing was no better than your sight. I was there and heard your sermon.

Seasonable Drinks

We handle the full line of the celebrated Glen Rock soft drinks and solicit your orders for any or all of the following:

Ginger Ale	Water
Orange	Lemon
Root Beer	Sarsaparilla

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

GROCERY PRICE CURRENT

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

ADVANCED		DECLINED	
Salt Wrapping Paper		Mazola	

AMMONIA
Arctic Brand
12 oz. 16c, 2 doz. box 3 00
16 oz. 25c, 1 doz. box 2 00
32 oz. 45c, 1 doz. box 3 25
Moore's Household Brand
12 oz., 2 doz. to case 2 70

AXLE GREASE



25 lb. pails, per doz. 18 80

BLUING
Jennings' Condensed Pearl
Small, 3 doz. box 2 55
Large, 2 doz. box 2 70

BREAKFAST FOODS
Cracked Wheat, 24-2 4 60
Cream of Wheat 9 00
Grape-Nuts 2 80
Pillsbury's Best Cerl 2 90
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brkfst Biscuit 1 90
Quaker Corn Flakes 3 35
Ralston Purina 4 00
Ralston Branzen 2 70
Ralston Food, large 4 15
Ralston Food, small 3 15
Saxon Wheat Food 5 50
Shred Wheat Biscuit 4 90
Triscuit, 18 2 25

Kellogg's Brands
Toasted Corn Flakes 4 90
Toasted Corn Flakes
Individual 2 30
Krumbles 4 20
Krumbles, Individual 2 00
Biscuit 2 00
Drinket 2 60
Peanut Butter 3 65
No. 1412, doz. 2 25
Bran 3 60

BROOMS
Standard Parlor 23 lb. 5 75
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 50
Ex. Fcy, Parlor 26 lb. 10 00

BRUSHES
Scrub
Solid Back, 8 in. 1 50
Solid Back, 11 in. 1 75
Pointed Ends 1 25

Stove
No. 1 1 10
No. 2 1 35

Shoe
No. 1 90
No. 2 1 25
No. 3 2 00

BUTTER COLOR
Dandelion, 25c size 2 00
Perfection, per doz. 1 75

CANDLES
Paraffine, 6s 16
Paraffine, 12s 16 1/2
Wicking 40

CANNED GOODS
Apples
3 lb. Standards 2 25
No. 10 2 70

Blackberries
3 lb. Standards 13 00
No. 10 @13 00

Beans—Baked
Brown Beauty, No. 2 1 35
Campbell, No. 2 1 50
Fremont, No. 2 1 60
Van Camp, 1/2 lb. 80
Van Camp, 1 lb. 1 25
Van Camp, 1 1/2 lb. 1 60
Van Camp, 2 lb. 1 80

Beans—Canned
Red Kidney 1 35@1 45
String 1 35@2 70
Wax 1 35@2 70
Lima 1 20@2 35
Red 95@1 25

Clam Bouillon
Burnham's 7 oz. 2 50

Corn
Standard 1 45@1 65
Country Gentleman 2 00
Maine 1 90@2 25

Hominy
Van Camp 1 50
Jackson 1 30

Lobster
1/4 lb. 2 45
1/2 lb. 4 60

Mackerel
Mustard, 1 lb. 1 80
Mustard, 2 lb. 2 80
Soused, 1 1/2 lb. 1 60
Soused, 2 lb. 2 75

Mushrooms
Buttons, 1s, per can 1 40
Hotels, 1s, per can. 1 00

Plums
California, No. 3 2 40

Pears in Syrup
Michigan 4 50
California 5 50

Peas
Marrowfat 1 60@1 90
Early June 1 45@1 90
Early June sifd 1 75@2 40

Peaches
California, No. 2 1/2 4 75
California, No. 1 2 40
Michigan, No. 2 4 25
Pie, gallons 12 00

Pineapple
Grated, No. 2 4 00
Sliced No. 2 Extra 4 75

Pumpkin
Van Camp, No. 3 1 60
Van Camp, No. 10 4 60
Lake Shore, No. 3 1 35
Vesper, No. 10 3 90

Salmon
Warren's 1 lb. Tall 4 10
Warren's 1/2 lb. Flat 2 60
Warren's 1 lb. Flat 4 25
Red Alaska 3 90
Med. Red Alaska 3 50
Pink Alaska 2 25@2 40

Sardines
Domestic, 1/4s 6 00@6 50
Domestic, 1/2s 7 00@8 00
Domestic, 3/4s 7 00@8 00
California Soused 2 00
California Mustard 2 00
California Tomato 2 00

Sauerkraut
Hackmuth, No. 3 1 50
Silver Fleece, No. 3 1 60

Shrimps
Dunbar, 1s doz. 2 10
Dunbar, 1 1/2s doz. 3 75

Strawberries
Standard No. 2 4 50
Fancy, No. 2 5 50

Tomatoes
No. 2 1 35@1 75
No. 3 1 80@2 35
No. 10 @7 00

CATSUP
Snider's 8 oz. 1 85
Snider's 16 oz. 3 10
Royal Red, 10 oz. 1 35
Nedrow, 10 1/2 oz. 1 40
Royal Red, Tins 10 90

CHEESE
Brick 32
Wisconsin Flats 30
Longhorn 31
New York 31
Michigan Full Cream 30

CHEWING GUM
Adams Black Jack 70
Adams Bloodberry 70
Adams Calif. Fruit 70
Adams Chiclets 80
Adams Sen Sen 80
Adams Yucatan 70
American Flag Spruce 70
Beeman's Pepsin 80
Beechnut 90
Doublemint 70
Juicy Fruit 70
Spearmint, Wrigleys 70
Zeno 65

CHOCOLATE
Walter Baker & Co.
Caracas 43
Premium, 1/4s or 1/2s 56
Walter M. Lowney Co.
Premium, 1/4s 50
Premium, 1/2s 50

CIGARS
National Grocer Co. Brands
El Rajah, Diplomat-icas 70 00
El Rajah, corona 74 00
El Rajah, Epicure, 50 74 00
El Rajah, Epicure, 25 83 00
El Rajah, Ark, 50- 65 00
El Rajah, President, 50 100 00
Odin, Monarch, 50- 65 00
Mungo Pk., Perfectos 75 00
Mungo Park, African 90 00
Mungo Park, Gold Stand, 50 100 00
Mungo Park, Gold Stand, 25 105 00
Discount on Mungo Park. Lots of 500, \$1 per 1,000
Lots of 1,000, \$2 per 1,000
Lots of 2,500, \$3 per 1,000

Worden Grocer Co. Brands
Harvester Line.
Record Breakers, 50s 76 00
Delmonico, 50s 76 00
Panatella, 50s 76 00
Epicure, 50s 112 50
Favorita Extra, 50s 97 50
Presidents, 50s 115 00
Royal Lancer Line
Favorita, 50s 75 00
Imperiales, 50s 95 00
Magnificos, 50s 112 50
La Azora Line
Washington, 50s 75 00
Panatella Foil, 50s 75 00
Aristocrats 75 00
Perfecto Grande, 50s 97 50
Opera, 50s 67 00
Sanchez & Haya Clear Havana Cigars. Made in Tampa, Florida.
Diplomatics, 50s 95 00
Rosa, 20s 115 00
Bishops, 50s 115 00
Reina Fina, 50s Tins 115 00
Queens, 50s 135 00
Worden's Special 150.00
Ignacia Haya
Made in Tampa, Florida.
Extra Fancy Clear Havana Delicados, 50s 120 00
Primeros, 50s 140 00

Rosenthal Bros.
R. B. Cigar (wrapped in tissue) 50s 60 00
Lewis Single Binder 53 00

Manilla Cigars
From Philippine Islands
Lioba, 100s 37 50

Other Brands
B. L., 50s 56 00
Hemmeter Champions, 50s 59 00
El Dependo 20s 37.50
Court Royal, 50s 61 00
Court Royal, 25 tins 61 00
Knickerbocker, 50s 58 00
Boston Straight, 50s 56 00
Trans Michigan, 50s 58 00
Templar, Perfecto, 50s 100 00
Iriquois, 50s 58 00

CLOTHES LINE
Hemp, 50 ft. 2 00
Twisted Cotton, 50 ft. 3 25
Twisted Cotton, 60 ft. 3 90
Braided, 50 ft. 4 00
Sash Cord 5 25

COCOA
Baker's 53
Bunte, 15c size 55
Bunte, 1/2 lb. 50
Bunte, 1 lb. 48
Cleveland 41
Colonial, 1/4s 35
Colonial, 1/2s 33
Epps 42
Hersheys, 1/4s 42
Hersheys, 1/2s 40
Huyler 36
Lowney, 1/2s 48
Lowney, 1/4s 47
Lowney, 5 lb. cans 47
Van Houten, 1/4s 48
Van Houten, 1/2s 12
Van Houten, 3/4s 13
Van Houten, 1s 36
Van Houten, 1s 65
Wan-Eta 36
Webb 33
Wilbur, 1/2s 33
Wilbur, 1/4s 33

COCOANUT
1/2s, 5 lb. case Dunham 46
1/4s, 5 lb. case 45
1/4s & 1/2s, 15 lb. case 45
6 and 12c pkg. in pails 4 75
Bulk, pails 38
Bulk, barrels 35
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 50

COFFEE ROASTED
Bulk
Rio 23@24
Santos 33@40
Maracabo 33@40
Mexican 40
Guatemala 40
Java 50
Bogota 40@43
Peaberry 33

Package Coffee
New York Basis
Arbuckle 38 50
McLaughlin's XXXX
McLaughlin's XXXX package coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts
N. Y., per 100 10 1/2
Frank's 250 packages 14 50
Hummel's 50 1 lb. 10

CONDENSED MILK
Eagle, 4 doz. 12 85
Leader, 4 doz. 10 65

EVAPORATED MILK
Carnation, Tall, 4 doz. 7 45
Carnation, Baby, 8 doz. 6 80
Pet. Tall 7 45
Pet. Baby 5 10
Van Camp, Tall 7 15
Van Camp, Baby 5 00
Dundee, Tall, doz. 7 15
Dundee, Baby, 8 doz. 6 50
Silver Cow, Tall 7 45
Silver Cow, Baby 5 10

MILK COMPOUND
Hebe, Tall, 4 doz. 5 80
Hebe, Baby, 8 doz. 6 00
Carolene, Tall, 4 doz. 5 70

CONFECTIONERY
Stick Candy Pails
Horehound 36
Standard 34
Cases
Pure Sugar, 600s 5 25
Boston Sugar Stick 38

Mixed Candy
Pails
Broken 36
Cut Leaf 35
Grocers 24
Kindergarten 36
Leader 36
Premio Creams 48
Royal 33
X L O 27
French Creams 38

Specialties
Pails
Auto Kisses (baskets) 33
Bonnie Butter Bites 36
Butter Cream Corn 41
Caramel Bon Bons 37
Caramel Croquettes 34
Cocoanut Waffles 38
Coffy Toffy 40
Fudge, Walnut 37
Fudge, Walnut Choc. 38
Champion Gum Drops 28
Raspberry Gum Drops 28
Iced Orange Jellies 34
Italian Bon Bons 34
AA Licorice Drops 38
5 lb. box 2 15
Manchus 34
Nut Butter Puffs 36

Chocolates
Pails
Assorted Choc. 40
Champion 38
Honeysuckle Chips 53
Klondike Chocolates 47
Nabobs 47
Nibble Sticks, box 2 85
Nut Wafers 47
Ocoro Choc. Caramels 45
Peanut Clusters 52
Quintette 40
Regina 37
Victoria Caramels 42

Gum Drops
Champion 28
Raspberry 28
Favorite 31
Superior 29
Orange Jellies 32

Lozenges
A A Pep. Lozenges 38
A A Pink Lozenges 38
A A Choc. Lozenges 38
Motto Lozenges 40
Motto Hearts 40

Hard Goods
Lemon Drops 38
O. F. Horehound Drps 38
Anise Squares 38
Peanut Squares 40
Rock Candy 50

Pop Corn Goods
Cracker-Jack Prize 7 40
Checkers Prize 7 40

Cough Drops
Boxes
Putnam Menthol 2 25
Smith Bros. 1 85

COOKING COMPOUNDS
Mazola
Pints, tin, 2 doz. 7 00
Quart, tin, 1 doz. 6 50
1/2 Gal. tins, 1 doz. 12 25
Gal. tins, 1/2 doz. 11 80
5 Gal. tins, 1/4 doz. 15 30

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

CREAM OF TARTAR
6 lb. boxes 75
3 lb. boxes 76

DRIED FRUITS
Apples
Evap'd, Choice, blk 17
Apricots
Evaporated, Choice 36
Evaporated, Fancy 45

Citron
10 lb. box 50

Currants
Packages, 15 oz. 22
Boxes, Bulk, per lb. 22

Peaches
Evap. Choice, Unpeeled 24
Evap. Fancy, Unpeeled 26
Evap. Fancy, Peeled 28

Peel
Lemon, American 35
Orange, American 36

Raisins
Choice S'ded 1 lb. pkg. 24
Fancy S'ded, 1 lb. pkg. 25
Thompson Seedless, 1 lb. pkg. 26
Thompson Seedless, bulk 24

California Prunes
80-90 25 lb. boxes @15
70-80 25 lb. boxes @16
60-70 25 lb. boxes @17
50-60 25 lb. boxes @20
40-50 25 lb. boxes @24
30-40 25 lb. boxes @28

FARINACEOUS GOODS
Beans
Med. Hand Picked 8 1/2
California Limas 16 1/2
Brown, Holland 6 1/2

Farina
25 1 lb. packages 2 80
Bulk, per 100 lbs. 2 80

Hominy
Pearl, 100 lb. sack 5 50

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 45
No. 3, 15 feet 1 70
No. 4, 15 feet 1 85
No. 5, 15 feet 2 15
No. 6, 15 feet 2 45

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

Floats
No. 1 1/2, per gross 1 50
No. 2, per gross 1 75
No. 2 1/2, per gross 2 25

Hooks—Kirby
Size 1-12, per 1,000 84
Size 1-0, per 1,000 96
Size 2-0, per 1,000 1 15
Size 3-0, per 1,000 1 32
Size 4-0, per 1,000 1 65
Size 5-0, per 1,000 1 95

Sinkers
No. 1, per gross 65
No. 2, per gross 72
No. 3, per gross 85
No. 4, per gross 1 10
No. 5, per gross 1 45
No. 6, per gross 1 85
No. 7, per gross 2 30
No. 8, per gross 3 35
No. 9, per gross 4 65

FLAVORING EXTRACTS
Jennings
Pure Food Vanilla
Terpeness
Pure Food Lemon

Per Doz.
7 Dram 17 Cent 1 40
1 1/2 Ounce 25 Cent 2 00
1 Ounce, 37 Cent 3 00
2 1/2 Ounce, 45 Cent 3 20
2 1/2 Ounce, 45 Cent 3 40
4 Ounce, 65 Cent 5 50
8 Ounce \$1.00 9 00
7 Dram, 17 Assorted 1 40
1 1/2 Ounce, 25 Assorted 2 00

FLOUR AND FEED
Lily White, 1/2 Paper sack 14 40
Graham 25 lb. per cwt 6 00
Golden Granulated Meal, 25 lbs., per cwt. 5 60
Rowena Pancake Compound, 5 lb. sack 7 20
Rowena Buckwheat Compound, 5 lb. sk. 7 70

Watson Higgins Milling Co.
New Perfection, 1/2s 15 00

Meal
Gr. Grain M. Co.
Bolted 5 40
Golden Granulated 5 50

Wheat
No. 1 Red 2 65
No. 1 White 2 63

Oats
Michigan Carlots 1 02
Less than Carlots 1 15

Corn
Carlots 1 70
Less than Carlots 1 90

Hay
Carlots 36 00
Less than Carlots 38 00

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

FRUIT JARS
Mason, pts., per gross 8 60
Mason, qts., per gro 9 75
Mason, 1/2 gal., gro 13 30
Mason, can tops, gro 2 85
Ideal Glass Top, pts. 10 00
Ideal Glass Top, qts. 11 00
Ideal Glass Top, 1/2 gallon 13 75

GELATINE
Cox's 1 doz. large 1 45
Cox's 1 doz. small 90
Knox's Sparkling, doz. 2 25
Knox's Acidu'd doz. 2 25
Nelson's, 3 doz. 4 95
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 85
Waukesha 1 60

HIDES AND PELTS

Hides	
Green, No. 1	15
Green, No. 2	14
Cured, No. 1	17
Cured, No. 2	16
Calfskin, green, No. 1	25
Calfskin, green, No. 2	23 1/2
Calfskin, cured, No. 1	27
Calfskin, cured, No. 2	25 1/2
Horse, No. 1	7 00
Horse, No. 2	6 00

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

Tallow	
Prime	@ 7
No. 1	@ 6
No. 2	@ 5

Wool	
Unwashed, medium	@ 25
Unwashed, rejects	@ 20
Fine	@ 30
Market dull and neglected.	

HONEY	
Airline, No. 10	4 00
Airline, No. 15	6 00
Airline, No. 25	9 00

HORSE RADISH	
Per doz.	1 00

JELLY	
Pure, per pail, 30 lb.	6 25

JELLY GLASSES	
8 oz., per doz.	44

MAPLEINE	
1 oz. bottles, per doz.	1 75
2 oz. bottles, per doz.	3 00
4 oz. bottles, per doz.	5 50
8 oz. bottles, per doz.	10 50
Pints, per doz.	18 00
Quarts, per doz.	33 00
1/2 Gallons, per doz.	5 25
Gallons, per doz.	10 00

MINCE MEAT	
None Such, 3 doz. case for	5 60
Quaker, 3 doz. case for	4 75

MOLASSES	
New Orleans	
Fancy Open Kettle	95
Choice	85
Good	65
Stock	28
Half barrels 5c extra	

NUTS—Whole	
Almonds, Terragona	35
Brazils, large washed	26
Fancy Mixed	32
Filberts, Barcelona	36
Peanuts, Virginia raw	12
Peanuts, Virginia, roasted	18
Peanuts, Spanish	25
Walnuts, California	39
Walnuts, French	35

Shelled	
Almonds	65
Peanuts, Spanish, 10 lb. box	2 75
Peanuts, Spanish, 100 lb. bbl.	25
Peanuts, Spanish, 200 lb. bbl.	24 1/2
Pecans	95
Walnuts	85

OLIVES	
Bulk, 2 gal. kegs, each	4 50
Bulk, 5 gal. kegs each	10 50
Stuffed, 4 oz.	1 80
Stuffed, 15 oz.	4 50
Pitted (not stuffed) 14 oz.	3 00
Manzanilla, 8 oz.	1 45
Lunch, 10 oz.	2 00
Lunch, 16 oz.	3 25
Queen, Mammoth, 19 oz.	5 50
Queen, Mammoth, 23 oz.	6 75
Olive Chow, 2 doz. cs. per doz.	2 50

PEANUT BUTTER



Bel-Car-Mo Brand	
8 oz., 2 doz. in case	24
12 1 lb. pails	24
12 2 lb. pails	24
5 lb. pails, 6 in crate	10
10 lb. pails	15
15 lb. pails	25
25 lb. pails	50
50 lb. tins	100
100 lb. drums	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection	19.7
Red Crown Gasoline	27.9
Gas Machine Gasoline	43.3
V. M. & P. Naphtha	23.2
Capitol Cylinder, Iron Bbls.	53.8
Atlantic Red Engine, Iron Bbls.	36.8
Winter Black, Iron Bbls.	20.3
Polarine, Iron Bbls.	55.8

PICKLES	
Medium	
Barrel, 1,200 count	16 00
Half bbls., 600 count	9 00
5 gallon kegs	4 00

Small	
Barrels	20 00
Half barrels	11 00
5 gallon kegs	3 80

Gherkins	
Barrels	28 00
Half barrels	15 00
5 gallon kegs	5 00

Sweet Small	
Barrels	30 00
5 gallon kegs	6 50
Half barrels	16 00

PIPES	
Cob, 3 doz. in box	1 25

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

POTASH	
Babbitt's, 2 doz.	2 75

PROVISIONS	
Barreled Pork	
Clear Back	48 00@49 00
Short Cut Clear	40 00@41 00
Pig	
Clear Family	48 00

Dry Salt Meats	
S P Bellies	32 00@34 00

Lard	
Pure in tierces 21 1/2@22	
Compound Lard 18 1/2@19	
80 lb. tubs	advance 1/8
69 lb. tubs	advance 1/8
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/8
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1

Smoked Meats	
Hams, 14-16 lb.	38 @40
Hams, 16-18 lb.	37 @39
Hams, 18-20 lb.	36 @38
Ham, dried beef sets	41 @42
California Hams	24 @25
Picnic Boiled Hams	35 @40
Boiled Hams	60 @62
Mince Hams	18 @20
Bacon	35 @52

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

Beef	
Boneless	30 00@35 00
Rump, new	40 00@42 00

Pig's Feet	
1/4 bbls.	1 90
1/2 bbls., 35 lbs.	3 15
1/2 bbls.	10 00
1 bbl.	16 00

Canned Meats	
Red Crown Brand	
Corned Beef, 24 1s	3 90
Roast Beef, 24 1s	3 90
Veal Loaf, 48 1/2s, 5 1/2 oz.	1 65
Veal Loaf, 24 3/4s, 7 oz.	2 60
Vienna Style Sausage, 48 1/2s	1 40
Virginies, 24 1s	3 35
Potted Meat, 48 1/2s	5 2 1/2
Potted Meat, 48 1/2s	90
Hamburger Steak and Onions, 48 1/2s	1 75
Corned Beef Hash, 48 1/2s	1 75
Cooked Lunch Tongue, 48 1/2s	4 00
Cooked Ox Tongues, 12 2s	22 50
Chili Con Carne, 48 1s	1 40
Pork and Beans, 24 2s	1 50
Sliced Bacon, medium	4 00
Sliced Bacon, large	6 25
Sliced Beef, 2 1/2 oz.	2 20
Sliced Beef, 5 oz.	4 00

Mince Meat	
Condensed No. 1 car.	1 80
Condensed Bakers brick	30
Moist in glass	6 50

TRIPLE

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/8 bbls., 80 lbs.	3 00

Casings	
Hogs, per lb.	@ 65
Beef, round set	19@20
Beef, middles, set	50@60
Sheep, a skein	1 75@2 00

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

RICE	
Fancy Head	
Blue Rose	15 50

ROLLED OATS	
Monarch, bbls.	11 50
Rollad Avena, bbls.	13 00
Steel Cut, 100 lb. sks.	6 50
Monarch, 90 lb. sacks	6 40
Quaker, 18 Regular	2 70
Quaker, 20 Family	8 85

SALAD DRESSING	
Columbia, 1/2 pints	2 25
Columbia, 1 pint	4 00
Durkee's large, 1 doz.	5 80
Durkee's med., 2 doz.	6 75
Durkee's Picnic, 2 dz.	3 00
Snider's large, 1 doz.	2 40
Snider's small, 2 doz.	1 45

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 55
Wyandotte, 100 3/4s	3 00

SAL SODA	
Granulated, bbls.	2 15
Granulated, 100 lbs cs	2 25
Granulated, 36 2 1/2 lb. packages	2 60

SALT	
Solar Rock	
56 lb. sacks	75

Common	
Granulated, Fine	2 90
Medium, Fine	3 00



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SALT FISH	
Cod	
Middles	28
Tablets, 1 lb.	3 20
Tablets, 1/2 lb.	1 75
Wood boxes	19

Holland Herring	
Standards, bbls.	19 50
Y. M., bbls.	22 50
Standards, kegs	1 20
Y. M., kegs	1 50

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 25
Scaled, per box	21
Boned, 10 lb. boxes	24

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

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

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

SEEDS	
Anise	45
Canary, Smyrna	12
Cardomon, Malabar	20
Celery	65
Hemp, Russian	10
Mixed Bird	13 1/2
Mustard, yellow	23
Poppy	65
Rape	15

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

SNUFF

Swedish Rapee 10c 8 for 64	
Swedish Rapee, 1 lb. gls 85	
Norkoping, 10c 8 for 64	
Norkoping, 1 lb. glass	85
Copenhagen, 10c, 8 for 64	
Copenhagen, 1 lb. glass	85

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

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

Swift & Company	
Classic, 100 bars 10 oz.	7 25
Swift's Pride, 100 9 oz	5 75
Quick Naphtha	7 50
White Laundry, 100 3/2 oz.	6 75
Wool, 24 bars, 6 oz.	1 95
Wool, 100 bars, 6 oz.	8 00
Wool, 100 bars, 10 oz.	13 00
Peerless Hard Water, 50s	4 10
Peerless Hard Water, 100s	8 00

Tradesman Company	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00
Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	

Scouring Powders	
Sapallo, gross lots	11 00
Sapallo, half gro. lots	5 50
Sapallo, single boxes	2 75
Sapallo, hand	3 00
Queen Anne, 60 cans	3 60
Snow Maid, 60 cans	3 60

Washing Powders	
Snow Boy, 100 5c	4 00
Snow Boy, 60 14 oz.	4 20
Snow Boy, 24 pkgs.	6 00
Snow Boy, 20 pkgs.	7 00

Soap Powders	
Johnson's Fine, 43 2	5 75
Johnson's XXX 100	5 75
Lautz Naphtha, 60s	3 60
Nine O'Clock	4 25
Oak Leaf, 100 pkgs.	6 50
Old Dutch Cleanser	4 30
Queen Anne, 60 pkgs.	3 60
Rub-No-More	5 50

CLEANSERS.

KITCHEN KLENZER





The Right Girl and the Right Man.

Written for the Tradesman.

"Uncle Dan, do you know Harry Marsh?" The question, in a rather shrill voice, woke me from my late morning sleep. My room was one of those right off the hotel veranda, and the girl who was speaking evidently was sitting directly in front of the open window. I had grown rather used to overhearing confidential conversations, and to interrupting them, for the sake of the speakers, by coughing or dropping something on the floor.

"Yes, I know him," boomed a man's deep voice in reply to the question. "What of it?"

"Oh, I just wondered if you knew him and what you thought of him."

"Why, Harry's a nice boy. His father was in my class at the University of Chicago. I knew his mother, too, when she was a girl, not as old as you."

"I think he's a nice boy, too, but—"

"But what, Polly? Has he been doing anything he shouldn't? Come across, Polly—why do you ask about him? You know you can trust Uncle Dan."

"Yes, Uncle Dan, I know I can. I've just got to talk to somebody, and you know mother—"

"I know mother; indeed I do. Tell me about it, Polly. What has that boy been trying to put over?"

"Oh, nothing special—that is—I suppose it is rather special—but—well, he's only asked me to marry him—you know—proposed."

"Oh, that's all! Well, I suppose you could call that more or less special," chuckled the man. "And if you want to go on with the story you might perhaps tell me what you said in reply."

"I didn't say anything much—except that he'd have to wait until I could think it over. I told him I liked him very much, but—I wanted to be sure."

"That was prudent. 'Better sure than sorry.'"

"Do you mean that I'd be sorry if I—accepted him?"

"No. I don't know that you'd be sorry. Harry's a nice boy, as I said. I don't know anything against him. He has fine manners, a good education and the best kind of business prospects."

"He's lovely to his mother and sisters," the girl said.

"Yes, I've noticed that. I've no doubt he would be just as 'lovely' to his wife—and children."

"Well, isn't that a good qualification in a husband?"

"Surely it is, and entitles him to

marry—some girl. But it isn't enough to qualify him to marry you."

"Why not? What more need I ask?"

"Only that you must love him. This business of marriage isn't an example in algebra in which x equals y or a multiplies by b . It's a question of whether a very concrete, particular girl named Polly loves or doesn't love a very concrete, particular young man named Harry Marsh."

"I like him very much, Uncle Dan."

"I dare say, but that isn't enough. Do you love him?"

"I'm not sure. Sometimes I think I do, and sometimes I know I don't."

"Do you love him enough to give him up?"

"How do you mean? If I really loved him, I couldn't bear to give him up, could I?"

"Isn't it just as important that he should marry the right girl for him as that you should marry the right man for you? I suppose his happiness is as important as yours, isn't it?"

"I suppose so, if you put it that way." The girl's voice was a little doubtful. I imagined a pout. "Besides, I may never marry."

"Fat chance," laughed Uncle Dan. "Not if young men have as good eyes as they had in my day."

"Don't be silly, you old flatterer! Be serious and tell me. How is a girl to know when she finds exactly the right man, the very special, particular, right, concrete man that you say she must marry if she is going to marry anybody?"

"Well, Polly, keep in mind that word must. I'm pretty old-fashioned—or maybe you'd call it new-fashioned—about this subject. I think that when the right, very special, particular, concrete man comes along you will be in no doubt about whether you must marry him. You won't be able to do anything else."

"What do you think will be the—the symptoms?"

"Oh, bless me, I don't know! I suppose they never are twice alike. But you'll know."

"But about Harry, now, I don't seem to feel any symptoms about him one way or the other. Must one be all upset about the man suddenly at first sight?"

"No; I wouldn't say that. Sometimes it seems to grow slowly. I've known very happy marriages, undoubtedly real love matches, to develop out of ordinary friendships of long standing. Harry may be the very man for you. But as long as you are in any doubt about it the answer surely is no, or, at least, not yet."

"How will I know when the time

Red Crown



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THE PURSE**

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comes, or if it isn't going to come at all?"

"Well, I think you'll know. But I can give you a little help. I don't know how much you have been told about the most intimate side of marriage, the side that has perhaps most to do with its deepest happiness or unhappiness. Some fool girls never think beyond the Wedding March."

"Oh, I've thought about that. That's one reason why I'm not sure about Harry. He—"

"Well, you'd better think about that. It's exceedingly important. All the other things about marriage—"

"See here, Polly. Put your mind upon some of the most intimate occasions in your life; times when you wouldn't care to have anybody, scarcely your mother or anybody else, with you. Don't tell me when it would be—just think about it, in your own mind."

"All right," said Polly. Her voice was hardly audible. "I guess I know what you mean. I'm thinking about it."

"Very well. Now think at such a time of the presence of someone whose love sheltered and uplifted you; someone who was just your other self, whose being there would not be distasteful to you. Remember that such times, all through your life, in sickness and in health, your husband, if he is a real one, will be with you. You will have—and wish for—mighty little privacy from him. And if he is the right man for you you won't mind it. You will love the fact that your intimacy is absolute—and then some. Do you get me, Polly?"

"Yes, Uncle Dan, I do. And in that light—"

"In that light, how about Harry Marsh?"

"B-r-h! It makes me sick!" she cried. "Uncle Dan, you've helped me enormously. I never can thank you enough! I wouldn't marry Harry Marsh if he was the last man on earth!"

Her footsteps died away down the porch and I heard Uncle Dan chuckling to himself.

Prudence Bradish.
(Copyrighted 1920.)

O. Steele & Co., Onaway: "The Tradesman is the trade journal for us. It is the best we ever saw. Aside from the Price Current, which prices quoted we find correct, what the editor has done and is doing all the time for the trade is a great help. The way he went after the old time insurance companies in regard to the surcharge which they filched from every policy holder entitles him to the patronage of every merchant in Michigan. That is only one of many things in behalf of the merchant the Tradesman is doing all the time. We are pleased to renew our subscription."

There is no doubt that beauty was intended to play an infinitely greater part in civilized life than it has thus far. The trouble with us is that the tremendous material prizes in this land of opportunity are so tempting and alluring that we have lost sight of the higher things.

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Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



**Toilet
and
Bath**

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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.

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PUTNAM FACTORY
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Ask for a copy of our latest price list.
We are agents for **LOWNEY'S** in Western Michigan.

BUSINESS WANTS DEPARTMENT

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

Wanted—Good sheet metal worker and furnace man; steady job; married man preferred. John C. Distler, Mishawaka, Ind. 987

Resort For Sale—\$5,000. Located in Montcalm County, Michigan. A good money maker for someone. If interested, write Avery Gaffield, Six Lakes, Mich. 988

For Sale—I have for sale at a bargain complete stock of groceries, together with an opportunity to rent building for a term of years. B. W. Barker, Trustee, Allegan, Mich. 989

WANTED—A used credit register, small one preferred. Must be cheap for cash. Write J. W. Leahy, Alma, Mich. 990

FOR SALE—Furniture and undertaking business. A good established business in a hustling town of 3,500, in best agricultural district in Southern Michigan; largest furniture stock in this end of the state; new funeral equipment; business centrally located, but with cheap rent. Do business with owner. Eugene Service, Tecumseh, Mich. 991

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.

For Sale or Exchange—General store stock (dry goods, shoes and groceries) in good live manufacturing town. Invoices about \$13,000; fixtures, \$500. Cheap rent. Health only reason for sale. Address Box 90, Columbiaville, Mich. 992

For Sale—Drug store fixtures, wall cases and display cases. A No. 1 condition. Price right. H. E. Andrus, Cedar Springs, Michigan. 993

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

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.

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

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

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

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.

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

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

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—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

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STORAGE BATTERY

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Guaranteed 1 1/2 years
and a size for
YOUR car
SHERWOOD HALL CO., LTD.,
Distributors

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Quality Tire Shop,
117 Island Street,
Grand Rapids, Michigan.

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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

THE GOLDEN WEST.

How It Looked to Ex-Congressman Belknap.

Written for the Tradesman.

When your vacation days are near an end, then comes the thought of home. How to get there and the thought of days in a Pullman coming to a man who has lived in the out-of-doors seems to grip your throat.

The next transport is the auto. If landing places were plenty, the air ship might be considered. If the tramp clouds of the air could be provided with hitching posts (this is a hunch to some inventive man), that question might be solved, but as they are always lazily floating about, with no thought of coming home to roost, like all present day shipping, they are marked, "subject to delay."

I cast my vote to take the overland auto transit via the Sante Fe Trail, once the winding way of the pioneer West. From all the Eastern country of the states, this trail became a magnet, furnishing an outlet for soldiers of war as well as soldiers of fortune, the gold hunter, the homeseeker, the cattleman—the trail of Romance, Tragedy and Destiny.

In turn, the Indian of the plains followed the wild animals, the white man followed the Indian, the iron horse followed the same winding grades through the valleys, over the mountains. The wide rivers were followed many weary days out of the valleys to the crests of the mountains, where was but a trickle of crystal water. Then over the divide other threads of mountain water were followed through deserts of sand, volcanic lava, winding canyons, enchanting forests, ever calling on and on until the rivers were drowned in the great salt sea.

In the beginning the trail was marked by a wagon track on the plains, a blazed tree in the wooded valleys, through the canyons and over the mountains. It led many miles out of a direct line to a water hole. Water meant everything to the immigrant. Where there was water, there was life. In many places, " 'twas a long way between drinks.

Now comes the auto. I am wondering, now that we are told and see illustrations of mermaids, if the day is coming when the auto will be so common that man will grow legless. Some wise men claim that man is an evolution. What is the use of legs if we don't use them? Why not come into the world with a flivver attachment and a can of gasoline? What is all this to do with the Sante Fe Trail? Only to tell you that the auto clubs have posted the trail from the coast on the West to the coast on the East of the continent. More than this the trail is always following the easiest grade.

In the villages and cities, patriotic societies are placing granite markers properly inscribed, and the man at the wheel is shortsighted who loses the way. The word of caution I would give is "do not overload your car." That is the mistake of many. Overloading is responsible for nearly all the breakdowns and reckless drivers for many more. If a man will use common sense, he is as safe in the

middle of the desert in New Mexico as in any of the streets of his home town.

The first day out of Los Angeles in the sunshine of an April day, you traverse a boulevard winding in and on through endless miles of fruit and flowers, following the same grades as the Spanish adventurers of 300 years ago.

These men set out to convert the Indians of the country to a new way of living and, incidentally, to find a gold mine. With a small bible under one arm and a big cask of wine on the back of a mule, they explored all this wonderland, planting missions in many inviting places. One of these is now the busy railway city of San Bernardino, the very center of the wine and orange country. The orange show there in January brings in more than 100,000 visitors and many thousand exhibitors.

I am inclined to attribute the location of this place to the hot water springs, that with a little help from man have formed a lake where one can have a hot swim every day in the year. The padre who was guided to this mystic place should have given his Indian friends the honor of the name, instead of to a Spanish dignitary of some ancient celebrity.

But away a few miles to the North is an object more wonderful than any man-made town—The Arrow Head Springs—where the first white man came to the country. For many generations the Arrowhead has been the guide to the hottest hot water springs known to the world. Here upon a mountain side that has an altitude of 2,000 feet is as perfect an arrowhead as any ever made by an Indian. It covers a space of eight acres and it has guided the man off the desert and mountains to the healing waters of the hot springs for untold generations. Now Uncle Sam is trying out the cure on some of our shell-shocked boys from "over there." Who put this arrowhead on the mountain side is a mystery never revealed to man.

A few miles on the roads which are as good as man can make, we began the upgrade to the Canyon Pass, one of the many grand mountain places of the West. Here some real out-of-doors men and women have made a picnic place so grand in its way that it is a story by itself for some other day.

Then out of the Pass to the Mohave Desert to Victoryville, following the Mohave River that often loses itself in the desert. The population is said to be about 800, including fords and dogs. This information I had from the town marshal and I think from close observation he was right.

The Mohave River in places needs a bath, but has stretches, as it winds about the hills, that looks like the road to Paradise and the plains are called by some man a desert. They are in April a mammoth Turkish carpet—more kinds of colors and odors than are found in a florist's catalogue. Maybe under a July sun they would lose their enchanting ways, but I was there in April.

That first day we made 181 miles and found a good stopping place, at Ludlow. Good roads, good water to

drink, good towns each few miles, a good start on a long road.

Charles E. Belknap.

Review of the Produce Market.

Apples—Duchess and Red Astrachan command \$1.75 per bu. They are fair of size and appearance and of good quality.

Bananas—9c per lb.

Butter—The market is firm, particularly on strictly fancy creamery butter. There is a good demand for fancy butter at this writing and some of the best marks are showing slight hot-weather defects. The demand for undergrades is fair, the receipts cleaning up every day. There has been some purchases of creamery butter for storage purposes. Local jobbers hold extra creamery at 54c and first at 53c. Prints 2c per lb. additional. Jobbers pay 35c for packing stock.

Beets—Home grown, 30c per doz. bunches.

Blackberries—\$5 per crate of 16 qts.

Cabbage—Home grown, \$1 per bu. and \$2.50 per bbl.

Cantaloupes—Arizona stock is now selling on the following basis:

Standards, 45s ----- \$5.50

Ponys, 54s ----- 5.00

Flats ----- 2.50

Honey Dew ----- 3.50

Carrots—30c per doz. for home grown.

Cauliflower—\$3.50 per doz. for California.

Celery—Home grown ranges from 50@60c per bunch.

Cherries—\$3 per 16 qt. crate for sweet and \$5 for black.

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

Cucumbers—Home grown hot house, \$1.65 per doz.

Currants—\$3.50 per 16 qt. crate for either red or white.

Eggs—The market is very firm, due to a light supply of strictly fancy eggs. There is a good consumption of eggs at the present writing and a continued firm market is in sight for the present. The receipts are about normal for this time of the season. Jobbers pay 44c f. o. b. shipping point for fresh candled, including cases.

Egg Plant—\$4 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:

300 size, per box ----- \$6.00

270 size, per box ----- 6.00

240 size, per box ----- 5.50

Fancy Californias sell as follows:

300 size, per box ----- \$5.50

270 size, per box ----- 5.25

240 size, per box ----- 4.75

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 in 100 lb. sacks, \$2.75.

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 per doz. bunches.

Pickling Onions—\$2 per box of 10 lbs.

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 size and volume. They command about \$2 per bu., but are still too small and green to justify digging. Cobblers from Virginia range from \$9@10 per bbl. They are fair in size and good in quality.

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

Raspberries—\$5.50 for red and \$5 for black.

Spinach—\$1.25 per bu.

String Beans—\$3.00 per bu.

Tomatoes—Home grown, \$1.25 per 7 lb. basket.

Water Melons—70@90c for Floridas or Georgia.

Wax Beans—\$3 per bu.

Whortleberries—\$4.50@5 per crate of 16 qts.

Voluntary Opinions of Upper Peninsula Merchants.

Fred Taylor, agricultural implements and undertaker, Pickford: "I like the Tradesman. Have taken it some time. It is a fine paper for any business and I am pleased to renew."

Fred Shaw, Sault Ste. Marie: "The Tradesman is one of the very best trade journals that comes to our desk. It is always very satisfactory."

Erickson Grocery Co., Rudyard: "The Tradesman is a nice paper. We read it and like it. It keeps us posted. We are pleased to renew."

Soo Co-Operative Mercantile Association, Sault Ste. Marie: "We like it fine. We get much valuable information from it. If any one in business will follow it up and read it each week the paper will be a mighty good investment. We are not over stating it when we say that it pays to take the Tradesman and read it."

A. W. Reinhard, Brimley: "I like the Tradesman good. Find it very useful."

Now we have acreage insurance—a form of insurance that is bound to grow in favor with the higher prices of farm products. Farming is a business, and the risk of damage to crops is so great that a guarantee against loss will be an essential factor in successful farming. Profits, of course, are not insured, but the actual investment is. For instance, if you insure fifty acres of potatoes, forty-nine of which pay a good profit you will receive for the damaged fiftieth acre an amount which protects you from losing a single dollar of your investment in growing that acre. When one considers the risk of damage from insects, disease, drought, frost, excessive moisture or winter, the advisability of acreage insurance, provided the premium is not excessive, becomes manifest.