

MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 12, 1923

Number 2086

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The Things Worth Doing

To make our goods a little better,
To write a little neater letter,
To drive a nail a little straighter,
To make our worth a little greater,
To do whatever is our duty
And give it strength and give it beauty—
To be to men more nearly brothers,
To be a bit more help to others,
To speak to men a little kinder,
To little faults a little blinder,
To fill our place, if high or lowly,
With something that will make it holy—
To make the load a little lighter,
The world around a little brighter,
To make the way a little clearer,
And heaven bring a little nearer—
These are the matters worth the doing.
To win a fortune is not vital,
To wear a crown, to wear a title;
To have men hate us, children fear us,
Will never bring our neighbors near us—
No, we shall make life worth the living
Not by our getting but our giving!

Douglas Malloch.

Get the Benefit of Brecht Refrigeration Experience

The knowledge and extensive experience of Brecht Refrigerating Engineers will prove valuable to you. For the proper solution of your refrigeration problems let us study your needs and submit a detailed recommendation, without obligation.

Brecht Mechanical Refrigeration, backed by seventy years of manufacturing leadership, is famous for its uniformly low temperature and dry atmosphere. Its high efficiency. Overall economy. Simplicity of operation. Absolute control. And many exclusive features.

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174-176 Pearl Street

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67 Second Street

Acting as a great supply depot and manufactory of machinery, equipment and supplies for the meat and allied industries, The Brecht Company has contributed largely to the present efficiency with which the world's food is now marketed.



Larabee's Best Flour

has an excellent reputation.

Make inquiry about it.

Distributors of LARABEE'S BEST FLOUR

Rademaker-Dooce Grocer Co.	Grand Rapids, Mich.
Hume Grocer Company	Muskegon, Mich.
Nelson & Matthews	Carson City, Mich.
McMorran Milling Co.	Port Huron, Mich.
Abrams Burt Co.	Eaton Rapids, Mich.
Richard Early & Son	Kalamazoo, Mich.
Phillips Produce Co.	Battle Creek, Mich.
Tanner & Daily	Bay City, Mich.
Beaverton Elevator Co.	Beaverton, Mich.
Breckenridge Farmers Elevator Co.	Breckenridge, Mich.
Harrington Coal Co.	Holland, Mich.
Michigan Butter & Egg Co.	Lansing, Mich.
Merrill Farmers Elevator Co.	Merrill, Mich.
J. A. Kenney & Son	Mt. Pleasant, Mich.
F. Mansfield & Co.	Remus, Mich.





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GRAND RAPIDS, WEDNESDAY, SEPTEMBER 12, 1923

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MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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payable invariably in advance.

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issues a year or more old, 25 cents; issues
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Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.

Michigan State Hotel Convention at Flint.

Glen Lake, Sept. 11.—The call for the next State convention of Michigan hotel men sets the time for Friday and Saturday, Sept. 28 and 29, and the place—Hotel Durant, Flint.

To such as are familiar with such gatherings no urgent invitation will be necessary, but for the benefit of such as have never attended, I have a few points to make, which, if duly observed, will certainly result in much pleasure and profit to novitiates.

In the first place, if you are actively engaged in the hotel profession in Michigan, whether on a greater or lesser scale, you possess all the qualifications for full membership, and whether you receive a formal invitation or not you will be welcomed to Flint with your wives, families or sweethearts, provided with sumptuous rooms at the leading hotels—absolutely without any charge whatever—and this will be but one of the many details of entertainment, complimentary in most cases, which will be provided for you while there.

At Battle Creek last year there were at least four banquets provided, besides auto rides, golf, tennis, theaters and other forms of entertainment, enjoyed by all, and yet so arranged that they in no wise interfered with the program of business which was unusually instructive and interesting.

I say that if you do not receive a formal invitation just remember it is intended you shall have one. Of course, all old members whose names are in the roster will probably be notified, but they will be there anyhow. The secretary in many cases has to depend upon hotel directories for the names of such as are not enrolled, and as these lists are frequently and I might say, usually incomplete, it is up to you to first write the secretary, R. C. Pinkerton, Hotel Normandie, Detroit, telling him how many there will be in your party, just what accommodations you may require, and my word for it you will find him there with the goods.

The Michigan State Hotel Association has been growing rapidly; in fact, it has more than doubled its membership in less than three years, more than fifty new names having

been added to the roll since the last meeting. It has become one of the best and most energetic hotel organizations in the country, with a membership second to but one similar association.

The attendance for the past three years has been almost phenomenal and the work its officers have been doing during the past year assures a much larger attendance this year than at any previous convention.

But there are still quite a number of enterprising and deserving hotel operators throughout the state who have not as yet applied for membership and it is for the benefit and instruction of such that I am writing this article, and giving you what I consider valid reasons for becoming one of us.

That there may be no room for any misunderstanding whatever, I want to say at the outset that this Association is not dominated over by the big fellows. The owners and managers of the larger city hotels all belong, because they fully realize the benefits to be derived from organization and association, but they have jealously protected the interests of the country and smaller hotel men, insisted on their having control of this organization, and a majority of the official list is made up from active members from the interior of the State. The larger operators fully realize that the great hotel man of the future will most naturally come from the ranks of the small operator of to-day. There is no air of superiority displayed at these gatherings. The man of millions brushes shoulders with the landlord of the cross roads hostelry, and I might say truthfully, gets just as much benefit from such association as the smaller operators. They want to get acquainted, to offer you their hand of hospitality and are in a receptive mood for reciprocity.

The sum and substance of the whole proposition is that one hotel man standing alone has little chance of preventing adverse legislation, of catching dead beats, of keeping in close touch with constant improvements in the hotel industry, but associated together they can accomplish almost anything.

The warden of an insane asylum was asked if he was not constantly worried because of the lack of safeguards employed in caring for his inmates. His reply was: "They may be erratic as individuals, but they have no organization, and without such they can accomplish nothing."

In soliciting for membership the proprietor of a hotel in an interior city of the State, he was unusually demonstrative against associations of any character and was pretty positive that no benefits could possibly be derived from such. It so happened that while I was discussing the merits of the case with him, a laundry bill was presented to him, which by no means seemed to please him. He passed it on to me to prove the evils of organization. It so happened that the matter of hotel laundry had been taken up and discussed at the previous State convention and being myself familiar with the information brought out on that occasion, I was in a position to prove to him that he was paying fully twice as much for this service as was his competitor who already belonged to the Association and knew just what constituted a rea-

sonable charge for such work. He now belongs to the Association and I understand will attend the Flint convention at all hazards.

It is a fact that at this meeting it developed that while a majority of members were getting their laundry work done at fair prices, a surprising minority were being held up woefully, and this discussion alone has saved such members many times the cost of their annual dues.

Without any cost to the individual member of the association, the legislation committee has on numerous occasions prevented legislation inimical to the interests of the State fraternity and has had understandingly defined by competent legal authorities such laws as are now on the statute books. The Association has had compiled in book form such legislative acts as are of utmost interest to hotel men for gratuitous distribution.

The program for the Flint convention is under consideration and will be announced in due time, but it will provide for discussions on subjects of interest to all hotel men, and these discussions will be encouraged and participated in by members based on actual experience.

Fred Pantlind will gladly tell you how by methods peculiarly his own—but not secret—he gives service unexcelled anywhere at minimum charges and holds his trade in spite of brisk competition.

John Lewis, who makes a pilgrimage each year from his 100 per cent. Hotel Marquette, away up in the Upper Peninsula, to the hotel convention, will tell you, if you can get him to talk publicly (otherwise privately) that he considers his time and money well spent in the privilege of soaking up such suggestions as float around on such occasions, and that he has been an attendant at these conventions so long he enjoys them with the same zest that the G. A. R. veteran does his annual camp fire.

Ed. Richardson, of the Kerns, at Lansing, will give as his reason for coming that he "just naturally can't stay away," but if you camp on his trail you will get the full value of your monetary expenditure for the entire trip in little suggestions as to how he made the Kerns one of the most profitable and talked of institutions in Michigan.

"Bill" McManus, of the Cushman, at Petoskey, beside whom all other resort operators are "pikers," will explain to you how easily he can extract \$30 per day from a tourist for a room which he can actually afford to furnish to "Bill" Klare, of the Detroit Statler, for nothing.

Ray Norton, of the Hotel Norton, Detroit, who muffs his golf balls with a uniform degree of regularity, will explain the methods by which he can pack away a half-dozen satisfied guests during fair time in a room ordinarily contemplated for two people on a pinch.

Ed. Swett, of the Occidental, Muskegon, as an evidence of the interest he takes in the organization which he as President really launched on its present boom, will, undoubtedly, be one of the advance guards on this occasion. He will enjoy the felicitations of his colleagues in the wonderful success he is achieving with his Muskegon property and, if he is pinned down to brass tacks, will acknowledge it is largely due to his reduction in his coffee charge, made

under duress at the behest of the writer.

Of necessity, George Crocker, manager of the Durant, host of this stupendous aggregation of public servers, will be present, but it looks as though, after supplying the gastronomical demands of this horde of caterers, who have been living on their own brand of meals since the last convention, he will be compelled to take to the tall timber immediately afterward.

H. W. Klare, manager of the Detroit Statler, will be there if for no other reason than to combat the idea that an American plan hotel can be operated at a daily rate, at about the hourly charge at his place, and "Bob" Pinkerton, of the Hotel Normandie, Detroit, will "register in" if for no other purpose than to "sick him on."

There isn't a chance on earth that the "Two Bills"—Schultz, of the Ben Franklin, Saginaw, and Schindihette, of the New Republic, Bay City, will be among those absent. As vestrman of one of Saginaw's leading places of worship the Ben Franklin man will look after the spiritual welfare of the fraternity, and Schindihette will look up his room number.

W. C. Keeley, manager of the New Morton, Grand Rapids, may not know it at this writing, but he will be in evidence at the convention, for I am going to make a special trip to the furniture city to get his signature on the dotted line on account of having stopped with him regularly at the Hotel Julien, Dubuque, Iowa—some hotel, I am telling you. This is notice to Verne Calkins and President Montgomery to "keep off the grass" when it comes to soliciting this membership.

Speaking of "Monty," he will be there, and if you will apply the "wild horse"—or even "white horse" method of persuasion, he may be forced to admit he is running a "durned good hotel" and don't care who knows it. He will be speaking of the Post Tavern.

"Bill" Jenkins, of the Western Hotel, Big Rapids. Will he be there? Well who ever contemplated a hotel convention without "Big Bill"? He can tell you a lot of good reasons why he is so successful and it will pay you to carry them out.

Will the writer be there? Well, watch the entrance to the dining room when the gong sounds.

Added imported attractions will be Dave Olmstead of the Hotel Winton, Cleveland, beloved by all, including the ladies, who will "naturally" add a few new terpsichorean stunts; Henry Bohn, of the Hotel World, who was really sponsor for the Michigan Hotel Association on the occasion of its formation twenty-five years ago, and is still "watching it grow"; Harry Eastman, of the Hotel Bulletin, who will add dignity to any function, and John Willy, of the De Luxe Hotel Monthly, whose words of wisdom always elicit attention and whose write-up of the event will be most satisfying.

Now, will you attend? All of this array of talent, this exhibition of hotel men who have made the profession famous, but who are just "boys" with the rest of you, and \$100 worth of entertainment, free as grace, if you have enterprise enough to write the Secretary and tell him you will be there.

Frank S. Verbeck.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Iowa City, Iowa, which has probably been the nesting place of more frauds and cheats than any place of its size in the United States has a new aspirant for public plunder, which does business under the style of the Masterphone Co. Just now it is exploiting a radio set, which it is selling at \$35-\$10 down and balance on delivery of the set. The contract is full of catch phrases designed to entrap the unsuspecting merchant. One of the agents working in Michigan goes by the name of E. R. Jacobie. Any merchant who receives a call from this person will be money ahead if he is shown the door. The Tradesman sent this company the following letter last Saturday:

Grand Rapids, Sept. 8.—Evidently the old swindling gang which has infested Iowa City for so many years has broken out in a new place.

J. Biegel, of Grand Haven, sends me your letter of Aug. 29 and asks me to intercede for him, which of course, I am very glad to do.

I have no idea you will return his \$10. I never knew an Iowa City schemer to return anything. In fact, I suppose this sum went into the pocket of the sharper who PROMISED to return the money if the deal was not satisfactory—but, of course, did not put the promise in writing.

Will you return him his contract, duly cancelled, or shall I write him that we will fully protect him for his foolishness in listening to the siren voice of a crook? E. A. Stowe.

No reply has been received to this letter up to the hour of our going to press.

The Tradesman recently warned its readers against having any dealings with the Warren, McRae Agency, Logansport, Ind. Later information from the Indiana City lead to the belief that the exposure was none too soon and that the less merchants have to do with this concern the more money they will have in the bank.

"Eggno," an egg substitute manufactured by the Newton Tea and Spice Co., of Cincinnati, has been held to be misbranded through the de-

cision of the U. S. Circuit Court of Appeals, which confirmed a similar decision by the U. S. District Court. The issue was as to whether Eggno was really a complete substitute for eggs. The product is said to contain 15 per cent. of dried and pulverized egg albumen and yolk, about 35 per cent. of evaporated skimmed milk and 40 to 50 per cent. of tapioca starch. It is sold in packages. The label reads:

"Newton's Eggno. Artificially colored. To be used in place of eggs in baking and cooking. Three and one-half ounces net. An excellent substitute for eggs. Eggno is an excellent substitute for eggs and is to be used for baking and cooking purposes. Splendid for cookies, cakes, muffins, fried cakes, bread puddings, gravies. Just the thing for griddle cakes, noodles, etc. Eggno is an article of real merit and is far superior to the usual egg substitutes on the market.

"Eggno contains the constituents that cause fresh eggs to fill such an important place in every kitchen. Eggno is the result of scientific research, is composed of pure materials, is nutritious and is economical, as one even teaspoonful is to be used in place of each egg called for in recipes requiring eggs. This package contains 36 even teaspoonfuls. Guaranteed to conform to the pure food Laws.

"Directions. Dissolve Eggno in luke-warm water or milk by first making a paste and then adding the balance of the water and milk. Use a teaspoonful for each egg called for in recipes requiring eggs. In baking use a trifle more baking powder than if eggs were used. Eggno does not take the place of baking powder. Prepared and guaranteed by the Newton Tea and Spice Co., 12-14-16-18 E. Second street, Cincinnati, Ohio."

While it was not held that Eggno was injurious to health, the jury did decide that the statements made on the label were not truly representative of the product. The jury held that the label was intended to deceive consumers by leading them to be-

Red Star Flour

In home baking results, in the positive knowledge that there can be nothing better or even quite so good, Red Star stands alone. Housewives have used this brand for years and years, each year marking a steady expansion in the family trade distribution.

Sales over a period of years are a quality index.

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

The Old Reliable

Over 25,000 Patients
in West Michigan

New System Dentists

We've taken pain and high price out of Dentistry and substituted comfort and economy. After all, there's no place like the New System.

41 Ionia Ave. in G. R. Just a Step South of Monroe Ave.
One Flight Up; Write for Information.

Write us regarding the

Wolverine Carton Company

An Unusual Opportunity for
Investment

F. A. SAWALL COMPANY

313-14-15 Murray Building Grand Rapids, Michigan

Automobile Accessories

WRITE FOR OUR CATALOG No. 5

Mention the TRADESMAN

Sherwood Hall Co., Ltd.

SIXTY YEARS SERVICE

GRAND RAPIDS, :: MICHIGAN



MORRIS'

Supreme Quick-Selling Foods

There is no need of a great variety of brands in canned foods if you sell the complete line of Supreme Foods, for your trade will not constantly be wanting to try a new brand.

All goods packed under the Supreme label are so satisfactory to the customer that she looks upon the trade-mark as a guarantee that the foods will be exactly what she requires.

Morris Supreme Foods completely satisfy the customer and offer you a quick turnover line that will net a real profit on investment.



It Pays to Sell Supreme Canned Foods

lieve that Eggno could be substituted for eggs in cooking, and that it could not be so used.

Several years ago the country was flooded with products of this character and numerous new concerns were started. Heavy advertising campaigns were instituted and a considerable trade was built up in a very short time. Housewives naturally were anxious to save the price of eggs. At that time eggs were selling rather high, which aided in quickly introducing the spurious stuff.

In a short time, however, the various state food commissioners took notice of the wild claims that were being made. Among the first of these officials was Commissioner Foust, of Pennsylvania. Soon other states followed in line and the manufacturers of the products who claimed to do away with eggs were soon in hot water. Chemical analyses were made and it was found that these various products had nothing to commend them whatever and that an exorbitant price was being charged for them. As a consequence their sale was interdicted and they disappeared from the market quicker than they appeared.

Explanations of Apparent Contradiction.

It has frequently been pointed out in the last few months that notwithstanding the low price of wheat the farmers' purchasing power has apparently increased, if sales by mail order houses are an index. The Department of Agriculture has just published its estimate of the average cost of producing wheat, calculated from reports from 2,400 farmers in all parts of the belt. This shows a cost of \$1.23 while the average amount received for the wheat was \$1.11. On the face of the returns this looks as if the wheat grower would be running into debt on every bushel that he raised, but the department calls attention to the fact that where the price received was less than cost this means that the farmer did not receive going wages for his time or that he did not get for the use of his land an amount equal to its cash rental value. It does not mean that he is actually running short of cash and is without purchasing power.

Just how this works out can best be explained by taking up the classified items of production cost, as reported by the Department of Agriculture. First of all the rent of land is estimated at 25 per cent. of the cost, and at an average cost of \$1.23 this would amount to 31 cents. The preparation, planting, harvesting and threshing operations constitute 46 per cent. of the cost, or about 58 cents. Calculated in the same way, the seed would cost 10 cents, the fertilizer and manure 15 cents, and miscellaneous costs about 9 cents.

Now it will be seen that where the farmer owns the land the 31 cents for rent involves no actual expenditure. In so far as the preparation of the land and the sowing are the work of himself and his family these, too, involve no direct outlay. Part of the harvesting and threshing will involve a money payment, and so will the cost of commercial fertilizer; but

this is not true for the seed. The miscellaneous costs include depreciation of buildings, wear and tear of machinery, expenditures for binder twine, etc. Not all of these involve direct outlay in any one year. The figures further show that the farmer received \$1.11 for the wheat that cost him \$1.23. This represents a loss of 12 cents. Now this small sum could be easily charged up against rent, the farmer's own labor, etc., while there would be cash left for normal purchases. Of course the farmer, like every other producer, should earn his going wages, the full rental value of his land and the upkeep of his equipment, but the foregoing figures go to show how it is possible for the farmer to sell his wheat at less than the calculated cost of production and still make his usual purchases from the country store or mail-order house.

The Department of Agriculture points out that the items of cost reported by these farmers have been compared with other cost data available, and that they appear to approximate closely the average production costs incurred by farmers throughout the producing area during the period covered by the investigation. These figures emphasize some points bearing on the campaign in the Northwestern States for a cost-plus marketing system. If the Government guaranteed every wheat grower the average cost, plus a reasonable profit, only the farmers who were up to the average or above it could continue operations without loss. It is reasonable to assume that there will be as many producers below the average as above it, and such a scheme would result in an artificial price that would help only one-half of the farmers at the most. Then the question arises whether these figures reported by the farmers would have been the same if they had known in advance that they were to be used for fixing the price of their product. The wheat grower is human like the rest of us. Wm. O. Scroggs.

September Idyl for the Grocer.

September is the month of the goldenrod and the freedom of the sneeze. It marks the time when half-sleeve shirts, white shoes and ice cream pants are lavished on the janitor and straw hats are fed to the ashman's horse.

It takes America away from boarding houses, well water, devil gripe, moonlight bathing parties, shadow skirts, poison ivy, irregular living and skimpy menus, and back to home, regular meals, soft hats and oysters.

Everybody is on the job once more. And those who have no work to do have either returned to their respective abodes or are on their way thither impelled, if for no other reason by a praiseworthy curiosity to discover whether or not the cat starved to death.

And so ends such midsummer slump as we have had. The appalling appetite of those famished hordes of returning tourists, travelers and vacationists threatens to test the food resources of the country to the uttermost, and all signs indicate that a very active period awaits those who supply their needs.

Individuality and Personality

In the constant discussion of the new kind of competition, we are every day reminded of the things that make for the success of the community store.

In this discussion, we must realize that there are people in the world who buy goods on price alone without very much regard for quality—people who buy goods because the price is cut, whether they need them or not, or whether they represent the greatest value for the money.

But we must also remember that the greater part of the intelligent buyers buy according to the value.

We must remember that an article is cheap only when a person gets the greatest value possible for the money expended. And most of the buyers are looking after this.

It is our contention that the successful merchants of today are making their stores show their own individuality. Goods displayed in prominent places show their discernment, based upon value and quality.

The successful merchants of today are those who have the personality to win the confidence of the buying public and in making the mother feel that her purchases are just as well made and just as economically made, when she sends the child, as when she goes herself.

The greatest assets of the community store today are—**INDIVIDUALITY AND PERSONALITY**—and this is what the new forms of competition find it hard to obtain.

Make your individuality and personality help to make your store the trading center for your community.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Decatur—B. W. Kibby succeeds the Decatur Shoe Co. in business.

Muskegon—Bert J. Hoeksema succeeds S. Van Bruggen in the grocery business.

Lennon—The Lennon Elevator Co. has increased its capital stock from \$25,000 to \$40,000.

Detroit—The Union Trust Co. has increased its capital stock from \$1,000,000 to \$2,000,000.

Rockford—Joseph Peirce & Co. succeed George T. Bennett in the grocery and baking business.

Maybee—The Peoples State Bank of Maybee has been incorporated with an authorized capital stock of \$20,000.

Detroit—M. Gomolowicz succeeds Adam F. Bucznski in the boot and shoe business at 10005 Joseph Campau avenue.

Brethren—M. E. Jayne has sold his grocery stock and store fixtures to W. E. Burkholder, who has taken possession.

Mackinaw—Mrs. Lina Risk has sold her stock of boots and shoes to the "Pep"pler Co. who will continue the business.

Frankfort—Winfield Carter has purchased the C. A. Kiefer shoe stock and will continue the business at the same location.

Baraga—George Demarais and Morris St. George have engaged in business under the style of the Baraga Tire & Battery Co.

Lattin—Cecil W. French has engaged in the grocery business. The Worden Grocer Co. (Grand Rapids) furnished the stock.

Eaton Rapids—Seyfried Bros. have sold their grocery stock and store fixtures to George H. Russell, who has taken possession.

Chelsea—Joe Schnebelt has purchased the Liberty Cafe of G. W. Kolb, which he will continue in connection with his bakery.

Mendon—Fire completely destroyed the creamery owned and conducted by Guy Marsh, Sept. 10. The loss is partially covered by insurance.

Kalamazoo—H. A. Tiefenthal has opened a bakery and delicatessen at 1107 Portage street, under the style of the Community Kitchen & Bakery.

Reading—L. C. Frank has sold his interest in the grocery stock of Frank & Spaulding to his partner, Chester Spaulding, who will continue the business under his own name.

Brighton—Mrs. George Chapman has purchased the south half of the McHench block, which she has occupied with her restaurant and cigar stand for the past two years.

Vestaburg—Ed. Tanner and Frank Jennings have formed a copartnership and engaged in the restaurant and cigar business. Later a stock of bazaar goods will be added.

Detroit—The Addison Fashion Shop 3157 Woodward avenue, dealer in women's ready-to-wear garments, underwear and millinery, has been incorporated with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and paid in in cash.

Ferndale—Lorenzo O. Berry, 503-505 Rockwell street, has merged his meat, poultry and packing house busi-

ness into a stock company under the style of the Berry Packing House Products Corporation, with an authorized capital stock of \$100,000, \$30,750 of which has been subscribed and paid in in property.

Reading—H. M. Forney has sold his harness and shoe stock to L. C. Frank, recently of the Frank & Spaulding grocery store, who has taken possession. Mr. Forney will remove to Hillsdale and continue the shoe and harness store of his father, the late John W. Forney.

Marquette—Louis Pendill, who has conducted a drug store at the corner of Washington and Front streets for the past twenty years, has sold his store building and stock to Leonard E. Gensiver and Joseph H. Hutchinson, who will continue the business as a partnership, retaining the old firm name, Pendill's Pharmacy.

Centreville—Charles H. Burford, salesman for the Sturgis Grocer Co., was bound over to Circuit Court here Saturday on charge of misappropriating money belonging to the firm. Bail that had been fixed at \$1,000 was reduced to \$300 by Justice Ashley, before whom he was arraigned. It is alleged that Burford sold goods to parties in the vicinity of Sturgis and failed to turn over the proceeds.

St. Johns—Redman Bros., wholesale grocers at Alma, were the highest bidders for the R. J. Frink shoe stock and store fixtures at the bankrupt sale. Appraisers placed a value on the property of \$2,650. The highest bid came from Redman Bros. and was \$1,600. They are removing the stock and fixtures to Alma and will close it out at special sale.

Detroit—The Wholesale Merchants Bureau of the Board of Commerce is arranging for a trade promotion trip to Bad Axe, Caro, Vassar and Lapeer on Sept. 18 and 19. In order to cover the four towns in two days the party will start in automobiles, giving a banquet in each town to the local merchants. A noonday dinner will be given at Bad Axe on the 18th and an evening dinner at Caro. On the 19th a noonday dinner will be given at Vassar and an evening dinner at Lapeer. It is to be a good fellowship trip entirely, and no one is to talk business or to carry any samples. The party will consist of twenty-five of the presidents and vice-presidents of the leading wholesale houses.

Manufacturing Matters.

Kalamazoo—The New Era Metal Products Co. has changed its name to the Durametall Corporation.

Detroit—The Michigan Paper Tube & Can Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—The J. H. Wilson & Sons Creamery Co., 3421 Sayre street, has increased its capital stock from \$20,000 to \$75,000.

Brighton—A. C. Bell has sold his confectionery and cigar stock to Mrs. Freda Sawallich, recently of Detroit, who will continue the business.

Lansing—The addition to the storage plant of the Michigan Butter & Egg Co., is nearing completion. When finished it will double the capacity of the plant.

Charlotte—The Union Casket & Manufacturing Co. has been incorporated with an authorized capital stock of \$40,000, \$21,200 of which has been subscribed and paid in in property.

Alma—The Alma Grain & Lumber Co. has sold its holdings, including the Alma Roller Mills to J. Hale, of Ionia and William T. Naldrett, who have been operating the mills for the past two years.

Wyandotte—The Big Chief Oil Co. has been incorporated to deal in gasoline, lubricating oils, greases, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Negaunee—Miss Julia Tuuri, lately connected with the General Bakery, has taken over the Hiram Richards bakery, corner of Case street and Pioneer avenue and will conduct it under the style of the Negaunee Baking Co.

Detroit—The Metal Craft Co., 3546 National avenue, has been incorporated to deal in auto hardware, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$500 in cash and \$9,500 in property.

Flint—The Winegarden-O'Meara Co., 125 Water street, has been incorporated to manufacture and sell at wholesale and retail, furniture and deal in stoves, household furnishings, etc., with an authorized capital stock of \$45,000, all of which has been subscribed and paid in in cash.

Flint—The Oak Grove Dairy, 1364 Burton street, has been incorporated to deal in milk, cream, butter, cheese, ice cream and farm products, with an authorized capital stock of \$50,000 common and \$25,000 preferred, \$30,000 of which has been subscribed and paid in in property.

Albion—The local plant of the National Spring & Wire Co. will resume manufacturing operations about Nov. 1, after having been idle the past two years. The machinery formerly used is being moved to the Grand Rapids plant of the company and new machinery will be immediately installed here.

Detroit—The Motorcraft Engineering Co., 977 Franklin street, has merged its autos, auto parts, accessories and supplies business into a stock company under the same style with an authorized capital stock of \$50,000 preferred and 500 shares at \$1 per share, of which amount \$12,300 and 330 shares has been subscribed and paid in in property.

Lake Odessa—Walter A. Burling, who about two years ago leased his flouring mills here to the farm bureau and at that time became their superintendent and manager, has announced his withdrawal and the severance of his connection with the company and has taken back his mill. The Farm bureau here have an elevator of their own and Max Woolsey, who has been their bookkeeper for several years, has been appointed manager, to succeed Mr. Burling.

The store that distances competitors will be the one where proprietor and employees are all pulling together with a uniform desire for success.

A radical is one who doesn't know how to amend matters and is mad about it.

The state most thoroughly shamed and discredited by the divorce evil is the state of matrimony.

Another good endurance test is to try riding forty blocks in a taxi without glancing at the meter.

Another reason for studying Greek is that it enables you to understand what the waiter says to his friend about you.

The office cynic says that lots of Americans are indisposed after spending a day or so in Canada.

It is possible to drive a car with one hand, but it is safer to have a girl who has some initiative.

There is a place for everything except an aged widow who has divided the property among the children.

As we remember it, the first agency successfully employed to make man tell the truth was made of a rib.

The good man who breaks the speed law thinks his fellow very unmoral when he breaks the hootch law.

Novelty Belts as a Trimming.

Probably never before in the history of the women's garment trade have belts, particularly those embodying novel features, played such a prominent part as trimmings as they will promise to this Fall and Winter. Reports of the showings of the big Paris dressmakers mention belts many times. One, used in combination with a velvet dress, is of leather so painted as to suggest a rich tinsel brocade. A handsome moire dress is described as having a collar and belt of Tonkinos leather richly decorated in Oriental colors and gilding. Several of the sports costumes show insertions of two-tone leather, with the belt carrying out the decorative scheme. In nearly all instances the new French models show the belt loosely adjusted around the hips. In the American showings the belt remains narrow and the waist line is merely hinted at.

As head of the store you should occupy yourself with the high priced business-bringing work and leave the

Are you afraid of knowing too much about your business? Is that your reason for not studying it in season and out?

Hides, Pelts and Furs.**Hides.**

Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

Old Wool	1 00@2 00
Lambs	50¢@ 75
Shearlings	25¢@ 50

Tallow.

Prime	@25½
No. 1	@4
No. 2	@3

Wool.

Unwashed, medium	@30
Unwashed, rejects	@25
Unwashed, fine	@30

Essential Features of the Grocery Staples.

Sugar—The market is stronger again. Local jobbers have had to move their quotations on granulated up to 8 $\frac{3}{4}$ c.

Teas—The market for Japan teas is strong and there is some speculative demand. Formosa teas are attracting some attention. They are not popular in Michigan, as other growths of black teas are preferred, but beng somewhat lower in price for some grades, buyers are giving them consideration. The distributive trade is quite satisfactory.

Canned Fruits—Increased spot supplies of Hawaii Pineapple last week and a limited jobbing demand made an easier market last week in all packs. Most dealers have sufficient working stocks and are not buying ahead. California fruits were featureless all of the week. Coast buying was limited to immediate needs. Considerable irregularity in prices exists here as holders have varying ideas. The weaker holders are accepting quotations which others will not entertain.

Canned Vegetables—Spot tomatoes are not accumulating as rapidly as usual at this season as the crop has been slow in reaching the cans. Partly on this account and due also to the attitude of canners, quotations are held pretty much the same in all sizes. No. 10s are not being cut much below \$4 factory as packers say that their costs are turning out to be more than they had previously estimated. Middle Western and California tomatoes are firm at primary point also. Corn has been a prominent item in all grades. Fancy Maine has been sold out on contract and even premiums of 15c over opening do not lead to offerings since canners have sold up their pack and fear shortage in deliveries should early frosts occur. Minnesota and other Middle Western corn used as a substitute has sold well and not a large quantity is available. Standard corn is firm in the country and bookings among canners have been satisfactory. Peas have already had their big fling and now rule firm. No. 4 and No. 5 sieve standards are wanted but cannot be had to any extent. No. 10s also favor the seller.

Canned Fish—Another week of inaction in Alaska Salmon has passed. Canners hold to their opening of \$2.25@2.35 on reds and \$1.25 on pinks, but general buying has been slack. Some business has been put through but it is not what it should be in volume. The pack is not turning out any different from expected. Canners see no necessity in revising their quotations downward. Chinooks have already been taken sufficient for transient wants, while later outlets are not extensively considered. Maine Sardines are held at their high range and some packers are asking outside price. There is little surplus offered since many packers are oversold. Buying is mostly hand to mouth on the belief that fish will be more plentiful before the close of the season in December. Shrimp of the fall pack is coming in slowly but it is like the spring catch, small and not

of the desired quality. The market is firm with little surplus offered since canners are filling contracts already booked. Tuna Fish rules firm in white meat. Crab Meat has been affected by the Japanese earthquake which may result in materially cutting down subsequent shipments.

Dried Fruits—Prunes apparently have rounded the corner and other dried fruits are apt to follow. There is some inquiry for Apricots and some sales are being made in a small way. There is also more business in Peaches. According to reports, the Middle Western cities have already booked a satisfactory volume of peaches, but seaboard markets are still not free buyers. Smyrna Figs have been strengthened at primary points by a railroad strike, which has delayed the movement of fruit from the interior to coast ports. Figs are one of the most important products of Smyrna and importers do not believe that the farming element will allow the strike to be prolonged, but transportation in Smyrna is like the coal situation here and may cause trouble. Camel caravans will be used if necessary. Currants are quiet on the spot but are firmer abroad and higher on forward shipments. Raisins are steady, with spot buying going on steadily to take care of trade wants.

Rice—There is a shortage in all grades, but it is more serious in some than in others. The situation cannot be relieved by buying at primary points, for in the South also the same undersupply exists. New crop is late in maturing, as wet weather has retarded growth and harvesting, particularly in Louisiana and Texas. The prospective outlet for rice in the famine districts of Japan following the earthquake has added strength to the market.

Provisions—A good healthy demand for all pork products is reported by packers, which is a stimulating factor in keeping the hog market at a comparatively high level. There is a good outlet for smoked and cured meats, as well as for the fresh product, which is moving into consumptive channels freely.

Review of the Produce Market.

Apples—Wolf River, Alexander, Strawberry and Maiden Blush bring 75@95c per bu.

Bananas—9c per lb.

Beets—\$1 per bu.

Butter—Local jobbers hold extra at 46c in 63 lb. tubs; fancy in 30 lb. tubs, 48c; prints, 48c. They pay 25c for packing stock.

Cabbage—\$1.35 per bu.

Carrots—\$1 per bu.

Cauliflower—\$2 per doz. heads.

Celery—50c per bunch for home grown; \$2 per box of 4 doz. bunches.

Cucumbers—Home grown, 65c per doz.

Cocoanuts—\$6.25 per sack of 100.

Egg Plant—\$3 per doz.

Eggs—Local jobbers pay 28c for candled fresh, cases included.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida sells as follows:

36	-----	4.00
46	-----	4.50

54	-----	4.50
----	-------	------

Grapes—California Tokay, \$3.25 per 4 basket crate; California Malaga, \$3 per crate; 4 lb. basket of blue varieties, \$3.50 per doz.; 7 lb. basket ditto, 38c per basket.

Green Beans—\$1.50 per bu. for either string or butter.

Green Onions—20c per doz. bunches for home grown.

Green Peas—\$3 per hamper.

Honey—26c for comb; 25c for strained.

Honey Dew Melons—\$3.25 per doz.

Lettuce—In good demand on the following basis:

Colorado Iceberg, per crate --\$5.00

Home grown head, per box ---- 1.25

Leaf, per bu. ----- .85

Lemons—The market is now on the following basis:

300 Sunkist ----- \$9.50

30 Red Ball ----- 9.00

360 Red Ball ----- 8.00

Musk Melons—Home grown Osage bring \$2.50 per doz.

Onions—Spanish, 2.50 per crate;

Walla Walla, \$4.25 per 100 lb. bag;

home grown, \$4.50 per 100 lb. sack.

Handlers are completely puzzled over the situation. The Michigan crop is only about 50 per cent. of normal. Taking the country as a whole, the crop is about 20 per cent. short. Michigan grown are small in size and inferior in appearance, due to the drought. Michigan growers are holding their product at \$2.50@3 per 100 lbs., but buyers are afraid to take hold and, as a rule, are making no contracts for supplies.

Oranges—Fancy Sunkist Valencias now quoted on the following basis:

100 ----- \$6.00

126 ----- 6.75

150, 176, 200 ----- 6.75

216 ----- 6.25

252 ----- 5.50

288 ----- 5.00

Peaches—\$2@2.25 per bu. for Elbertas, Prolifics and Engles.

Pears—Sugar, \$2 per bu.; Bartlett, \$3.50.

Plums—German Prune, \$2.50 per bu.; Lombards, \$1.50.

Potatoes—Home grown, \$1.25@1.50 per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, \$1.50 per bu.

Pickling Stock—Cukes, 20c per 100; white onions, \$1.60 per 20 lb. box.

Poultry—Local buyers now pay as follows for live:

Light fowls ----- 14c

Heavy fowls ----- 19c

Broilers, 2 lbs. ----- 24c

Radishes—30c per doz. bunches.

Spinach—\$1 per bu.

Sweet Corn—40c per doz.

Sweet Potatoes—\$6.25 per bbl. for Virginia.

Tomatoes—80c per ½ bu. for ripe; 80c per bu. for green.

Turnips—50c per doz. bunches.

Watermelons—50@75c each for Georgia.

If you think you are using all the display space in your store, take a look at some live news stand, and see how much is displayed there in a limited space.

Eliminating Waste in Women's Wear.

The simplified practice division of the Chamber of Commerce of the United States suggests that a conference should be held with a view to eliminating waste in style creations for women's dress. This is another step in the direction of co-operation, which is the modern business watchword. It is in line with much of the propaganda of the day, but there are more aspects to the case than would appear at first thought.

"What the United Women's Wear League has so far accomplished in its co-operative achievements," writes M. Mosessohn, Executive Chairman of the United Women's Wear League of America, in a letter to the Tradesman, "has been no less in the interests of the consumer than those of the wholesaler and retailer. The standardization of sizes and measurements of women's garments was the remedying of an abuse too obvious to evoke any healthy opposition. Adherence to a list of colors was somewhat more in the line of the suggested style restrictions, but, as colors are more easily limited than styles, that, too, was no drastic measure that would affect the consumer's range of choice. Limiting the varieties of modern fashions is a large undertaking that requires more serious consideration because of its immense ramifications.

"Centuries ago in France and in England there were sumptuary laws that allowed only persons of high station to wear the widest and finest lace, the most expensive materials and dashing cut in their garments. A lady of quality was, indeed, a lady of quality, in her clothes as well as in her manners and the deference she received. We have traveled a long way since then, away from class distinction and toward democracy of dress as well as the universal franchise. Whatever restrictions the law makes now would be at the very opposite pole of public consciousness. Not only would there be no class distinctions, but there would be those who might complain of the doing away of individualism in dress.

"As a matter of fact, it will be a delicate business, this restricting of styles. There is an esthetic side to the business of making women's clothing that brings it in line with the arts as well as business. There are all sorts of subtle adjustments made in the world of fashion that are known only to those inside. This conference will need the most expert advice it can receive, the most open-minded points of view and diversity of experience. It is too soon yet to speak positively of its possibilities, but the league, which is in the forefront of all movements to bring the manufacturers, retailers and the great buying public into close harmony, will not neglect an opportunity to hear all sides of a question with which its interests are so bound up."

easy jobs for the cheap help.

You may be able to make a mistake once and excuse it, but what excuse will you have for making the same mistake again?

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 28.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Claud Perry, Bankrupt No. 2336. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the village of Nashville and is a garage-man. The schedules of the bankrupt list assets of \$136, all of which is claimed as exempt to the bankrupt, with liabilities of \$879.60. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Farmers & Merchants Bank, Nashville	\$428.01
L. H. Cook, Nashville	35.12
Messenger Pub. Co., Chicago	8.92
Gets Mfg. Co., Andrews, Ind.	15.09
A. C. Holcomb, Grand Rapids	5.70
Racine Tire Co., Racine	28.76
Tisch Auto Co., Grand Rapids	3.00
Sherwood Hall Co., Grand Rapids	65.10
Presto Lite Co., New York	21.31
Atlas Battery Co., Greenville	24.53
Frank H. Clay, Kalamazoo	17.69
Consumers Power Co., Hastings	24.25
Citizens Telephone Co., Nashville	6.73
Linde Air Products Co., Kalamazoo	11.50
Steel Age Mfg. Co., Battle Creek	2.00
P. M. McLaughlin, Grand Rapids	30.00
Harley Durkee, Nashville	125.00

Sept. 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Emery Musselman, Bankrupt No. 2338. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Ionia, and is a laborer by occupation. The schedules of the bankrupt list assets of \$1200, of which \$200 is claimed as exempt to the bankrupt, and the \$1000 is the face of an insurance policy, whose cash value is in all probability less than its face value. The liabilities are \$2,904.50. The court has written for funds for the first meeting and upon the arrival of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Dr. E. W. Little, Los Angeles	\$117.00
Elgin W. Condon, Smyrna	99.00
Henry Kelly, Belding	60.00
Joseph Howard, Alta Vista, Cal.	253.00
John York, Belding	289.50
Frank Bradford, Ionia	100.00
Peoples Savings Bank, Belding	179.00
John Mead, Orleans	580.00

P. W. McKibben, Grand Rapids	170.00
Sandels Bank, Belding	197.00
Bank of Orleans, Orleans	40.00
Thos. Cole, Orleans	630.00
State Savings Bank, Ionia	170.00
Ionia County Farm Bureau, Ionia	20.00

Sept. 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Robert Verne Burland, Bankrupt No. 2339. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Whitehall. The occupation of the bankrupt is not disclosed on the schedule filed by him. The indebtedness of the bankrupt is listed \$629 and the assets are valued at \$200, all of which is claimed as exempt to the bankrupt. The funds for the first meeting have been forwarded and such meeting will be held at the referee's office Sept. 21. A list of the creditors of the bankrupt is as follows:

Geo. C. Rhodes, Muskegon	\$542.00
Geo. Nelson, Whitehall	52.00
W. G. Turner, Jr., Muskegon	35.00

In the matter of Frank Matz, Bankrupt No. 2149, the trustee's final report and account has been filed and the final meeting of creditors will be held at the office of the referee Sept. 24. The trustee's final report and account will be passed upon, the claims allowed, administration expenses paid and a first and final dividend to creditors paid.

In the matter of Vine W. Hunter, Bankrupt No. 2279, the trustee has filed his final report and account and the final meeting will be held at the referee's office Sept. 17. The administration expenses will be paid and a final dividend to creditors, if possible.

The matter of Charles Buczynski, Bankrupt No. 2262, the trustee has filed his final report and account and the final meeting will be held on Sept. 21. The expenses of administration will be paid and the case closed, as there are not enough funds on hand for the payment of any dividends to creditors.

In the matter of William Redding, Bankrupt No. 2329, the funds for the first meeting have been paid into court and the first meeting will be held at the referee's office Sept. 18.

Sept. 10. On this day was held the final meeting of creditors in the matter of Fred Carlson, Bankrupt No. 2260. The bankrupt was not present or represented. The trustee was present in person. One additional claim was proved and allowed. The trustee's final report and account was considered and approved as filed. The bill of the attorney for the



FRANKLIN said:—

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Real money can be made by the retailer right now, who gives the proper time and attention to inducing his customers to

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Citizens Phone 62425

Grand Rapids, Mich.

UNITED LIGHT & RAILWAYS COMPANY

Davenport Chicago Grand Rapids

- First Preferred Stock, Dividend No. 52.
- Participating Preferred Stock, Dividend No. 5.
- Common Stock, Regular Quarterly Dividend No. 23.
- Common Stock, Extra Cash Dividend No. 4.

The Board of Directors of United Light & Railways Company has declared the following dividends on the stocks of the company:

(a) The regular quarterly dividend of $1\frac{1}{2}\%$ on the 6% First Preferred Stock, payable October 1, 1923, to stockholders of record September 15, 1923.

(b) The regular quarterly dividend of $1\frac{3}{4}\%$ on the Participating Preferred Stock, payable October 1, 1923, to stockholders of record September 15, 1923.

(c) A special dividend of $\frac{1}{4}$ of 1% on the Participating Preferred Stock, payable October 1, 1923, to stockholders of record September 15, 1923.

(d) The regular quarterly dividend of $1\frac{1}{4}\%$ on the Common Stock, payable November 1, 1923, to stockholders of record October 15, 1923.

(e) An extra cash dividend of $\frac{3}{4}$ of 1% on the Common Stock, payable November 1, 1923, to stockholders of record October 15, 1923.

Stock books for transfer of certificates of the First Preferred and Participating Preferred Stocks will close at the close of business September 15, 1923, and will be reopened for transfers at the opening of business September 17, 1923.

Stock books for transfer of Common Stock certificates will close at the close of business October 15, 1923, and will be reopened for transfers at the opening of business October 16, 1923.

L. H. HEINKE, Treasurer.

September 7, 1923.



A coffee is known
by the customers
it keeps

That is why

Seal Brand

is the best-known coffee
in the country

Chase & Sanborn
CHICAGO

bankrupt was considered and approved. An order was made for the payment of administration expenses, as far as the amount of funds on hand would permit, there being no funds for the payment of dividends to ordinary creditors. The meeting was then adjourned without date. The case will be closed and returned to the District Court.

Sept. 10. On this day was held the final meeting of creditors in the matter of Kersten Composition Products Co., Bankrupt No. 2140. The bankrupt corporation was not represented. The trustee was present in person. Additional claims were proved and allowed against the estate. It appeared that the funds on hand would not permit of the payment of any dividends to creditors, as the expenses of administration and preferred claims were more than the amount on hand. An order was made for the payment of administration expenses and preferred claims. The creditors made no objection to the discharge of the bankrupt. The final meeting was then adjourned without date. The case will be closed and returned to the district court. Trustee's report approved.

On this day also was held the final meeting of creditors in the matter of Orrin A. Peckham, Bankrupt No. 2263. The bankrupt was not present or represented. Smedley, Linsey & Shivel were present for creditors. The trustee was present in person. Additional claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses and preferred claims, the balance of the funds on hand to be paid to the holder of a mortgage upon the assets of the estate. There were no funds for the payment of dividends to ordinary creditors. There was no objection made to the discharge of the bankrupt. The final meeting was then adjourned without date. The case will be closed and returned to the district court.

In the matter of Emory W. Musselman, Bankrupt No. 2338, the funds for the first meeting have been received and such meeting will be held at the office of the referee Sept. 24.

Changing Mode in Male Headgear.

Fashions in men's hats seem in general to ebb and flow in England as they do here. It is something of a comfort to know that the silk hat is about as rare a bird in London as it is in New York. Twenty-five years ago a self-respecting Englishman would not have dared to show himself in the City without a "topper." Now he would scarcely venture to show himself with one. He would at once be thought to be on his way to a funeral or a wedding or a fashionable garden party. Indeed, a London dealer recently told a reporter that his only chance to work off his old stock of silk hats lay in the sudden invitations which men got to such functions, compelling them to dash off to secure the proper adornment or disfiguration for their heads. Doubtless there are instances of that sort of demand and supply in New York.

As regards the straw hat, the customs of the two countries were until recently much alike. A decade or two ago it was almost the universal rule for Britishers to wear straw hats in Summertime. But now they are stated to be rapidly vanishing. A newspaper reporter made a count a couple of weeks ago in the crowded streets between Ludgate Circus and Charing Cross, when the sun was shining full, and found that but sixty-two men were wearing straw hats, as against some two thousand who had felt hats or "bowlers." Other tests confirmed this decline and fall of the straw hat. For it no one seems able to give a reasonable explanation. The style or habit has simply changed for some mysterious reason.

There is no sign of any such shift of fashion in the United States. One doubts that there will be. Even the proverbial Americans who turn up

their trousers when it rains in London will not be precipitous in giving up the comfortable straw hat in hot weather. It seems safe to count upon the continuance of that brightening of the skyline of New York crowds which always sets in on the sacred date when it is permissible to wear a straw hat on the Stock Exchange.—N. Y. Times.

Return of Corset to Favor.

A return to popular favor of the regular corset is indicated by the business done by one old-established house during the past four weeks. That the pendulum is swinging back to the middle of the arc between the two extremes of the wasp waist and the uncorseted figure is the opinion of the sales manager of the house in question. Moreover, the tendency he says, is away from the freak styles like the very low girdlettes, the supporting bands, etc., back to the lace-back regular style. Business in the conservative models has been especially active the past fortnight. It is understood that corset manufacturers generally are optimistic over the come back of the trim silhouette styles and the corresponding vogue of the corset, and that they are starting a vigorous advertising campaign with the retailers by means of circulars and trade bulletins.

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Something absolutely new. It's sure to make a great hit with the kiddies in your neighborhood.

Make the Kiddies Happy—Here's Your Chance

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40 Pages - 10 Full Page Color Illustrations - Parties - Games - Recipes Etc.

SENT FREE TO CALUMET USERS for Five 2¢ Stamps

Remember that Famous Toy Train Catalogue for Wonderful
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 Now Here! Look Inside Calumet's Colorful Toy Train Catalogue. In It You'll
 Find the Best Selection of Toys and Games for Children. You'll find
 everything you can buy for your children. You'll find the best
 selection for the Christmas season. You'll find the best selection for the
 summer. You'll find the best selection for the winter. You'll find the best
 selection for the spring. You'll find the best selection for the fall.
 Order Catalogue and Return Stamp for Five 2¢ Stamps

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Address

ADVANCES IN COTTON.

Only temporarily did the Japanese disaster affect the price of cotton during the past week. For a day it served to depress quotations, which were ready to scar because of the gloomy estimate of the Department of Agriculture on the new crop. Even the report that one-third of the cotton spindleage of Japan had been destroyed did not carry much weight, because it was taken for granted that what cotton goods the Japanese mills were unable to make would have to be made in this and other countries. The weather map helped the bulls in forcing up prices, most of the reports being rather pessimistic. Even the Census Bureau report of the cotton ginned to Sept. 1, issued Sept. 9, which showed an unexpectedly large output for that date, could not keep prices from advancing further. The next three weeks will help resolve most of the doubts as to the size of the crop, but it is already evident that cotton will not be cheap. It remains to be seen how far high prices for the raw material will restrict the buying of cotton goods. Producers of fabrics, both gray and finished have apparently determined on higher prices for their products as being warranted by the conditions. Some rises took place during the past week and more are hinted at. Advances are noticeable in bleached fabrics, while some percales have been withdrawn from sale. In denims, however, present prices are continued for October and November. More active buying of cotton goods has set in on the conviction that prices are not likely to be reduced, even though the raw material should drop a cent or two per pound. This is as noticeable in knit as in woven goods. It is as yet a question whether a shortage of silk will result in the marketing of a larger volume of the finer cotton fabrics. The course of things in the next four weeks will determine this.

FROM A NEW ANGLE.

There is price fixing and price fixing. The kind with which the people of this country have had experience grows out of the efforts of manufacturers to decide the ultimate price to be paid by the consumer who buys at retail. At the beginning producers brought actions to prevent retailers from selling patent medicines, books and other articles at cut rates. The Dr. Miles and Macy cases are landmarks in this kind of litigation. Subsequently, under the Clayton act, the Government took a hand in it, bringing actions to prevent fixing of retail prices. These were on the basis that price fixing was against the public interest as distinguished from the former cases which were designed for the benefit of the manufacturer. In Belfast, Ireland, they have discovered a new reason or argument against price cutting. This is that merchants, more especially those dealing in textiles, who do price cutting work on too small a margin of profit, or none at all, and so make it impossible for them to pay their creditors in full. To meet such cases the warehouse-

men's association of the Irish city announces that its members will refuse to handle in bulk the goods of any manufacturer "who assists a trader guilty of having sold at an insufficient profit margin or who supplies such a trader subsequently." Such manufacturers, also may find the warehouse doors of members of the association "bolted and barred" against their travelers and agents. All this is avowedly in the interest of the creditor. It is possible only in a country without anti-trust laws. But it is also to be noted that, in the United States, the price cutters, as a rule are hardly the ones whom creditors are worrying about.

WOOLS AND WOOLENS.

When the auction sales of wool opened in London on Tuesday last it was made manifest at once that, if satisfactory prices could not be obtained, stocks would be withdrawn from sale. As a result the withdrawals have been many, because bidders refused to come up to the upset prices. But the general result of the sales was to show a 5 per cent. advance on other than cape wools, as compared with the July sales. It is a curious circumstance that these prices were above the parity of tops at Bradford and that wool levels in this country have shown no signs of advancement. In explanation of the last-mentioned circumstance is the fact that consumption of wool in domestic mills is being reduced because of lack of orders for Spring fabrics. The Ayer mill, one of the large units of the American Woolen Company, has gone on a four-days-a-week basis, and there will be checks in other directions unless conditions improve. Clothing manufacturers are behind on orders for Spring and are, consequently, not buying cloths to any extent. A few days of cool weather and the stimulus offered by Fall sales at retail may change the situation. The situation in women's wear is much more promising. Orders have been coming in to manufacturers at a fair rate and it is expected that others for larger quantities will follow after the middle of the month. Some important openings of fabrics for Spring are yet to be had, but there does not appear to be any strong desire to show the goods until later in the month.

SOME ASPECTS OF TRADE.

Some quickening of activity was noticeable in the primary markets during the past week. Jobbers were in town looking over the field, and among them were many from the South. They are less inclined than before to believe that price levels will come down, and this disposes them more to finish up their remaining Fall buying and to put in substantial orders for Spring. But they are still a little hesitant and bent on finding out how retail business shows up for Fall before going ahead too fast. Even the possibility of higher prices later on does not faze them. Meanwhile the reports from various sections of the country show rather above the average of early, Fall buy-

ing at retail. Matters in this respect have been a little slower in the East than elsewhere, and particularly so in the metropolitan district. But, within the last few days, there has been a decided picking up in this neighborhood. The return of a large number from vacations and the opening of the schools have helped to enlarge the throngs of shoppers for apparel of various kinds. Household appliances and furnishings are also receiving a large share of attention. Buying is rather close, the spirit of thrift on the part of customers being very apparent. But proper appeals by merchants are beginning to show results and are an encouragement to the feeling that a good season lies immediately ahead. This is evidenced, among other ways, by the offers to buy merchandise in rather large quantities, usually for special sales.

PREDICTION COME TRUE.

In a biographical sketch of Gilbert L. Daane, published nearly seven years ago when he became Vice-President and Cashier of the Grand Rapids Savings Bank the Tradesman made the following prediction:

Personally, Mr. Daane is a genial gentleman who has a glad hand and a pleasant smile for all who come in contact with him. He possesses enough Dutch caution and conservatism to make him a safe custodian and adviser and sufficient push and vim to keep him up-to-date and progressive—an admirable combination for a rising banker whose name will some day grace the top of the list of officers of a great fiduciary institution.

That prediction has now come true. At a meeting of the directors of the Grand Rapids Savings Bank, held Tuesday of this week, Mr. Daane was elected President to succeed William Alden Smith, who assumes the duties of Chairman of the Board.

The reason for Mr. Daane's success is apparent to all who know him. He has a clear and lucid brain. He is not merely a follower, but a leader. Through his life has run clear integrity, personal purity, constructive ability and shrewd sense.

What more does any man require?

WORE HIS MASTER'S COLLAR.

One of the most interesting features brought out in the recent de-capitation of the creature Cleveland as manager of the Michigan Rating Bureau by the State Insurance Commissioner was that Cleveland made fire insurance rates very low in those localities where the competition of mutual fire insurance companies was severely felt by the stock companies, while in other sections where the stock companies were most dominant very much higher rates were established and maintained.

This policy, which has long been pursued by stock company conspirators, shows how necessary it is that a large volume of mutual insurance should be maintained in order to secure reasonable rates at the hands of the rate making power, which, unfortunately, is almost wholly under the control of stock company officials and hirelings.

THE JAPANESE DISASTER.

The Japanese disaster once more gives the advocates of economic isolation something to think about. News of the devastating earthquake and fire was quickly reflected in our domestic markets. This was noted not only in the case of the foreign exchanges and Japanese bonds, but in the commodity markets also. Cotton, for example, declined about \$2 a bale, because the disaster indicated a decline in the purchasing power of Japanese consumers. Since then, however, there has been a recovery in both cotton and Japanese securities, and there are signs that business in some lines may be stimulated. This would be true of materials for the relief of distress and for the rebuilding of the demolished when such calamities occur, that they have their compensations, because they always increase the demand for materials and labor for repairing the houses. It is a commonplace remark, damage. There are undoubtedly certain lines of business which will profit at least temporarily, from what has happened in Japan, but in the long run it is difficult to see how there can be any net gain in an economic way from the loss of thousands of lives and billions of dollars worth of property.

One effect of the recent catastrophe may be a reduction in our "unfavorable" trade balance with Japan. Japan for the time being will have less silk and other materials to sell, and will buy more than its customary amount of steel and other construction materials for repairing the devastated area. The loss of silk will probably be followed by a rise in prices, so that the portion of this commodity that Japan can export will have a higher value than before the fire. This higher value will of course be an item to help maintain Japan's trade balance. It is also probable that for the time being Japan will buy less raw cotton than usual from the United States, on account of the diminished purchasing power of its population. As its cotton manufacturing center was outside the earthquake zone, however, there should be no diminution in its export of cotton goods. While there may be some decline in the Japanese demand for cotton, the higher prices for silk that are expected may lead to the increased use of cotton substitutes in this and other countries, so that diminished consumption in one place may be counterbalanced by heavier consumption elsewhere.

Camel's Hair Goods Selling.

There is an unprecedented rush for camel's hair materials for women's sport garments, according to one woolen house which is unable to fill orders for immediate delivery. Among the best selling novelties is a cloth of 90 per cent. camel's hair with a worsted back, which comes in natural color ground with stripes or plaids of a contrasting color. It is adaptable for women's suits, sport coats and skirts.

The highest compact we can make with our fellow is—let there be truth between us two.

NEW ISSUE

\$7,000,000
Ohio River Edison Company
First Mortgage Sinking Fund Gold Bonds
6% Series of 1923

Dated July 2, 1923

Due July 1, 1948

Redeemable, in whole or in part, at the option of the Company on any interest date, on 30 days' published notice at a premium of $7\frac{1}{2}\%$ on or before January 1, 1934, and thereafter at $\frac{1}{2}\%$ premium for each year, or any part thereof, of unexpired life, in each case with accrued interest.

The Company will agree to pay interest without deduction for the normal Federal Income Tax up to but not exceeding 2% per annum. The Company will also agree to reimburse, upon application within sixty days after payment, bondholders resident in Pennsylvania for the Four Mills Tax assessed in that state, and to refund the State Tax in Connecticut up to four mills annually, and the Massachusetts Income Tax not exceeding 6% per annum on income derived from the Bonds.

Guaranteed unconditionally as to Principal, Interest, and Sinking Fund Payments by endorsement on each bond by Penn-Ohio Edison Company

We refer to a letter of B. F. Wood, Esq., President of Ohio River Edison Company, which he summarizes as follows:

Business

Ohio River Edison Company will forthwith construct a modern steam electric power plant on the Ohio River near Toronto, Ohio, with an initial installed capacity of 88,000 H. P. The Company has arranged for the acquisition of sufficient land to care for an ultimate capacity of 375,000 H. P. The output will be distributed by The Pennsylvania-Ohio Power & Light Company in the important industrial district lying between Pittsburgh and Cleveland, centering at Youngstown, Ohio, and Sharon and New Castle, Pennsylvania. The new plant will be connected with the transmission lines of The Pennsylvania-Ohio Power & Light Company, near Boardman, Ohio, by a high voltage steel tower transmission line of approximately 39 miles, to be constructed and owned by a subsidiary of Ohio River Edison Company.

Lease

The new plant, transmission line and substations will be leased to The Pennsylvania-Ohio Power & Light Company for a term of 999 years, at a net and unconditional annual rental which is over $2\frac{1}{2}$ times the annual interest charges on these Bonds.

Security

These Bonds will be secured by a direct first mortgage on all of the property of Ohio River Edison Company, now owned or hereafter acquired. The present issue will represent approximately 66% of the cost of the initial installation of the new plant, transmission line and substations. The balance of such estimated cost will be supplied by the sale of Preferred and Common Stocks of Ohio River Edison Company, already underwritten, and any excess of such cost will be paid by the lessee. Bonds of this Series to the extent of \$500,000 may be issued to the lessee against such excess payments, in which event the rental will be increased by an amount equal to twice the annual interest charges on such additional Bonds.

Sinking Fund

The Mortgage will provide for an annual cumulative sinking fund of \$87,500 beginning January 1, 1926. It is estimated that approximately one-half of the Bonds of this Series will have been retired by maturity through the operation of this Sinking Fund.

Lessee Company

The Pennsylvania-Ohio Power & Light Company which will lease and operate the new plant, transmission line and substations, owns an extensive system supplying electric light and power within a territory of 600 square miles in Western Pennsylvania and Eastern Ohio. It now owns three power plants of a total of 98,190 H. P. present installed generating capacity, 230 miles of high voltage electric power transmission lines and extensive distribution lines.

The Pennsylvania-Ohio Power & Light Company, for the year, ended June 30, 1923, reports net earnings, after all operating expenses, taxes, and maintenance, of \$2,471,741 available for rentals, according to the accounting rules of the Ohio Public Utilities Commission.

All legal matters in connection with the issuance of these Bonds will be passed upon by Messrs Winthrop & Stimson, of New York, for the Bankers, and Messrs. Beekman, Menken & Griscom, of New York, for the Company.

The above Bonds are offered when, as and if received by us and subject to the approval of our counsel at

Price 95 and accrued interest, to yield over 6.40%

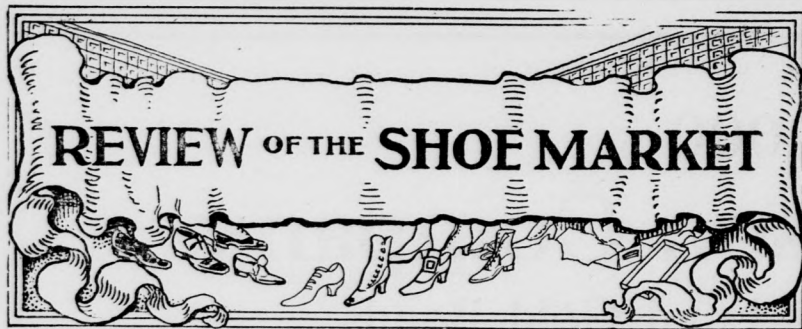
Howe, Snow & Bertles
INVESTMENT SECURITIES

GRAND RAPIDS

DETROIT

CHICAGO

The information contained in this advertisement has been obtained from sources which we consider reliable. While not guaranteed, it is accepted by us as accurate.



Getting and Holding the Men's Business.

Those merchants who have built up a successful and lasting business on men's shoes have done it on their personality, just as the few outstanding great successes in the women's branch will always be found to have back of them someone with a personality and temperament that puts the store above the rank and file.

Any great success must always be founded on a foundation of a perfect blend of the essentials of business building in which all the important factors are as nearly 100 per cent. right as it is possible to have them. Which summed up means that the buying must be better, the selling and service better, store keeping and general management better.

Frills in expensive equipment do not appeal to men as they do to women. Different shoes, shoes that stand the gaff, sold intelligently by men who really know, count with them more than with women. Price is more of a factor with the middle-aged or conservative class of men than with women, because they have to consider price to offset the lack of it by the women they support. Younger men have to consider price because they have less money and they have what they believe are other important uses for it, such as entertaining the other sex.

Men, as a rule, are more loyal to a store than are women, who do more window shopping. Men like to go back to the store where they are known and in this connection, the merchant who gets to know his customers by name can hold their trade better than the cold-blooded store that functions machine-like.

Advertising does not appeal to men as it does to women. They read the news and little of the advertising. The best method of reaching men is through personal letters that have a friendly punch in them and which carry a ring of sincere appreciation of a man's trade and at the same time convey the conviction to the prospective customer that you can give something that he needs in the way of expert service and good quality at a fair price.

The salesmen in a store selling men's shoes have much to do with the success of that department. To sell and bring a customer back is their job and this requires more skill than to sell a woman a pair of shoes. The line of selling argument must be as different as day from night. Women require more patience and

plenty of skill of a different sort, while men require facts and knowledge as to the kind of shoes they should buy and wear.

Given that the buying has been gauged to suit the kind of trade a man is catering for, then the personality enters into the selling and service. Merchant and salesmen alike, must learn their customer's name and address and occupation. This takes a long look into the future, as these names and addresses will soon form the list that will become the trade holding list for direct mail follow up.

Then the good merchant selling men's shoes knows that the present generation of young men who are buying moderately priced shoes is the customer who as time advances and his income with it, will buy better shoes. You cannot urge a young fellow that you suspect is earning \$15 to \$25 a week to buy high grade shoes the first time he enters the store. But if the right personality is on the job, you become acquainted with your trade, follow him up and know something about how he is coming along. At the right time you will know him well enough to give him an argument that will lift him into your better grades.

Such is the simple method employed by one of the most spectacular successes of the country. He sells good quality shoes, in snappy styles, at a low profit to fill his store and attract the younger element. He makes it his business to get well acquainted with his trade and is not satisfied until he can call a man by his first name. Then when the right time comes, he puts the pressure to them to buy his high grade lines and makes them feel that in so doing they have arrived at a higher status in life.—Shoe Retailer.

Call for Sweaters and Scarfs.

Brush slip-on sweaters for both men and women are having a steady sale with one high-grade manufacturer of wool garments. The mannish coat-style sweater for women is also going well. Many of them have a natural color back and sleeves, with fancy front. The Jacquard weaves, too, are much used in combination with plain colors. Many of the novelty styles come in combinations of mohair and camel's hair. The brushed camel's hair scarfs for women are going well, but there is little call for the smaller sizes for men. Sleeveless waistcoats for men and women are popular, in plain and fancy effects.

Herold-Bertsch Shoes

Michigan  Made



Scout!

Light-weight-
Roomy-
Low-Priced

Ask for
No. 804

A favorite with farmers because it can be worn the year-round. Advertised in the Michigan farm papers. Send order now and be ready for fall demands.

GIVES REAL SERVICE

This is a dress and service shoe. Made of good leather throughout. Cool and roomy for warm weather and can be worn under arctic during winter. Shoe merchants retail this shoe at good profits.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS, MICH

Send for circular of line.

To see

Hirth-Krause
Co.'s

LINES OF

Grief Defying

Rouge Rex Shoes

For the man who works

and

Style Expressing

More Mileage Shoes

For the Man Who Cares



Is a fascinating and convincing experience. Fascinating in variety, color and Texture; convincing in style, workmanship and service.

Ride with us on these lines of Proven Merit. They will carry you to "Station of Success." We have space for more passengers. We extend to you a cordial invitation to board our special *this season*. So come—our salesman will give you transportation gratis.

Hirth-Krause Co.

FROM HIDE TO YOU

SHOE MANUFACTURERS and TANNERS, Grand Rapids, Mich.

Treatment of the Negro.

In the Literary Digest for August 18 there is a discussion of the negro exodus from the South to the North. In a statement credited to James S. Peters, president of the Georgia Bankers' Association, appears the remark: "I believe the negro had rather remain in the South. The South needs him. We are his best friends and he is our best source of labor supply. The question of how to keep him is largely a local one."

The writer recently made a trip to a Southern state and was interested in noting the treatment these "best friends" of the negro meted out to him. He was in a Southern town, one of considerable importance, for two weeks. On one Saturday evening he saw the police moving quietly along the sidewalks and ordering the negroes to return to their own part of town. The reason given was that some prominent citizens had complained to the chief of police that there were "too many niggers on the sidewalks this evening for comfort." The negroes made no trouble, but went as ordered and by 9 o'clock none was to be seen. Looks like the action of "best friends," does it not?

The negroes were herded in a poor part of the town and none was permitted to conduct any kind of business in the white part of the town. Neither were any white people permitted to do business in the negro portion of the town. The negroes, many of them, were skilled workmen but were not permitted to do any work other than manual labor of the most ordinary nature, for white people. They were not permitted to belong to labor unions. If a skilled negro carpenter, for example, were to be offered an inferior kind of work by a white man and refused to do it, on the ground that he was a skilled workman and had no difficulty in getting work at his trade among his own people, he was marked as a "troublesome nigger." In a short time some excuse would be found for arresting him and deporting him. "We want no sassy niggers that don't know their place," said one citizen.

The negroes when traveling had special cars in which all men and women of color were herded and these cars as a rule were old and not well kept. In some of them I saw some mighty fine looking men and women, well dressed and well mannered. They looked prosperous and, if one may say so of "niggers" they were what one might term "cultured." I saw a number of fine looking colored men in the Jim Crow cars in clerical garb, compelled to sit with common laborers. This in a country that claims to contain the "best friends" of the negro. It is not necessary to require intermarriage which many seem to think is the meaning of decent treatment of the negro. All that is necessary is to give him a decent chance to receive fair play, such as he gets in the Northern States. Here we do not bother about the color of his skin so long as he behaves himself. By behaving himself we do not mean that he must cringe. We ask merely

that he go about his business as other American citizens go about their business and thus attract no attention. John MacBlaine.

All Aboard for South Bend.

South Bend, Sept. 11.—Former residents of South Bend, residing in Michigan should be in South Bend Sept. 30 to October 6 to assist in the observance of South Bend's one hundredth birthday, to rekindle home fires, to renew old acquaintances and to form new ones.

This centennial of South Bend's founding in 1823 will be observed with a remarkable celebration. A union religious service will open the affair Sunday, Sept. 30, and through the week will follow a marvelous historical pageant, public receptions, a kids' circus and other interesting features. The historical and industrial pageant will depict South Bend's history in floats and bring out the amazing growth in South Bend manufacturing plants to more than 200, producing thousands of articles, from perfumery to automobiles, wagons and ploughs. The kid's circus probably will be the first kids' circus under a big tent before a great audience ever put on in America. Performers will be South Bend boys and girls. Vendors of peanuts, ice cream cones, etc., will be prominent South Bend business men.

South Bend is planning to spend thousands of dollars on this birthday, especially on the great historical and industrial pageant, and hopes for the return of every former resident. The South Bend Centennial Association, organized under Indiana laws and with George B. Beitner, prominent retired merchant, as director general, extends to all former residents of this section a pressing, cordial invitation to come back home.

F. A. Miller,

Editor South Bend Tribune.

Stick to your business, work hard at it, give it your undivided attention—during business hours.

Have you improved the equipment of your store any during the past year? Are you going to improve it any during the coming year?

HEKMAN'S

At
Every Meal
Eat
HEKMAN'S
Crackers and
Cookie-Cakes

GROCERS—With an eye for quick turnovers and steady profits stock Hekman baked goods. Therein may be a message to you.



Hekman Biscuit Co.
Grand Rapids, Mich.

FOLLOW THROUGH!

We could talk our heads off about what yeast should do, but it wouldn't count half as much as the evidence of what it has done.

The thousands of reports we have received as a result of our recent Yeast-for-Health contest furnished proof beyond the shadow of a doubt that Fleischmann's Yeast is the natural treatment for constipation.

Tell your customers this without hesitation. And now is the time to tell them while the interest in this contest is still alive. Then watch your yeast-profits grow.

THE FLEISCHMANN COMPANY

Yeast

Service

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

Bread Baked with Lily White Flour

"The Flour the Best Cooks Use"

Stays Moist Longer

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.

VALLEY CITY MILLING COMPANY - GRAND RAPIDS, MICHIGAN



Buying of Luxuries on Credit.

Are the American people placing too heavy a mortgage on their future? This question is asked by a business man who calls attention to the current report that 70 per cent. of the automobile sales are now made on some credit plan. Whether this percentage represents a sharp increase over earlier years he does not state, but even if there has been no change in this direction, there has been such a large gain in the number of cars sold that the amount of borrowing to meet current expenses has materially expanded. The buying of a car on credit is to be judged like any other transaction of that sort. If the interest payments can be met and the principal paid off without strain, and if the living standard and general well-being of the individual are not impaired by the transaction, such a method of financing is devoid of objection. On the other hand, if the proffer of apparently easy terms of payment induces buying beyond an individual's actual means forces a curtailment of expenditures for other things of greater utility, discourages thrift, there is no doubt that the plan will be economically undesirable. But at the moment the facts and figures which would enable one to give a categorical answer to the question whether the mortgage on our future is excessive are not available.

There is no disputing the fact, however, that our consumption of luxuries has enormously increased within the last decade. In discussing this topic in one of its recent publications, the National City Bank of New York pointed out that, while the value of all manufactures in the United States declined about 30 per cent. from 1919 to 1921, a large proportion of the articles classed as luxuries held their own, and some of them actually increased. Even when there was a decline in the value of the output of articles classed as luxuries, this was much less pronounced than that shown for articles to be classed as necessities. These figures forced the conclusion that "economy is apparently a forgotten word in the lexicon of American users of luxuries."

Yet, along with this increasing use of luxuries there has been a gain in savings deposits, which indicates that at least some part of the American community is still practicing thrift. Here again a question has been raised. Do the total savings now represent more or less purchasing power than the total in the pre-war period? As the various price indexes show that a dollar to-day, as compared with a 1913 dollar, has a purchasing power

equal to only about 65 cents, it is evident that a 50 per cent. increase in savings since 1913 will be necessary to offset the shrinkage in the value of money.

In 1914 the total deposits in mutual savings banks amounted to \$4,938,251,000; in 1922 these had grown to \$6,081,412,000; an increase of about 22 per cent. At first sight this might appear as if total savings had not increased sufficiently to meet the decline in the purchasing power of the dollar. There is, however, another side to the story. In 1914 there were no such things as Liberty bonds, and at present much of the money that would otherwise have gone into savings accounts goes into this type of investment and into war-savings certificates. Moreover, the sale of Liberty bonds during the war educated many thousands of citizens with modest savings to become small investors. Instead of adding to his savings account as formerly the thrifty citizen may place an order for some safe bond or other gilt-edged security. For this reason a comparison of savings in the pre-war period with those of to-day may be misleading. Statistics of this sort need to be handled with caution.

Perhaps a better idea of the trend in savings may be obtained by using statistics for the past two years when conditions were such as to admit of more accurate comparisons. According to a tabulation made under the auspices of the American Bankers' Association, the total of time and savings deposits in mutual savings banks, State banks, and trust companies, and national banks on June 30, 1921 was \$16,618,595,000; on June 30, 1922, the total was \$17,301,012,000. This indicates an increase of 4.1 per cent. Now, during this period the purchasing power of the dollar, computed on the basis of an index number of prices, declined about 5.3 per cent. It would seem, then, that the increase in savings is keeping a fairly close relation to the decline in the purchasing power of the dollar. As index numbers represent only certain general trends, it is impossible to calculate this relationship accurately.

William O. Scroggs.

Not On a Diet.

One traveling man to another in Thompson's restaurant:

"What's the matter, Bill? You are only eating crackers and milk. Are you on a diet?"

"No, on commission."

That man is not very high in religion or art who glorifies himself at the expense of those he thinks lower down.

FARMS ARE CHEAP.

Cheaper than in years.

Now is the time to buy.

Before the demand—already increasing—advances prices.

We have a lot of farms for sale.

From 40 acres up.

In various counties.

Reasonable terms.

ALL BARGAINS.

**THE
MICHIGAN TRUST
COMPANY**

GRAND RAPIDS

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

Grand Rapids National Bank

The convenient bank 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 institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Smith Building Co., Detroit.
Meyers Furniture Co., Waldron.
Rochester Germicide Co., Rochester, Grand Rapids.
Leland Highlands Co., Detroit.
Leland Land Co., Detroit.
National Prosperity Association, of Detroit.
John Bohnet and Co., Lansing.
Benedict-Chalker Co., Flint.
Quality Studios, Inc., Grand Rapids.
C. H. Calrk Oil Co., Cleveland, Detroit.
Blumberg Realty Co., Kalamazoo.
Denby Motor Truck Co., Wilmington-Detroit.
Bloomingdale Milling Co., Bloomingtondale.
Steel Tube Co. of America, Chicago-Ironwood.
El-Nora-Lee Paper Co., Kalamazoo.

A True Fish Story.

A naturalist once divided an aquarium with a glass partition. He put a lusty bass in one section and dropped half a dozen minnows in the other.

The bass struck every time a minnow approached the glass partition. After three days of fruitless lunging, which netted him only bruises, he ceased his efforts and subsisted entirely on the food that was dropped in.

Then the naturalist removed the glass partition. The minnows swam all around the bass, but he did not strike at a single one. He had been thoroughly sold on the idea that business was bad.

There's a moral here if we need it—take another shot at the glass partition. Maybe it isn't there any more.

Says Crab Meat Killed President Harding.

Battle Creek, Sept. 11.—"President Warren G. Harding was killed by a dead crab." Dr. John Harvey Kellogg, superintendent of Battle Creek Sanitarium, in an editorial entitled, "Who Was Responsible for President Harding's Death?" published in a current health magazine, gives that explanation.

"It was officially announced that tainted crab meat was the cause of President Harding's illness, and his illness was the cause of his death," declares Dr. Kellogg. "For a President to be killed by the dead crab is certainly no credit to the people of the United States, who know more about foods, feeding, health and sanitation than any people who have ever lived."

"It is no new discovery that tainted crab meat is dangerous to human life," Dr. Kellogg continues. "Crabs are, at their best, about the filthiest of living creatures. They are the turkey buzzards of the sea. The crab is so thoroughly infected with filthy germs that it is practically impossible to eliminate them, even by the ordinary processes of sterilization. An English government commission recently reported after a bacteriological study of canned meats that 100 per cent. of canned crabs which had been subjected to sterilization at a high temperature were still infected with living bacteria. Fresh crabs contain a vastly greater number of bacteria for the reason that the temperatures

employed in ordinary processes are not sufficient to destroy many of the bacteria.

"From these facts it must be evident that crabs, under the most favorable circumstances, are dangerous and wholly unfit."

Dr. Kellogg draws the analogy between the Nation's choice of a chief executive and the selection of the head for a hive of bees, declaring that careful attention is given to the diet of the future queen bee, and that in addition the infant bee is put in training at an early age to make a queen bee of it. He then urges that whereas the Presidential chair is accessible to any American boy who has the will and ability to obtain it, the youth of the Nation should be trained from infancy in the proper habits of diet and exercise that they may be fitted to bear the responsibilities which later may be thrust upon them.

Hard on the Dog.

As an example of household economy the following should serve as a model to all wives tending to be extravagant. Provided the family got enough to eat at each meal, there should have been no complaint from any one, with the possible exception of the butcher and the dog.

"Mary."

"Ma'am?"

"What about that ham-bone I brought home the other day? Can't you cut a few scraps of meat from it for dinner this evening?"

"I cut off all the meat I could, night before last for dinner."

"Well, then, you might boil it this evening. We'll have soup."

"Yes, ma'am, and what do you want me to do with it, then?"

"Tomorrow morning you might see if you can't get enough marrow out of it to grease the griddle for pancakes."

"Yes, ma'am."

"And, Mary, after that you might give it to the dog."

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Fire Investigation by Local Authorities.

Try to trace the cause of every fire, whether or not it appears on the surface to be suspicious. It is often impossible to determine the origin, but I believe it can be done in a larger percentage of cases than is done at present. Be persistent and in your investigations keep these two rules in mind:

1. If you believe the fire accidental eliminate all possible causes which might indicate incendiary origin.

2. If you believe the fire was set, eliminate every possible accidental cause.

The importance of these two rules cannot be overestimated. In every case we prosecute, we must first show that the fire was caused by design. If we cannot prove that, we are ruled out of court right away. Under the rules of court procedure, every fire is presumed to be of accidental origin unless the contrary can be established by evidence. The suspect can raise all possible theories of accidental origin and if he is successful in creating enough doubt, we are done. We must be prepared to prove that the incendiary cause, and no other, was responsible. The time to get the proof is at the time of the fire and immediately afterwards.

This means a careful observation of the way the fire acts while you are fighting it and a careful examination of the building afterwards.

Such things as odor and smoke of kerosene, explosions and unusually fierce burning in certain places will not escape you. But whatever you note along these lines—even though you may note nothing—let nothing escape your attention in your examination after the fire is out. If the condition of the building permits, go over the electric wiring, flues, heating equipment and every other possible source of the fire. This will establish the facts with reference to each and, if you are able to determine the cause of the fire, you will be able to show that nothing else could have caused it. If you are unable to determine the cause, you will be able to show what did not cause it and, by eliminating accidental causes in this way, we are sometimes able to prove an incendiary origin because no other conclusion is left.

One of the tricks the firebug has been practicing lately is to make the fire appear to start from an accidental cause.

We are investigating a case now where the owner blamed an uncapped hole in the flue in the basement. It looked reasonable at first thought, but we were unable to find any serious charring around the vicinity of the hole, although there was some burning where the flames licked the joists. The real burning was farther away and was directly over a pile of packing boxes and boards, which apparently had been placed for a bonfire and touched off.

It is common to blame electric wiring. One of our suspects said he had been ordered by one of our inspectors to fix some wiring, but had neglected to do it. He was sure the

defective wiring caused the fire. Unfortunately the destruction was total and we could not prove otherwise.

An examination of wiring sometimes shows it has been purposely tampered with to cause a fire. We heard of one man removing insulation and hanging tissue paper over the bare wires.

Another important thing to observe is whether there was more than one fire in the building. The firebug often starts fire in several places. If you run into a situation like this, be sure to satisfy yourself whether the fires are separate and distinct from each other or could have been connected with each other.

You will sometimes run into arson plants. Sometimes you will find merely that kerosene has been sprinkled around. Sometimes you will find trailers, or oil soaked rags, leading from oil receptacles to various parts of the house, so as to spread the fire rapidly. Once in a while you will find a candle or an alarm clock connected up with electric wires. Both of these devices are used to time the fire, so that the crook can be elsewhere when the fire comes.

When you find evidence such as this, the premises should be sealed at once and a watchman placed on guard so that no one may enter and nothing be disturbed. Keep it this way until our investigator arrives. He will then be able to examine the plant as you found it, have it photographed and then placed in custody for use later as evidence.

Sometimes it will be necessary for you to remove the plant. If you should find a lot of oil receptacles placed about a building, you would have to remove them in fighting the fire. This thing happened not so long ago. Firemen found no less than thirteen cans in the building, most of them not yet ignited. They removed them with poles, set them outside and later took them to the fire station. When the trial was on we were not permitted to introduce them as evidence. Why? No one knew which can or cans he pulled out of the fire, nor did anyone know through whose hands each can had passed until it reached the courtroom. Custody of the cans was everyone's business. When you remove a plant, somebody must be designated immediately to receive it and have custody of it. He can note that he received it from a certain fireman and that it did not leave his custody until he delivered it to the fire chief at the fire station. The chief should keep it under lock and key, so that no one may have access to it but himself. If there are a number of cans, it should be noted on each can from what fireman the can was received and from exactly what part of the building it was obtained.

In other words, the chain of evidence must be complete and the proof absolute. You must show the custody of the plant from the moment it was discovered, so that you can prove that the exhibit before the court is that plant and no other.

Let me give you another illustration. Here the matter was handled properly. Some of the merchandise

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was found to be soaked with what appeared to be an inflammable substance. The store was sealed and guarded until our deputy arrived. In the presence of witnesses, the goods were gathered up and placed in a packing case. This was sealed and delivered to the custody of the fire chief. It became necessary to send the goods to a chemist to determine the nature of the inflammable substance. The chief delivered them to the chemist in the presence of witnesses and they were delivered back to him the same way when the analysis was completed. There is no break in the chain and any court will have to admit the evidence.

In one case the firemen found kerosene soaked tapers placed about the house. They failed to guard it properly. The suspect was permitted to enter after they left and the tapers disappeared.

Right here let me say that you should have at least two witnesses, and preferably more, for everything you wish to prove. If you find a piece of evidence at the fire, call the attention of at least two of your men to it. If a statement is made which is of value to the case, have it made not only to you, but in the

presence of at least two others. Corroboration is very important in presenting a case. If a witness repudiates a statement corroboration is essential.

This is especially important if the suspect or someone implicated should make an incriminating statement. He is very likely to repudiate it if he is placed on trial. John G. Gamber.

Two Styles of Handbags.

The demand for novelty is perhaps more marked in the case of handbags and vanity cases than in any other articles, and manufacturers are making desperate efforts to provide something new in those lines. Among the successful items on one wholesaler's list is the so-called Colonial handbag, of celluloid in various colors, 5 inches in diameter and 1 inch thick. It has a strap handle, with ring top, is silk lined, with shirred compartments, and is fitted with mirror. The wholesale price is \$24 per dozen. Another novelty offered by the same house is a "pond lily" beaded handbag, a pear-shaped affair without metal frame, lined with white satin and white kid. It comes in two sizes, at \$24 and \$39 a dozen.



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A lawyer should draw your will, but we shall be glad to discuss with you its business phases and our services.

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\$100,000,000 FOR BUTTONS.**The United States Consumes 10,000,000,000 a Year.**

The people of the United States pay an average of \$100,000,000 a year for buttons and have sent \$16,000,000 worth abroad since the beginning of the war. The history of the button in the United States, since the war cut off our chief source of foreign buttons, drawn principally from Germany and Austria-Hungary, is, says the National City Bank, one of great activity both in home production and exportation. In the year before the war the value of the button production of this country was \$20,000,000, while a census statement recently announced shows the value of the output of button factories in 1919, the latest census year, \$43,000,000, and experts in that industry estimate that the sum paid by the "final consumer" in the United States was about \$100,000,000. The total number of buttons turned out by the factories of the United States in 1919 is stated by the census at 69,323,000 gross, or equivalent to practically 10,000,000,000 buttons.

"Besides this big total of more than \$40,000,000 worth of buttons supplied to the home market by our manufacturers," continues the bank, "they have rapidly expanded their sales abroad. Prior to the war the value of the buttons exported from the United States averaged a little more than half a million dollars a year, but with the chief European button manufacturers, Germany and Austria-Hungary, cut off from the outside world the foreign demand upon the United States was greatly stimulated and the value of our exports of this class of manufacture jumped from a little over a half million dollars in 1914 to \$1,500,000 in 1915, \$2,000,000 in 1916, \$2,500,000 in 1918, \$3,250,000 in 1919 and nearly \$4,000,000 in 1920.

"Of this big production and exportation the once despised 'mussel' existing in enormous quantities in the rivers of the United States and especially the Mississippi, furnishes an important part of the material used in the manufacture of pearl buttons, and the score of button factories which line the Mississippi in Illinois and Iowa turn out millions of dollars' worth of pearl buttons, the exports alone of that particular group 'pearl buttons' having amounted to nearly a million dollars in 1920. In fact, a little over one-third of the buttons turned out in 1919 were 'fresh water pearl or shell,' the total number in that year being 23,960,000 gross out of a grand total of 69,323,000 gross.

"The whole world has apparently learned the attractiveness and value of the United States button. Of the pearl buttons alone exported in 1920 direct sales were made to no less than sixty countries and colonies, and the \$3,000,000 worth of buttons other than pearl distributed went to over eighty countries and colonies. To Europe alone the 1920 exports of pearl buttons amounted to \$300,000, and all other buttons \$800,000, making the 1920 exports of buttons to Europe, formerly the great button manufac-

turer of the world, over a million dollars, while the remainder of the nearly \$4,000,000 worth exported in 1920 were distributed to North and South America, Asia, Oceania and Africa.

"The capital now invested in the button manufacturing industry of the United States is approximately \$30,000,000, and the sums paid in wages in the last census year over \$10,000,000. Of the 557 button factories in the United States in 1919, 243 were in the State of New York. Japan, always alert in recognizing new developments in world needs, has also tremendously increased her button output in recent years, and especially that of pearl buttons, as is illustrated by the fact that she sent to the United States in 1920 5,000,000 gross of pearl buttons, valued at \$1,947,000, while the pearl buttons drawn by us from all other countries amounted to less than \$30,000."

Turnover and the Rate of Turnover.

It is quite important that every merchant should have a definite idea of just what "Turnover and Rate of Turnover" really are, and thereby govern his business correctly. It is also important that we should by intercourse of ideas have somewhere near a like interpretation of so important a part of business.

If you bought an automobile for \$1,000 and sold it for \$1,500, would you believe you had turned your stock one and one-half times? No, of course, you would not. Your investment was \$1,000 and you turned it once. The same rule would apply if you sold this automobile for \$2,000 or \$3,000. You surely would not say that you had turned your stock two or even three times. Hence, the selling price of your stock has nothing to do with your turnover.

There is a distinction between "turnover" and "rate of turnover" which should be kept clearly in mind. Turnover is always the sale at cost, or to be more exact it is the stock on hand at the beginning of the year plus the total purchases for the year, less the amount of stock on hand at the end of the year at cost prices. Rate of turnover is the number of times that the stock or equivalent of the stock turns in a given period.

Let me illustrate my statement so it will be clear to all.

Stock on hand Jan. 1, 1920...\$60,000
Add purchases Jan. 1, 1920-

Dec. 31, 1920 150,000

Total\$210,000

(Deduct) Stock on hand Dec.

31, 1920\$50,000

Amount of turnover or cost

mdse. sold for year\$160,000

Now to arrive at the "Rate of Turnover" it is first necessary to ascertain the average stock on hand for the year, and, of course, the degree of accuracy of this process depends entirely on how complete the records are kept on merchandise.

It is my experience that the majority of merchants do not keep a perpetual inventory but have only their two inventories to work with. In

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this event you take the stock on hand January 1, 1920, of \$60,000, and add the stock on hand December 31, 1920, of \$50,000, making \$110,000, and divide by two, which gives \$55,000 as the average stock for the year.

If a merchant is in a business where he carries a similar amount of stock all seasons of the year and has no abnormal seasons for some lines, it answers the purpose.

On the other hand if your stock at the time of inventory is low or high it affects the accuracy of the figure very materially. If the stock is abnormally low at inventory period then the rate of turnover will appear much greater than is true, and with a large stock at inventory the reverse is true.

If you have a monthly inventory then your figures on the average stock would be absolutely accurate, for you would add the twelve months together, with the closing or opening inventory, and divide by thirteen and your answer would be your average stock. Then divide your "turnover" or sales at cost, which was \$160,000, by the average stock on hand, which was \$55,000, and the answer is your rate of turnover, or the exact number of times your stock has turned. By doing this problem you will see that your rate of turnover is just under three times.

Of course, this does not mean that you have turned every article of stock nearly three times, for some lines of merchandise probably turn eight or ten times while others only turn once a year. It is wise to remember that these figures only prove the equivalent in value to have turned.

It is highly desirable to ascertain the slow moving stock, because if any large amounts are invested it means that just so much capital is idle and an analysis will soon acquaint the merchant on this point if he has the figures.

In the final analysis the value of all this study on "Turnover" and "Rate of Turnover" is the importance of governing the mark up or profit on your goods. If the rate of turnover is low and because of the business must remain so, then a larger percentage of profit must be realized on each sale.

To change the turnover, increase the number of sales, decrease the mark-up, and eliminate or reduce slow moving lines. H. F. Barker.

Everybody Loaf.

The Lumber Workers' Bulletin contains the following advice to the members of the lumbershavers' union: "Figure out just how little work you can do and get by. Do that and no more. Don't get out too many logs. Remember that when you have worked two hours, you have produced enough to support yourself. Everything you do after that time is the boss's—is a present to your enemy—and the enemy of your class! Take it easy. Everybody on the job and everybody loaf."

The man who only half knows his business is the half-a-man, half-a-salary sort, and never gets to be a whole success.

Infants' and Children's Dresses.

Business in infants' and children's dresses continues quiet, and buyers have placed only a sample line of various styles and qualities, according to one manufacturer. He, however, feels that with the coming of cooler weather retailers will place substantial orders. There is likely to be a shortage of merchandise, he says, and spot deliveries will be impossible in many cases. One line of children's dresses in combinations of georgette crepe and velveteen is priced at from \$11 to \$18 wholesale. The colors are contrasting, the velveteen being in black or a sombre tone, with the crepe in henna and other high colors. Side pleating is much used as decoration, as well as hand-made silk flowers. Party dresses of georgette crepe come in a variety of delicate shades, most of them in two contrasting colors. These, too, are trimmed with pleated flounces and silk flowers, lace being little used. Practically all models have the long-waisted effect. No advance in price is indicated.

Lacquers on Furniture.

Furniture manufacturers are using to an ever-increasing extent the lacquer enamels and other nitro-cellulose solutions as a finishing material, says one of the leading makers of these products. They are not susceptible to heat, he points out; will not check, do not scratch easily and never show "paper marks" in shipping. Its cost is slightly less than the old finishes of the finer grade and somewhat more than the cheap varnishes. For novelties, the preparations come in a wide range of colors, and are being used more and more for toys, imitation bronzes, lamps and lighting fixtures. They reproduce on wood with extraordinary fidelity the effect of metal.

The Clean-Up.

The speaker was enumerating in impassioned tones the evils of the day.

"What we want to do," he cried, "is to get rid of socialism, radicalism, bolshevism, communism, anarchism and sovietism."

"And, while we're about it," chimed in a weatherbeaten old man, "can we throw in rheumatism?"

Up Bobs the Bonus.

There are a number of merchants who believe that the soldiers' bonus "may prove a good thing for business." The placing of a few billion dollars in the hands of about four millions able-bodied men will undoubtedly stimulate consumption for a short time. Some lines of business will accordingly profit for the time being. A spurt of buying, however, will result in the inflation of prices for all consumers, and this, in turn, is likely to accentuate the demand for higher wages. At the same time the money which is devoted to the payment of the bonus will cease to be available for productive purposes. Certainly the diversion of such a huge sum from productive channels and its use for consumption will not add anything to the sum total of the nation's wealth. If it did, it would be a good thing for the Government from time to time to present everybody with a bonus.

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G. A. Hendricks Exhibition Building

First Mortgage 6% Gold Bonds,
Due August 1, 1925 to 1939,
to yield 6%.

These bonds are secured by a first closed mortgage on the Berkey & Gay Building on Monroe Avenue at the corner of Hastings street. The value of the property is over twice the amount of all bonds outstanding.

Worden Realty Company

First Mortgage 6% Gold Bonds,
Due June 15, 1924 to 1933,
to yield 6%

These bonds are secured by a first closed mortgage on three buildings occupied by the Worden Grocer Company. They are located in Grand Rapids, Battle Creek, and Lansing. They are a first charge on the earnings of the Worden Grocer Company. This Company was organized in 1898 and has an excellent record of nineteen years of uninterrupted dividends at the rate of 7% on their preferred stock. This remarkable record reflects the sound management and policies of the Company.

Pantlind Building Company

First Mortgage 6% Gold Bonds,
Due July 1, 1933,
to yield $5\frac{3}{4}\%$

These bonds are secured by a first mortgage on the new addition of the Pantlind Hotel. It is also secured by a mortgage on the original part of the hotel.

Wallace Furniture Company

6% Gold Notes,
Due May 15, 1924 to 1933,
to yield $6\frac{1}{2}\%$.

These notes constitute the only funded debt of the Company. The Company has agreed not to mortgage any of its property as long as these notes are outstanding. They are followed by over \$300,000 of stock.

United Light & Railways Company

First Lien and Consolidated Mortgage 6% Bonds
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This Company controls and operates properties furnishing a diversified public utility service in prosperous and growing communities in the heart of the middle west. The earnings are very satisfactory, being over 2-10 times all interest charges.

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Michigan Retail Dry Goods Association.
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 First Vice-President—F. E. Mills, Lansing.
 Second Vice-President—W. O. Jones, Kalamazoo.
 Secretary-Treasurer—Fred Cutler, Ionia.
 Manager—Jason E. Hammond, Lansing.

Activities of Retail Dry Goods Association.

Lansing, Sept. 11.—The round table discussions at the Park Place Hotel in Traverse City on the occasion of the Group meeting of the Dry Goods men were lively and interesting throughout. The dinner served by the Hotel Management was first class in every respect. The discussions were led by Messrs. Toeller, Knapp and Cook, and the members in attendance were very much interested and expressed themselves as being well paid for being in attendance.

Two new members were secured—Mapel & Co. (G. C. Mapel) and L. C. Rynbrand, both of Traverse City.

The Good Roads and Summer Resort resolution proposed by Mr. Knapp was discussed and unanimously approved as follows:

Resolved that action of Governor Groesbeck in putting prisoners to work on the improvement of State roads be heartily commended and endorsed as one of the great forward steps taken by any administration, affording good clean outdoor employment for the men engaged and minimizing cost of construction for the highways. Michigan is wonderfully endowed by nature with attractive summer resorts, and by providing good roads is rapidly becoming the favorite playground of the middlewest portion of the United States, with further development depending largely on increased facilities for quick, satisfactory and efficient transportation.

Resolved—That every encouragement be given Governor Groesbeck, the highway department and State legislature in extending and improving good roads for commercial transportation and as a necessity for the farming population; also as an inducement in the cultivation of the tourist trade for Northern Michigan which will enhance the increasing reputation of the State with 5,000 lakes, ideal for fishing, boating, bathing and camping during the summer resort season and for hunting in the fall.

It was also voted that the manager send a copy of these resolutions to the trade papers and also to the dailies of the State. Our members are also requested to ask their local papers to reprint the same.

Our next group meetings will be held in the North-eastern part of the State, dates and places as follows:

Tuesday, Sept. 18, Alpena.

Wednesday, Sept. 19, Bay City.

Thursday, Sept. 20, Mt. Pleasant.

Additional announcements will be made by direct correspondence with our members within driving distance of these places. You are requested to mark these dates on your calendar with the idea of being present and adding to the interest and enthusiasm of these meetings.

The store or Sobel Brothers, ladies' specialty store, in Saginaw, was entered and robbed of dresses and coats. Messrs. Sobel state that they do not

know how the thieves gained entrance to the store, but think they must have had a key to the door. Possibly a description of the stolen goods may assist in locating the thieves. The following is the list giving numbers, sizes and wholesale prices:

Dresses.

1090-L Navy Canton crepe dress, all color beads and embroidery drape, hip pointed panels, size 38—\$32.50.

1091-L Brown canton crepe, bronze beads down dress, colored beads yoke effect neck and at belt, size 16—\$32.50.

1149-L Shrimp colored georgette, light colored beads all over dress and large amber beads scattered on dress. Flat blouse back all beads, size 18—\$59.50.

1160-L Cocoa shade flat crepe, gold and brown beads down side of skirt and around waist, size 38—\$49.50.

1379-L Cocoa shade georgette straight line all beaded dress, cocoa two-toned ribbon bow at side of dress, size 18—\$37.50.

1092-L Black crepe romaine, dark color beads all over front of dress, cape panel blouse back, blue velvet bow at side, size 16—\$57.50.

No. 9063 Green georgette straight line beaded dress, size 40—\$39.75.

5281-K Black Oriona, three frills at bottom of front, tuck on one side of back, wide frill cuff. Viatka Squirrel Collar. Size 33—\$139.50.

5273-K Alaskan Gerona, tucks all around skirt, plain waist, Beaver collar and cuffs, size 18—\$135.00.

5270-K Brown Fashona, crushed plush trimming waist and tabs down side of coat, beaver trimmed collar and cuffs, size 16—\$125.00.

5269-K Black Marvella coat, cape sleeve all embroidered, shawl Squirrel collar and cuffs, flare on one side, size 38—\$142.50.

5261-K Black Marvella, plain over waist in back, embroidery trimming on sleeve, grey squirrel collar, size 18—\$125.00.

New Advertising Standards of Retailers.

Our attention has been called recently to the action taken by the National Organization of Associated Retail Advertisers including progressive and successful retailers, not only of the United States but of Canada. These standards of advertising practice are recommended by business bureaus in large cities throughout the country and are worthy of the attention and careful study of those who belong to our organization. We are therefore giving them in full in this bulletin and request our members to carefully preserve them for reference when advertising plans are being developed. They are as follows:

Recognizing advertising as a public service, with power to reduce selling costs, and therefore to bring down the price of commodities and services, and expressing delight with the splendid progress being made by retail advertisers the world over toward a better use of their advertising opportunities, we commend to all retailers the strictest compliance with the following Standards of Practice recently adopted by the Associated Retail Advertisers, and founded upon the successful experience of scores of

West Michigan State Fair September 17 to 21

We most cordially invite you to visit our store during fair week.

Fall and Winter Lines

Have been carefully selected and are most complete. It will please us to have you look them over.

Paul Steketee & Sons
 Wholesale Dry Goods
 GRAND RAPIDS, MICH.

Several Suggestions

I.

Buy your Fall merchandise before it goes up later on—especially cottons and silks.

II.

Visit us **Every Tuesday** which is **House Day**. Specials in all departments.

III.

Send us your **Mail Orders**. Filled the day received at lowest prices.

IV.

Let our salesman tell you what others are doing.

V.

Ask for a free copy of our **October Advertising Service**.

VI.

Let us help you merchandise by putting on a **Harvest Sale**.

GRAND RAPIDS DRY GOODS CO.

We sell dealers only and do not retail

the most progressive and successful retailers in the United States and Canada:

1. We pledge ourselves to refrain from doing or saying anything which might tend to bring any accepted form of advertising into disrepute.

2. We pledge ourselves to a just respect and consideration for competitors, avoiding derogatory statements regarding the merchandise or advertising of others.

3. We pledge ourselves to refrain from the use of unqualified statements in advertising copy, such phrases as the "greatest sale in America," "Biggest bargains," "Unmatchable values," etc., to be avoided.

4. We pledge ourselves to construe the terms, "value" and "worth" to mean the reasonable retail market price the article would bring at the time of the advertisement and to be determined by what the same or similar articles are being sold for by other merchants at the time of the advertisement.

5. We pledge ourselves to construe the term "formerly" to mean the last price at which the merchandise was marked, in our store, previous to the date of publication of the advertisement; and we further pledge ourselves to eliminate the use of the word "originally" as it is conducive to probable misrepresentation.

6. We pledge ourselves to construe the term "regularly" to mean the price prevailing in our store, immediately prior to the sale of the specific merchandise advertised, and referring, in all cases, to a temporary reduction.

7. We pledge ourselves to an understanding that, when the words "up to" accompanied, also, by the maximum value or former price, are used, they shall be accompanied, also, by the minimum value or former price; and that at least 10 per cent. of the merchandise so advertised shall be of a value or former price as high as the maximum price quoted.

8. We pledge ourselves to refrain from the use of statements of fractional reductions or savings unless these reductions or savings are based upon to-day's "value" or "worth," as these terms are herein defined.

9. We pledge ourselves to avoid unqualified comparative prices except when "value" or "worth" are inferred, example: \$20, \$25 and \$30 dresses at \$17.50, means \$20, \$25 and \$30 values at \$17.50 in accordance with the "value" term as herein defined.

10. We pledge ourselves to the use of "special reductions," "specially priced" and similar terms, only when merchandise is being offered at a price less than the regular or prevailing price in our store.

11. We pledge ourselves to state that, when merchandise from regular stock is included in a special purchase sale, the fact shall be so advertised.

12. We pledge ourselves to avoid "never before," "elsewhere," and similar terms which cannot be proved.

13. We pledge ourselves to avoid the use of the term "made to sell at," inasmuch as it lends itself to abuse and misrepresentation.

14. We pledge ourselves to refrain from advertising articles as given away "free" unless the articles so advertised can be obtained without any obligation either in purchasing other merchandise or by performing a service.

15. We pledge ourselves to use such terms as "sample," "clearance," "remnants," "special purchase," "marked down," "reduced," etc., only when expressing exact facts.

16. We pledge ourselves to advertise "seconds," "factory rejects," "sub-standards," etc., in a manner so prominent that it will be clearly indicated to the reader that such merchandise is not first quality.

17. We pledge ourselves to discourage the use of trade names that, of themselves, are misleading.

18. We pledge ourselves to a careful use of trade names of fabrics consisting of fiber silk and cotton, silk and wool, wool and cotton, etc., qualifying these terms to indicate the materials involved.

19. We pledge ourselves to maintain names which, through popular usage have come to mean the names of fabrics of particular content, such as Pongee, Taffeta, Cashmere, Wool, Linen, etc.

20. We pledge ourselves to the use of branded names only when they shall be applied to articles made by the legal owners of such brands.

21. We pledge ourselves to a clear and honest description of finishes, materials, workmanship, quantities, qualities, sizes, dimensions, and colors as to avoid any possible deception or misrepresentation.

22. We pledge ourselves to avoid the use of illustrations which mislead regarding size, quality or appearance of merchandise advertised.

23. We pledge ourselves to govern advertising on store signs, window cards, etc., with the same strict supervision that we have pledged ourselves to apply to newspaper and other forms of advertising.

24. We pledge ourselves to influence salespeople to an observance of truth in selling that shall be in accord with our principles of "Truth-in-Advertising."

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

From time to time as different lines become seasonable, see that your stock is rearranged to give prominence to what will sell best on sight.

Heedless clerks make needless expense—thought was intended for a channel opener, not for a city of refuge afterward.

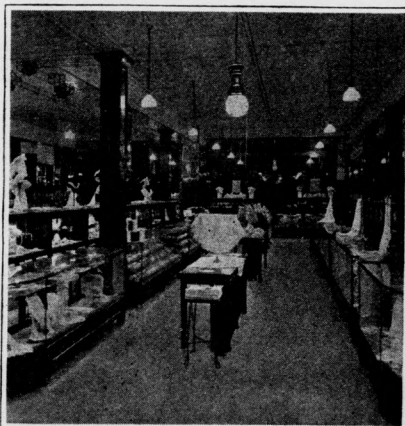
You can speed up sales by efficient display

IT'S an old maxim that "goods well displayed are half sold." Do you practice it in your business? Are you taking full advantage of the display space in your store?

You can if you will furnish your store with Wilmarth Show Cases and Store Equipment, lay it out according to a Wilmarth Store Plan. You will build increased sales with no additional overhead, and you will put your store on a higher profit-making scale.

Get in touch with us today—you will not be obligated in any way.

WILMARTH SHOW CASE CO.
1542 Jefferson Ave.
GRAND RAPIDS MICHIGAN



Note how effectively goods are displayed by the Wilmarth equipment pictured above—the main sales floor of the leading department store in a moderate sized Michigan city.

Made In Grand Rapids

West Mich. State Fair Sept. 17-21

WE TAKE this occasion to announce that our HOLIDAY GOODS are now ready for inspection. Buyers visiting the fair will be welcome to our sample display rooms.

Our 1923 lines offer excellent values, and an assortment of items which is complete for every class of trade. The staple, sure-selling qualities of our lines are demonstrated year after year, and buyers may order our goods with confidence.

We respectfully invite you to visit us.

Catalogs and price lists are ready for those who cannot take advantage of the opportunity of a personal inspection.

Sincerely

H. Leonard & Sons

Importers and Manufacturers' Agents

Corner Fulton St. and Commerce Ave.

GRAND RAPIDS,

MICHIGAN

DIAMOND TOOTHPICKS



DIAMOND CARTON CLOTHESPINS



are the best that can be made. Selling them means satisfied customers and helps build a reputation for "Quality" for your store, and last but not least furnishes a good profit.

Ask your jobber for Diamond Brand Toothpicks and Diamond Carton Clothespins, or write us for prices and particulars.

THE DIAMOND MATCH COMPANY

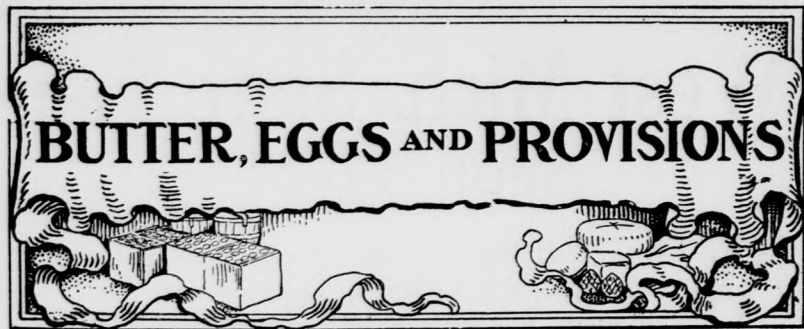
NEW YORK

CHICAGO

ST. LOUIS

NEW ORLEANS

SAN FRANCISCO



Proposed Uniform Vinegar Statute.

The American Cider and Vinegar Manufacturers Association is a voluntary organization of manufacturers of cider and vinegar made from the unadulterated native juice of whole, fresh apples. It includes many of the largest manufacturers in this country, and its executive office is purposely located at Rochester, N. Y., in the heart of one of our great apple producing districts. It does not fix, nor attempt to fix, prices, but is devoted to bettering factory conditions and methods and improving the quality and increasing the sale of genuine cider vinegar. Indeed, its members are pledged neither to make nor deal in any other kind of vinegar.

There is to-day no common article of food so generally counterfeited as genuine cider vinegar. Of ancient origin and known superiority, every manufacturer of imitation cider vinegar practices upon the reputation and seeks the enhanced price of genuine cider vinegar, with the result that to-day there is no State in the Union where there is not quite as much, if not more, imitation than genuine cider vinegar sold.

The manufacturer's barrel of vinegar, made in resemblance of genuine cider vinegar in color and otherwise may or may not be correctly branded when it is shipped into interstate commerce, but after it goes into the dealer's cellar the consumer seldom sees the barrel and the cupidity, not to say dishonesty, of the dealer consummates the cheat by delivering it to the consumer as genuine cider vinegar. A few local prosecutions in each State given proper publicity would very much lessen this kind of deception.

The kinds of vinegar which thus conceal their real identity either beneath false labels or in retailer's cellars are many, the three principal classes being: First, vinegar made from dried apple products and vinegar made from fresh apple products. The former is made by soaking dried skins and cores, or dried, chopped apples (the by-product of the evaporator and canner) until the soluble sugar and starches are dissolved and fermenting and acetifying the solution thus obtained. It requires a skilful analyst to detect the imitation which has recently been greatly enhanced by a temporary decision of the courts that it is not misbranded as pure cider vinegar.

The other kind of imitation cider vinegar in this class is made by pressing this by-product of the canner, consisting of fresh skins and cores, and fermenting and acetifying the liquid thus obtained.

No vinegar is entitled to that label except vinegar made exclusively from the native juice of whole, fresh apples. From time immemorial this has been the common understanding of that label. And the similarity of the product is not a factor in determining its right to the label. The source of it is what determines the question.

The next class is vinegar made from sugar, molasses and sugar refiner's refuse and compounds. This imitation seems more prevalent in the South and Middle West but constitutes a large proportion of the unfair competition with which we are obliged to contend. It can be readily detected by the analyst but State food department have so much else to occupy their attention and to which to devote their available funds that thousands of barrels of this product are annually unlawfully sold.

The last class is colored distilled vinegar or cider vinegar mixed with distilled vinegar. Again, the Federal Department of Agriculture is vigilant as to this product and the largest proportion of seizures in interstate commerce is of this class.

Now there are two factors in suppressing imitations of foods; first, adequate laws and second, adequate enforcement of laws. Without considering the insular or territorial possessions of the United States, there are forty-eight States, a Federal Government and a District of Columbia, fifty separate jurisdictions which have statutes or regulations governing the labeling and sale of cider vinegar. There is such an entire lack of uniformity in these laws and regulations that the same genuine cider vinegar has often to be differently labeled to meet the different requirements of adjoining States.

Most of the arbitrary requirements of these laws and regulations are founded on the results of investigations long since found to be unreliable which the purest and best cider vinegar will not meet.

It is constantly increasing its data and improving its methods. The modern analyst now knows that the ratio of ingredients in cider vinegar is of much more consequence than the quantity of them.

We believe that in the interests of both scientific analysis and uniformity, which is quite as important the time is at hand to abandon the method of dealing with this subject by arbitrary requirements for ingredients and attempting the more scientific and logical methods of as precisely as possible defining the various kinds of cider vinegar in common use with as few arbitrary

Visit Our Booth

West Michigan State Fair
Week of September 17th

We Will Feature



**Blue Grass
Butter**

**Blue Grass
Milk**



**Worchester
Salt**

**Paramount
Salad
Dressing**



*Free Demonstration
A Souvenir for Everybody*

KENT STORAGE COMPANY
GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
*Wholesale Grocers
General Warehousing and Distributing*

requirements as possible and leaving the analyst to determine their purity.

To this end we have attempted to draft a model, uniform vinegar law and herewith submit it to you.

We have retained in our uniform bill the provision for the reduction of vinegar with water. The laws of some States do not permit this, while the Federal law and the laws and regulations of most States do.

There is much misconception as to the reason for reduction with water. It is not done for profit because the manufacturer would prefer to sell his product as it comes from his generator and save the labor and freight rates incident to reduction. The housewife has been accustomed, as her forebears were, to cider vinegar of a uniform strength. Even if advised of its higher strength by the label she is unable organoleptically to reduce it with any accuracy. As a result the consumer complains bitterly that her salads or pickles have been spoiled by vinegar of unusual strength. If you could assure the manufacturer of a market for full strength vinegar, he would gladly avail himself of it.

One of the most salutary provisions in our proposed uniform bill is the so-called container clause which in substance requires the dealer to affix to the receptacle in which he delivers vinegar to a customer, except it be the original manufacturer's package, a label or sticker showing the kind of vinegar so delivered. We hope this method of dealing with the subject will commend itself to your judgment.

Uniformity in the concrete has been a favorite topic for years. Uniformity in the abstract has never gotten far because no one has applied the concrete argument to a specific article. This we have here attempted to do.

William W. Armstrong.

A good laugh is sunshine in any house, but a silly, simpering laugh is only a tallow-candle imitation of the sunlight.

Labeling of Cans Causes Discussion.

There is a movement among canners toward discontinuing the labeling of canned foods at the factories with private or house labels. A canner in discussing this said:

"I have no objection to shipping canned foods to wholesale grocers unlabeled, they to put on their own labels, but I do not care to put their labels on at the factory for several reasons: If I label their goods and there is a dispute as to the quality and a refusal of the goods, I am put to the expense of stripping off the labels and relabeling, removing them to a warehouse where the work can be done, or in lieu of that course shipping the goods back to the factory paying freight both ways and then paying the wholesaler for his labels which are stripped from the cans.

"The stripping and relabeling will cost 20 cents a case, including payment for labels, one month's warehousing and the labor, which is an expensive penalty to pay for a slight misunderstanding as to quality, and then the trouble and expense of reselling the goods at a lower price confronts the canner."

God and Religion.

I wish it were possible to speak of God without the implication of dealing with religion. By this I mean that I am anxious to keep religion out of this subject of the conquest of fear. The minute you touch on religion, as commonly understood, you reach the sectarian. The minute you reach the sectarian you start enmities. The minute you start enmities you get mental discords. The minute you get mental discords no stand against fear is possible.

Basil King.

flivver and explained it thus: "That is what comes of crossing a bicycle with a mule!"

It may be a satisfaction to make your competitor angry, but it is sure to result in hotter competition in that quarter.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

ASK FOR KENT CLUB GINGER ALE

Quality Product

LEWELLYN & CO.
Exclusive Distributors
GRAND RAPIDS

Get Your Orders in

For your supply of

MICHIGAN ONIONS SWEET POTATOES GRAPEFRUIT

THE VINKEMULDER COMPANY
Grand Rapids, Michigan

PERKINS, EVERETT & GEISTERT

CITZ. 4334.

BELL M. 290.

BONDS

STOCKS

205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

Orders promptly executed in all markets. Quotations gladly furnished.
We invite you to use our statistical service.

Maximum protection for the money, and adjustments are always made promptly

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicomb Bldg.

Citz. 65440

Order a bunch of GOLDEN KING BANANAS of

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

You Make

Satisfied Customers
when you sell

"SUNSHINE" FLOUR

Blended For Family Use
The Quality is Standard and the Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
 Vice-President—A. J. Rankin, Shelby.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Executive Committee—L. J. Cortenhorst, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

The Hardware Dealer and the Fall Fair.

Written for the Tradesman.

The fall fair represents excellent advertising opportunities for the aggressive hardware dealer. The smaller the community, and the smaller the fair, the larger the opportunities, proportionately speaking, are apt to be; for the simple reason that in the smaller fairs and the smaller communities the idea of using a fall fair booth to feature hardware and kindred lines has not taken hold as it has in the larger centers.

In our own community, it has been interesting to watch the development of the fall fair hardware exhibit. Something like 10 or 15 years ago a hardware dealer first ventured to follow the example of his competitors who handled implements and put on a display. The first year, I think, he featured nothing but heaters and ranges. The next year he added a display of floor finish.

A year or two after a second hardware dealer put on a small display. So the development gradually continued; till now a large part of the main building is taken up with displays of stoves, paint and paint specialties, and kindred hardware lines.

Evidently it pays, in this community at least, for the man who started the innovation has kept it up continuously, and his business is thriving.

Of course the hardware dealer who has the agency for some special line of implements will show these. That is, in almost all places, regarded practically as a matter of course. The fall fair represents an unexcelled opportunity for the implement dealer to get in touch with country customers and to introduce his lines to new prospects.

If, however, the country trade is a good thing for the implement dealer, it is just as good for the hardware dealer who handles stoves, paints, and similar lines. And the fair is just as good an agency for reaching the country public with these lines as it is with implements.

From this, however, it should not for one moment be inferred that only country prospects are reached in this way. The attendance at many small country fairs is pretty evenly divided between town dwellers and country dwellers. The hardware

dealer can consequently, in many places, calculate upon reaching both, and can make up his display and feature his lines accordingly.

A line which is always good to show is a good line of ranges and heaters. Country housewives are always interested in an improved range. They may not buy this year, or the next; but the seed of interest has been sown, and if your range appeals to them, they will come to you when they do buy.

It is timely, also, to feature heating goods, with the winter approaching. So that heaters and ranges belong in the fall fair display, no matter what else is shown.

If it is possible to make gas connections, or to demonstrate with wood or coal as fuel for the range, this should be done. A demonstration is always interesting, and a great many people will stop to watch it. If you plan a demonstration, however, so arrange your display that the demonstration can be intelligently watched by the largest possible number of people. A range demonstrated in a crowded corner is not so effectual an advertisement as a range demonstrated where there is plenty of standing room.

A good idea is to show your range as the outstanding feature of a model kitchen. This permits the display of kitchen utensils, perhaps of aluminum, perhaps of electrical goods, and various other household accessories; and it brings home to the person who looks at it the idea of having the kitchen completely equipped.

Here is a point very important to remember. Your fall fair exhibit, even if you conduct no demonstration, serves the same purpose as a window display in your store. It should not merely show the goods, but should carry home to the passer-by a message regarding those goods. So you should put forth every effort to make the message of your exhibit intelligible to the onlookers.

In this, show cards will prove of immense assistance. "Is your kitchen fully equipped?" or "The completely equipped kitchen is a labor-saver" are good slogans to use in your show cards.

This same general idea, of making your exhibit carry a message to the onlooker, applies, of course, to the display of other lines besides heaters and ranges. For there are other lines which, if you have the space available, it will pay you to display. Washing machines and other household devices can be shown to good advantage. It is not too late to exhibit exterior paints; and for

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

**Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE**

Foster, Stevens & Co. Wholesale Hardware

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

Grand Rapids, Mich.

These Hot Days Call For

Refrigerators, Ice Chests, Water
 Coolers, Ice Cream Accessories, Etc.

We can serve you in
 Both NEW and RE-BUILT

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

Grand Rapids, Michigan

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
 Grand Rapids, Michigan



Walker
 MUSKEGON
 MICHIGAN

**Makes
 Good
 Chocolates**

interior finishes, floor finishes, wall tints and similar paint specialties, the fall fair is a most opportune and timely advertising medium.

Other lines will suggest themselves. Much depends, of course, on the lateness of the season, the locality, and the lines the hardware dealer himself desires to feature. It is often a good stunt to feature household articles, labor-saving devices of one sort and another. It is difficult to get household help, either in the urban communities or on the farms, and anything in the labor-saving line will be interesting.

The fall fair represents an excellent opportunity to distribute advertising literature. This distribution should, however, be made intelligently.

Every fall fair exhibitor is familiar with the small boys who go from booth to booth begging souvenirs, fans, color cards, and the like. As a rule the matter so placed is dropped in a short time, or discarded soon after reaching home, and never gets to a real prospect.

While it is desirable to be courteous and attentive even to children, it does not pay to load them down with expensive advertising literature. Where the hardware dealer himself gets up the advertising matter, it is an expensive undertaking; and where the manufacturer supplies booklets, color cards, etc., it is hardly fair to be generous to the youngsters at the manufacturer's expense.

Rather, it will pay to have a good salesman at the booth to talk to people who seem interested in the goods on display, and to hand out printed matter with discretion, to such as seem really interested, or are old enough to be likely prospects.

If possible, it will be a good stunt for the hardware dealer himself to be on hand in order to meet his customers, particularly his country customers, personally, at least while the fair is at its busiest. If he cannot be there, one of his best salesmen should be at the fall fair booth.

The fall fair represents a good opportunity to get a line on new prospects; and a good salesman can do a lot at the time to interest such people. More than that, efforts should be made to secure additions to your regular prospect list. Get the names and addresses of people who are interested; jot them down at the time; and make use of them afterward in your advertising and follow-up campaigns.

If you put on a fall fair exhibit, take time to plan it beforehand. Visit the main building or wherever else you secure space, size up the space, and plan your display to take the fullest possible advantage of what space you have. Then, too, see that everything is arranged and set up well in advance of the real opening of the fair. The time during which you have to get results is limited to a few days; so you should plan to make the most you can of it. It will pay to map out your display on paper before you attempt to put it together.

Incidentally, do what you can to promote the success of the fall fair

itself. The better the fair, the bigger the crowd, the better advertisement your exhibit will be; and, more than that, any little time you give to the direction of the fair will bring you into contact with the agricultural community or at least its leaders and help in this way to advertise you.

Victor Lauriston.

Are Galvanized Iron Vessels Dangerous?

Do not allow food or drink to stand for even a short time in a galvanized iron vessel, and do not use such a utensil in making preserves or jellies or as a container for cider or other fruit juices, is a warning issued by officials of the Bureau of Chemistry, United States Department of Agriculture. Some of the zinc with which the bucket or utensil is galvanized probably will be dissolved and will not only give the food an unpleasant taste, but is very apt to cause sudden and intense illness.

A recent instance of poisoning apparently resulted from the presence of zinc in food. Twelve men at the Guam Naval Station each drank a bottle of root beer and immediately began vomiting.

Chemical examination of the contents of three bottles transmitted to the Bureau of Chemistry for analysis disclosed the presence of substantial quantities of a salt of zinc in each bottle. It is the opinion of the officials that even one-half the contents of one of the bottles would have caused vomiting. The sale of bottles from this shipment has, of course, been stopped, and an investigation started to definitely locate the source of the contamination with zinc.

Experiments carried on by Federal chemists with quantities of lemonade, orangeade, milk, carbonated water, Washington City tap water and distilled water held over night in galvanized iron buckets proved that zinc contamination occurred in each case. The officials, therefore, warn against the use of such utensils as containers for food or drink.

This is a tip to hardware dealers to secure a good sound guarantee from the manufacturers from whom they purchase galvanized iron ware.

Novel Umbrella and Parasol.

Umbrellas for men and women are reported as selling well by one house, which is featuring especially an umbrella for men which is at least three inches wider when open than the usual type. It has a frame nickel plated, very strong and very light. It comes in all qualities in gloria and silk. A novelty which is selling well is a folding parasol, in silk of various colors. When folded it is only eighteen inches long, and comes in a leatherette case. The tips are of amber.

Don't get mixed up in your buying, and think you are buying for the needs of your business when you are really speculating.

If there is any really easy way to success, no one has ever yet discovered it. The easiest known way is by hard work.

McCRAY

REFRIGERATORS

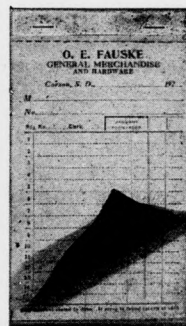
for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 64 for Meat Markets
No. 75 for Florist Shops

McCray Refrigerator Co.

2344 Lake St., Kendallville, Ind.



LOOK

We print 50 sales books with your business card for

\$3.50

cash with order
Delivery in one week
Write for particulars and samples.
We make all styles and sizes, prices on request.

BATTLE CREEK
SALES BOOK CO
R-4 Moon Journal Bldg.
Battle Creek, Mich.

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

CORL-KNOTT COMPANY,
Corner Commerce Ave. and
Island St.
Grand Rapids, Mich.

NUCOA

"NOT AN IMITATION
JUST A WONDERFUL
CREATION"

TO SPREAD ON BREAD

One Trial Convinces

I. VAN WESTENBRUGGE
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C. R. STEIMLE, Registrar.
Ypsilanti Michigan



Lansing Traveler Makes Auto Trip to Pacific Coast.

Lansing, Sept. 11.—Sometime in June we promised Mr. Stowe to write for the Tradesman a brief account of a proposed automobile trip to California via the Northern route as far as Seattle, then South almost to the border line of Mexico. We had two primary objects in making this trip, business and pleasure. The trip was planned to require a month or six weeks to complete, and accordingly my brother and I left Michigan July 19 with a full tourist camping outfit, securely loaded in and on an old wornout Dodge coupe which we purchased a few days previous. It is not our object in this letter to give Tradesman readers a full account of the many wonderful things we saw enroute, which included a trip to Yellowstone Park, but to comment briefly on a few of them and to describe modestly the route taken. Owing to a severe case of homesickness which developed the third day out in the other member of our party, who had scarcely been away from home for more than twenty-five years and the complications which resulted from it, nearly all of the business was neglected and many points of interest were passed which otherwise would have been visited.

We started with tires the best that money could buy; and while we had no blowouts or wornouts, we were singularly unfortunate in the way of numerous punctures, all save one being caused by tacks which another tourist uncomplimentarily remarked were continually being rattled out of fords.

Almost everywhere we found splendid camping grounds, many of which are equipped with hot and cold shower baths, sanitary toilets, community kitchens, reading rooms and nearby provision stores. Many such grounds exacted a privilege fee, but this never exceeded 50 cents per day. Usually an attendant registered your name, make and number of your car, starting point and destination. We wish, by the way, to make favorable mention of the courtesy and privileges extended at Camp Washington, Chico, California.

We traveled en route, including detours and sidetracks, all told, 4680 miles and used 196 gallon of gasoline, making an average of approximately 23.8 miles per gallon. Our average cost of gasoline per gallon was a trifle over 24 cents and ranged from 32 cents in parts of Montana to 14 cents in parts of California. We found only three stretches of route outside Yellowstone Park where gasoline could not be obtained in distances of forty miles and usually such supplies were less than ten miles apart.

With one exception we had no mechanical difficulty worthy of mention. This occurred in crossing the bad lands of Montana and was caused by attempting to crowd the old bus too hard on a hot day. The penalty was an enforced stop-over of two days at Miles City and some new valves and the others reground at a total cost of \$8.70. We attempted no record drives in any one day and the distances between our camping places usually varied according to road conditions and our tire troubles

We struck the Yellowstone trail at St. Paul, Minn. This is plainly marked from there to Seattle and with but few exceptions we followed it. We camped at Buchanan, the North end of Chicago; Madison and Lacrosse, Wis.; Hastings and Montevideo, Minn.; Aberdeen and Mobridge, S. Dak.; Bowman, N. Dak.; Miles City, Forsyth, Laurel, Livingston, Three Forks, Drummond and St. Regis, Montana; Coeur d'Alene, Idaho; Wilson Creek and Tacoma, Washington; Roseburg, Oregon; Canyon Point, Chico, Oakland, Paso Robles and Los Angeles, California.

We visited relatives at Thorpe, Washington and Portland, Oregon, which required some little time and relieved us of camp duties. From Livingston, Montana, we went South fifty-five miles and spent one full day and a good portion of two others in Yellowstone National Park. The writer would very much have liked to spend a week or ten days there; but to do so would have brought about a split in the party, for reasons above mentioned. There are four entrances to this beautiful and extensive park, one on either of the four sides and Government roads of more than 200 miles in extent have been built, leading to nearly all points of special interest. Spacious and well appointed hotels are located within and at various points for the accommodation of visitors financially able to pay the prices, and many large motor busses ply between them, stopping a limited time at nearly every point of interest that visitors may wish to see.

A charge of \$7.50 is made for each car entering the park through either of the four entrances, and this fee permits all the occupants, regardless of how many, to all the privileges of the park for the entire season, subject, of course, to the park rules which are conspicuously posted on every road. No firearms of any kind are allowed to be taken into the park. Deer, elk, mountain sheep, various species of bear and other native animals are numerous and more or less tame and approachable. A tourist camp next to ours was one night robbed of its supply of bacon by a bear whose taste for such feed overcame whatever bashfulness or scruples he may have had prior to the time the scent of it tickled his sensitive nostrils.

A greater portion of this park is densely covered with timber in its primitive state, other than the narrow ribbon like lanes where it has been cut away for the purpose of building roads. In traversing the route thus built, the tourist crosses the continental divide twice, and the lake or headwaters of the Yellowstone river covers approximately 150 square miles and is over 8700 feet above the sea level. Its beauty and grandeur can be fully appreciated only by a personal visit.

The summit of Mount Washburn can be easily reached if you have a good car, plenty of time and use the low gear. Snow was still there in considerable quantities at the time of our visit, and from this point we had a panoramic view seldom equalled in any country.

All Government built roads are sufficiently wide to permit the passing of cars except in a very few

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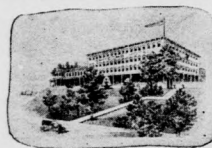


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BARLOW BROS. Grand Rapids, Mich.
Ask about our way

places. The hot springs and geysers are numerous and range from the small constantly bubbling and sizzling variety to the mammoth spouters which are active intermittently, merely steaming and gurgling for a period of time, which varies in different individual geysers from an hour or so to fourteen or fifteen days, then spouting vast quantities of boiling hot water to a height of several hundred feet for a time varying from a few seconds to several minutes. It is worth while for any red-blooded American to save his nickles and dimes, if need be, and at least once in his lifetime visit Yellowstone park.

The trail through Montana, North and South Dakota, we found, as a rule, to be more or less rough, and in places where rain had recently fallen they were slippery and somewhat difficult to travel on this account. We came through without serious difficulty, but we assisted several cars back into the road which had simply slipped off into the ditch and were unable to move under their own power. The North highway to the coast is being continually improved, but it will require several years at the present rate of reconstruction to make it all that might be termed good.

We are inclined to believe that the most difficult and dangerous part is the pass through the Bitterroot mountains over what is known as the "camel's hump." This seemed like five miles of crooks almost straight up, and then the same distance and conditions down. The road in many places is too narrow for more than one machine and frequently it is 200 to 300 feet to the rocks below if you drive more than two feet from exactly where you should. Many of these narrow places are not protected at all, and cars may pass only at points where the road has been widened for this express purpose. In meeting at such places the ascending car has the right-of-way; but it is not always that the occupant of the descending car is willing to admit it. This happened once in our grind over the "hump." We passed a turnout point with the ledge clear, so far as we could see ahead, and a descending car had done the same thing farther up. Consequently we met head on with no possible chance of passing unless one or the other backed up to the turnout. Our friend in the descending car was nervous and positive that he never could back up that distance without going over the edge to the rocks below, so we backed down to the turnout and let him past. There is one place on the downward slope (Westward bound) where there has been built what is called the switchback, because the turn is too sharp to be made with cars of ordinary wheel-base. This however is fairly well protected with a strong railing. The pass, as a whole, can be made with comparative safety if plenty of time is taken and due precaution used, but it is no place for a reckless driver.

In Idaho our route led us through the great Government forest reserve, which must be seen to be appreciated. It is said that it never fails to bring expressions of admiration from those who are fortunate enough to travel through it. Equally beautiful and grand is the great timber belt of Washington as we roll up and down the easy grades of the Cascade mountains.

From Seattle to Portland the Pacific highway is all paved except about forty miles which they are now working on, consequently it was necessary to detour over rough but solid roads. From Portland to the Oregon-California line all is paved except a few stretches now under construction. From Ashland to the line in the Siskiyou mountains is another steep grade of several thousand feet in a few miles. From there to Redding California there are but few stretches

of pavement and the distance is over gravel roads somewhat rough from extensive use and the small amount of maintenance work; but from Redding to the Mexican border it is all paved, a distance of about 800 miles.

H. D. Bullen.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 11.—This is the big fair week here and from all accounts it is going to be the best ever. Excursion rates on the railroads will bring many visitors to the city. This being the first year for the night entertainments it will increase the attendance. The added attractions and enlarged space in the new buildings erected this year will afford the merchants a greater display. Special train service to the grounds will carry those that do not travel via auto, so if the weather man is a good fellow and will stop the rain for a few days, the directors will do the rest.

Cheap umbrellas last the longest. Carry one and no one will take it by mistake.

The home coming week which was celebrated here in July brought back another good Soothe, Dr. Charles McCandles, of Chicago, where he has been a successful dentist for a number of years. After looking over the old home town and its advantages and pleasant surroundings, the opportunities and the difference in living expenses, as compared with the larger cities, he will again locate here, opening offices in the Gage block, formerly occupied by the late Dr. Springer. Mrs. McCandles was born here and they have many friends who wish them every success in the good old Soo.

A social lion is one who thinks he is the cat's whiskers.

A. LaBlanc, formerly manager for the A. & P. store, at St. Ignace, has been transferred to the A. & P. store here.

Dr. Wesley France, Professor of Chemistry at the Ohio State University, at Columbus, is visiting his parents, Mr. and Mrs. Joseph S. France. When one of his friends asked him how fireflies work, the Professor said that fireflies are really not flies, but beetles. The light producing organs are just inside the lower wall of some of the last segments of the abdomen, the segments involved depending on the species. The "lamp" consist of a substance termed luciferine and the light is produced by the oxidation of this substance.

Warren Plumer, formerly salesman for the Cloverland Milling Supply Co., at Gladstone, has resigned to accept a similar position with the Washburn-Crosby Co., of Minneapolis. He expects to reside at Escanaba.

Photographing the eclipse from an airplane 20,000 feet high eclipses anything so far. William G. Tapert.

Remedy for Toothache.

A bad toothache may be relieved quickly by means of a mixture of equal parts of benzyl alcohol and chloroform. A few drops of the mixture are placed on a piece of cotton wool, and the saturated material is inserted into the tooth cavity. The action of the medication is almost instantaneous and lasts for quite a long time, which is not the case with any other medication, with the exception of cocaine.

Preserving Rose Water.

The Pharmacopoeia directs that stronger rose water be kept in a bottle stoppered with cotton, and this same precaution taken with other aromatic waters, as cinnamon, peppermint, etc., will be found to add greatly to their keeping qualities.

GONE TO HIS REWARD.

Death of W. A. Rindge, Veteran Shoe Salesman.

William A. Rindge died at the family residence, 227 Charles avenue, last Friday morning, after an illness covering about two months. Death was due to hardening of the arteries, attended by other complications. The funeral was held at the residence Monday afternoon, conducted by Rev. C. W. Merriam, pastor of Park Congregational church, with which organization Mr. Rindge had been affiliated about forty years. The house was filled with relatives and friends of the deceased and the floral offerings were numerous and appropriate.

Mr. Rindge was born in Grand Rapids, July 19, 1857. His father was of English descent, while his mother, whose maiden name was Anderson, was of Scotch descent. He attended the public schools of Grand Rapids until 15 years of age, including one year in the high school, when he discontinued his school work to take a position as clerk in the retail shoe store of L. J. Rindge & Co., with whom he remained about seven years, in the meantime working up to the position of head clerk, and the last two years keeping the books and doing the collecting for the firm. He then accepted an offer from the wholesale shoe house of Rindge, Bertsch & Co. to go on the road, taking the nearby territory, which he covered for forty consecutive years for that house and its successor, Rindge-Kalmbach-Logie & Co. with credit to himself, with profit to his house and with satisfaction to his trade. The fact that he was stronger with his trade when he retired from the road three years ago than at any time in the past serves to show the sturdy good sense and energetic effort he employed in exploiting his territory. He soon came to be regarded in the light of a personal friend by most of his customers and his visits to his trade partook quite as much of the social as the business feature.

Thirty-five years ago Mr. Rindge purchased the boot and shoe stock of N. J. Clark, at Ovid, which he conducted under the style of C. D. Sherman & Co. for about a quarter of a century with marked success.

Mr. Rindge was married May 10, 1887, to Miss Mary Bishop, who survives him. They had three children—Geraldine, now married to a gentleman named Harlow and who resides in Massachusetts; Warren, who is an architect, is married and resides at 1232 Hope street; Kenneth, who is also an architect and resides with his mother on Charles avenue.

Mr. Rindge was one of the most unassuming men in the ranks of the traveling fraternity. He never engaged in a controversy with a customer, landlord or conductor; never had a serious railway accident; never had a runaway in which he did not land on top; never missed an appointment where the interests at stake were of paramount importance; never had a misunderstanding with his house; never missed an opportunity to at-

tend church or cast the weight of his influence for good morals, good government and the general betterment of mankind; in short, Mr. Rindge was always found arrayed on the side of right thinking and right doing, having been an ardent adherent of the class who believe in giving sixteen ounces to the pound, paying 100 cents on the dollar and so conducting himself that no man need be ashamed to own him as a brother and a friend.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 11—John B. Olney, traveling representative of the American Type Founders Co., of Chicago, drives a new Essex coupe, which was run into by a ford car at St. Johns recently. The driver of the tin lizzie, when he saw the damage his car had done to the rear fender of the Essex, got out, gave Mr. Olney his name and address, and said, "Have it fixed up and send me the bill."

Post A. T. P. A., will hold its annual picnic at Ramona on Sunday. The exercises start at 11 a. m. and continue all day at Huber's summer garden. George Fritz, chairman of the sports committee, promises a lot of new stunts and Clarence Williams has collected a truck load of real prizes, donated by members who are helping to make this the biggest and best picnic ever held by the Post.

T. R. Holman, manager of the McFadyen's Pure Food Stores, left yesterday for New York, where he will spend a week with Mr. McFadyen in inspecting the chain store systems in New England.

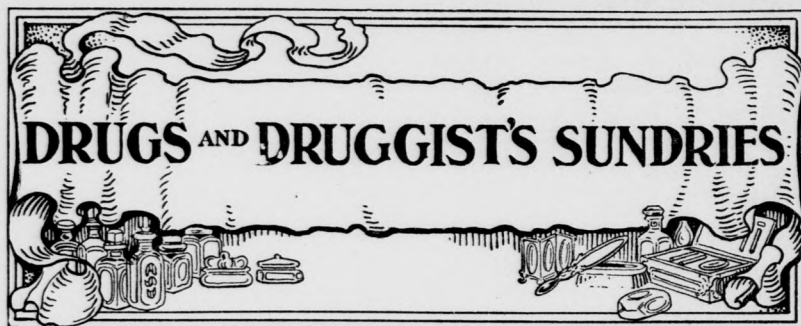
Benj. Krause (Hirth, Krause Co.) put in last week in and around Petoskey, calling on the customers of his house. He left Mrs. Krause and his son, Leonard, in Petoskey in order to enable the lad to secure immunity from a serious attack of hay fever.

Does Not Think it Would Help.

The view that sales of women's ready-to-wear garments might be increased quite substantially by a more marked divergence between the garments used for business and street wear and those designed for semi-formal, occasions is not concurred in by M. Mosessohn, Executive Chairman of the United Women's Wear League of America. In a recent statement Mr. Mosessohn set forth his views in the matter, the most important point made being the inability of the great number of women who have entered business life in the last few years to devote the time to dress and to the study of it that they gave when they had less serious things on their minds. Summing the matter up, Mr. Mosessohn said that a compromise between the two types of apparel, rather than divergence, is what is really needed to bring the women's garment business to its highest point in these strenuous times.

There never was a time when it was more important to read your trade paper carefully. You need to keep informed on changes all along the line.

The merchant who is all the time complaining about what the mail order houses do to his business has no time left to plan what he can do to the mail order business.



Mich. State Pharmaceutical Ass'n.
 President—George H. Grommet, Detroit.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—E. E. Faulkner, Middleville.
 Executive Committee—J. A. Skinner, D. D. Alton and A. J. Miller.

Michigan Board of Pharmacy.
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 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.
 Next examination session—Grand Rapids, Nov. 20, 21 and 22.

The Fountain's Place in the Drug Business.

Soda water began to come into general use about the year 1875. It is about as old as modern pharmacy and may have influenced progress. The drug store of to-day is very different from the chemist's shop of 1880. It has many more side lines. Soda water itself is a side line, usually the most prominent one the store has. It started as an American drink and may be considered our national beverage. Of late years, however, it has spread all over the world. Canada, our neighbor, takes kindly to soda water, just as she does to baseball.

There is a fair sprinkling of fountains throughout Europe. I have received a number of enquiries from China. The missionaries introduced soda water there.

The growth in America took place well within the memory of men now active. We remember the counter fountain of 1880, which was merely an oblong made of marble slabs. Since then we have seen wonderful wall fountains and the advent of counter service.

One fact is too often overlooked.

If a drug store is only going to sell to people who are actually ill, its activities will be greatly curtailed. Stop and think this over.

Pharmacy has a wider province. It sells preventives.

It not only helps to cure people when they are ill, but keeps them from getting ill. It sells health, education, amusement, and refreshment. In soda water we find illustrated the last mentioned phase. This gives us solid ground on which to reach people who are not ill.

As compared with other articles, soda water shows a profit, gross and net, as large as any.

A young man opening a store in a neighborhood new to him may wait a long time before getting any volume of prescription business. The doctors do not know him. Among all races there is a tendency to turn the cold shoulder to a newcomer. This acts against him at the start but in his favor when he is well

established and has to compete with other new arrivals. The fountain affords him an opening wedge, helps to pay his rent, and often keeps him in business while he is gaining a foothold.

Make a note of this young druggist.

It is worth keeping in mind.

We now pass on to the point where a druggist is actually established.

The process of eating and drinking in public has its social side. People do not stand at the soda counter, gulp soda with solemn faces, and then pass out. Other scenes prevail. In comes a bevy of high school girls. They order and consume their drinks with much pleasant comment and not a little girlish laughter. Men come in and exchange greetings. The young people of the town use the fountain as a meeting place.

Have you ever thought of this phase?

It is important.

Take a drug store in a town of medium size, or of any size, for that matter. The establishment which acts as a meeting place has an immense advantage. This social side looms up more prominently in a town of medium size, because everybody knows everybody else, as the saying goes. There is a pleasant atmosphere.

Think this over.

It will pay to do all you can to make the soda department a pleasant place for people to meet and exchange greetings.

Consider the man who is waiting for a prescription to be filled. He can go to the fountain and order a drink. It takes time to prepare this drink. It takes time to consume it. This keeps him occupied. He can watch others. He does not become irritable or impatient.

To bring this about is worth while.

Children do not think of the serious affairs of life. It is well that they do not. They will have their troubles later. They think of candy, toys, soda water. The fountain brings them to the store. They have money to spend and their business is worth having.

Another point to bear in mind.

The fountain carries with it ice cream, often sold in bulk and sent out. Also ginger ale, grape juice, and other bottled drinks. Stuff that you can sell for delivery outside the store should not be neglected. All this means extra business.

For some reason people like to patronize a store which seems busy. They like to go where the crowd goes. I will not take space to analyze this characteristic. It does

exist and must be reckoned with. The fountain helps to keep the store busy.

Sometimes a man is successful and does not realize why he is successful. He conducts his fountain a certain way because his boss taught him that way, and he does certain things without knowing why. It is better to know why. Then you can strengthen the weak places and crowd on extra steam where the going is good.

For instance, do the children like your store? Do you seem to get more of them than other dispensers? If so, encourage them. Study their ways. Note the drinks they order. Try to find out why they prefer your store. And the other side of the proposition hold good, of course. If you are not getting custom from the children, why not? Look for the weak point. Not infrequently you can find it in a few hours. Maybe one of your dispensers is so busy waiting on the flappers that he hasn't any time for children. The flappers may be very attractive, but then business is business.

Do the young people come to your store? There are methods of interesting them. A soda booth, for instance, might not interest a staid old judge. But a group of young girls can have a lot of fun sitting around a table in a soda booth. They giggle and chatter and have many secrets to exchange. This does no harm.

We all like to see young people enjoying themselves. It makes us think of our own youth. Some dispensers provide a low table for children, with tiny chairs to match. This makes a big hit with the children. It is like having a playhouse. They talk about it among themselves, and bring others. The young people like the soda booth. They bring their friends.

On the other hand, a druggist located near a court house got very few young people, but found that lawyers were beginning to drop in. So he provided some broad-armed chairs, capacious chairs built to carry weight. These chairs he arranged in two rows, facing each other. Lawyers and judges could sit there, drink soda, and discuss matters of interest to themselves. The druggist tried to make them comfortable. More lawyers began to come in. His establishment had its own social side.

Sometimes we get a boost from an unexpected quarter. A druggist located near a big school was getting some sandwich business from the children. One day two of his "regulars" came in with their father. The druggist struck up a conversation with him, and said he was glad to have the children come in every day, and so on.

The father had this to say.

"I know you run a clean store and

5c AND 10c BARS

Pal O' Mine
Picnic Bar
Yankee Jack

Gladiator
By Heck
Honey Dew

ARE SURE REPEATERS

LOTS OF NICE NEW PENNY GOODS FOR SCHOOL TRADE STOCK UP NOW

PUTNAM FACTORY

GRAND RAPIDS, MICH.

GRAND RAPIDS NEW MILLION DOLLAR

REGENT THEATER

PHOTOPLAYS OF DISTINCTION

SUNDAY AT 1-3-5-7-9
SAT and WEEK DAYS
2-30-7-9

CORNER
CRESCENT AND BOND AVE.

PRESENTING

20 PIECE ORCHESTRA ORGAN SOLOS NOVELTIES—SURPRISES

World Famous Motion Pictures

serve wholesome food. That is not true of some other places in this neighborhood. For that reason I have instructed my children to come to your place every day, and never go anywhere else. I know their surroundings will be good, and that is a point for parents to keep in mind."

The druggist thanked him. Then he put this boldly into a circular letter, sent it to parents, and doubled his sandwich business in a week. It is still growing. His visitor gave him an idea which he was quick to realize.

Novel accessories will attract business.

Fit your policy to your location.

Some stores specialize on quick service. In an office building neighborhood the people usually get half an hour for lunch.

Getting to the fountain, getting fed, and getting back on time keeps many of them on the jump. In some places you can see them standing in line, and the establishment with a rapid-fire service can frequently command a lot of business on this account alone.

It is not difficult to get a reputation for dispensing superior soda. This is another strong point in favor of having a soda fountain. And we all know what the automobile is doing for the fountain. The soda fountain has its place in business and that place is one of considerable importance. It can be made more so. Soda water is getting more popular every year.

Wm. S. Adkins.



STRAIGHT
SIZE—

The Johnson
Original 10¢ Cigar

VAN DAM

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TUNIS JOHNSON CIGAR CO.
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THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
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GRAND RAPIDS, MICHIGAN

SCHOOL SUPPLIES

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REMEMBER THAT SCHOOL WILL SOON OPEN

SEND US YOUR ORDER TODAY

HAZELTINE & PERKINS DRUG CO.

Manistee

Michigan

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	15 @ 25	imitation	60 @ 1 00	Aconite	1 80
Boric (Xtal)	15 @ 25	Amber, crude	1 75 @ 2 00	Aloes	1 45
Carbolic	49 @ 54	Amber, rectified	2 00 @ 2 25	Arnica	1 10
Citric	62 @ 70	Anise	1 00 @ 1 25	Asafoetida	2 40
Muriatic	3 1/2 @ 8	Bergamont	5 00 @ 5 25	Belladonna	2 15
Nitric	9 @ 15	Cajuput	1 50 @ 1 75	Benzoin	2 10
Oxalic	20 1/2 @ 30	Cassia	4 50 @ 4 75	Benzoin Comp'd	2 55
Sulphuric	3 1/2 @ 8	Castor	1 55 @ 1 75	Buchu	2 55
Tartaric	43 @ 55	Cedar Leaf	1 75 @ 2 00	Cantharides	2 85
Ammonia		Citronella	1 10 @ 1 40	Capsicum	2 20
Water, 26 deg.	10 @ 18	Cloves	3 25 @ 3 50	Catechu	1 75
Water, 18 deg.	8 1/2 @ 13	Cocunut	25 @ 35	Cinchona	2 10
Water, 14 deg.	6 1/2 @ 12	Cod Liver	1 30 @ 1 40	Colchicum	1 80
Carbonate	20 @ 25	Croton	2 00 @ 2 25	Cubeb	2 40
Chloride (Gran.)	10 @ 20	Cotton Seed	1 25 @ 1 35	Digitalis	1 80
Balsams		Cubeb	8 50 @ 8 75	Gentian	1 35
Copaiba	60 @ 1 00	Elgeron	3 00 @ 3 25	Ginger, D. S.	1 80
Fir (Canada)	2 50 @ 2 75	Eucalyptus	30 @ 1 20	Guaiaac	2 20
Fir (Oregon)	80 @ 1 00	Hemlock, pure	2 00 @ 2 25	Guaiaac, Ammon.	2 20
Peru	3 00 @ 3 25	Juniper Berries	2 00 @ 2 25	Iodine	1 95
Tolu	2 25 @ 2 50	Juniper Wood	1 50 @ 1 75	Iodine, Colorless	1 50
Barks		Lard, extra	1 35 @ 1 45	Iron, clo.	1 35
Cassia (ordinary)	25 @ 30	Lard, No. 1	1 25 @ 1 35	Kino	1 40
Cassia (Saigon)	50 @ 60	Lavender Flow	4 50 @ 4 75	Myrrh	2 50
Sassafras (pw. 40c)	40 @ 40	Lavender Gar'n	85 @ 1 20	Nux Vomica	1 55
Soap Cut (powd.)	15 @ 20	Lemon	1 50 @ 1 75	Opium	3 50
30c		Linseed Boiled bbl.	94 @ 94	Opium, Camp.	3 85
Berries		Linseed bld. less	1 01 @ 1 14	Opium, Deodor'd	3 50
Cubeb	@ 1 25	Linseed, raw, bbl.	92 @ 92	Rhubarb	1 70
Fish	25 @ 30	Linseed, ra., less	99 @ 1 12	Paints	
Juniper	7 @ 15	Mustard, artifil. oz	@ 45	Lead, red dry	14 @ 14 1/2
Pricky Ash	@ 30	Neatsfoot	1 35 @ 1 50	Lead, white dry	14 @ 14 1/2
Extracts		Olive, pure	3 75 @ 4 50	Lead, white oil	14 @ 14 1/2
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	@ 2
Licorice powd.	70 @ 80	green	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 2
Flowers		Orange, Sweet	5 50 @ 5 75	Putty	5 @ 8
Arnica	25 @ 30	Organum, pure	2 @ 2 50	Red Venet'n Am.	3 1/2 @ 7
Chamomile (Ger.)	35 @ 40	Organum, com'l	1 00 @ 1 20	Red Venet'n Eng.	4 @ 8
Chamomile Rom	2 50	Peppermint	4 25 @ 4 60	Whiting, bbl.	@ 4 1/2
Gums		Rose, pure	10 50 @ 10 90	Whiting	5 1/2 @ 10
Acacia, 1st	50 @ 55	Sandary Flows	1 25 @ 1 50	L. H. P. Prep.	2 80 @ 3 00
Acacia, 2nd	45 @ 50	Sassafras, true	1 50 @ 1 25	Rogers Prep.	2 80 @ 3 00
Acacia, Sorts	22 @ 30	Sassafras, art'l	1 00 @ 1 25	Miscellaneous	
Acacia, powdered	35 @ 40	Spearment	4 00 @ 4 25	Acetanalid	47 1/2 @ 55
Aloes (Barb Pow)	25 @ 35	Sperm	1 80 @ 2 05	Alum	08 @ 12
Aloes (Cape Pow)	25 @ 35	Tansy	9 00 @ 9 25	Alum. powd. and	09 @ 18
Aloes (Soc. Pow.)	65 @ 70	Tar, USP	50 @ 55	ground	09 @ 18
Asafoetida	65 @ 75	Turpentine, bbl.	@ 1 08	Bismuth, Subni-	3 85 @ 4 00
Pow.	1 00 @ 1 25	Turpentine, less	1 15 @ 1 28	trate	
Camphor	1 20 @ 1 30	Wintergreen,	6 00 @ 6 25	Borax xtal or	07 @ 13
Guaiaac	@ 70	leaf		powdered	07 @ 13
Guaiaac, pow'd	@ 80	Wintergreen, sweet	3 50 @ 3 75	Cantharides, po.	2 00 @ 3 00
Kino	@ 85	birch	80 @ 1 20	Calomel	1 75 @ 1 99
Kino, powdered	@ 90	Wintergreen, art.	80 @ 1 20	Capsicum, pow'd	48 @ 55
Myrrh	@ 90	Wormseed	10 00 @ 10 25	Carmine	6 00 @ 6 60
Myrrh, powdered	@ 90	Wormwood	9 00 @ 9 25	Cassia Buds	25 @ 30
Opium, powd.	13-70 @ 13 92	Potassium		Cloves	47 @ 50
Opium, gran.	13 70 @ 13 92	Bicarbonate	35 @ 40	Chalk Prepared	14 @ 14
Shellac	90 @ 1 00	Bichromate	15 @ 25	Chloroform	57 @ 6
Shellac Bleached	1 00 @ 1 10	Bromide	45 @ 50	Chloral Hydrate	1 35 @ 1 81
Tragacanth, pw.	@ 1 75	Carbonate	30 @ 35	Cocaine	11 60 @ 12 25
Tragacanth	2 00 @ 2 25	Chlorate, gran'r	23 @ 30	Cocoa Butter	55 @ 75
Turpentine	25 @ 30	Chlorate, powd.	16 @ 25	Corks, list, less	40 @ 50
Insecticides		or xtal	32 @ 50	Copperas	2 1/2 @ 2 50
Arsenic	15 @ 25	Cyanide	4 61 @ 4 84	Copperas, Powd.	4 @ 10
Blue Vitriol, bbl.	@ 7 1/2	iodide	30 @ 40	Corrosive Sublm	1 48 @ 1 52
Blue Vitriol, less	8 1/2 @ 15	Permanaganate	30 @ 40	Cream Tartar	35 @ 45
Bordeaux Mix Dry	14 @ 29	Prussiate, yellow	65 @ 75	Cuttle bone	40 @ 50
Hellebore, White	20 @ 30	Prussiate, red	1 45 @ 1 50	Dextrine	5 @ 15
powdered	20 @ 30	Sulphate	35 @ 40	Dover's Powder	50 @ 4 00
Insect Powder	70 @ 90	Roots		Emery, All Nos.	10 @ 15
Lead Arsenate Po.	28 @ 41	Alkanet	25 @ 30	Emery, Powdered	8 @ 10
Lime and Sulphur		Blood, powdered	30 @ 40	Epsom Salts, bbls.	@ 3
Dry	10 @ 25	Calamus	35 @ 75	Epsom Salts, less	3 1/2 @ 3
Paris Green	38 @ 52	Elecampane, pwd	25 @ 30	Ergot, powdered	@ 1 50
Leaves		Gentian, powd.	20 @ 30	Flake, White	15 @ 20
Buchu	1 50 @ 1 60	Ginger, African,	25 @ 30	Formaldehyde, lb.	19 @ 30
Buchu, powdered	@ 1 75	powdered	25 @ 30	Gelatin	1 25 @ 1 50
Sage, Bulk	25 @ 30	Ginger, Jamaica	60 @ 65	Glassware, less 55%	
Sage, 1/4 loose	@ 40	powdered	42 @ 50	Glassware, full case	60 %
Sage, powdered	@ 35	Goldenseal, pow.	5 50 @ 6 00	Glauber Salts, bbl.	@ 0 3 1/2
Senna, 'lex.	75 @ 85	Ipecac, powd.	3 00 @ 3 25	Glauber Salts less	04 @ 10
Senna, Tinn.	30 @ 35	Licorice	35 @ 40	Glue, Brown	21 @ 30
Senna, Tinn. pow.	25 @ 35	Licorice, powd.	20 @ 30	Glue, Brown Grd	15 @ 20
Uva Ursi	20 @ 25	Orris, powdered	30 @ 40	Glue, White	27 1/2 @ 35
Oils		Poke, powdered	30 @ 35	Glue, White Grd.	25 @ 35
Almonds, Bitter,		Rhubarb, powd.	85 @ 1 00	Glycerine	22 @ 40
true	7 50 @ 7 75	Rosinwood, powd.	30 @ 35	Hops	65 @ 75
Almonds, Bitter,		Sarsaparilla, Hond.	@ 1 00	Iodine	6 30 @ 6 75
artificial	4 00 @ 4 25	ground	@ 60	Iodoform	7 18 @ 7 85
Almonds, Sweet,		Sarsaparilla Mexican,	@ 60	Lead Acetate	7 18 @ 25
true	80 @ 1 30	ground	@ 40	Lycopodium	60 @ 75
Seeds		Squills	35 @ 40	Mace	@ 30
Anise	35 @ 40	Squills, powdered	60 @ 70	Mace, powdered	95 @ 1 00
Anise, powdered	38 @ 45	Tumeric, powd.	17 @ 25	Menthol	16 00 @ 16 40
Bird, ls	13 @ 15	Valeran, powd.	40 @ 50	Morphine	10 70 @ 11 60
Canary	10 @ 15	Seeds		Nux Vomica	@ 30
Caraway, Po.	50 @ 55	Anise	35 @ 40	Nux Vomica, pow.	17 @ 25
Cardamon	2 00 @ 2 25	Anise, powdered	38 @ 45	Pepper, black pow.	31 @ 35
Celery, powd.	45 @ 50	Bird, ls	13 @ 15	Pepper, White	40 @ 45
Coriander pow.	35 @ 40	Canary	10 @ 15	Pitch, Burgundy	10 @ 15
Dill	10 @ 20	Caraway, Po.	50 @ 55	Quassia	12 @ 15
Fennell	25 @ 40	Cardamon	2 00 @ 2 25	Quinine	72 @ 1 33
Flax	08 1/2 @ 13	Celery, powd.	45 @ 50	Rochelle Salts	28 @ 35
Flax, ground	08 1/2 @ 13	Coriander pow.	35 @ 40	Saccharine	@ 30
Foenugreek pow.	15 @ 25	Dill	10 @ 20	Salt Peter	11 @ 22
Hemp	8 @ 15	Fennell	25 @ 40	Seidlitz Mixture	30 @ 40
Lobelia, powd.	@ 1 25	Flax	08 1/2 @ 13	Soap, green	15 @ 30
Mustard, yellow	15 @ 25	Flax, ground	08 1/2 @ 13	Soap mott cast.	23 1/2 @ 25
Mustard, black	15 @ 20	Foenugreek pow.	15 @ 25	Soap, white castile	@ 11 50
Poppy	22 @ 25	Hemp	8 @ 15	case	
Quince	1 50 @ 1 75	Lobelia, powd.	@ 1 25	Soap, white castile	@ 1 25
Rape	15 @ 20	Mustard, yellow	15 @ 25	less, per bar	@ 1 25
Sabadilla	23 @ 30	Mustard, black	15 @ 20	Soda Ash	3 1/2 @ 10
Sunflower	11 1/2 @ 15	Poppy	22 @ 25	Soda Bicarbonate	3 1/2 @ 10
Worm, American	30 @ 40	Quince	1 50 @ 1 75	Soda, Sal	03 @ 08
Worm Levant	@ 5 00	Rape	15 @ 20	Spirits Camphor	@ 35

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

Canned String Beans
Canned Wax Beans
Canned Salmon
Galvanized Pails
Galvanized Tubs

DECLINED

AMMONIA

Arctic, 16 oz. ----- 1 75
Arctic, 32 oz. ----- 2 75
I X L, 3 doz., 12 oz. 3 75
Parsons, 3 doz. small 5 00
Parsons, 2 doz. med. 4 20
Parsons, 1 doz., lge. 3 35

AXLE GREASE



48, 1 lb. ----- 4 25
24, 3 lb. ----- 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c doz. ----- 32 1/2
K. C., 15c doz. ----- 37 1/2
K. C., 20c doz. ----- 1 80
K. C., 25c doz. ----- 2 30
K. C., 50c doz. ----- 4 40
K. C., 80c doz. ----- 6 85
K. C., 10 lb. doz. ----- 13 50
Queen Flake, 6 oz. ----- 1 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Ryzon, 4 oz., doz. ----- 1 85
Ryzon, 8 oz., doz. ----- 2 25
Ryzon, 16 oz., doz. ----- 4 05
Ryzon, 5 lb. ----- 18 00
Rocket, 16 oz., doz. 1 25

BLUING

Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 85
3 dz. 15c, dz. 1 25

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice ----- 5 45
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Purina ----- 4 00
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 75



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 34s ----- 2 70

BROOMS

Standard Parlor, 23 lb. 8 00
Fancy Parlor, 23 lb. 9 50
Ex. Fancy Parlor 25 lb 10 50
Ex. Fcy. Parlor 26 lb 11 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

Rich & France Brands

Special ----- 8 00
No. 24 Good Value ----- 8 75
No. 25 Velvet ----- 10 00
No. 25, Special ----- 9 50
No. 27 Quality ----- 11 00
No. 22 Miss Dandy ----- 11 00
No. B-2 B. O. E. ----- 10 50
Warehouse, 36 lb. ----- 11 00
B.O.E. Warehouse, 32 lb. 10 50

BRUSHES

Solid Back, 8 in. ----- 1 50
Solid Back, 1 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, ----- 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wickling ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 50
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 ----- 3 00
Apricots, No. 10 ----- 8 75
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 ----- 3 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 10 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 85
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 3 25
Peaches, 2 1/2 Cal. ----- 3 00
Peaches, No. 10, Mich ----- 7 75
Pineapple, 1, sliced ----- 2 10
Pineapple, 2, sliced ----- 3 50
Pineapple, 2, Brk. slic. ----- 3 00
Pineapple, 2 1/2, sliced ----- 4 50
Pineapple, No. 2, crus. ----- 2 50
Pineap., 10, cru. 11 50 ----- 12 00
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 25
Plums, No. 2 1/2 ----- 3 00
Raspberries No. 2, blk. ----- 3 25
Raspb's, Red, No. 10 ----- 9 75
Raspb's, Black No. 10 ----- 11 00
Rhubarb, No. 10 ----- 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 00
Clams, Steamed, No. 1 ----- 1 75
Clams, Minc'd, No. 1 ----- 2 50
Finnish Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, No. 1, wet ----- 1 90
Sard's. 1/4 Oil, key ----- 5 50
Sardines, 1/4 Oil, k'less ----- 4 75
Sardines, 1/4 ----- 6 25
Salmon, Warrens, 1/2s ----- 2 90
Salmon, Red Alaska ----- 2 85
Salmon, Med. Alaska ----- 1 85
Salmon, Pink Alaska ----- 1 65
Sardines, Im. 1/4, ea. ----- 10 28
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. ----- 2 20
Tuna, 1/2s Curtis doz. ----- 3 50
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT.

Bacon, Med. Beechnut ----- 2 40
Bacon, Lge. Beechnut ----- 4 05
Beef, No. 1, Corned ----- 2 25
Beef, No. 1, Roast ----- 2 60
Beef, No. 1/2 Rose Sil. ----- 1 75
Beef, No. 1/4, Qua. Sil. ----- 2 10

Beef, No. 1, Qua. sil. 3 35
Beef, No. 1, B'nut, sil. 5 10
Beefsteak & Onions, s ----- 2 60
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/2s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/2 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 80
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/2 ----- 1 35
Veal Loaf, Medium ----- 2 80

Baked Beans

Beechnut, 16 oz. ----- 1 40
Campbells ----- 1 15
Climatic Gem, 13 oz. ----- 90
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 35
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 4 00
No. 2 1/2, Lge. Gr. ----- 3 75
Wax Beans, 2s, 2 00 ----- 3 75
Wax Beans, No. 10 ----- 13 00
Green Beans, 2s, 2 00 ----- 3 75
Green Beans, No. 10 ----- 13 00
Lima Beans, No. 2 Gr. ----- 3 00
Lima Beans, 2s, Soaked ----- 95
Red Kid., No. 2 ----- 1 30
Beets, No. 2, wh. ----- 1 60
Beets, No. 2, cut ----- 1 25
Beets, No. 3, cut ----- 1 40
Corn, No. 2, St. ----- 1 00
Corn, No. 2, Ex-Stan. ----- 1 55
Corn, No. 2, Fan ----- 1 60
Corn, No. 2, Fy. glass ----- 2 25
Corn, No. 10 ----- 7 25
Hominy, No. 3 ----- 1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 90
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 40
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 25
Peas, No. 2, Sift. ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 90
Pumpkin, No. 3 ----- 1 45
Pumpkin, No. 10 ----- 4 00
Pimentos, 1/4, each ----- 15
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 ----- 1 35
Sauerkraut, No. 3 ----- 1 35
Succotash, No. 2 ----- 1 60
Succotash, No. 2, glass ----- 4 45
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 20
Spinach, No. 3 ----- 1 85
Spinach, No. 10 ----- 5 75
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 1 80
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 60
Lilly Valley, 1/2 Pint ----- 1 60
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 75
Van Camp, 8 oz. ----- 1 75
Van Camp, 16 oz. ----- 2 75

CHILI SAUCE.

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 1/2 Pint ----- 2 25

OYSTER COCKTAIL.

Roqufort ----- 52
Kraft Small tins ----- 1 70
Kraft American ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 1 70
Roquefort, small tins ----- 2 50
Camenbert, small tins ----- 2 50

CHEESE

Brick ----- 29
Wisconsin Flats ----- 30
Wisconsin Daisy ----- 30
Longhorn ----- 30
Michigan Full Cream ----- 31
New York Full Cream ----- 31
Sap Sago ----- 30

CHEWING GUM

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35
Baker, Premium, 1/2s ----- 37
Baker, Premium, 1/4s ----- 34
Baker, Premium, 1/2s ----- 34
Hersheys, Premium, 1/2s ----- 36
Hersheys, Premium, 1/4s ----- 34
Runkle, Premium, 1/2s ----- 37
Runkle, Premium, 1/4s ----- 37
Vienna Sweet, 24s ----- 1 75

COCOA.

Baker's 1/2s ----- 40
Baker's 1/4s ----- 36
Bunte, 1/2s ----- 42
Bunte, 1/4 lb. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. ----- 4 75
Droste's Dutch, 1/4 lb. ----- 2 00
Hersheys, 1/2s ----- 32
Hersheys, 1/4s ----- 26
Huyler ----- 36
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 38
Lowney, 5 lb. cans ----- 21
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT.

1/2s, 5 lb. case Dunham ----- 50
1/2s, 5 lb. case ----- 43
1/2s & 1/4s, 15 lb. case ----- 49
Bulk, barrels Shredded ----- 22
96 2 oz. pkgs., per case ----- 8 00
48 4 oz. pkgs., per case ----- 7 00

CLOTHES LINE.

Hemp, 50 ft. ----- 2 00
Twisted Cotton, 50 ft. ----- 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 00

COFFEE ROASTED

Bulk
Rio ----- 17
Santos ----- 22 1/2
Maracaibo ----- 27
Guatemala ----- 27
Java and Mocha ----- 39
Bogota ----- 28
Peaberry ----- 25

Christian Coffee Co.

Amber Coffee, 1 lb. cart. ----- 29
Crescent Coffee, 1 lb. ct. ----- 26
Amber Tea (bulk) ----- 47

McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

Coffee Extracts

N. Y., per 100 ----- 11
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Eagle, 4 doz. ----- 9 00
Leader, 4 doz. ----- 7 00

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Carolene, Tall, 4 doz. ----- 4 00
Carolene, Baby ----- 3 50

EVAPORATED MILK



Blue Grass, Tall, 48 5 00
Blue Grass, Baby, 72 3 75
Carnation, Tall, 4 doz. ----- 5 25
Carnation, Baby, 8 doz. ----- 5 15
Every Day, Tall ----- 5 25
Danish Pride, Tall ----- 5 25
Every Day, Baby ----- 4 00
Goshen, Tall ----- 4 00
Goshen, Gallon ----- 4 90
Oatman's Dun., 4 doz. ----- 5 25
Oatman's Dun., 8 doz. ----- 5 15
Pet, Tall ----- 5 25
Pet, Baby, 8 oz. ----- 5 15
Borden's, Tall ----- 5 25
Borden's, Baby ----- 5 15
Van Camp, Tall ----- 5 25
Van Camp, Baby ----- 3 95

CIGARS

Lewellyn & Co. Brands
Garcia Master
Cafe, 100s ----- 37 50
Swift
Wolverine, 50s ----- 110 00
Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 73 00

Tilford Cigars

Clubhouse, 50s ----- 110 00
Perfecto, 50s ----- 95 00
Tuxedo, 50s ----- 75 00
Tilcrest, 50s ----- 35 00

Worden Grocer Co. Brands

Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record ----- 75 00
Breaker ----- 75 00
Harvester Perfecto ----- 95 00
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 35 00
Starlight Peninsular ----- 150 00
Club ----- 150 00
La Azora Agreement ----- 75 00
La Azora Washington ----- 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine DeLux ----- 95 00
R. B. Londres ----- 58 00
R. B. Invincible ----- 75 00
Tiona ----- 31 00
New Currency ----- 35 00
Picadura Pals ----- 25 00
Oriole ----- 18 75
Home Run Stogie ----- 18 50

Vanden Berge Brands

Chas. the Eighth, 50s ----- 75 00
Whale-Back ----- 50s
Blackstone ----- 50s
El Producto Boquet ----- 75 00
El Producto, Puri-
tano-Finos ----- 92 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick, 600's ----- 4 20
Big Stick, 20 lb. case ----- 21
Kindergarten ----- 19
Kindergarten ----- 18
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 22
Grocers ----- 13

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted ----- 1 75
Choc. Marshmallow Dp ----- 1 75
Milk Chocolate A. A. ----- 2 00
Nibble Sticks ----- 2 00
Primrose Choc. ----- 1 35
No. 12 Choc., Dark ----- 1 75
No. 12 Choc., Light ----- 1 85
Chocolate Nut Rolls ----- 1 90

Gum Drops Pails

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21
Lozenges, Pails
A. A. Pep. Lozenges ----- 20
A. A. Pink Lozenges ----- 20
A. A. Choc. Lozenges ----- 20
Motto Hearts ----- 21
Malted Milk Lozenges ----- 23

Hard Goods. Pails

Lemon Drops ----- 20
O. F. Horehound dps. ----- 20
Anise Squares ----- 20
Peanut Squares ----- 22
Horehound Tablets ----- 20
Cough Drops Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. ----- 1 05
4 oz. pkg., 48s, case ----- 4 00

Specialties.

Cocoanut Pinks ----- 22
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 20
National Cream Mints ----- 30
Silver King M. Mallows ----- 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85

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, special-
ly print front cover is
furnished without charge.

CRISCO.

36s, 24s and 12s.
Less than 5 cases ----- 21
Five cases ----- 20 1/2
Ten cases ----- 20
Twenty-five cases ----- 19 1/2
6s and 4s
Less than 5 cases ----- 20 1/2
Five cases ----- 19 1/2
Ten cases ----- 19 1/2
Twenty-five cases ----- 19

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 14
Apricots
Evaporated, Choice ----- 16
Evaporated, Fancy ----- 20
Evaporated, Slabs ----- 14
Citron
1 lb. box ----- 51
Currants
Package, 15 oz. ----- 19
Boxes, Bulk, per lb. ----- 19

Peaches

Evap., Fancy P. P. ----- 16
Evap., Ex. Fancy, P. P. ----- 18

Peel

Lemon, American ----- 25
Orange, American ----- 26

Raisins

Seeded, bulk ----- 10 1/2
Seeded, 15 oz. pkg. ----- 12
Seedless, Thompson ----- 11 1/2
Seedless, 15 oz. pkg. ----- 12

California Prunes

90-100, 25 lb. boxes ----- 07
80-90, 25 lb. boxes ----- 09
70-80, 25 lb. boxes ----- 10
60-70, 25 lb. boxes ----- 11
50-60, 25 lb. boxes ----- 13
40-50, 25 lb. boxes ----- 14
30-40, 25 lb. boxes ----- 16

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 07
Cal. Limas ----- 11
Brown, Swedish ----- 08
Red Kidney ----- 08

Farina

14 packages ----- 2 10
Bp., per 100 lbs. ----- 05

Hominy

Pearl, 100 lb. sack ----- 2 50

Macaroni

Domestic, 20 lb. box ----- 07 1/2
Domestic, broken, box ----- 05 1/2
Armours, 2 doz., 8 oz. ----- 1 80
Fould's, 2 doz., 8 oz. ----- 1 80
Quaker, 2 doz. ----- 1 85

Pearl Barley

Chester ----- 4 00
00 and 0000 ----- 6 00
Barley Grits ----- 5 00

Peas

FRUIT JARS

Mason, ptt., per gross	7 95
Mason, qts., per gross	9 20
Mason, 1/2 gal., gross	12 20
Ideal Glass Top, ptt.	9 45
Ideal Glass Top, qts.	11 20
Ideal Glass Top, 1/2 gal.	15 70

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 06
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH

Per doz., 6 oz.	1 10
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JELLY AND PRESERVES

Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 85
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

8 oz., per doz.	35
-----------------	----

MARGARINE



I. VAN WESTENBRUGGE

Carload Distributor

1 lb. cartons	23 1/2
2 and 5 lb.	23

Good Luck Margarine

1 lb.	23 1/2
2 lbs.	23

MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Red Stick, 720 lb. bxs	5 50
Red Diamond, 144 box	6 00

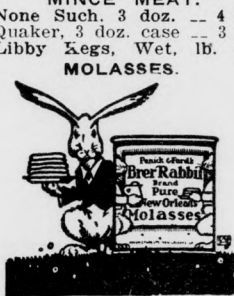
Safety Matches.

Quaker, 5 gro. case	4 75
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MINCE MEAT.

None Such, 3 doz.	4 85
Quaker, 3 doz.	3 60
Libby Eggs, Wet, lb.	24

MOLASSES.



Gold Brer Rabbit

No. 10, 6 cans to case	5 35
No. 5, 12 cans to case	5 60
No. 2 1/2, 24 cans to case	5 85
No. 1 1/2, 36 cans to case	4 85

Green Brer Rabbit

No. 10, 6 cans to case	3 90
No. 5, 12 cans to case	4 15
No. 2 1/2, 24 cans to case	4 40
No. 1 1/2, 36 cans to case	3 75

Aunt Dinah Brand.

No. 10, 6 cans to case	2 85
No. 5, 12 cans to case	3 10
No. 2 1/2, 24 cans to case	3 35
No. 1 1/2, 36 cans to case	2 90

New Orleans

Fancy Open Kettle	55
Choice	42
Fair	28

Half barrels 5c extra

Molasses in Cans.

Red Hen, 24, 2 lb.	2 70
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	3 00
Ginger Cake, 24, 2 lb.	3 00
Ginger Cake, 24, 2 1/2 lb.	3 90
Ginger Cake, 12, 5 lb.	3 60
Ginger Cake, 6, 10 lb.	3 35
O. & L. 24-2 lb.	4 50
O. & L. 24-2 1/2 lb.	5 75
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 15

NUTS.

Almonds, Terregona	19
Brazil, Large	20
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	10 1/2
Peanuts, Vir. roasted	12 1/2
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16
Pecans, 3 star	22
Pecans, Jumbo	80
Walnuts, California	28

Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20

Shelled

Almonds, Spanish	55
Peanuts, 125 lb. bags	13 1/2
Filberts	50
Pecans	1 05
Walnuts	46

OLIVES.

Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 50
Bulk, 5 gal. keg	8 75
Quart. Jars, dozen	6 25
Pint Jars, dozen	3 75
4 oz. Jar, plain, doz.	1 45
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 80
16 1/2 oz. Jar, Pl. doz.	4 50
4 oz. Jar, stuffed	1 90
8 oz. Jar, Stu., doz.	3 40
9 oz. Jar, Stuffed, doz.	4 00
12 oz. Jar, Stuffed, dz.	5 00

PEANUT BUTTER.



Bel Car-Mo Brand

8 oz. 2 doz. in case	3 30
24 1 lb. pails	5 75
12 2 lb. pails	5 60
5 lb. pails 6 in crate	6 10
14 lb. pails	19
25 lb. pails	18 1/2
50 lb. tins	18

PETROLEUM PRODUCTS

Iron Barrels

Perfection Kerosene	12 6
Red Crown Gasoline	21 3
Tank Wagon	21 3
Gas Machine Gasoline	33 8
V. M. & P. Naphtha	25 2
Capitol Cylinder	42 2
Atlantic Red Engine	23 2
Winter Black	13 7

Polarine

THE PERFECT MOTOR OIL

Iron Barrels.

Medium Light	59 2
Medium heavy	61 2
Heavy	64 2
Extra heavy	69 2
Transmission Oil	59 2
Finol, 4 oz. cans, doz.	1 40
Finol, 8 oz. cans, doz.	1 90
Parowax, 100, 1 lb.	6 7
Parowax, 40, 1 lb.	6 9
Parowax, 20, 1 lb.	7 1

Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18 20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	21 26
Hams, 16-18, lb.	21 26
Ham, dried beef	38 39
sets	12 13
California Hams	30 32
Picnic Boiled	34 37
Hams	14 15
Boiled Hams	22 24
Minced Hams	22 24
Bacon	22 24

Beef

Boneless	23 00 24 00
Rump, new	23 00 24 00

Mince Meat

Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Molst in glass	8 00

Pig's Feet

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
3/4 bbls.	7 00
1 bbl.	14 15

Tripe

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

Casings

Hogs, per lb.	42
Beef, round set	14 26
Beef, middles, set	25 30
Sheep, a skeln	1 75 2 00

RICE

Fancy Head	07 1/2
Blue Rose	06
Broken	03 1/4

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 10 Fam.	1 90
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 65
Mothers, 12s, Illnum	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	2 75
Sacks, 90 lb. Cotton	2 85

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 50

COD FISH

Tablets	16
Tablets, 1 lb. Pure	19
Tablets, 1/2 lb. Pure	14 0
Wood boxes, Pure	27
Whole Cod	12

Holland Herring

Milkers, kegs	1 15
Y. M. Kegs	1 00
Y. M. Half bbls.	8 50
Y. M. bbls.	16 50

Herring

K K K K Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 00
Boned, 10 lb. boxes	16

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

Tubs, 100 lb. fancy fat 11	25
Tubs, 60 count	5 00

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING.

2 in. 1. Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Tri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

Blackine, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol No. 5, doz.	95
Vulcanol No. 10, doz.	95
Stovoll, per doz.	1 00

PROVISIONS

Barreled Pork	
Clear Back	23 00 24 00
Short Cut Clear	22 00 23 00
Clear Family	27 00 28 00

Dry Salt Meats

S P Bellies	16 00 13 00
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Lard

80 lb. tubs	advance 1 1/4
Pure in tierces	14 1/2
California Hams	12 13
69 lb. tubs	advance 1 1/4
50 lb. tubs	advance 1 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound Lard	13 1/4 14 1/4

Oleo

Good Luck, 1 lb.	23 1/2
Gilt Edge, 1 lb.	23 1/2
Delicia, Nut, 1 lb.	19
Certified	24
Nut, old style	19
Nut, new style	23
Special Country roll	24

Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18 20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	21 26
Hams, 16-18, lb.	21 26
Ham, dried beef	38 39
sets	12 13
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Condensed Bakers brick	31
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1/2 bbls., 35 lbs.	4 00
3/4 bbls.	7 00
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3/4 bbls., 80 lbs.	3 00

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8 lb. pails	1 40
Cut Lunch	1 00
Boned, 10 lb. boxes	16

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

Tubs, 100 lb. fancy fat 11	25
Tubs, 60 count	5 00



Suspicion and Watching Not Good For a Boy.

Written for the Tradesman.

The mad little boy of ten had been doing errands and small chores for a neighbor, and was telling his mother why he wouldn't do it any more.

"An' none of the other fellows will work for her, either. She needn't ask me any more; I just won't do it—not if she was to pay me a million dollars!"

"But why? She is a very kind, nice woman, and—"

"She just watches you every minute, and says you 'sojer' on your job. She says that to every boy. She's just queered herself with the whole gang. She thinks we all try to cheat her on time and so she watches every move you make. None of the boys will stand it any more, so she can just do her own old errands and mow her own old grass, and bring her own old wood an' that's just all there is about it."

With which long speech the little fellow stopped for breath and then marched off with his best dignity.

"It's true," his mother said to me when he was out of hearing. "She does suspect everybody. She never can keep any servants; but I didn't expect Bobby to discover it."

Bobby's father heard about it when he came home, and said he was not surprised.

"You know, I wouldn't work for that woman for any price, even though she is a neighbor and good friend of ours. She watches every minute to see if somebody isn't getting the best of her. My two boys are the best little workers I know. They don't have to be watched; if you give them a job to do they go at it and work faithfully. Everybody must relax once in a while; but she won't have it; she nags and fusses over anybody that works for her, and every one of them quits in a short time.

"There is one fine old colored man that works for people; the meekest, most faithful old soul you ever saw; but he won't work for her. And it's worse with boys. They are very sensitive to suspicion, and are pretty likely to do just about what they know you expect."

"I don't blame the boys," he said, "and I shall not require them to work for her if they don't want to. It's a pity, too; for she needs just the help they can give her. Her work is not heavy—just boy size. However, it's her own fault.

"There are lots of men and women like that," he went on, "always

having trouble with their 'help.' Women are worse that way than men, I think; I suppose it is because men are more used to dealing with people, and perhaps they understand human nature a little better for that reason. But when a man has that trait he is likely to be worse than any woman.

"Yes, a man does have to keep an eye on those whom he employs, and there are natural 'sojers' who have to be watched and jacked up; but you soon learn who in your crowd are of that sort. It is a big mistake to give the impression that you suspect everybody. In that case the whole crowd is likely to join against you and give you the kind of service they know you are expecting.

"I have an idea, too, that children are more sensitive to that sort of thing than grown people."

Children are keenly sensitive to the atmosphere created by their elders (I said). They are most eager to help with real work. Your boy no doubt was glad to receive whatever she paid him for his work; but underlying that was the child's natural desire to be helpful with grown-up work. And appreciation and a bit of praise now and then go a long way with them. They are very sensitive to your attitude; let a spirit of suspicion and fault-finding, nagging, creep into it and they soon get sick of the work.

Like their elders, children differ in their capacity for sustained effort. Some will keep along for a much longer time than others; but the average child cannot keep on as a grown person can; if he is a healthy boy he must look up now and then and fool away some of his time. But in the main they play fair if you appeal to that in them, and you get better work with less watching.

The same thing is true of servants. Why is it that some women never have any trouble with their 'help,' while others are never at peace with them? Luck? Don't you believe it. Allowing for all the exceptions, the root of it lies in the character of the mistress.

Everybody gets nervous under suspicion and watching. Especially children.

Prudence Bradish.

(Copyrighted, 1923).

Women's Hat Trimmings in Wider Assortment Than Usual.

Designers of trimmings for women's hats seem to be even more prolific than usual this Fall, and the result is that a wide assortment of decorations is seen. According to the current bulletin of the Retail Millinery Association of America, the thick

DEL MONTE
CANNED FRUITS
VEGETABLES &
FOOD SPECIALTIES
— quick-moving
products that
gather no dust
— but the profits
they make are
steady and sure

Fiegler's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

The Net That Gives You 20% More Profit

than any other advertised brand of hair nets. And the superior quality of DURO BELLE produces a volume of sales that makes this the best hair net proposition for any druggist to push. More sales and greater profits for you on

Duro Belle HUMAN HAIR NET

Demanding by women after one trial because they are really better and outlast any other hair nets. It's all in the tiny *Duro Knots* that exclusive DURO BELLE feature that makes this the best human hair net in the world.

Our Dealer Helps Will Increase Your Sales

Most elaborate and complete advertising display ever produced for promoting hair net sales. Display cabinets, counter cards, window trims, posters, etc., all beautifully lithographed in many colors—supplied FREE by your jobber.



WRITE
TO-DAY

National Trading Co.
630 S. Wabash Ave. CHICAGO, ILL.

Food Fads and Food

There is a difference between food fads and food

—a man occasionally relishes a bag of popcorn,

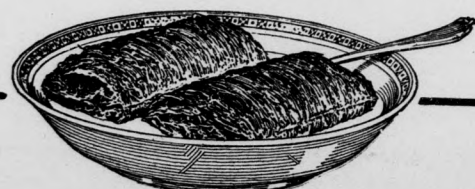
but he would not depend upon it as a real food.

Shredded Wheat Biscuit

is a real food, supplying all the elements a man needs to keep at top-notch strength. It is ready-cooked and ready-to-eat—saves fuel, saves time, saves strength. Always the same high quality, with a steady demand that yields a good profit.

MADE ONLY BY

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



edges, underbrim flanges, inserts in velvet and panne models, side flares, and even stitched cocardes, are partial to fluted and shirred effects in gros-grain and moire ribbon.

"All widths are used for trimmings of this type," the bulletin continues, "and they usually match the hat in color. Tinsel, chenille, metal thread, floss, angora and leatherette stripping are the chic means of whipping many edges nowadays, when flat shaded velvet flowers or petals do not face or bind the brim.

"Plumage is in its element, with ostrich outdoing peacock in popularity. Peacock leads in black shoots and sprays, widening the side of the hat, and in making tailored 'fancies' used across the front, back or on one side in pad fashion. Contrary to last season, when peacock made the unusual in 'fancies,' it is conservative this year, with novelty to be reckoned with in the ostrich versions. Long trailing tassels of the latter and pom-poms laid flat on the brim, with an abruptly rising quill stick giving a tailored-look, are frequently seen. So are wing and quill effects in curled ostrich, as well as ostrich leaves, flowers and curled bands. There seems to be no end of flat ostrich blades laid one over the other in solid tones, and also in shaded and vari-hued treatments.

"Large single flowers on metal and plushes combined are used on large fitted shapes, with three or four of them used to make an entire crown in some cases. Huge bows of moire satin ribbon and of slipper satin make the tailored hat extra chic this season,

and Chinese embroidery or beading does the same thing for hats worn with evening wraps. Double-end pins, loop effects, buckles and bands of painted galalith, as well as those of whipped soutache, are among the other new notes struck this season."

Offers New Type of Cuff Link.

What is said by its makers to be the best of the snap types of cuff links yet offered to the trade has just been put on the market. It is said to have two cardinal features, the first being that, no matter how worn it becomes, it stays locked when in use. The other merit claimed is that it conforms to the natural lines of the cuff and permits it to hang in a comfortable and smart-looking V shape. The link is closed by pressing the parts together in the usual way, but once snapped they can only be released by pressing on two tiny knobs that are invisible when the link is in use. They fit into the buttonhole and keep the link securely in place, yet the lightest pressure of the finger will release it. The new link is offered in octagon and oval shapes and in a variety of hammered and engine-turned designs. It retails all the way from \$3.50 a pair in gold plate to \$25 a pair in solid gold.

If success does not seem worth the work of getting it; all right. That is up to you. But don't expect success without work.

One of the best helps in getting a new line introduced to customers is making sure that every clerk is interested in the line and boosting it.

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.

For Sale—An old established dry goods store in St. Louis, Michigan. Owner moving to California. For information, address Mrs. C. C. Tuger, St. Louis, Michigan. 293

FOR SALE—General stock and store in small town. Good farming community. Positively an A 1 proposition. Owner desires to retire. Also other buildings for sale. Wm. Fisher, Custer, Mich. 297

Wanted—Stock general merchandise in country town in exchange for good, improved farm. Address No. 299, c-o Michigan Tradesman. 299

SKIRTS—Complete line of LATEST materials, in most desirable style at lowest prices. Wool tweed knickers \$2.50. Write for samples. Robinson, 346 Sixth Ave., New York. 309

GROCERY—Established trade, fine location, town of about 2,000 population close to Grand Rapids. Doing about \$30,000 annually. Sell at invoice. Address Box 57, Sparta, Mich. 310

Country store, general stock, good store building with living rooms, garage, wood house, gasoline service station. Invoice about \$2,500. Stock and fixtures. Lump at \$4,500. A BARGAIN. Address No. 311, c-o Michigan Tradesman. 311

Confectionery—Doing fine business, fine fixtures, clean stock, doing about \$20,000 annually. A money maker. Will lump building and fixtures and invoice stock. Address No. 312, c-o Michigan Tradesman. 312

FOR SALE—Only restaurant in hustling town 2,000. Doing \$20,000 annually. Frank R. Reed, Carsonville, Mich. 314

For Sale—General stock and store building in Polish neighborhood. Included in property are dwelling, garage, wood and coal house, chicken house, and warehouse. Stock worth about \$6,000; real estate cheap at \$4,500. Rare opportunity for right man. Enquire of Worden Grocer Company, Grand Rapids, Mich. 315

FOR SALE—Ready-to-wear, millinery, and fixtures. Sickness. Must leave. Address No. 308, c-o Michigan Tradesman. 308

Wanted—Young man experienced as shoe salesman. Steady position for right man. In answering state age, experience and give references. The Leader Department Store, Soo, Mich. 316

Wanted—To buy for cash, in live town of South Western Michigan, general merchandise stock to invoice from \$3,000 to \$5,000. And will rent or buy building. Write full particulars in first letter, to H. Soldan, 1236 So. Wood St., Chicago, Ill. 317

Salesman with twenty-five years' commercial experience will be open for position about Nov. 1. Box 178, Ionia, Mich. 318

FOR SALE—A HARDWARE STORE in a Southern Michigan city of 38,000 population. Nice stock, doing a nice business. Only reason for selling is sickness. Invoice about \$6,500. Address No. 319, c-o Michigan Tradesman. 319

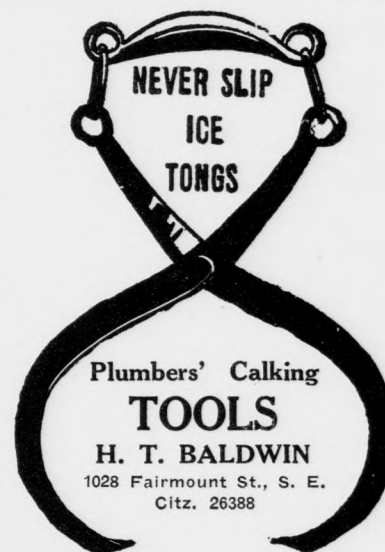
For Sale—Meat market in a town of about 2,000. Doing fine year-round business. Good equipment: refrigerating machine, scales, cash register, all practically new. Must sell at once. A real bargain to right party. Will take half down. Good reason for selling. Come and look us over. Dunbar Market, Hartford, Mich. 320

WANTED—DRUG BUSINESS IN GOOD COUNTRY TOWN. BOX 470, BAY CITY, MICH. 321

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

For Sale—87 foot frontage on main street, 180 foot frontage on side street. Fine maple shade on side street. Store building 22x100 feet occupied as feed store. Small store building on corner which is used for millinery store. Large horse shed, room for four teams. This is the best location in the city. Price \$7,000. Stock in store consists of flour, feed, hay and groceries. Will invoice \$2,000 to \$3,000. Address No. 208, c-o Michigan Tradesman. 208

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.



Most Competent Sales Manager.

Royal Oak, Mich., Sept. 5—Mr. E. B. Davis conducted a sale for me and it was satisfactory in every respect. I consider him one of the best in his line after having employed two of the best known agencies in the country in previous efforts. I do not hesitate to say that Mr. Davis and his methods have been the most satisfactory of all. This man is a hard worker and a genial gentleman. I would not hesitate to recommend his services to any concern needing a sales campaign of the cleanest, fairest and most productive character.

If interested Mr. Davis can be addressed at North Branch, Mich. R. Bowden.

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PACKED IN 4 OZ. AND 8 OZ. CANISTERS

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Hundreds of enterprising grocers are adding this superb tea to their stocks—to the delight of appreciative customers.

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FAILURES DURING AUGUST.

The bulls and the bears can both find material to their liking in August report of business failures. The bears can show that the failures last month represent a gain over both June and July, and the bulls can retort that they indicate, nevertheless, a reduction of 14 per cent. from August of last year, and that the number for the past month, with the exception of June and July, is the smallest in twenty-six months. On the other hand, the bears can point out that the liabilities involved in the August failures were 32 per cent. greater than in July and 31 per cent. more than in August, 1922; but to this the bulls may reply that for the eight months of the current year liabilities show a decline of 21 per cent. from those of the corresponding period of 1922. All of which proves nothing. About the only conclusion to be drawn is that the figures of business mortality tell about the same story as do those of production and of merchandise distribution. They indicate a situation which is not quite so promising as it was during the spring, but which, nevertheless, is better than it was a year ago.

A question of importance on which the forecasters do not agree is whether business is still in the expansion stage. Of course they all agree that there was a let-down during June and July, but this is held by some observers to have been mainly a seasonal movement. While the decline may have been more than the normal recession during the dull period, it is pointed out that the activity earlier in the year was also more than usual, and that when allowance is made for this it will appear that production in general is still in the stage of expansion. At any rate, it is now evident that the recessions of the summer months have been checked and that moderate expansion is under way. It is hard to find any one, however, who expects a return to the peak of the spring months in the near future. As to what lies beyond the turn of the year there is a great diversity of opinion. Expectations range all the way from a continuation of prosperity to a major depression. When the pessimist, for example, points to the next Congress as a bad influence, the optimist answers that the party in power will be under special inducement in 1924 to do all it can to give business a boost, because it is an election year. So there we are.

A cheap and unsuccessful way of promoting one's self is to try to do it by pulling someone else down.

DIVIDEND NOTICE

AMERICAN PUBLIC UTILITIES CO.

The Directors of this Company have declared regular quarterly dividends of \$1.75 per share on Prior Preferred stock, \$1.00 per share on Participating Preferred stock, and \$1.50 per share on Six Per Cent Preferred stock, payable October 1st, 1923, to stockholders of record at close of business September 20, 1923. Stock transfer books will remain open during ex-dividend period.

BLAINE GAVETT, Secretary.



Geographical isolation makes the Railroads of Michigan a transportation system like that of no other state. Most of our traffic either originates or ends in Michigan.

Bridge the Great Lakes with car-ferries and tunnel under the mighty connecting rivers, though we may, such accomplishments merely better our service to you; we are Michigan Railroads more than trans-continental traffic lines. Our train schedules are for Michigan, not for New York and San Francisco.

To a degree greater than any other state, Michigan's welfare, and the welfare of her Railroads, are therefore one and inseparable. You cannot fall back on trans-continental lines for emergency help; we must always rely on you for our chief support.

We can prosper only together.

Because of this mutual dependence, the twenty-four Railroads operating in Michigan have formed this Association with the purpose of strengthening the relations of the Railroads with the People of the State, by providing you with a clearing house for the exchange of ideas, relative to the transportation problems so vital to the prosperity of our Peninsular State.

We invite your suggestions toward bringing about a better understanding and closer cooperation between the Public and the Railroads. Communicate with this Association.

Ann Arbor Railroad	E. F. Blomeyer, Vice Pres. & Gen. Mgr.
Boyne City, Gaylord & Alpena R. R.	L. H. White, Gen. Mgr.
Chicago & Northwestern R. R.	F. Walters, Gen. Mgr.
Cleveland, Cincinnati, Chicago & St. Louis R. R.	E. M. Costin, Gen. Mgr.
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