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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JULY 16, 1924

Number 2130

Watch Yourself Go By

WHAT'S the use of taking stock
In all those tales we hear?
Why rip the lining out of Jones
And make Smith look so queer?
You can not always tell, my boy,
It may be all a lie;
So just step around behind some tree,
And watch yourself go by.

You'll find that things look different,
And crooked paths look straight,
That Smith is not the only man
Who sometimes gets home late.
Perhaps your wife's own husband
Sometimes goes all awry;
So just step around behind some tree,
And watch yourself go by.

In business, as in pleasure
And in the social life,
It doesn't pay to speculate
Or let your thoughts run rife.
Just try to think the best of those
Who in your pathway lie,
And just step around behind some tree,
And watch yourself go by.

Public Reference Library.
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SUPPLY THE HOUSEWIVES WITH *Parowax*

Throughout the summer, most housewives, with commendable thrift and foresight, can or preserve a part of the abundance of fresh fruits and vegetables for use on their tables during the long winter months. This is the time, therefore, to furnish them with glasses and jars, with sugar and spices and with PAROWAX.

She knows that to preserve her fruits and vegetables, she must seal them in their containers with a seal which is airtight. She knows that unless the air is excluded they will ferment and become unfit for use.

She knows too, that PAROWAX will seal them tight, keeping all their goodness and freshness in and keeping air out. The effectiveness with which PAROWAX seals each container, its cleanliness and purity and the ease with which it is used, makes it ideal for all canning and preserving where jars, glasses or bottles are used for containers.

Every dealer should have an adequate supply of PAROWAX on hand throughout the summer. It may be secured promptly from any agent or agency of the



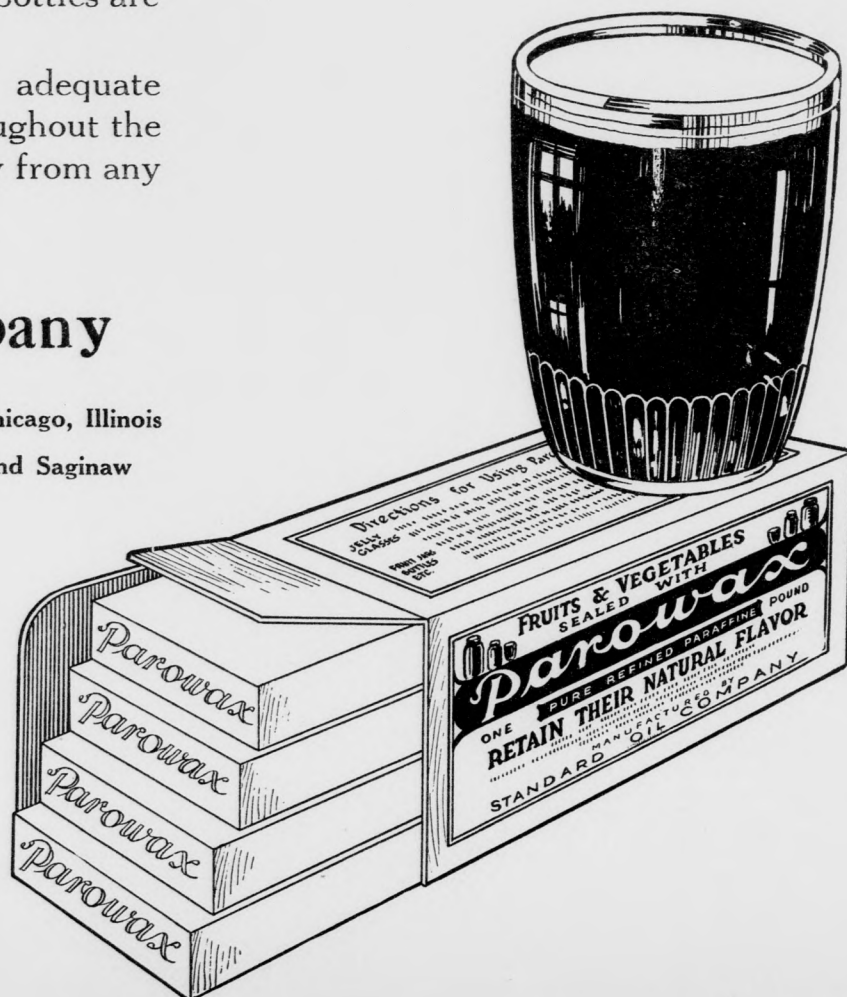
One of these two color counter display cartons is packed in each case of Parowax.

Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JULY 16, 1924

Number 2130

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.

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under Act of March 3, 1879.**WYOMING'S FREAK LAW.**

One of the measures relied on to increase the cost of wool in this country, aside from the imposition of a high tariff, was the enactment of a Federal statute making it compulsory to mark woolen fabrics in such a way as to show the proportions in them of new and reworked wool, respectively. The scheme was originally gotten up as a scheme to advertise certain cloths having "virgin wool" as a trade-mark, but it was afterward bolstered up by a few large owners of sheep. For good and sufficient reasons the measure has failed to secure the approval of a Congressional committee of strong protectionist leanings. But the thinly populated State of Wyoming, which has nine times as many sheep as human beings and which is politically controlled by a small number of sheep owners, put a law on its books a number of years ago insisting on the labeling of fabrics according to their new wool content. That law remained a dead letter until recently, when it was invoked against some retail clothing dealers because the Wyoming authorities were openly taxed as being afraid to enforce the law on account of its absurdity and the impossibility of making it operative. If it could be made to work it would only result in making Wyoming people pay more for their clothes. But what the Wyoming authorities are attempting on some poor retailers has stirred up the clothing manufacturers and the makers of wools to come into the litigation as parties in order that the matter may be thoroughly thrashed out. Of the outcome there can be no doubt.

WOOL CLIP SMALL.

No increase in world wool production is in prospect in the immediate future, due to a decrease in the number of sheep in seven countries that produce more than half the world supply of wool, declares the United States Department of Agriculture. World

stocks are also reported at a low level and comparatively small clips are coming in, the department says.

Latest estimates of numbers of sheep in countries having 1,000,000 or more sheep aggregate 499,380,000 sheep as compared with pre-war estimates of 568,617,000 sheep, according to the department figures.

Imports of wool into the United States have steadily increased until we now import at least twice as much as the average for 1900-04, and supplies from abroad at least equal, and in some years greatly exceed, the domestic production. There has been a decided falling off in imports of the higher grade or clothing wools since 1921 with corresponding increases in imports of carpet and combing wool.

More than 20 per cent. of the clothing wool comes from Argentina, while as much or more comes from Australia, either direct or by way of the United Kingdom, the department says. China contributes between 30 and 45 per cent. of the carpet wool, and Argentina and Australia a large per cent. of the combing wool. Turkey, Peru and British South Africa supply most of the wool and hair of animals other than sheep such as angora and alpaca.

There never was a time when money was so abundant and so cheap in the United States as it is to-day. Large banks in New York and Chicago are actually refusing deposits because they can find so little quick and profitable use for the funds in hand. The situation is nevertheless sound and is being handled conservatively. Cheap and abundant money is a standing invitation to speculative venture, but the banks are displaying especial caution in making loans. They are playing a waiting game and are sure of their ground. Three large demands for funds loom in the not distant future; first, for crop movement; second, for the revival of business expected to follow the fall elections; third, for large Government and commercial loans to Europe. Foreign commercial loans are even now being arranged on an increasing scale at two or three times the interest rate that is obtainable for short loans in New York. The establishment of the Dawes program in Germany and, with it, the revival of European business are expected to syphon off a considerable amount of our surplus gold. The waiting game is not pleasant, but there is something at the end of the wait.

Sales of United States Treasury savings certificates and stamps ceased yesterday. The reason is obvious; there is no sense in the Government paying 4½ per cent. for its borrowings—the interest rate on these certificates—when it can go into the open market

and get money for less than 3 per cent. These certificates and stamps made thrift popular in the United States—and profitable. In 1918 more than \$1,000,000 worth of 25-cent stamps were bought, not by banks in large quantities, but by individuals in small amounts. Suspension of the sale of these Government securities does not signify that thrift is no longer necessary or profitable. The present era of cheap money will pass. Crop movements soon will have to be financed, and there is bound to be a revival of business and industry in the autumn and winter. Moreover, a European settlement will bring a large demand for foreign loans, which will bear higher interest rates. Money saved during this slack period will mean larger profits later.

During the sessions of the National Education Association last week the suggestion was made that the teachers of America should form themselves into a political bloc and make their demands as teachers upon the political parties. It came from a man of considerable prominence in the world of education. Many teachers favored it. We have had tariff "bloes" for a century and "rail bloes" for at least half as long. Latterly we have come to farm bloes, labor and veteran bloes, waterway bloes, and bonus bloes. Congress now has itself so be-blocked that it manages to tie itself into a hard knot in every session. Other bloes have been suggested and a teachers' bloc seems to be in process of formation. With bloes to the right of him, bloes to the left of him and bloes in front of him, volleying and thundering, the plain citizen, who does most of the Nation's work and pays the greater part of its taxes is coming to have less chance than the proverbial Chinaman.

The comparative unimportance of Brazil in the international political scheme is illustrated by the slight attention that is being paid to the insurrectionary movement in the State of Sao Paulo. It has not yet reached the proportions of a civil war; evidently there was a local quarrel and the revolutionists have been able to drive the state government from the capital. It is the intervention of the federal government that gives the movement the aspect of civil war—which, indeed, might be the second stage in case the rebels are able to hold out for any length of time. Let such an insurrection take place in Greece, in Turkey, in Egypt, and the world would immediately show great concern. In Brazil, one of the largest nations on earth, it excites no worry. The fundamental reason is that the Monroe doctrine has kept Latin America isolated for a century from

world political currents. Any conflict there is localized and minimized.

The Hungarians are surprised that their rehabilitation loan has been oversubscribed in both London and New York. After the long delay they were dubious about its success; and they see that they could have obtained twice its amount. Two factors made it easy for Hungary to sell her bonds. First, there was the success in Austria of League of Nations financing and the fact that the Hungarian loan, like the Austrian, is guaranteed by the more stable European nations. Second, there is the abundance and cheapness of money in New York. American investors are ready to jump at a proposition that offers them three times the return as do short loans in the United States. This fact, in turn, makes British banks anxious for fear America will gobble up everything in sight, and they stretch a point to take on as much as possible. As Europe calms down and the chances of a general settlement become greater financing will become even easier.

Hunger, according to word from Moscow, again menaces 8,000,000 Russians along the lower Volga, in the Caucasus, the Don in Kuban, and the Astrakhan regions. Official dispatches to the Red Government announces the beginning of a new mass-panic among the peasants. The new disaster is attributed to drought, record heat, to the unfitness of seed imported from America for growth in Russian soil and to a lack of fertilizers. It is blamed, in short, on any and every thing save and except the industrial and economic breakdown that began with the Soviet regime that has made Russia helpless and that has damned and blasted all private initiative in the country of the chekha and the commissar.

Canada has signed a favored nation pact with Belgium. This is the first treaty made independently by the Dominion and signed within her confines. Of Canadian loyalty to the empire there can be no question; whatever doubt may have existed before 1914 was quelled by the valorous demeanor of Canadian troops afield and the Canadian people at home during the war. But the liberal spaces and the vigorous and primitive reactions that life in the North encourages have developed in Canada a spirit of dignified self-sufficiency which London wisely recognizes. The empire has never attempted to impose on the Dominion a system of law or a form of polity alien to Canada's indigenous customs and institutions.

Gamble much, and by and by you won't gambol much.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Deerfield, July 11—One of the large losses to Michigan farmers in the past years has been the Detroit Packing Co. After receiving their letter wherein they refer to "real men" and the indifference of stockholders, we were tempted to write them. Their letter and a copy of our reply thereto are enclosed herewith.

Their stock salesmen were only equalled by the Colfax Gibbs outfit and we know how well you have cared for them.

We hope to see the day when the poor public can be protected in some way from men of their ilk.

W. F. Weisinger & Son.

The letter from the Detroit Packing Co. is as follows:

Detroit, July 8—At the special meeting held April 8, 1924, the stockholders of Detroit Packing Company voted in favor of a loan to be contracted and secured by a real estate mortgage of the company in such form and sum (not exceeding \$1,000,000) as the directors of the company may deem advisable.

A fifteen year term bond issue was proposed in the amount of \$700,000 for the purpose of increasing the working capital of the company and paying off present short term indebtedness.

Whereas not sufficient number of stockholders have executed a certain agreement to facilitate the said bond issue, therefore we hereby notify you that the company did not make any loan of money by the sale of bonds and being so handicapped it must further operate the plant with inadequate working capital and protect the creditors on the short term indebtedness.

Here we must emphatically state that any organized company cannot be any stronger financially than the stockholders can make it.

You must consider the fact that large number of stockholders did not pay their notes originally given on their subscriptions and therefore the working capital of the company was too small from the beginning and not being kept increased by payments on those notes, remains small. Had it not been for this fact, the company would have more working capital and be in better position to make profits.

Please remember that this is the creation of all the stockholders and has absolutely very fine chances to establish itself as a going concern. The plant is one of the most modern type, located in the wonderful growing city where the trade is kept developed by the company and may be increased steadily if more working capital is provided to increase the volume of products. Your company has absolutely the best kind of chances for development and for making profits to you on your investments if you give it more working capital to enlarge the business.

The progress and the fate of the company is in your own hands. You have been informed by your officers and the board of directors often times about the condition of the company. You are informed by this letter again that the board of directors and the officers, with all honesty of purpose, are urging you to wake up to the fact that only an united effort of the stockholders can give this company more working capital and make it pay profits on your investments. Unfortunately a predominant number of the stockholders is indifferent and do not heed the solemn words of the board of directors.

Regardless of whatever may be the number of such stockholders we are addressing here all of them and giving them all an equal chance to unite and join such others, who are willing to

stand like real men behind their company and behind their investments. We are notifying you therefore, that a mortgage up to \$250,000 is to be held by the Security Trust Company of Detroit, in favor of all those stockholders who financially assist the company by their individual loans or credit and that 7 per cent. loans from the stockholders in the amount of not less than \$500 each will be acceptable and that such stockholders, as creditors, will be protected by the above said mortgage to be held by the Security Trust Company.

If you are not an indifferent one to the state of your investment and want to join in the execution of the mortgage agreement, kindly write at once and all details to perfect the mortgage agreement will be furnished to you on request.

Detroit Packing Company.

Joseph Gardulsky, Sec'y-Treas.

The reply of the Weisinger house—father and son—was as follows:

Deerfield, July 10—We have your letter of July 8, wherein you go over the details of troubles of the company and at this date have the audacity to criticise them for not putting in more money. While writing this letter you must know that most of the stockholders are willing to take any reasonable offer for their stock and that eventually they stand to lose the millions they have paid into the company. The stock was originally sold to farmers and others and in most cases under the misrepresentations of shrewd stock salesmen. In our locality their representations were criminal in some instances. Later the stock was sold at \$75 per share, while at the same time it was offered freely in the open market for \$35 to \$45 and in a State where we are supposed to be protected from stock selling of this kind by the Michigan Securities Commission.

As we are both stockholders in the company and know all the above to be facts, we cannot help but write and express our feelings after receiving such a letter as you have written.

W. F. Weisinger & Son.

Monroe, June 10—Quite a while ago I paid \$45 for a correspondence course in dressmaking to the Women's College of Arts and Science, Philadelphia, Pa., and was getting along fine with lessons until sickness stopped me for a time, and when I wrote in regard to finishing the course they did not answer my letters. I have written three letters now, and no reply from them. There are eleven lessons due me. Is there any way I can get the lessons I have paid for? Mrs. B. P.

Letters addressed to the Women's College of Arts and Science, Philadelphia, are returned by the Post Office Department with the information that this concern cannot be located. Their advertisement, which formerly appeared in some of the leading women's publications, has been discontinued. We should advise our people to make extended investigation before putting money in such propositions.

Coldwater, July 11—Could you assist me to recover the money or the goods sent to the Chicago Salvage Stock Stores, 509 S. State street, Chicago, Ill.? On May 16, 1923, I ordered from the above firm radio parts to the amount of \$15, sending a post office money order, the goods to be sent to W. P. Monaghan, care of Marvin Moore, Vanceboro, Me., which have not been received. On June 19 I wrote them about it and received no reply. Aug. 10 again wrote them, registering the letter, and sent an addressed envelope for reply, which was not answered. Sept. 29 again wrote them, asking them to forward the goods or refund the money; no reply. I am enclosing the receipt for the money

BEECH-NUT
PEANUT BUTTER

Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

A Hot Weather
SALES BOOSTER

Grocers who have featured Zion Fig Bars through the hot summer weather do not worry about their cookie sales dropping off as the mercury goes up.

Zion Fig Bars are so deliciously made that they command sales at all seasons of the year.

If your wholesale grocer cannot supply you write us.

ZION INSTITUTIONS & INDUSTRIES

ZION, ILLINOIS

order and tracer. Hope you will be able to fix this matter up. T. G. A.

Our efforts in behalf of our subscriber have been purposely ignored by the Salvage Stock Stores, and their method of handling orders does not speak well for the satisfaction of the buying public. They claim their files are not open as far back as May, and that even registered letters have not been received. Even with the tracer which accompanied the complaint, showing that the money was paid to the company, they refuse either to fulfill the order or refund the money which is legitimately due the customer. This case goes to the Post Office Inspectors in order to see whether or not the public is entitled to the rights which they pay for under the laws, as the mails were used in the transmitting of the money. Courteous service is what the American public pays for, but it was certainly not given in this transaction.

Conklin, July 14—I am enclosing a card of a collection agency which appears to me to be a swindle. The agent called here to-day and wanted old accounts to collect at 50 per cent. commission. After listing two outlawed notes, he presented an agreement for me to sign which contained a clause stating that if I did not furnish itemized statements and other information the whole commission became due. I did not sign.

J. H. Hoogstraat.

The card used by the agent gave the name of the company as the American Bureau of Collections. It claims to have a "home office" in the Ford building, Detroit, and to be in use in

Chicago, Buffalo, Toledo and Battle Creek. The "catch phrase" described by Mr. Hoogstraat shows very plainly that the concern is a good one to steer clear of, because any concern that would undertake to avail itself of such a shytsring clause is unworthy of confidence or respect.

What Is a Boy?

He is a person who is going to carry on what you have started.

He is to sit right where you are sitting and attend to those things you think are so important when you are gone.

You may adopt all the policies you please, but how they will be carried out depends upon him.

Even if you make leagues and treaties, he will have to manage them.

He is going to sit at your desk in the Senate, and occupy your place on the Supreme Bench.

He will assume control of your cities, states and nation.

He is going to move in and take over your prisons, churches, schools, universities and corporations.

All your work is going to be judged and praised or condemned by him.

Your reputation and your future are in his hands.

All your work is for him, and the fate of the Nation and of humanity is in his hands.

So it might be as well to pay him some attention.

A clerk cannot honestly take goods from the store stock without paying for them any more than a customer can do so.

Has Added Line of French Goods.

Although the war has been over for more than five years, so much feeling still exists against German merchandise in some parts of the country that a prominent cutlery importing house has had to take on a line of French goods in order to keep business up to the desired point. Heretofore it had carried German cutlery exclusively, except during the war. At that time it switched to domestic goods and still handles quite a few articles made in this country. The French cutlery handled is said in some respects to surpass the German in quality, the charge being made that much of the merchandise now produced by German workmen is made to sell at a price regardless of the quality. This was said to be especially true of manicure scissors, in which the making of the curved points is not so accurately done in many cases as it was before the war.

What Will the Dress Buyers Do?

Not a little uncertainty exists in the dress trade at the moment as to just what the next few weeks will bring forth. There is no question that there will be a number of buyers here, but there is a question as to just how much buying they will do. The feeling in some quarters of the trade is that there will be more activity than is generally expected, but that only a fair portion of it will involve Fall goods. The rest will consist of filling in stocks of seasonable garments that have been broken by recent consumer

buying. In connection with this prediction it is pointed out that, with the continuance of the hand-to-mouth buying system of retailers, it is not safe to look for any real volume of Fall business so early in the season. The general keynote of production will, as a result, be caution.

Hats For Smaller Boys.

In hats for boys up to 7 years the shell brim type is meeting with favor, according to manufacturers here. These form prominent parts of the Fall lines of this merchandise. The hats are made of suitings, softings, tweeds and polaires in brown, tan, gray and mixture effects. Many of the models are leather trimmed in self or contrasting colors. The road men have nearly all returned from their first trip, and orders will go forward to retailers beginning about July 15. The outlook for considerable business later on is considered good.

Silk Garment for Bathing Use.

Although lack of bathing weather until recently has hampered its introduction somewhat, glove silk underwear wholesalers have met with some success with a silk garment for women to be worn under the bathing suit. In effect, it is a one-piece suit of glove silk, worn to protect the bather from the rough or irritating surface of a bathing suit. With favorable conditions the garment is expected to take well, according to the trade, as it meets the needs of women who have sensitive skins. The garments wholesale at \$39 per dozen.

INTEGRITY AND SERVICE IN MERCHANDISE

We have reached the turn in the road.

In the general merchandise field there is no accumulation of goods in the hands of producers, wholesalers or retailers. This is a particularly wholesome condition. There is an absence of money stringency; credits are available on reasonable terms; collections are normal and interest rates low. We look forward to a firm price basis and to steady, normal manufacturing production for the remainder of 1924.

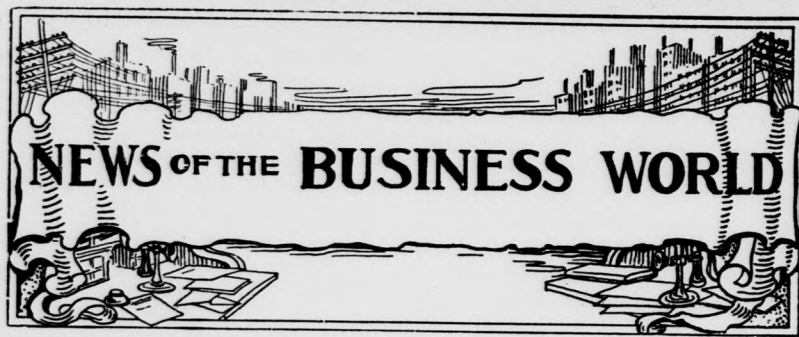
Our faith in the future has had tangible expression during 1924 in the development of several additions to our celebrated Quaker line. This faith is based on more than a survey of business conditions. It rests on the knowledge that the public is showing constantly increasing appreciation of Integrity and Service in merchandise. The public has come to understand that true economy is found most often in quality merchandise and is giving its trade to those merchants who stand sponsor for their goods.

As wholesalers to more than 5,000 retail merchants in every section of Michigan, we fully realize our responsibility in producing and distributing merchandise of quality—goods which will measure up to the highest standard of value in any given grade.

WORDEN GROCER COMPANY

Grand Rapids
Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movement of Merchants.

Flint—The Standard Shoe Co. has engaged in business at 312 South Saginaw street.

Detroit—Abraham Shear succeeds Eli Schechet, meat dealer at 8733 Oakland avenue.

Detroit—Meagher's confectionery, 1303 Springwells avenue, has been sold to John Sanno.

Detroit—Louis J. Small has sold his pharmacy at 5769 Hastings street to Samuel Feldman.

Detroit—Pearl Kurtzinger's grocery at 78 West Willis avenue has been sold to Dora Gowman.

Detroit—Benjamin Procup succeeds Isidore Miller, confectioner at 6248 Michigan avenue.

Detroit—Norman Cunningham has succeeded Catherine Engst, grocer at 4546 Vinewood avenue.

Detroit—E. T. Cohen succeeds Abraham Kallmyer, shoe dealer at 8108 West Jefferson avenue.

Detroit—Jos. E. Wilkinson succeeds Chas. P. Rabout, confectioner at 13147 East Jefferson avenue.

Detroit—Charles D. Warner succeeds George Johnson, confectioner at 5985 Sixteenth street.

Detroit—Bert Patchett has bought the meat market of Phillips Brothers, 9221 Kercheval avenue.

Kalamazoo—Gilmore Bros. men's store, 109 South Burdick street, will open for business Aug. 1.

Hamtramck—Max Parnos, grocer at 9071 Cardoni, has transferred the title to his business to his wife.

Detroit—Leo Janisse has purchased the grocery stock of Carl H. Soderstrom, 2303 Twenty-fourth street.

Redford—The Evergreen Grocery Co. has engaged in business under the management of Orville A. Brown.

Detroit—Stanislaw Zelek has bought the grocery and meat market of Beslaw Glowicki, 6874 St. John street.

Detroit—Stanislaw Wozniak has sold his grocery stock, 935 East Canfield avenue, to Mary Chmielewska.

Detroit—Ralph Stone's delicatessen and confectionery, 2663 Brush street, is now in the hands of Anna Sherman.

Detroit—Meyer Gavern will move his hardware business from 13541 Oakman boulevard to 13524 about Aug. 1.

Detroit—Bedford's Shoe Store, 4813 Woodward avenue, closes July 30. Otto M. Bedford, the owner, will retire.

Detroit—John Hassen has bought out his partner, Ariff Cashen, in the grocery stock at 3552 Second boulevard.

Kalamazoo—Julia M. Lemley, milliner, has filed a petition in bankruptcy, with liabilities of \$2,644.75 and no assets.

Detroit—Julius De Maeght has bought the meat market at 4401 Montclair avenue from Gaston M. Cools and wife.

Detroit—Leo Zuckerman & Son, cloak and suit retailers at 1412 Woodward avenue, closed their doors on July 12.

Detroit—Pietro Aleo has purchased the grocery and meat market of Vincenzo Mancuso, 1301 East Congress street.

Detroit—F. & D. Pouliot, men's furnishings dealers at 9325 Gratiot avenue, will move to 9199 Gratiot avenue August 1.

Detroit—Sam Plachta bought the stock and fixtures of the grocery stock at 5027 St. Aubin avenue from John Bellows.

Holland—The Home of Holland Shoes, (Boer & Maatman proprietors) has changed its name to the B. & M. Shoe Stores.

Detroit—The Greenslade Oil Co., 455 West Jefferson avenue, has increased its capital stock from \$500,000 to \$1,000,000.

Detroit—The Eva Mae Shop, millinery, 9319 Kercheval avenue, closed its doors on July 12. Eva M. Forward is the manager.

Detroit—The Commercial Electric Supply Co., 138 Congress street, East, has increased its capital stock from \$120,000 to \$250,000.

Detroit—Hynes & Murphy, druggists, with several stores in the North end, have opened another pharmacy at 8651 Woodward avenue.

Detroit—The grocery stock at 966 Benton street changed hands recently. Isaac Rice, who formerly owned it, sold to Eli Mitter and wife.

Detroit—Joseph Falkoff has bought out his partner, I. Keshner, in Joseph's Place, 750 Randolph. He handles men's furnishings and clothing.

Detroit—The Walk Over Shoe Store, at 1546 Woodward avenue, will discontinue business July 30. It is owned by the Gekco Co. of Detroit.

Detroit—Fred B. Jones now presides over the meat market at 10206 Kercheval avenue, which he recently purchased from Forest A. Burton.

Detroit—Nathan Kolb and Jacob Citrin are the new owners of the auto supply store at 31415 Fenkell avenue, which they bought of Catherine Neil.

Highland Park—Mike Jalalian and wife have sold their grocery and confectionery stock at 330 La Belle avenue to Joseph Fanad and Antoine W. Armand.

Detroit—An involuntary petition in bankruptcy has been filed against Philip Bunin, men's furnishings dealer at 3410 Hastings street, with liabilities of \$537.03.

Detroit—The Martha Washington Candy Shop, 202 State street, will move to 3411 Woodward avenue August 1. Mrs. E. Mueller is the owner of the shop.

Detroit—Nat Sternberg and others have bought the grocery at 8600 Russell avenue from Henry Barahl. The new firm is known as Sternberg and Cornfield.

Detroit—Spater & Walser, operating several downtown haberdashery stores, opened another store at 118 West Fort street July 7. Carl Brown is manager.

Detroit—An involuntary petition in bankruptcy has been filed against Max Steinman, 1913 Grand River avenue, men's furnishings dealer. The claims total \$542.02.

Detroit—William A. Schwartzberger sold his meat market at 1485 Monroe avenue to Edward J. Hill, who sold it shortly afterward to Joseph Lafa and Peter Jacobs.

Detroit—Leon Soullan has sold his share in the E. S. A. Fruit and Produce Co., 2475 Russell street, to his two partners, Sam Estrumesa and Jack Acoulumie.

Breckenridge—C. L. McKellar has purchased the new store building erected by Marshall Hopkins and will occupy it with a stock of drugs and druggists' sundries.

Vicksburg—The Model Bakery Co. has closed its doors. A milling concern attached a portion of a carload of flour in storage at the bakery, because of an unpaid balance.

Detroit—The confectionery at 7418 Kercheval avenue has changed several times in the past few months. The last owner is Pietro Gonella, who bought it from Theresa White.

Detroit—Joe Pankowski sold his grocery stock and meat market at 12362 Mackay avenue to Josephine Kanieski, who, in turn, sold the stock to Steve Kostrich, who will run it.

Kalamazoo—Joseph Hendrickson has severed his connection with the Kalamazoo Glass Co. and engaged in a similar business at 721 South Burdick street under the style of the Glass Service Co.

Detroit—The Detroit Millinery Co., 1529 First National Bank building, has been incorporated with an authorized capital stock of \$5,000, of which amount \$1,000 has been subscribed and paid in in cash.

Lenox—Fire destroyed the mill and storage depot of the Commercial Milling Co. with loss placed at \$75,000. All buildings in the district were constantly in danger, particularly the Macomb County Savings Bank, just recently built.

Battle Creek—The Chas. E. Roat Music Co., 60-62 West Main street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Earl Freeze and wife have bought the confectionery stock at 7149 West Fort street from D. J. Busher. Mr. Freeze formerly conducted a similar business at 5219 Tireman avenue. He sold the latter to Beulah M. Higley two weeks ago.

Kalamazoo—White & Royce, Inc., 648 East Main street, has been incorporated to deal in petroleum products, with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed and paid in, \$2,845.67 in cash and \$47,154.33 in property.

Lansing—James O'Connor, who has conducted a clothing and men's furnishings goods store here for more than 25 years, has announced his retirement from trade. His store at the corner of Ottawa street and Washington avenue will be conducted under a new name in the near future.

Peacock—R. E. Hodgins, local merchant, has opened a branch store at Bass Lake for the benefit of campers and tourists. Camping supplies of all kinds, including perishable goods, will be carried. Mr. Hodges has opened a free tourist camp near his branch store and will maintain a boat livery.

Tecumseh—The building occupied by C. A. Wright & Son, druggists, has been purchased by William Palman, local shoe dealer, from Willis G. West, of St. Louis. The building is one of the oldest in this city, having been occupied by Moses Wright, grandfather of Donald Wright, the present owner, more than sixty years ago.

Detroit—Emil Morris, 507 Woodward avenue, barber supplies, hardware specialties, leather goods, etc., has merged his business into a stock company under the style of the E. Morris Manufacturing Co. with an authorized capital stock of \$18,000, all of which has been subscribed and paid in, \$1,662.90 in cash and \$16,337.10 in property.

Detroit—Directors of the Service Grocer Co., Inc., have authorized the distribution of a stock dividend of 45 per cent. The distribution is to be made after provision for taxes, reserve and depreciation. Organized in 1917 as the Michigan Coffee Co., the company was incorporated in 1920 with authorized capital stock of \$100,000. The name of the corporation was changed to its present title February 10, 1923. Its place of business is 1316-18 Maple street.

Charlotte—Fitch M. Beach, one of Charlotte's most public spirited citizens, has presented the city and community with the fine building which he has recently erected on the property opposite the post office, to be used as a public market place. The splendid gift was announced at the recent community dinner that was attended by about 400 people, including many of the farmers of Eaton county. Wm. M. Smith, of St. Johns, former chairman of the Michigan Public Utilities Commission, and a director of the St. Johns National Bank, was the speaker of the evening and felicitated the city on its fine community spirit as exemplified in the generous gift of the memorial market. The deed to the property was accepted on behalf of the city by Mayor Wells, who said that seldom had such a gift been made to a city. The rest room will be appreciated by all and the market place will be appreciated more and more as time goes on.

Essential Features of the Grocery Staples.

Sugar—Unchanged. Jobbers hold granulated at 7.55c.

Tea—The business in the market during the past week shows an increase, with black teas selling most from first hands. The tea markets at primary points are almost all quite firm and this has helped the situation from the seller's standpoint in this country. The news has come during the week of an advance of 2c per pound in Java teas abroad and this will undoubtedly affect the market in this country. Ceylons and Indias continue firm and in excellent demand. Other varieties of tea, Chinas and Japans, show no particular change for the week.

Coffee—The market has shown a great deal of activity during the week, based largely to the revolutionary news from Brazil. As a result all grades of Rio and Santos, green and in a large way, have advanced about a cent a pound. As the week closed, however, the news came that the anticipated revolution was believed to be over and this will surely affect the market if it proves true. Mild coffees are about unchanged from last week. The jobbing market for roasted Rio and Santos is feeling the stimulating effect of the advance in greens and prices are firm.

Canned Fruits—The most interesting developments in canned foods are in fruits. Ever since opening strength has been developing at the source and the predictions of advances on peaches, apricots and pears were realized when some of the leading canners advanced these varieties 5c on some packs and smaller sizes, with 25c gains in gallons. All postings are bullish and indicate further strength on the Coast. The change is said not to be sentimental nor manufactured but due to bona fide buying by the country at large, which is taking more interest in the whole assortment than formerly as a precautionary measure to get in at the low points of prices. Some members of the local trade have changed their buying policy and are now booking more or less of the whole line, but others still register from Missouri and want to be shown the sustained strength of the market. Costs of packing are given as the chief cause of the strength of the Coast market. No fruit is anywhere near as cheap as a year ago and canners say it is impossible to expect last year's basis to the grower. The spot market has been rather featureless, although it naturally is influenced by future packs. There is a moderate amount of buying, since jobbing stocks of all varieties are low. Pineapple is in better demand for No. 2½s and for No. 10s in all grades. Maine blueberry prices on 1924 fruit will likely not be named until late in July or early in August, when the size of the pack can be better determined.

Canned Vegetables—Tomatoes are firmer in the country on 1924 lines. Preferred packs are at a premium. The crop at the moment is in doubt as to acreage, stand, output and maturity and it is but natural that buyers should hold off. There has been some busi-

ness done and more would be booked if the original basis were now available. Spot twos outsell other sizes and rule firm, while threes and tens are dull and easy. Peas maintain all of their strength on the spot. Southern canneries are through with their pack and are checking over their surplus as they complete deliveries. They are not free sellers at the moment. Wisconsin and New York packers are more concerned with putting peas in to the can than with marketing their stocks. Corn is firm as 1924 pack is in doubt and canners are not willing to sell when they do not know what deliveries they will be able to make.

Canned Fish—One of the scarcest and firmest things in shrimp, which is almost sold out. The supply available for the summer trade is very light. In crab meat the market situation rather favors the buyer. Stocks are heavy. Holders of Japanese crab meat are bringing it out and rather pressing for sale. Lobster and tuna are both quiet at unchanged prices. The demand for sardines is dull, with prices about unchanged. Salmon also unchanged and in fair demand.

Dried Fruits—Apricots are tight on the Coast. Blenheims are not freely offered and are being quoted upward. Royals are strong also. The carry-over is being exhausted and the present crop is considerably smaller than last year's big tonnage. The strength of new pack makes the surplus more attractive. Large size California new crop prunes are in demand but cannot be had in straight lots from the independents, who offer only limited percentages of 20s, 30s and 40s. Spot 50s-60s are doing better and spot jobbers' and consigned stocks are clearing up. Oregon prunes are rather dull in both spots and futures. Peaches are moving in fair jobbing quantities. Currants are about steady. Raisins are strongly controlled and it is thought the surplus will soon be cleaned up, and after it is moved to second hands opening prices on new pack will be named.

Beans and Peas—The demand for beans has been very dull during the week, but the undertone is strong. Prices show no change for the week, although most lines are firm. Green and Scotch peas seem to be rather firmer; demand fair.

Syrup and Molasses—The demand for molasses has been rather light during the week, no doubt on account of the warm weather. There is some talk of higher prices next season on account of some changes which are pending in Cuba. The demand for sugar syrup is very fair for the season with prices steady. Compound syrup is ruling rather quiet at the advance reported a week ago. The situation, however, is firm on account of the strength of raw material.

Salt Fish—The new summer mackerel are coming in and are apparently of rather unusually good quality. Sizes, however, are small. New Irish mackerel is on its way over, but the Norwegian mackerel situation is unsettled. The catch has been spotty over there, it is impossible to tell just what the aggregate production is going

to be. The consumptive demand for mackerel on spot is fair at unchanged prices.

Cheese—Cheese is a trifle easier, with somewhat increased supply and the demand is light.

Provisions—Hams, bacon and smoked meats are steady at unchanged prices.

Review of the Produce Market.

Asparagus—\$1.75 per doz. bunches for home grown.

Bananas—6½¢@7c per lb.

Beets—New, 45c per doz. bunches.

Butter—Butter is in the usual supply at this season and prices are ranging higher than a year ago. Market continues steady at about unchanged prices. Local jobbers hold extra fresh at 38c in 60 lb. tubs; prints, 40c. They pay 20c for packing stock.

Cabbage—Home grown \$1.35 per bu.

Cantaloupes—Arizona are now selling as follows:

Jumbos ----- \$4.00

Standards ----- 3.75

Ponys ----- 3.25

Flats ----- 1.65

Carrots—Home grown, 40c per doz. bunches.

Cauliflower—Texas, \$3 per doz. heads.

Celery—Home grown is now in market, commanding 40¢@50c per bunch.

Cherries—Sour, \$1.75 per ½ bu. basket; Sweets, \$2.50 ditto.

Cucumbers—Hot house command \$1.50 for fancy and \$1.25 for choice; Southern outdoor grown, \$2.25 per hamper.

Eggs—The receipts of eggs have falaten off considerably owing to the reduced condition of the hens at this season and the warm spells of weather, which make it difficult to secure best quality. Prices are unchanged and the market about steady. Local dealers pay 23½¢ for strictly fresh.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sell as follows:

36 ----- \$4.25

46 ----- 4.25

54 ----- 4.50

64, and 70 ----- 4.50

Green Beans—\$3.50 per bu.

Green Onions—Home grown are now in market, commanding 25c for Evergreens and 40c for Silverskins.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ---- \$6.00

Outdoor grown leaf, per bu. ---- 75c

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.00

300 Red Ball ----- 5.00

360 Red Ball ----- 5.00

Onions—Spanish, \$2.50 per crate; Louisville, \$4 per 100 lb. sack.

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

100 ----- \$6.50

126 and 150 ----- 6.50

176 and 200 ----- 6.00

216 ----- 5.00

252 ----- 4.75

288 ----- 4.00

Parsley—50c per doz. bunches.

Parsnips—\$1.25 per bu.

Peppers—50c per basket containing 16 to 18; \$2 per hamper.

Potatoes—New from Virginia \$4.25 per bbl. for No. 1 and \$3 per bbl. for No. 2.

Poultry—Wilson & Company now pay as follows for live:

Heavy fowls ----- 18c

Broilers ----- 18¢@25c

Light fowls ----- 15c

Stags ----- 10c

Ducks ----- 17c

Radishes—20c per doz. bunches for hot house.

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

Spinach—\$1 per bu. for home grown.

Strawberries—Home grown are about all marketed, commanding \$2@2.25 per 16 qt. crate.

Tomatoes—Home grown hot house \$1.50 per 7 lb. basket; \$2.50 for 10 lb. basket.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 12½¢

Good ----- 10c

60-70 fair ----- 08c

Poor ----- 06c

The Blindness of Greed.

The average linotype operator in a closed shop gets but about one-third as much from the machine in a day as a similar machine yields in an open shop. The union will not permit a piece scale for machines and fixes no minimum as the figure below which a union operator can not drop and retain his job. In one printing office in this city it was found that whereas a capable man might set as much as 70,000 ems of type in eight hours, some of the operators were not setting as much as 5,000 ems in that length of time. The average for the whole force was only 23,000 ems.

There are several closed-shop newspapers in New York compelled to employ five times as many men in their mechanical—unionized—departments as would be found necessary to get out the paper under open-shop conditions. In one newspaper pressroom, with an equipment identical with that of an open shop newspaper upstate, the force is exactly five times as great although the work required is the same. It is all explained by the fixed and settled policy of the unions to get as many men on a single job as possible.

As it stands at the present time, the typographical, press and stereotyping unions are driving printing plants away from New York to the great injury of the city. The explanation is found in greed. If it were possible to say concerning any so-called trust in this country what is true concerning labor unions, every last politician would be shouting his head off.

Some day there will be a fight for the open shop in New York City. The sooner it comes the better it will be for the union men themselves, seeing that the policy they are pursuing is throwing many of them out of work. Besides that it is hurtful to the city. San Francisco—to mention only one city that did it—made war upon the closed shop and the results have been beneficial to everybody. It is a good example for every union-ridden city to follow.—New York Commercial.

THE BURDEN OF LEADERSHIP

Business Men Must Unite To Save the Country.

I admire extravagantly the business man, as such. I love any man who has achieved success for himself in the right way, because in so doing he has directly and more extensively indirectly benefited others, and God bless the talent that the successful business man has. But I want to call attention to some of his sacred obligations. I want to call attention to the obligation of political parties.

Every civilization that has gone down has collapsed on account of the lack of capable leadership. Ten per cent. of the human race, from the dawn of civilization down to this present hour, have provided sustenance and protection for the other 90 per cent. and yet the 90 per cent. who are the recipients of the sacrifice and wisdom and beneficence of our fathers are ungrateful and unmindful of them. Our daddies came here to escape the hard lot in Europe; they came imbued with the conviction that men had certain inalienable rights and that it was the duty of the Government to protect these rights. They had an idea that they were forming a new government, the like of which the world never saw; and they did; they founded a government vested with only such powers that were vested in it by the people of the country. Now, that being so—and they had some other ideas—they had the idea that men were entitled to life, liberty and the pursuit of happiness, to the right to make money and to control private property, and they believed that the only limitation to the individual volition and activity, with due regard to the other fellow's rights was sky-high. There was no limit until you hit the periphery of equal rights to the other fellow.

Then they proceeded to condense in an epitomized form their ideals in the form of the American Declaration of Independence, which was in 1776. And in 1787 there met in Philadelphia a lot of individuals who were the best and most patriotic men in this country or any other country of that age or any other age that preceded it or any age that succeeded it. They proceeded to reduce their ideals of government into fundamental law of the land, and they incorporated their sublime philosophy into what is known as the Constitution of the United States. It is marvelous how they did it. They wrote the Constitution; and one of the great statesmen of England said it would be the admiration of all posterity, and a model of the future republics in the world. They struck the rock of human wisdom and there flowed therefrom as by magic a government that would protect them in their liberty, in their lives and in their pursuit of happiness, but they saw fit to provide that it would never infringe upon the rights of the other fellow. This model of literature and of statecraft was wrought out after the most painstaking and earnest labor, directed by wisdom. Its foundation was laid in truth and fairness, giving every man the right to make, hold, enjoy and control the fruits of his labor, without the

dictation of any flop-eared flea-bitten cur that never made a dollar in this world.

That Constitution guaranteed to every state in the Union a republican form of government, and gave to each state the full right of self government and gave it all rights and powers not specifically delegated to the Federal Government. That Constitution, the greatest creation of the human mind, was launched in 1787. Our fathers created this great bulwark of human liberty with the understanding that there might be things to come up, in the workings of the government, things relating to human rights not foreseen, that could be offered as amendments to that sacred document, and that was done in 1803; but there was warning against any change in the document or taking from it or adding to it, and this state of things continued until 1865 until that horrible cataclysm known is the civil war and about that time there came in the Thirteenth, Fourteenth and Fifteenth amendments, but none of them restricted the rights of the states. It gave the same rights to the black man as to the white man, and then for forty years or more nobody dared to lay his vile hands upon that sacred document until this new brood of intellectual joy-riders and sky-climbers came along, and they thought they would make something out of it better than it was, and they commenced adding amendments to it, and the next amendment was the Sixteenth amendment, an amendment known as "The Income Tax Law." Since then we have been almost flooded with inconsiderate, unscientific and inefficient leadership. It first came in in the income law. The Constitution says that every man shall have equal rights, and that taxation shall be equal and uniformly distributed throughout the land, equal on the high and the low, on the rich and the poor, each to contribute of his substance to the support of the Government; each contributing his share. If each man in our Government should contribute his proportionate share of taxes to support the Government, then he could stand forth as a magnificent statue of a self respecting American citizen. But who on earth of our forefathers ever dreamed that there would be an amendment to our sacred constitution that would permit a discrimination against one-half of one per cent. of the people of this land. Under the first income tax law one-half of one per cent. of the population were affected by it. Under the amendment that exists to-day only three per cent. are touched by that and 97 per cent. of the people of this land, if they desire to can absolutely refuse to pay taxes and make the three per cent. pay them all.

Now, the next amendment was the Seventeenth amendment, and that is the one that abolishes the government of the United States. Our fathers established a representative democracy. Then it says that the representatives were to be elected by a direct vote of the people, and that it should be done by a primary election. Now, you take the income tax law, and you take the direct vote coupled with the primary system, and you place in the hands of

the majority the unchallenged right to confiscate all the property in this land. There is no power in the world to protect that property against such legislation, not even the Supreme Court of the United States.

Our degeneracy began at the close of the civil war. Up to that time there was no use for anybody to announce for election to any office if he was not of a good moral character and possessed learning and sense enough to make a good officer, and administered the office for the benefit of the people. The office rather sought the man in those days, and you didn't find hundreds of scalawags chasing some office for the pay that was in it, or for some other sinister reason.

What are we drifting to? What do you business men do? You can become oblivious to the highest duties of life. More than that you can become so careless about other things that don't immediately concern your every day affairs that things around you may go to rack and ruin before you know it.

Keeping your mind on business so close some of you don't even pay your poll tax. If you want to do your duty to yourselves and to your country you will pay more attention to the affairs of your country and take an interest in this government.

Beware of what I say, beware of the Bolshevik. They have unhorsed the Russian empire, ruined the Austrian empire, brought chaos to Germany and have France by the throat. If the business men and the intelligent moral men of this country are not soon aroused to a sense of their duty it will only be a short time until we are wrecked on the rocks of anarchism. These people never cease to chase the rainbow and the experimental. Your troubles to-day are not of the industrial sort, not the reflection of bad financing, but are the result of miserable politics in this land and if you people don't assume the burden of leadership and lead the people back in the ways of truth and light, then you are misleading the people of America.

The primary attributes of the American world are all right, but the trouble is with the burden bearers for neglecting their duty. Our forefathers fought, bled and died for the right of personal liberty, believing that the people should control the affairs of our government. They were enemies of everything of a sumptuary nature. There was no limitation placed upon our women, we believe we know how to take care of our women, and yet in some of this recent issue legislation that they have settled upon this country the woman's suffrage law and the prohibition abomination, are in direct antagonism to our constitution. I don't care about woman's suffrage, and I am simply speaking the truth as to the faith and philosophy of our forefathers, and of the genius, the spirit and wisdom breathed into our Constitution.

I believe that the future of this country depends upon the speedy return of our ancient philosophy. I believe that it depends upon the preservation and rehabilitation of the old Constitution

of this land as it was originally written. "As long as the Colosseum stands Rome stands, when the Colosseum falls, Rome falls, when Rome falls the world falls."

I say that as long as the Constitution of this land, as originally written, stands the Anglo-Saxon civilization will stand, when the Constitution falls then Anglo-Saxon civilization falls, and the last hope for human advancement is forever gone.

What are we coming to? They talk about the marriage license business being presided over by some hygienic expert and the natal hour of our babies is to be presided over by some hygienic idiot. Picture some legislation passed to regulate your farm and laws enacted that would censor and regulate and control everything. My goodness we have got some kind of a thing up to control birth, telling you how many babies should be born, and how to feed them, laws telling you how to run a peanut stand in the back alley and how a Continental railroad shall cross the land. My goodness, we will have so many strange laws passed we won't know which way to turn.

Men engaged in business have the power to right these things. It has been six years since our boys came back from the war, and to-day we are no nearer a settlement of that war matter than we were right after the war. Labor and efficiency and schools of Continental Europe have been suspended. If we had put them to work right after the war they could have paid back all that we levied upon them, every cent up to this time, and the farther we get away from it the less our chances are for getting anything. I have the profoundest sympathy for all our allies, but I do know that the hope of this world is depending upon the blue-eyed people of this world, and if we go on like we are, becoming mixed up with all of the people of the world, it won't be long before we become slant-eyed and almond-eyed. I want to stick to my race.

I would have all international indebtednesses settled at once, even to the exclusion of the cancellation of everything; either make them pay up or put them to work. Then I would have the blue-eyed people of this world to come together and sit down at some table without even any cloth on it and write up a very brief agreement and make a statement to this effect: We are the most healthy, most energetic, most Christian people in the world and the leading people of this world and the burden is on us to see that the affairs of this world run smooth. This world is entitled to peace, prosperity and amity and we are under obligations to bring them about. Let us, therefore, assume the dominion of this world in a plain, business-like, matter of fact way, and hold it with a deathless grip.

I would rehabilitate the United States flag. I would denaturalize and deport every malcontent of this land, whether he be exotic or indigenous growth, and put him across the Atlantic ocean. I would assert sufficient authority to command on the part of every scoundrel of this land a certain amount of respect for the dignity of

this country and obedience to its laws. I want to say that all human government that can amount to anything is protected by force. And then I would have every American citizen in this land reconsecrate his heart to the Declaration of Independence and the Constitution of this land. Then I would administer an allopathic dose of old time work and turn every day common sense into all business affairs. Then I would send every preacher back to his pulpit. And I would be sure to send every good woman back to the drawing room or the kitchen. And I would send all blear-eyed professors of this land back to the school-room. Then, even though it went into the realm of surgery, I would emasculate every he-woman and every she-man in this land and stop their infernal race. R. E. L. Knight.

Rules of the Road in Japan.

While in Japan a few months ago C. C. Follmer picked up a copy of the instructions issued to automobilists. He subsequently had a literal translation made of the code, which is as follows:

At the rise of the hand of policeman, stop rapidly. Do not pass him by or otherwise disrespect him.

When a passenger of the foot hove in sight, tootle the horn trumpet to him melodiously at first. If he still obstacles your passage, tootle him with vigor and express by word of the mouth the warning, "Hi, Hi."

Beware of the wandering horse that he shall not take fright as you pass him. Do not explode the exhaust box at him. Go soothingly by or stop by the road-side until he pass away.

Give big space to the festive dog that make sport in the roadway. Avoid entanglement of dog with your wheel-spokes.

Go soothingly on the grease-mud, as there lurk the skid demon. Press the brake of the foot as you roll round the corners to save the collapse and tie-up.

America Leads the World.

No country has so far been able to rival the United States in the conservation of foods by canning. The process of commercial canning was first discovered and promoted in France, but the development of the industry was neglected by that country, confined practically to a few articles such as peas, sardines, and mushrooms, luxuries in the way, rather than necessities.

England has done some canning but the effort of that country might appropriately be designated as preserving rather than canning.

Japan cans some fish, salmon, crab meat, and a few sardines, and Australia is now trying hard to learn how to can foods on a large scale but is having much trouble with her efforts. The Argentine has also attempted the canning of foods and has been rather successful in canning meats, but not so with other kinds of products.

Cruel and Unusual.

An Aurora newspaper calls attention to a nursing bottle advertisement which concludes with: "When the baby is done drinking, it should be unscrewed and laid in a cool place under a tap. If the baby does not thrive on fresh milk, it should be boiled."

PROMISES OF PROFITS.

How Dynamic Stock Salesmen Hypnotize Customers.

Judge Glenn Warner, of the Cass Circuit Court, recently handed down a decision involving the right of the Commercial Finance Corporation to recover on a note which had been purchased from a high powered stock salesman who evidently sold the stock originally on questionable grounds. The full text of the decision is as follows:

John V. Wicklund, a stock salesman, sold F. N. Reese, a retired farmer, stock of the Gillett Motor Products Co. to the amount of \$7,500. The defendant, in payment of the stock, gave three promissory notes of \$2,500 each, dated November 16, 1922, payable to "myself" and indorsed by the maker. At the time the notes were given John V. Wicklund executed and delivered to the defendant a "resale agreement," by the terms of which Wicklund agreed to resell the stock at a profit, which was to be shared by the defendant and Wicklund equally. The defendant paid one note of \$2,500 the day following the consummation of the original deal. November 22, 1922, Wicklund sold to the plaintiff the two remaining notes, along with other notes which had been turned over to him in payment of stock in the Gillett Motor Products Co. The plaintiff immediately after purchasing defendant's notes so notified him, he acknowledged the receipt of the communication and made no protest relative to the negotiation of the paper, nor did he disclose the fact that collateral agreement had been given to him by Wicklund. One note for \$2,500 signed by the defendant and purchased by the plaintiff matured, was presented at the maker's bank and promptly paid. This suit is based on the last note of said series of three thus given to Wicklund.

The defendant does not claim that he was induced to give these notes because of trickery or fraudulent representations. He does not dispute that the plaintiff purchased the paper before maturity and for a valuable consideration. His sole defense is that the plaintiff had knowledge of the "resale agreement" and that therefore the plaintiff is not a holder in due course.

The fundamental underlying legal principles in the instant case are the same as would have been presented had Wicklund, as a real estate broker, induced the defendant to purchase the Gillett farm for \$7,000, taking the purchaser's three notes in payment and then in order to raise the money for Gillett sold those notes to the Commercial Finance Corporation to which Gillett was indebted and the cashier of which had notice of the so-called "resale agreement."

Clearly credit on a pre-existing indebtedness is consideration for the transfer of negotiable paper.

Hanold vs. Kays, 64 Mich., 539; Thompson vs. Village of Mecosta, 127 Mich., 522.

Counsel for the defendant ably presented the argument that some of the officers of the plaintiff corporation were also officers in the Gillett Motor Products Co. and had knowledge of the "resale agreement," and this knowledge is imputed to the plaintiff. This is a sound legal doctrine. However, it does not prevent recovery by the plaintiff. While Wicklund testified that he informed plaintiff's officers of the supplemental agreement before the notes were negotiated, yet two officers of the plaintiff denied this testimony and asserted they did not have such knowledge. The testimony of Wicklund is disputed by the testimony of two witnesses of equal credibility. While those witnesses,

naturally, are interested as officers in the result of that litigation, yet they are no more interested than Wicklund should be under the conditions disclosed by this record. Wicklund did not retain a copy of the "resale agreement." The officers of the plaintiff corporation are novices at finance if they purchased the notes knowing the existence of this agreement without at least demanding a copy of the instrument. Therefore, as a disputed question of fact, I find the plaintiff did not have notice of the so-called "resale agreement."

However, the decision ought not to stand on that one fact. If the plaintiff had knowledge of the "resale agreement" it does not constitute a defense. The defendant has paid two of these notes without protest. He testified he relied entirely on Wicklund to sell the stock, return the amount of the original investment, plus one-half of the profit. November 16, 1922, two agreements were made, each separate and distinct from the other. The defendant's agreement was the promise to pay, as evidenced by the three promissory notes; Wicklund's agreement was to resell this stock.

The psychology of this situation is almost unbelievable. The defendant is nearly eighty years of age. His testimony is impressive. Apparently his character is above reproach. By thrift and honest toil he has accumulated a competency for his old age. He made the grievous mistake of placing such abiding faith and implicit confidence in a stock salesman that it overcame his good, sound business judgment. He forgot "safety of principal" and was hypnotized by the promise of profits. This so-called "resale agreement" is no more than a clever scheme to dispose of stock. Wicklund considered this transaction as an absolute sale and received his commission on that theory. Indeed, this loading of customers with stock under the so-called "resale agreements" is in the same class as having the original purchasers of small blocks of stock in corporations relinquish their rights to the additional stock which has been allotted to them before the price advances. It is all a part of the campaign of dynamic high powered stock salesmen.

Defendant's counsel have made a sincere effort to aid him. However, the legal barriers are impassable, unless we sweep aside all the well-established principles of law governing negotiable instruments. The plaintiff is entitled to a judgment for \$2,500, plus interest and costs.

Glenn Warner,
Circuit Judge.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 15—The hotels at Mackinac Island are just beginning to fill up for the season and all they want there now is summer weather. The Island never looked better and the opportunities to spend money are as good as ever, with value received. The hotels at the Les Cheneaux Islands, one of the side trips from Mackinac Island, also report a satis-

factory start, with most of the cottages now being occupied.

Thomas Green, Assistant Attorney General, of Lansing, a former Soothe, is spending a few days with his family, visiting old friends and enjoying a trip down the river to the Encampment, where his family expect to spend the summer.

The Canadian Sault is going to celebrate what is known as Algoma's Night of Nights on Wednesday, July 16. Last year they had over 3,000 in costume and this year they expect to beat it, but they will have to go some, as last year's parade was one of the most spectacular events ever pulled off in Canada.

The Wortham Carnival closed a successful week here in spite of the two rainy days and signed up again for next year.

Hon. Chase S. Osborn has just presented the public library with his latest book on travel, entitled Madagascar, the Land of the Man-Eating Tree, which is being read with much interest by his many friends here.

Claud Smith, the well-known meat merchant of Manistique, returned Saturday from a three weeks' vacation, spent in Lower Michigan cities. En route he met with an auto accident, when his auto overturned, causing his two daughters to spend two days in the hospital.

Our civic holiday this year will be celebrated Aug. 14, according to a proclamation made by our Mayor, Otto Supe. The business houses will close, as usual, and special attractions will be the feature of the day.

Think well of yourself, but do not use all of your energy in broadcasting your virtues. You have nobody to tear but yourself; nothing to market except your own mental, moral and physical qualifications.

Hope S. Frederick, Vice-President of the Northwestern Leather Co. entertained a number of distinguished guests at Albany Island July 4. Quoits were in order after dinner and the host had an opportunity to display his skill. The score was decidedly in his favor, with a record of more ringers to his credit than had been made at any of the tournaments pulled off on the links this season.

Necessity may or may not be the mother of invention, but there is no sort of question about hustle being the father of success.

The trustees of the Anchor Mission extended an invitation to the business men to attend a hoeing bee at the large garden of the Mission. The ready response showed that the heart of our business men was in the right place. Each man furnished his own hoe and the work accomplished would make Burbank sit up and take notice.

The lion and the lamb story is all right as a fairy tale, but if the plan were to be put into execution, the world would soon be well fed up on lions and short on bleating lambs.

William G. Tapert.

Suppose a customer does keep you a little after closing time; do you never ask any favors of the boss?



As good as it is new and the biggest value in paper a customer ever received. Container-wrapper holds shape and keeps paper clean to the last sheet.

Parchment Bond "The Universal Writing Paper" for the Home-School-Office

Meets a very definite need among business and professional writers.

Two sizes—5 and 2½ pound packs—blotter in each.

Stationery stores find this package a ready seller. Write Dept. B.

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

BUSINESS CONDITIONS.

Clearing-out sales of summer goods by retailers have been a feature of business during the past week. This is the customary procedure following the Fourth of July. Reductions in price are the inducements offered to customers, a number of whom purposely delay their purchases to take advantage of the concessions. There would be fewer of these price slashings, especially in articles to wear, if certain habits or conventions of dates were ignored and real weather were considered. There is too much of a disposition to set selling seasons by the calendar. Straw hats are an instance in point. A few years ago it occurred to somebody that it would be a good thing for the makers of these articles if it were declared to be modish for men to start wearing straw headgear on May 15 each year. It was reasoned out that this would lengthen the season and call for the buying of two hats instead of one. But it hasn't worked out that way. Usually, and especially so this last spring, the weather at the date mentioned is too cold to make straw hats advisable. Bathing suit people have had a similar experience in trying to rush the season and are about to quit imagining their selling period ends with the Fourth of July instead of beginning then. Dress and suit manufacturers and retailers, similarly, might find it to their advantage to remember that July, August and September are usually the hot summer months and to act in accordance with that fact.

What purchasing is indulged in is still of the piecemeal character when it is not mere sampling. Some jobs of summer wear are being ordered for quick sales or for filling in stocks. Silk buying is reported as picking up somewhat, but it still leaves much to be desired. General conditions, so far as they can be perceived just now, are shaping up favorably for a good fall business. The upturn in the cereals is one of the factors. There are, however, certain other elements that must be considered. One of them is the weather for the next six or eight weeks, upon which much depends. A variation of half a billion dollars in receipts for farm and field products may be caused by this one factor. Another element is the taking up of the slack in various basic industries now operating below normal and affecting the matter of employment. The wage reductions being made in certain other lines from time to time also promise to have their effect. But, taking all these into account, with a fair amount of luck the general tendency is undoubtedly toward improvement.

PROSPECTS FOR COTTON.

In the cotton markets the weather map is the one taken into account in varying the quotations from day to day. Every one knows that prices on all futures are a matter of guesswork for the time being. Even the opening of the new cotton year, a little over a fortnight hence is not apt to make matters more definite unless some widespread deterioration occurs meanwhile. The possibilities of the future

are many, as is shown by the high and low estimates of the coming crop. The spread between the two is as much as 4,000,000 bales, with the low set at between 10,500,000 and 11,000,000 bales. But even should the crop equal the best of the guesses so far, there will be no superfluity of cotton. Lower prices should result in larger takings by the spinners both here and abroad. Adjustment of the European difficulties will add to the demand, it being borne in mind that this year's crop will have to provide the cotton goods needs for a year to come. Prices for cotton during the present week may be a little halting in anticipation of the report on condition as of July 15. The many uncertainties about the crop have had a very decided effect on prices and sales of all kinds of cotton goods. Dealings have been of small volume and for nearby delivery. Printcloths have shown weakness and finished fabrics are called for only as needed. A mild sensation was provided for knit underwear buyers on Friday by reductions in price by two Southern manufacturers. The declines run from 8 to 15 per cent., and were not wholly unexpected. Business had been dull because jobbers were convinced that opening prices could not be maintained in the face of lower cotton costs. Other underwear concerns are likely to fall in line, and the new prices are expected to lead to more active buying. Stocks on hand at mills are not as large as they would have been had not operations been curtailed early in the season.

THE PRICE PENDULUM.

To give a thought to the favorable influences of the current situation, they include these: Underlying trade conditions are sound; there is a large reserve buying power throughout the country; foreign conditions are improving; the available supply of banking credit is the most satisfactory in years. Though not all that has been hoped for, tax reductions are an accomplished fact, and the country is partly relieved of one of its oppressive and unnecessary burdens.

A rise has occurred in the price of wheat to the highest level in more than a year, and corn has advanced to its highest level since 1920. The country's farm crops, from every present indication, will average much below normal this year; the outlook for the wheat crop is the smallest in seven years.

It is admitted that this will sharply reduce the farmer's purchasing power. At the same time it will go a long way toward correcting the fundamental trouble in wheat, which has been overproduction. A short crop of dear wheat may bring no large sum of money into the farmer's pocket, but the human mind is so constituted that higher prices will go a long way to relieving his irritation and bettering his state of mind. Caught between low prices for the things he sold and high prices for what he bought, the farmer has for more than three years been in an unenviable position, and that position, in some measure at least, will be corrected as the price pendulum swings back.

THE WOOLEN SITUATION.

Despite some optimistic interpretations of the auction sales of Colonial wools at London, the fact seems to be that prices have fallen, especially for crossbreds. For some time past there appears to have been a kind of propaganda to prepare people for higher wool prices. Especial stress has been laid on the assertion that, with the British-Australian pooled stocks disposed of and out of the market the world's annual clip of wool is not large enough for the needs of the various nations. Only a few days ago a statement from the Department of Agriculture made much of this point. But in the case of wool, as in that of cotton, any increase in price above a certain point acts to restrict its use. In such a case there is a greater resort to reworked wool, which has to such bad reputation abroad as certain interests are trying to make for it in this country. It is also to be borne in mind that high prices for wool mean high ones for clothing and that, when it occurs, results in people making their raiment last longer. In this country there was a little more activity in raw wool during the past week. Some of it was said to be speculative. Just now there is not much occasion for the mills to lay in stocks, as fabric sales have not been enough to boast about. Openings have occurred of tropical cloths at about the same levels as before, or a little lower. There is some speculation as to prices that will prevail for fabrics for Spring. The preponderance of opinion is that there will be no rise, but that certain kinds may be a little lower. The openings are still some time ahead. The petering out of the strikes in the clothing and garment industries leaves the way clear to some better business than there has been.

LET WELL ENOUGH ALONE.

Some one of these days there will be a revolt of the middle-aged and those beyond against the makers of divers kinds of men's apparel. It appears to be an obsession of designers that the elderly delight to ape the habiliments of college lads and to change styles as often as they can be turned out. There is nothing, of course, further from the truth. The average man wants to be comfortable in what he is wearing and, if he can, he will cling to an old style if it suits him. Some will stick to an old suit or a pair of shoes, for example, longer than they otherwise would because they are unable to duplicate them in ready-to-wear. Collar manufacturers are constantly having calls for discontinued patterns, which would sell as well as or better than many of the new styles so frequently brought out. In ties the same condition prevails. The string tie, so often cast into the outer darkness of haberdashery, keeps staging a come-back at more or less regular intervals because many wearers have found nothing else quite so satisfactory. In shoes the multiplicity of styles and lasts, changed from season to season, has served only to increase the business of chiropodists and add to the number of fallen arches. It takes a great deal of expensive publicity work to habituate men into putting on

new kinds of articles to wear. None is needed to provide them with what they have been in the habit of wearing and what they have found satisfactory. Why would it not be a good idea occasionally to let well enough alone and supply men with what they really want?

WHY MAKE MISTAKES?

The decision of the Federal Trade Commission to withdraw its complaint against "Canada Dry Ginger Ale," is less surprising than the fact that the complaint should ever been brought at all. It is simply one more instance of the need for changing the Trade Commission Act so as to prevent over much publicity against an innocent concern accused until real misdoing and dishonesty are established.

In this case there is little if any evidence of desire to deceive. For years an admittedly Canadian product, made in Canada, is sold here and builds up a market so strong that the makers conclude to make it in the United States. They retain the old label in its substance, a fact as valuable to the buyer as to the maker by way of assured identification, but plainly admit that it is "made in the United States" and strike out the word "imported." Wherein was there any deception or intent to deceive or to imitate? The commission reached the conclusion that it was not a sound complaint, but meanwhile it has cost the accused a great deal of money and perhaps stamped it with suspicion with nervous people.

It is the experience of many products that a foreign article builds up enough American patronage to seek "naturalization" as expedient and economic. To change its label materially would involve much deception and hardship in a mercantile sense and against the public. But why go into the highways and byways to dig up ground for complaint and accusation and create public suspicion of dishonesty?

Just as everybody was rejoicing that one man—John William Davis—had climbed to the dizzy height of National distinction without having been a newsboy, a farmer lad or the sole support of a widowed mother and seven other children, we are confronted with a story from Clarksburg, W. Va., that Davis has not led an ordinary, everyday boy's life. The story sets forth that Mr. Davis's boyhood chums remember that he was different from other boys. He was always afraid of the girls and fled from them in terror. In order to prove to him that girls were harmless things, his parents got special permission for him to attend a school exclusively for girls. From associating with them he acquired courage enough to accept the Democratic nomination for President in the recent extraordinary convention. This may all be true, but it brings with it a suspicion that it is a subtle way of attracting the great body of women voters. If they can't vote for a woman candidate, they might flock to the support of the next best thing—a man who was educated in a girl's school.

Light Across the Shadows of the Grave.

Grandville, July 15—Again the mantle of grief wraps the White House.

What shall we say of the man who loses his son on the eve of his great battle for the Presidency?

Grief is not confined to the lowly. It has been said that death loves a shining mark, and we know that death is no respecter of persons. The Nation bows with the President and first lady of the land beside the bier of that boy, who so short a time ago was in the full vigor of health, cheered with the thought of winning soon high honors at school, the future as rosy before him as it is possible to conceive.

A tight shoe, a blistering foot, nothing apparently in themselves, yet they lead to most sorrowing results. How brittle is man's hold upon life. Why indeed should the spirit of mortal be proud? That splendid boy faced a future filled with the brightest hopes, only to have them blighted in their inception.

What is life that we hold to it so tenaciously, and which can be easily snuffed out in a second's time? It is something the wisest philosophers and statesmen cannot define. Mystery upon mystery surrounds the life of man upon the earth, and yet we build great mansions, solid blocks of business houses, and race recklessly down the highroads as though speed was the one grand desideratum of existence.

Our existence here is of such a brief nature it sometimes seems hardly worth the candle.

The President is not that high official as he stands by the side of the dead form of his son, permitting grief to wring his very heart strings; and that sweet, gentle mother, how have the social duties of the White House dwindled into nothingness beside that son's bier!

High official position has been dropped as a falling mantle, while Father and Mother weep for the loss of a darling child—and the great American Nation mourns with them beside their dead.

One touch of nature makes the whole world kin.

The rising tribute given by the Democratic convention at New York when news of the death of the President's son was announced proclaims that partisan rancor is laid aside in the presence of the great conqueror, Death. We are all one in feeling at such a time.

What words of comfort can we utter that will blunt the edge of a grief such as theirs, the parents of the dead boy? It is useless to try to assuage the sorrow of that mother heart, and yet it is a source of comfort to know that America's heart bleeds for the stricken parents.

Lincoln had this sorrow thrust upon him in the dark days of the Civil War. He bore up under it masterfully, and yet that event shadowed his whole after life and was painfully manifest in many of his State papers.

The greatest conqueror in our world is death. We know not if it be the end, or the beginning of renewed existence beyond this world of ours.

Will this mystery ever be fully solved so that man here shall know his exact status in a life beyond the grave? From every clime throughout the world human beings worship at some shrine, and it would seem that this belief of a great hereafter, ruled by an all wise Father, could not exist so perennially in the hearts of savage and civilized peoples alike unless there was substance for such belief.

This is an age of wonders.

From the earliest ages man and spirit have communed, and this will doubtless continue on down through the ages that are to come.

We cannot, we dare not set aside

our dead as gone never more to return. Every blade of grass, every tree, every whispering fern tells of the glory of a superior being just outside mortal vision.

It is this thought that has buoyed up the hearts and hopes of man from the earliest period to the present time. Calvin and Mrs. Coolidge have not lost their son; he has just gone on a little before to await in another land the coming of father, mother and brother.

Our war periods have strengthened the belief in God among our people. No one would find happiness in going out to die for the flag and country, if by thus dying that would be the end. We know such is not the plan of the Designer of the Universe, and it is thoughts such as these that serve to buoy up the spirits of the mourners and give them strength to withstand the greatest afflictions which come to us along life's pathway.

In the old days I read as a boy in the fifth reader of the poor Indian, "who sees God in clouds and hears him in the winds."

The redman was uneducated—uncivilized, in fact—and in his blind ignorance worshipped the Great Spirit through seeing the wonders of His work all about him in nature.

At that time I felt a certain sorrow for the ignorant Indian. In later years I have come to believe that the redman who saw God in clouds and heard him in the winds was not such an imbecile after all. It was that God speaking through nature telling the red woodsman of his existence in the wide universe of all created things.

Not "Lo! the poor Indian," but rather "Lo! the wise Indian," who was far wiser in his day and generation than the white scholar who criticised him. All nature proclaims man's immortality, from the lowest in the land to the highest. Old Timer.

Quality—Not Advertising.

Los Angeles, July 10—As far as nationally advertised lines as such go, they do not exist for us. We buy merchandise according to its individual worth to us, regardless of whether it is nationally advertised or not. Bullock's has certain standards of quality, and has aimed in its advertising and in its dealing with the public to let our patrons understand that whatever is offered over our counters can be depended upon—that Bullock's is behind it.

There are in the store many nationally advertised lines of merchandise, but the fact that they are nationally advertised is not the reason that they are here. They are measuring up to the Bullock standard is the reason.

We do not believe that the mere fact that a line is nationally advertised assurance of superior quality nor do we feel that throwing out the nationally advertised line means more of a loss of trade in that particular section of stock than when a non-advertised line is succeeded by another.

In recent years we have had a number of experiences which prove that while there is some loss when a line leaves, it is not serious, is only temporary, and is as true of unadvertised brands. Bullock's has replaced a number of well-known brands in different departments, some with non-advertised lines, some with advertised ones, but always with success in spite of the prominence of the lines so displaced. Arthur M. Pavitte.

Profits Are Too Low.

Colusa, Calif., July 9—There appears to be concerted action on the part of a good many manufacturers of nationally advertised lines directly or indirectly to establish the retail selling price. No manufacturer has any right to fix the price at which we shall dispose of our own property, and if he does we are not going to handle his goods. The manufacturer does not

know the conditions under which we are operating, and he is not in a position intelligently to consider the matter. We are the only one to do this, and competition will prevent us from charging too much. Merchants might as justly get together and tell the manufacturer what price he shall sell his product for. The merchant has also a moral resentment to the manufacturer interfering in his business.

The attempt of a good many manufacturers to squeeze the retail merchant between an established retail price and the wholesale price the manufacturer charges for that article which cause us to discontinue handling it.

Generally speaking, the merchants are not making any profit and those we have talked with are considering the question as to whether they are going to work for the manufacturers of nationally advertised lines without any profit, or sell independent lines that they can make some money on, and we believe that they are going to choose the latter.

H. S. Sargent.

Not as Helpful as Claimed.

Chicago, July 15—Nationally advertised goods are not always superior to unadvertised lines, but a great deal depends upon the product itself—its quality and usefulness.

Naturally, our preference is for featuring merchandise made up according to our own specifications, and bearing our own trade-marked names. It is only natural that the retailer should have more control on his own line of goods, and doesn't have to adhere to any standardized price such as is often necessary with nationally advertised goods, thus preventing competition and the inclination to offer the public something at a price once in a while.

National advertising in most cases is not as helpful as its supporters claim. In only a few cases where the campaign has been merchandised on a plane considerably above the average has the effect proved beneficial.

Mandel Brothers.

There's No Profit in Them.

Denver, Colo., July 14—We carry nationally advertised goods and sell a large volume of them, but we make our profits on the unadvertised lines. That is the whole situation in a nutshell. There is no profit for us in nationally advertised merchandise.

Our customers, however, often ask for a nationally advertised brand. They want it and we give them service by having and selling it to them. Simply from the standpoint of service to the customer I decided some time ago that we ought to handle nationally advertised lines that are called for. We do not push these because the profit is not in them, but we give them readily if the customer asks for them. At every practical opportunity our salespeople build a following for the unadvertised brands on which there is a profit.

John Thompson Grocery Co.

Urges Cautious Production.

In a letter sent out yesterday to its members, the National Knitted Outerwear Association urges manufacturers to fight shy of excessive production of novelty garments for stock. It is recommended that the surplus stock of such goods be limited to a definite percentage of bona fide orders. After pointing out that manufacturers have been accustomed to turn out large amounts of these goods, the letter continues: "This has been instrumental in causing a buyers' market to develop, and the natural result is that buyers have held off purchasing until the manufacturer was compelled to

meet their prices. It has further resulted in the buyer purchasing from hand-to-mouth, for he knew that he could go out into the market at any time and get any goods he desired. It has also caused the entire price question to be such an uncertain factor that buyers have been afraid to purchase in any quantity." If goods were made up as ordered, the letter concludes, buyers would know that orders would have to be placed well in advance and it would eliminate the danger of the manufacturer being caught with too large stocks, while prices would be stabilized.

Wood Colored As It Grows.

A report from Dresden intimates that a German engineer has succeeded in coloring wood as it grows. Living trees are given any desirable color by this process. It has been found that a whole tree from the end of its roots to the topmost leaf can be completely and permanently colored within forty-eight hours after application of the dyes. An aniline dye is used and 50 gram of coloring matter together with 200 litres of water are sufficient for one tree. The process has been patented and it is understood will be put to practical use at once. Furniture, cigarette cases, penholders and other articles are to be put out on the market, all made from the new colored wood. The process affords an excellent means of imitating certain natural woods.



To Chicago

8:05 P. M. Daily
Grand Rapids Time

From Chicago

7:45 P. M. Daily. Chicago Time

FARE \$4.20

Boat Train Leaves Grand Haven

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1 Block East of Hotel Pantlind

Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

**Grand Haven, Muskegon
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OVER NIGHT SERVICE

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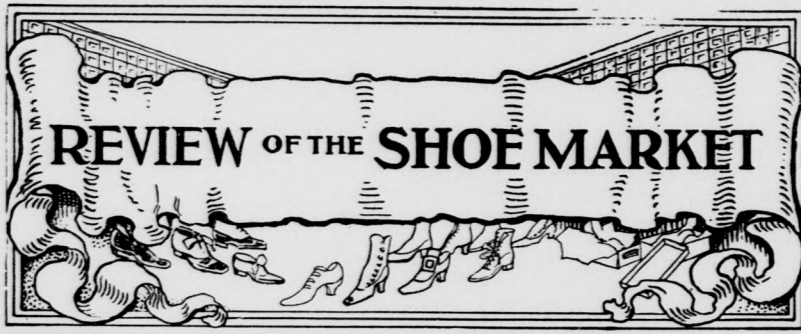
Electric Railway Station

One Block East of Campau Square

Phones Citz. 65671, Bell Main 671

L. A. GOODRICH,

Traffic Mgr.



Message To the Shoe Store Salesman.

The shoe business is an old and honorable one, and a large percentage of the successful store owners probably started in the business as men on the floor fitting shoes.

Many of the storeowners and managers of to-day jump in and fit shoes in an emergency, and enthusiastically serve trade. However, there are a few store salesmen who seem to think that fitting shoes is a little beneath them—that it belittles them in the public's eye.

A man who has that feeling should leave the shoe business and go into some other line, as it is the wrong angle—or to use a slang phrase—"They have the wrong slant."

Just recently the writer was in a shoe store, and, while waiting to talk to the manager, watched a new salesman who was selling shoes to a young woman, who was accompanied by another woman. The man appeared to think that it was up to him to impress the women with his importance. However, they were looking for shoes, and probably were not interested in him, or his past, present or future. Among other things he was apologizing for the fact that he was a shoe "clerk."

He commented on the fact that he had been in the garage business and had sold out with the shoe store on a temporary basis "until something better developed."

The two girls were plainly bored. They desired shoes and quick service, and the man was killing their time and his own with a rambling account of his previous history, of his blue blooded family, etc.

Most men are bored to distinction with the barber who talks all the time. As a rule people are not interested in everything and everybody. Who cares to know the history of a man or woman one merely meets in a store? Of course, in time where a man serves the same customer there may be a friendship developed, in which the customer is discussing relatively intimate subjects with a salesman, but he should let the customer do the leading.

A good listener is much better than a good talker. It is admitted that most people would rather talk than listen. The customer is paying for the privilege of silence, or the privilege of talking, if he or she desires to do so.

In the matter of apology for being a shoe "clerk"—why should anyone figure there is any apology needed for fitting shoes? It is an honorable profession, although there are some who are not professional. Sometimes the bad fits are due to too much talking, and not enough knowledge of the stock in hand. There is no more reason for apology for being a shoe store

salesman and fitting shoes than there is for being a garage man. Consider all the grimy work there is on an automobile.

Any person who serves the public is more or less of a public servant. The president of one of the great utility companies in a recent address stated that the utility companies were public servants, in that they served the public for hire, and did the work that was formerly done by a number of servants. Electric power supplies water in the home, light, heat, and many things, even transportation. The president of this company in concluding his remarks, held that every utility company should deliver service, and be able to go before its customers as "your good and obedient servant."

After all, workers are public servants. The newspapers are controlled by public sentiment, and the writers are servants of the public. Hotels, restaurants, stores, transportation companies and many others are dependent on the public's acceptance of their service.

Honorable work—for an honorable wage, is honorable, whether it be ditch digging, sewer cleaning, or what not. The physician is a servant—who is ready to be called out of his bed at any hour of the day or night. Most physicians are ready and willing to go to any home, rich or humble. They draw no color line, and worry not regarding the argument that East is East and West is West.

Any shoeman who conducts himself in a business-like way, renders service, and is prompt and efficient, secures the respect of the public without asking for it. The man has nothing to apologize for.

Higher Priced Shoes Doing Best.

Although the reverse is true in many other lines of merchandise, the best business being done on men's shoes at the moment for Fall delivery is in the higher-priced lines. Just why this is so can not be explained, but it is said to apply just as much to the better shoes in cases where general lines are carried as in those where the line is made up entirely of high-grade footwear. As the season advances, more and more call is reported for high shoes which, while they usually sell better than low ones for Fall, appear to be outselling them even more than usual this year. More black shoes than for the last several seasons are also being sold, from all accounts, although a good volume of business is passing in tans. Houses handling kid shoes report a nice business in them also but, like in other shoe lines, it is being placed later than usual this year.

WAGES ON THE DOWN GRADE

Employment Also Declining as Industry Slows Down.

The tide has turned. Wages are declining. After four years of increasing payrolls the manufacturer is approaching the period when it will be possible to cut down his labor costs and thus reduce the price of his product and, consequently, his sales.

But although "money" wages of labor are declining slowly, due to the pressure of the ancient and honorable law of supply and demand, it does not follow that the purchasing power of labor is to be drastically reduced. On the contrary, for so far as present figures indicate labor is still receiving higher "real" wages than at any time since 1920. The cost of living is dropping as fast as wages: in many cases it is dropping while labor in certain industries has taken no reduction at all. This is the danger in the situation—that wage agreements forced from employers by union demands will operate to throw the manufacturer's costs out of balance. In the textile, leather, boot and shoe and clothing lines, reduced wages are compensating the manufacturer for necessary reductions in the sales-price of his output, although even here the producer is usually at a disadvantage, because of that period existing between the time he is forced to cut sales prices and the time when he can lower wages.

But in other lines, such as iron and steel for example, the situation is different. Output is dwindling, many mills are running at less than fifty per cent. of capacity. The law of supply and demand says that there is a large surplus of labor in the iron and steel mill districts; therefore, wages should drop. But for one reason or another—ranging from iron-bound agreements which manufacturers do not desire to break, to political considerations for inducing a prosperous atmosphere for the fall elections—wages are not coming down. This simply means that the manufacturers are getting less for a product for which they are paying just as much as during the peak of the price-curve. Such a situation cannot long continue without causing something to crack.

The figures compiled by the Nation-

al Industrial Conference Board show that employment declined 2.5 per cent. during April from the preceding month and reports for May indicate that the decline is even greater for that period. The average hourly earnings of all wage earners (reports were received from approximately 1,700 plants) dropped from 56.1 cents in March to 56 cents in April. Fifteen industries reported decreases, seven indicated increases and one reported no change. During May, although final reports are not yet in, the drop in wages was considerably greater. Hourly earnings in the leather industry and in the wool-textile mills were sharply reduced. Lumber and millwork was the only industry in which a noticeable increase occurred during April and the reports of a slowdown in millwork output as well as of a decline in total lumber shipments indicates that this situation was reversed during May. The average weekly earnings of all wage earners declined from \$26.89 in March to \$26.60 in April and a further decided drop is certain to be recorded when the final figures for May are released. In sixteen industries weekly earnings decreased, in six they increased and in one there was no change. With the exception of declines in silk and wool and increases in lumber, paper and pulp, the changes were not of great significance. Recent reductions in the price of newsprint and late reports of a curtailment in lumber production made it evident that the month of May will show no increases worthy of note and an almost uniform decline.

Nevertheless, an upward movement is noticeable in "real" wages, or the purchasing value of money earnings, due to the sharp drop in the cost of living index number recently. The index number of "real" earnings advanced to 142 (compared with 1914) and "real" weekly earnings stood 32 per cent. higher.

An increase in "real" earnings is also anticipated in May and it is reasonable to assume that with the cost of living dropping rapidly, there will be no great decrease in purchasing power of labor for the remainder of the year.

The decline in wages of labor has, however, corrected, to some extent, the disadvantage of the farmer and the

Herold-Bertsch Shoes



High Class Shoe

at Medium Price



No. 985

\$3.25

Combination last. Famous Herold-Bertsch kangaroo leather, with all the good features of kid but will not peel when bruised. A good leader for fall.

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Mich.

distress of merchants in the agricultural sections. Furthermore the season for the migration of large numbers of men into the agricultural states is at hand and this will offset the unemployment in industrial cities as well as increase the potential purchasing power of those states in which harvest labor is an important factor.

The cutting will start soon in the big wheat belt and in Texas, Oklahoma and Southern Kansas is already well under way. The season does not start in the Dakotas until the middle of July or the first of August and in Northern Kansas and Nebraska about the tenth of July. From that time on thousands of additional farm hands will be employed in these states. This will relieve the unemployment situation in the coal and steel districts to some extent, though it is not believed that many of the soft coal miners in Southern Illinois will take advantage of the situation which would help them to tide over a period of idleness.

Outdoor construction is also providing work for thousands of men thrown out of industrial employment. Construction in the Eastern States, especially, is requiring more labor than ever before. Then, too, the operation of plants upon part-time and three-day or four-day a week schedules helps to alleviate the unemployment situation. But it is certain that with reduced demand for goods on account of past overproduction more and more men will be most rapid in those states lines of employment. Wages will continue to come down, and the decline will be most rapid in those states where the cost of living has declined the most, other things being equal.—Commerce, Finance and Industry.

Retailers Blamed For Present Buying Methods.

Retailers throughout the country, through their hand-to-mouth method of buying, were said yesterday to be primarily responsible for the present situation in the napped goods and cotton blanket trade. Stocks of this merchandise are so light in the hands of the manufacturers that there is every indication of a marked shortage before the year is out. Production of the goods is so slow that, even if the call for them improved materially at once, there would be considerable trouble in supplying a normal demand. The retailers, it was asserted yesterday have placed only a limited quantity of advance business with the jobbers, who in turn were said to have made little, if any, provision for a possible run on the goods in the next two months. Despite the almost certain shortage, there is little indication that prices will advance. This, it was said, is another thorn in the side of the manufacturers, in that, on the basis of current cotton costs, the mills are doing well to break even at the prices they are now getting for the finished fabrics.

Competing with the other fellow is bad enough, but competing with yourself is worse but not so prevalent as it was before the one-price era became so universal. We well remember when a merchant would cut his own price three or four times before he made a sale.



Interior of H. G. Hill store, New Orleans, La., showing the complete McCray equipment, including two display case refrigerators.

LOOK FOR THE McCRAY NAME PLATE

You'll find it on the refrigerator equipment in the better stores, markets, hotels, restaurants, florist shops and in homes. This name plate gives positive assurance of foods kept pure, fresh and wholesome.

"Our McCray Refrigerators Give Customers CONFIDENCE"

The general public—your customers—know McCray as the builder of "refrigerators for all purposes." They know, too, that "McCray" on a refrigerator means **quality**. When they see a McCray in your store, therefore it increases their confidence and respect for you as a merchant.

In every McCray advertisement in important national magazines, including the Saturday Evening Post, the public is being taught to "look for the McCray name plate," as the mark of the up-to-date store and market. Every McCray user benefits from this national advertising.

McCray equipment pays for itself by

- building more business for you
- reducing spoilage losses to a minimum
- cutting down operating costs
- enabling better service to your trade
- increasing your customers confidence

Free Book illustrates and describes McCray refrigerators, display cases and coolers for stores and markets of every size—explains exclusive McCray construction features. Send the **coupon** for your copy. We'll gladly suggest specific equipment to meet your needs. Ask about our term payment plan.

Kindly send Free Book and further information regarding refrigerators checked:

- () for grocery, delicatessen stores () for hotels and restaurants
() for homes
() for markets

Name _____

Street _____

City _____

State _____ (Write in pencil please)

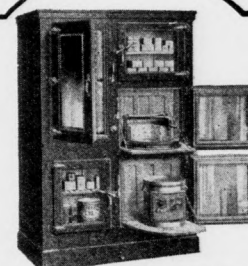
McCRAY REFRIGERATOR CO.
2444 LAKE STREET KENDALLVILLE, INDIANA

Salesrooms in all Principal Cities
DETROIT SALESROOM 36 E. ELIZABETH STREET

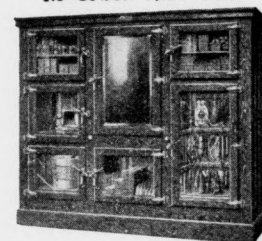
McCRAY

REFRIGERATORS

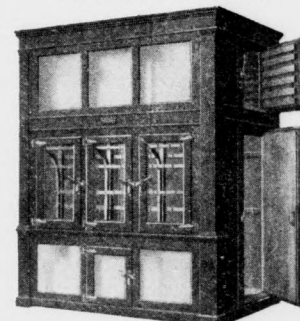
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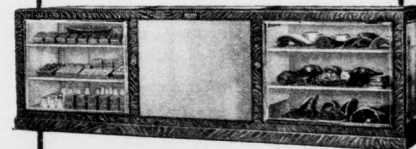
McCRAY NO. 405



McCRAY NO. 411



McCRAY NO. 185



McCRAY NO. 1036



EARLY MONEY OF MICHIGAN.

Pioneer Articles of Exchange Which Preceded Shin Plasters.

However much some may deplore the filthiness of lucre we all are, at all times, very much interested in its acquisition. It is strange how anything so universally condemned can be so universally desired. So constant and so universal has this desire for money been through the ages that the history of the various forms of money is practically a running comment on the progress and course of human effort and achievement.

While money has been the root of a great many evils, even as the wise man said, and the course of the streams of history has been diverted by dams of gold, there is an unusual amount of romance and human interest in the story of money even in this small portion of the globe we Wolverines call home.

In our section of what was known as New France, the earliest known form of money was first issued in 1685, and was called "Card Money." Its fantastic name was due to the fact that it was made from ordinary playing cards, cut into four parts, each part stamped with the lilies of France and signed by the territorial authorities, the governor, intendant and the clerk of the treasury. Quite appropriately this currency was used to pay off the soldiery at the frontier posts. This money was in use in Detroit from 1717 to 1729 and had a value of 50 cents on the silver dollar.

The picturesque aborigine, Pontiac, used pieces of birch-bark with the figure of an otter and his totem drawn thereon. This passed currency, and with characteristic honesty he is said to have redeemed each single bit of forest scrip. Redemption was made in wampum sold to the Indians by the traders and manufactured for this purpose by the thrifty Dutch along the Hudson. We are assured by the chroniclers of the canny Meynheers that this source of trade served to establish many of the proud Knickerbocker fortunes.

More general than these forms of crude currency were the more substantial peltries which served our pioneering forbears instead of greenbacks or jitneys. Furs of all kinds were accepted as payment for all manner of debts and obligations and formed practically the only medium of exchange at Montreal and Quebec, the Sears-Roebuck of those days. Thus a blanket cost ten beaver skins, a pound of powder cost two, a pound of shot one, a gun twenty, a knife one. Buck and doeskins supplanted the beaver pelts for a time. Even up to

the beginning of last century a deer-skin had its established currency value.

The thrilling revolutionary times saw the introduction and use of the so-called "York" currency in these parts. This was issued by the Provincial congress of New York, hence its name. This but confirms the early ascendancy of the Eastern metropolis as the money center of the country. Notes in use were for fifty cents and one, two, three, five and ten dollars. To these denominations were added others for

one-ninth, one-sixteenth, one-third and one-fourth of a dollar.

In 1779 skins as currency ceased to be the usual form of money, being supplanted by bills issued with the authorization of the Governor by the merchants of our embryo commonwealth. Permission was given the various merchants to issue paper money or due bills to the value of the property he owned or the stock he had on hand. On a set day they had a general clearing of all mutual debts effected by the interchange of due bills. It was a simple process of exchanging "I O U's" and being quits.

In the early trading records of the State we find frequent reference to "cash destroyed." This evidently referred to the destruction of due bills after they had been redeemed. The use of these due bills was quite general until long after the establishment of Federal control after American occupation. They served them largely as a corrective for the abuse known as "cut money," so dubbed because the silver coins were cut up into pieces by

super-thrifty people who evidently didn't agree with the sentiment that afterwards graced our universal Federal currency, "E pluribus Unum." They rather made many out of one.

In the years immediately before and succeeding the war of 1812 Spanish silver pieces formed the chief currency medium in Michigan, together with a few French and stray Portuguese coins. Instead of cash registers kegs were in general use. It speaks volumes for the lack of the bandit spirit, so universal a thrill in our times, that these coin kegs were usually kept out on the open counter.

Michigan also had its early taste of inflation in the use of "fiat money" established by General Proctor after the capture of Detroit. During the war and up to as late as 1817 much so-called "Ohio currency" was in use. This medium was subject to a discount of twenty-five per cent. in New York. In spite of this Detroit merchants traded extensively with the Eastern money parers. At this time the use

GRAND RAPIDS TRUST CO.

June 30, 1924

ASSETS.

Loans on Real Estate	\$194,645.74
Other Loans	100,555.40
Bonds and Securities	597,901.01
Cash and due from Banks	373,350.55
Other Assets	22,986.50
Total	\$1,289,349.20

LIABILITIES.

Capital Stock	\$300,000.00
Surplus	200,000.00
Undivided Profits	73,390.01
Trust Deposits	447,939.41
Certificates of Deposit	167,066.43
Special Deposits	73,971.74
Depreciation Reserve	20,958.61
Dividends Unpaid	6,023.00
Total	\$1,289,349.20

OFFICERS.

Robert D. Graham, President.	Elmer F. Birdsall, Vice-President.
Lee M. Hutchins, Vice-President.	Henry C. Worfel, Treasurer.
Joseph H. Brewer, Vice-President.	Arthur E. Wells, Secretary.
Alexander W. Hompe, Vice-President.	Joseph B. Ware, Assistant Secretary.
James R. Hooper, Vice-President and Trust Officer.	Frank V. Burrows, Assistant Trust Officer.
Frank G. Deane, Vice-President.	Herman W. Veneklasen, Manager Bond Department.

DIRECTORS.

Melville R. Bissell, Jr., Vice-President Bissell Carpet Sweeper Company.	Lee M. Hutchins, President Hazeltine & Perkins Drug Co.
Joseph H. Brewer, President American Public Utilities Company.	William H. Loutit, Capitalist, Grand Haven.
Thomas F. Carroll, Attorney.	Joseph Murphy, Lumber and Timber, Cadillac.
Frank G. Deane, Vice-President.	Ellis W. Ranney, President Ranney Refrigerator Company, Greenville.
Gerrit J. Diekema, Attorney, Holland.	Charles R. Sligh, President Sligh Furniture Company.
Theron H. Goodspeed, President American Box Board Company.	Paul Frederick Steketee, Paul Steketee & Sons.
Robert D. Graham, President.	Lewis T. Wilmarth, President Wilmarth-Morman Company.
Alexander W. Hompe, Vice-President Kent State Bank.	David Wolf, Lumber and Timber.
James R. Hooper, Vice-President and Trust Officer.	Samuel D. Young, President Grand Rapids Show Case Company.

GRAND RAPIDS TRUST COMPANY

Fountain at Ottawa

GRAND RAPIDS,

MICHIGAN

of due bills by mercantile firms again came into vogue.

So prevalent did this custom become that the Detroit Gazette of September 5, 1817, voiced its indignation editorially in this wise: "The issuing of small bills has of late grown so fashionable that even strangers are willing to lend their assistance and furnish funds for our necessities the moment they arrive among us. Their names may be said to be first learned from seeing them on the margin of their bills." Quite a unique method of introducing oneself to the community.

The worthy municipal reformer of those days thundered against what he termed "embarrassments to the trade." He seems to have been about as successful as some of our community dry cleaners of Volsteadian zeal. For it is noted that in 1819 Detroit was practically flooded with this easy-made currency, some of it in shinplasters for one and two cents each, issued by such notable worthies as Judge Woodward. Meetings of zealous and anxious citizens tried to make headway against the spread of what they conceived to be a financial evil.

There is then almost an element of humor in the fact that so exemplary a cleric and worthy man of God as the eminent Gabriel Richard, then chief spiritual father to the large flock of Catholics in Detroit, took to issuing this nefarious form of currency as a means of paying off the laborers who helped in the erection of old St. Ann's church in Detroit. Nor, we are told, was the good father at all sparing in their use. The plate from which Father Richard's money was made was stolen from the office of the Gazette, which had the job of turning them out for the resourceful church builder. The thief, a printer named Cooper, issued a considerable quantity of these, with Father Richard's name forged thereto, to the great embarrassment of the good priest and his work. The zealous church pioneer redeemed as many as he could with his meager resources. He did, and quite rightly, refuse to honor a considerable number of them, evidently forgeries.

Cooper evidently fled to the army as a refugee, and the stolen types were found under the floor of the army cantonment, vindicating the priest and convincing the thief.

Scrip and shinplasters and bills of various states served to still further confuse the money situation in territorial Michigan for quite a time until through years of travail and confusion and experiment was evolved with the aid of Michigan industry and brains the great fabric of finance that now places our home state on so solid a fiscal basis. Paul G. Rohr.

Wanted To Be Shown.

A microscopic youth, with a penny clutched firmly in his moist hand, stood on tiptoe in front of a candy counter, inspecting the goods. Nothing seemed to please him and finally the clerk, in exasperation, said:

"See here, young fellow, do you want to buy the whole world with a fence around it for a penny?"

The prospective purchase meditated for a moment and then replied:

"Let's see it."

LIFE INSURANCE COUPLED WITH A TRUST

I.

Life Insurance is unquestionably a wonderful means of protection to the family. But from statistics showing what becomes of life insurance moneys paid to widows and others, it is apparent that life insurance in itself does not provide the maximum protection possible. Those in a position to learn about such things agree (1) that when it becomes known in a community that a widow or other dependent is about to receive life insurance, there are plenty of plausible men of easy conscience with worthless or at least poor securities who offer them on false or deceptive representations, and (2) that often the dependents lack the business experience to enable them to understand the perils involved in the purchase of securities. It is said by high authority that 65% of moneys left in lump sums for life insurance is lost, spent or dissipated by the beneficiaries within an average period of about four years. There are unscrupulous persons who find ways to evade the beneficent intentions of the "Blue Sky Law." Despite that law, poor securities are still offered and the sufferer is generally one of those least able to stand the consequences. It is one of the sorrowful facts of the financial world that poor securities are sold only or largely to innocent investors of small means.

There is a bright side to this story.

The situation may be met and maximum protection secured by joining insurance with trust service. By this means one who takes out life insurance can direct and control for a long time the uses that shall be made of the life insurance moneys.

Acting under an Insurance Trust Agreement, the Michigan Trust Company may be made the direct payee and manager of the life insurance moneys, the agreement specifying its powers, duties and charges, and stating to whom the income of the investments made with those moneys shall be paid, under the varying conditions which may arise. Where the maker meets the premium payments, this Company usually makes no charge for its part in such trust during the lifetime of the maker.

Thus there is a combination of Life Insurance and Trust Company service; The Life Insurance Company provides the money after the death of the insured and the Trust Company provides the expert service for the care, conservation, investment and distribution of this money.

The arrangement would save many a widow or relative from the purchase of worthless or poor securities and from the heartaches that follow.

II.

The foregoing is but one form of many kinds of Life Insurance Trusts. Another form is described briefly as follows:

Suppose a man has \$30,000 invested in bonds—or is in a position to buy that amount of bonds—or has an income that will allow him to apply a substantial sum each year to the buying of that amount of bonds, by The Michigan Trust Company serving as a Trustee under the form of Life Insurance Trust we now refer to. (What is here said applies proportionately to the man with less or greater resources.) Perhaps he is one of the men who are too busy to make a study of investments. The Michigan Trust Company has had 35 years experience with investments. Suppose that, aside from a home, these bonds or savings from income invested in bonds would represent a large part of what would be left to support his family if he should be taken away—a disturbing thought, as he knows that the income from these will not be adequate to meet the needs of the family; and he knows that life always has been and always will be uncertain. By this form of Life Insurance Trust he can in many cases, without much delay, AND WITHOUT ADDITIONAL RESOURCES, guard the investment of his insurance, and substantially increase, usually double—sometimes more than double—the provision for the family support upon his death, thereby bringing himself added peace of mind and accomplishing other desirable results, such as the favorable application of the income and inheritance tax laws.

The income from \$30,000 of 6% bonds (not spent but irrevocably set aside for use by trustee in purchasing life insurance) in the case of a man of 35 would buy, on present insurance rates, from \$61,000 to \$84,000 of Life Insurance (depending on the kind taken, whether 20-year paid life or ordinary life); in the case of a man of 40 it would buy from \$54,000 to \$70,000 of Life Insurance; in the case of a man of 45 it would buy from \$46,000 to \$58,000 of Life Insurance; in the case of a man of 50 it would buy from \$39,000 to \$46,000 of Life Insurance. By this plan, \$30,000 is made to produce from \$39,000 to \$84,000 ADDITIONAL in family protection.

The man with \$10,000 of bonds is interested in a corresponding ratio.

Every family man is interested more than he realizes.

Frederick W. Stevens

President.

THE
MICHIGAN TRUST
COMPANY

Organized in 1889

Corner Pearl and Ottawa

Unpleasant Disclosures Regarding the Carpp Burst Bubble.

Bangor, July 14—With the bankruptcy of the Michigan Fruit Packing Corporation, another financial bubble has burst and many of the people of this vicinity and throughout Van Buren county have been victimized through stock selling to the tune of some \$55,000 through the sale of stock in a \$350,000 corporation, whose stock selling program was approved by the Sureties Commission at Lansing, although the corporation's assets consisted of nothing more than equities in canning factories, which were mortgaged for about all the canning factories were worth.

The first step in the unraveling of the tangled skein of this financial bubble was started at the court house at Paw Paw last Monday, before Judge Willard J. Banyon, Referee in Bankruptcy for this district. Much of the testimony was a revelation to the creditors and stockholders present and highly interesting in the extreme, and those that were present to hear the testimony given by Clarence B. Kraft, President of the Bankrupt, and A. R. Todd, former Secretary and Treasurer, were highly indignant at the way in which they had been victimized apparently through legal process.

The Michigan Fruit Packing Corporation, it appears from the testimony, was organized in April, 1923, by Dalton F. Carpp, Bangor, Gladstone R. Beattie and Vernon C. Decker, of Paw Paw. The authorized capital stock of the corporation was \$350,000, of which amount \$50,000 was subscribed. There was 2350 shares of common stock at \$100 a share, and \$51,300 of common stock and \$15,000 of preferred stock was paid in in property, not one dollar being paid in in real money or cash. The property taken in by the corporation, consisted of the Carpp canning factories, located at Bangor, Bloomingdale and Lawrence, and four farms located in Van Buren, Berrien and Allegan counties, and upon which properties were mortgages to the amount of some \$62,000.

The articles of association, were filed with the Secretary of State, April 12, 1923, and on April 17 application was filed with the Michigan Securities Commission to sell stock and an order was made approving the sale of \$100,000 of preferred stock and \$50,000 common stock.

Gladstone R. Beattie, of Paw Paw, was made President of the corporation; Vernon C. Decker, of the same place, Vice-President, and Dalton F. Carpp, Secretary and Treasurer. December 31 last the former three officers resigned from the corporation and Clarence B. Kraft, of Chicago, was elected President, L. F. Speck, of Detroit, was elected Vice-President, and A. R. Todd, of Grand Rapids, Secretary and Treasurer.

The Gladstone R. Beattie Company, Charlevoix building, Detroit, handled the sale of the stock.

The financial statement in the application for permission to sell stock shows:

Common Stock, authorized\$235,000.00
issued51,300.00
unissued\$173,700.00
Preferred stock, authorized\$115,000.00
issued15,000.00

unissued\$100,000.00
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222 shares of common stock issued as promotion in consideration of transfer to the corporation of certain properties was escrowed with the Michigan Securities Commission until further order of the Commission.

Gladstone R. Beattie Co. sold and delivered	
4,038 shares of common stock at \$10 per share\$40,380.00
610 shares of preferred stock at \$25 per share15,250.00

\$55,630.00

Stock was issued to Dalton Carpp for his property in the amount of 6,635 shares at par value of \$66,350, from one statement, while another statement showed that stock was is-

sued to Carpp for property in the amount of \$129,600, Gladstone R. Beattie, \$5,000, Vernon C. Decker, \$13,350; making a total of \$148,950; and that at the time of the merger the properties were valued at \$248,536.68, with an indebtedness of \$109,975.06, which indebtedness included accounts owing to fruit growers and others, leaving an equity above the indebtedness of \$138,560.62, from which was deducted \$43,900 for the Bangor stockholders, leaving \$94,660.62, and from this \$22,000 worth of stock was escrowed with the Securities Commission, and the balance of this, or \$72,660.62, was divided among these parties:

Gladstone R. Beattie\$ 5,000.00
Vernon C. Decker5,000.00
Dalton F. Carpp15,665.16
Clarence B. Kraft15,665.16
A. R. Todd15,665.16
L. F. Speck15,665.16

\$72,660.62

Treasury stock to the amount of \$29,300 and personal stock to the amount of \$26,330 or \$55,630 was sold. Of the treasury stock sold the bankrupt received \$25,583.36, which it is claimed was distributed or paid to for obligations, salaries, expenses, etc.

C. B. Kraft\$ 1,850.00
Foreman National Bank, Chicago700.00
Dalton F. Carpp924.50
Continental Can Co., Chicago3,032.50
Duling Bros. Co., Huntington, W. Va.500.00
H. S. Stewart, stock salesman100.00
A. R. Todd4,320.36
Michigan Fruit Packing Corp.14,156.00

\$25,583.36

It developed at the hearing that many of the fruit growers delivered their fruit to the factories last summer at Lawrence, Bloomingdale and Bangor, without any knowledge that the canning plants had been merged into another corporation and supposed they were doing business with the Bangor Canning Co., as many checks and even notes through the summer and fall were issued by the Bangor Canning Co., per Ruby Traxler Carpp, to the farmers, fruit growers and others in payment of their produce.

The fruit packing industry of this vicinity and especially Southwestern Michigan, through the manipulation and bankruptcy, has received another violent blow from which it will take some time to recover.

BUY SAFE BONDS



ESTABLISHED 1853

Through our Bond Department we offer only such bonds as are suitable for the funds of this bank.

Buy Safe Bonds
from

The Old National

Fourth National Bank GRAND RAPIDS, MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.

3½% interest paid on Certificates of Deposit if left one year.



OFFICERS

Wm. H. Anderson, President;
Lavant Z. Caukin, Vice-President;
J. Clinton Bishop, Cashier;
Alva T. Edison, Ass't Cashier;
Harry C. Lundberg, Ass't Cashier.

DIRECTORS

Wm. H. Anderson Lavant Z. Caukin
Christian Bertsch Sidney F. Stevens
David H. Brown Robert D. Graham
Marshall M. Uhl Samuel G. Braudy
J. Clinton Bishop Samuel D. Young
James L. Hamilton

THE CITY NATIONAL BANK of Lansing, Mich.

*Our Collection and Bill of Lading Service is satisfactory
Capital, Surplus and Undivided Profits over \$750,000*

"OLDEST BANK IN LANSING"

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.

Howe, Snow & Bertles

(INCORPORATED)

Investment Securities

GRAND RAPIDS

New York

Chicago

Detroit

"By their works ye shall know them:"

NACHTEGALL MANUFACTURING COMPANY
GRAND RAPIDS, MICH.

BANK, STORE & OFFICE FIXTURES

Gentlemen:

Your work changing over old and installing new fixtures in our office having been finished I desire to express our very great satisfaction at the way in which the work has been done. It is first class in every respect and your men have shown themselves to be not only gentlemen in manner, but workmen of high ability. The entire job is fine in every detail.

Very Truly,

W. L. HAMMOND, Vice-President,
The First National Bank of Ludington, Mich.

RINGING WORDS FROM ROTH.

Concise Statement of Cut-Over Lands Problem.

Ann Arbor, July 15—It is a fine idea to "start something." Evidently you did and I want to thank you. Your client in cut-over lands is evidently getting some information. He is told the exact truth and the whole truth by Lovejoy; he is told exactly what he found out himself by Mr. Day and by Mr. Kelsey; and he is also told that the land raises three tons of alfalfa by White and that this is worth \$14 to \$20 per ton or \$42 to \$60 per acre; and on this scale the land is worth about \$500 per acre on a 6 per cent. basis. This last statement reminds me of the great live stock meet I was asked to attend at Grand Rapids where a Mr. X, of Milwaukee, told about six yews with their lambs by their side on every acre. Of course, this is fine and all shows that your client is slow, while his land is right and should have made him rich long ago.

My advice to your client is to hire a man and support this man well and order this man to re-build the forest. If your client will do this, he will make a large profit on his investment; he is sure of success; he will be praised by the whole country; his work will do more than any lectures to get the rest to work; and he will go down in history as a truly valuable and useful citizen. We need his work; we need his forest; we need the lumber and we shall need it more in fifty years than now.

If your client has no funds, let him sell at a fair price, the price the land is worth to him.

Far better and safer is the advice given: deed the land to the United States and ask the Department of Agriculture to take it in hand. This will mean care and work done at once; it brings money where it is needed; 1,000 acres of land taken in hand by the United States foresters will mean at least \$5,000 to \$10,000 spent in cutting out of rubbish, planting and thinning where it is too dense, and it will mean a liberal sum every year to protect and improve (fire lines, roads, etc.) This money is earned by settlers and will build more homes and better, safer homes than any amount of sharp land-dealing and advertising. Tax exemption will lead to free shooting grounds, where no money or work is spent; it will later lead to poaching, fighting and civil troubles generally. But generally I wish to go on record as saying to all forestry friends: Not one state in the Union has so far succeeded. All moneys for forestry paid by the people have been squandered, or nearly so; all efforts have been swallowed by cheap local politics.

On the other hand, all efforts by the U. P. Government have been a success; even the many and unavoidable seeming mistakes were well worth all they cost in teaching us the right and safe ways of doing what is to-day the greatest, hardest task of our people.

Filabert Roth.

Added Word From Mr. White.

Boyne City, July 12—Your letter of July 10 received and fully noted. I wish to thank you for taking the time to reply on this matter and I am more than pleased that my letter to you met with favor. It is a hard job to write these matters up to make them effective, as there are so many angles to the proposition, namely the development of the cut-over land. One eighty or 160 may be good for grazing; another eighty or 160 may be good for farming; and another eighty or 160 where the ground is lower and the soil lighter, perhaps should be reforested. There should be just as much study put on what we should do with each kind of land as what is to be done in a general way.

We must stop the fires in some way

and then get intelligent people to give it sincere thought and put intelligence and experience into it to see what is going to be done with this vast acreage that is now going to waste and producing nothing but expenses, but some day it will come to its own if it is handled in the proper way.

As I said in my article, all these cut-over lands should be exempt from taxes for a certain number of years and give the community a chance to develop them in whatever will give the best results and then have the Government get a portion of the results when that time comes.

You have some splendid articles in your paper and I notice you are always trying to do something to help this great big, good country, and I want to tell you that is worth while. Any time I can give you any help it will be a pleasure for me to assist you in any way I can.

William H. White.

Corporations Wound Up.

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

Bolger & Reiter, Inc., Detroit.
National Clothing System, Detroit.
Zemon-Wetsman Co., Detroit.
Alpena Power Co., Ltd., Alpena.
Detroit Corrugated Board & Box Co., Detroit.
Fibre Package Co., Detroit.
West Drug Co., Detroit.
Edwardsburg Electric Co., Edwardsburg.
McKilip-Schley Co., Battle Creek.
Multiple Oil Well Tool Co., Detroit.
McCormick Drilling Tool Co., Detroit.
Hugo G. Witt & Co., Detroit.
Globe Grocery Stores, Inc., Brooklyn, N. Y.-Detroit.
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Luck.

Do I believe in Luck?

I should say I do? It's a wonderful force!

I have watched the successful careers of too many lucky men, to doubt its existence and its efficacy.

You see some fellow reach out and grab an opportunity that the other fellows standing around had not realized was there.

Having grabbed it, he hangs onto it with a grip that makes the jaws of a bulldog seem like a fairy touch.

He calls into play his breadth of vision.

He sees the possibilities of the situation, and has the ambition to desire them, and the courage to tackle them.

He intensifies his strong points, bolsters his weak ones, cultivates those personal qualities that cause other men to trust him and to co-operate with him.

He sows the seeds of sunshine, of good cheer, of optimism, of unstinted kindness. He gives freely of what he has, both spiritual and physical things.

He thinks a little straighter; works a little harder and a little longer; travels on his nerve and his enthusiasm; he gives such service as his best efforts permit.

And then, Luck does all the rest. Success is his.

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CONTRIBUTORY NEGLIGENCE.

What Happens When a Merchant Overlooks Essentials.

Written for the Tradesman.

When a man approaches a law court with complaint against another and it is shown that he has been unreasonably or flagrantly negligent about the matter himself, he is said to have been guilty of contributory negligence and his cause is prejudiced by just that much. Likewise, no man can legally collect a gambling debt or recover a gambling loss because, having necessarily violated the law himself by gambling, he cannot go to court with clean hands.

Analogous conditions in business are revealed in my every day experience.

After a night feed during the recent National Convention in Los Angeles, at 12:01 in the morning, a grocer stopped me, asked me to sit with him for a while, and help him solve a problem in his business. Now, nobody can ever make me mad that way. It is what I love to do, any of time. So I remained with this grocer for some time. But we had not gone far when I saw that his problem was treated rather fully in the first chapter or two of my book.

So I asked him: "Have you Paul Findlay's Book for Grocers?" "Yes," he said, "I have had it for several weeks, but I have not had a chance to read it yet."

Well, there you are! Within grasp, right at hand, available and paid for, was the information he needed—really and very seriously needed; but, like so many of us, he did not seize the opportunity knocking at his door.

This is not an uncommon or unusual thing. People everywhere buy sets of books which they never look at. Men and women reach a point where they think they want to give themselves over to the enjoyment of reading some of the classics of which they have heard; and they buy sets of books.

I have seen beautiful—and costly—editions of Mark Twain with not a single volume cut, though the books have reposed on the same shelves for a year or more. The sheer weight of Twain's life-work has repulsed the would be student, amateur reader that he is, and he has never started. That is one reason why experienced readers seldom buy sets of books. They know Huckleberry Finn, Tom Sawyer, the Connecticut Yankee, maybe Life on the Mississippi, but they would be bored stiff by Colonel Mulberry Sellers—so they let him alone! Experienced readers choose such books out of an author's "complete works" as suit their temperament and fulfill their needs.

But the failure to cultivate the habit of consecutive, sustained reading and the thought that must go with it always results in such a condition as affected the grocer I have mentioned. We get so we cannot read a book—not even one so short as mine—107 pages altogether, not all pages filled! Let the need be as urgent as you like such men do not fill it; and as I have tried to indicate, this failure is not confined to grocers.

Here is surely contributory negligence, for if a man will not avail himself of stuff at hand, written in his own technical trade language, cut as short and made as concise as possible and yet be fairly complete, what use is there trying to aid him? The fact is, he must change himself or there is no use at all; for only those who help themselves can expect effective help from others, or derive any benefit from what may be tendered.

Nor is this carelessness confined to ordinary, one-horse grocers. It permeates to all classes. Here is a good sample:

A distributor of branded merchandise sold a carload of goods to a lot of affiliated merchants. In making the distribution, he ran short some thirty cases of checking out. As deliveries had been made in even lots of fives, he figured that six merchants had each received five cases more than their proper allotments. To prevent the extra stock from being "lost" in the various warerooms, he immediately sent out extra bills, each for five cases, to the entire list of one hundred and two who had participated in the deal.

Thirty-seven protested and showed that they had never received the extra five cases; but sixty-five paid the extra bill without a protest! The man might have made a nice thing out of being paid for 325 boxes but the incident necessitated his personally tracing out the six who had the extra goods and refunding to those who had paid for what they had not received.

On another occasion delivery of a certain line was to be made by a drayage company of a large purchase to eleven grocers. The seller sent the requisitions to the warehouse and, assuming that delivery would be effected as it usually was, he billed the goods to each merchant. Some weeks went by, all the bills having been paid promptly by the grocers. Then one of them called up the seller and told him he could not find any of the goods on hand and really began to have doubt about the delivery having been made—though he, along with the others, had paid for them!

The seller hardly took the complaint seriously, but he started to investigate. Almost simultaneously, the warehouseman called to ask him "when he was going to take those goods out?" Then he got busy, and found that all the goods were in the warehouse where they had been stored originally. It developed that the man in charge of the drayage had filed the orders in a pigeonhole not usually used, and they had lain there ever since. Not a case had moved. Every man had paid for the goods. Not one had missed them until this one had wanted to sell some of them and found none in stock. Whether the other ten would ever have come to life is a question. This tale beats that of the Ten Lepers!

As I have indicated, these merchants were not little fellows. They were not of the category commonly regarded as dubs. They were successful grocers. Does not the story indicate that the grocery business is a very healthy one, a business of great inherent vitality and with marvelous powers of resistance? How else ac-

count for the survival of men so reckless?

Neither were these men chain store members or owners. Such a thing could not happen in any chain organization of which I have knowledge. It is surely because chain managers have

systems which insure the receipt of any goods for which they pay that they succeed so surely as they do on margins so much narrower than those enjoyed by merchants of the class to questions and developments.

But by the same token, individual

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merchants who run along on this plan of reckless irresponsibility, whose motto seems to be "I should worry," are apt to feel the pressure of efficiency in competition as it becomes keener and gets closer to home.

Many times during the past twenty-three years, since I began to write this stuff, I have suggested that I should welcome specific questions from any of you.

I have gone the length of publishing sets of questions myself on subjects which, from daily contact with grocers, I know are live issues.

Some grocers do write to me rather persistently and regularly. The letters from such men are very welcome. They are immensely helpful to me in keeping intimate contact and close touch with current merchandising questions and developments.

But by and large, my invitation falls on deaf ears. Why? Search me!

One editor said to me a number of years ago: "I'd like to have your stuff and I would use it regularly, but you seem to confine yourself pretty much to accounting. We want more merchandising."

That seemed to me a strange view to take. For if my writings treat of anything, they certainly treat of merchandising problems all the time. What for example, is the story I have just written if it is not a merchandising story? It is an accounting story, too, if you will; but how separate merchandise and the handling thereof from a proper system for listing your receipts of merchandise and knowing thereby that you get what you pay for?

Incidintally, the way to "receive" goods is to list them as they come in. It is not effective to take out the invoices and check the goods received by them, for many times you will check what you do not actually receive. But if you write what you do see come in, you are pretty certain not to write down something that is not there. The list thus taken of what has arrived may then be checked against the invoices. Missing items are then brought forcibly to attention and can be traced out.

Well, once again I ask you to write specific questions to me.

Paul Findlay.

Better Late Than Never.

Cobblers have always had a very high reputation for wisdom and for a knowledge of the world and human nature. We are therefore not surprised to read that one who has followed this classic trade in Lynn for many years has decided not to stick any longer to his last. At the age of seventy-nine it is this forthright man's determination to sow his wild oats and devote to otiose distractions those hours hitherto given to rands and taps. He has been at his bench for more than half a century and we feel that he is fully justified in the step that he contemplates, which nevertheless will not be one involving any of these amiable weaknesses associated with wild oats. Neither Venus, nor Bacchus, nor the Muse of Song will beguile his hours, but "he is going to stop all his clocks, go to bed and get up when

he pleases" and get his fishing tackle in shape against the summer. We commend this decision as one of the very wisest. Once a man has decided what kind of wild oats he prefers, it is best that he should sow them.

If a man—and there must be uncounted thousands of such—has a store of suppressed wild oats and through force of circumstances has had to postpone their sowing, he should hasten to do so as soon as may be after occasion offers. This is why the plan of the Lynn philosopher strikes us as original and praiseworthy. He is no thoughtless boy and yet he has much more than the boy's powers of judgment and enjoyment. When our friend lies in bed of a morning it will be to doze, or waking to meditate upon a rich store of experience. There will be nothing furtive about it, nothing will call him sharply to a sense of alleged duty, there will be no school to attend, no chores to do. There will be nothing but a satisfying blandness. And he can sit up as late as he likes and hear the chimes at midnight. But we warn him that such innocent license will not bring the pleasure that he thinks, because he will find that a limitless holiday and enjoying it are two different things.

Corn For Short Seasons.

The development of a variety of corn that will grow and mature in a short season of cool weather is to be attempted by the corn investigators of the United States Department of Agriculture. Short season varieties are already grown to some extent along the Northern edge of the United States, some of which mature in less than eighty days, but they require high temperatures during the growing season. There are places in the Northwest, as in Idaho, Montana and Wyo-

ming, where the season is short and where there is not enough warm growing weather to mature these short-season varieties. The development of a variety that would mature under the climatic conditions of that section of the country is very desirable and would make it possible to extend the corn-growing area considerably.

With this project in mind, F. D. Richey, agronomist in charge of corn investigations, and R. A. Emerson of Cornell University recently made a trip to the Andean Highlands of South America to collect sample varieties of corn for use in combining with our short-season varieties. The corn in these high altitudes matures in a climate 20 degrees colder than that of this country and should supply the "cool weather" characteristics for combining with the "short season" characteristics of our own native early varieties. Some 200 samples were collected.

Wherever these South American varieties have been tried in the United States they have not proved to be adapted as varieties, nor have our own native varieties proved successful at the high altitudes in South America. It is believed, however, that a combination of the desirable characteristics can be effected through crossing and breeding. It will be a long-time proposition, but the plant breeders are encouraged to believe in the feasibility of the project by the results obtained in other plant-breeding work at the department.

Soda Water For Japan.

Rather strange because an Oriental country and therefore a difference in appetites, but it is a fact that Japan now ranks second among twenty-eight foreign countries in importing American soda fountains, the first being England.

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YOU can make a pleasing impression upon passers-by and at the same time save your goods from damage by spreading sheets of **TANGLEFOOT** in your show windows, especially over Sunday.

TANGLEFOOT will then be at work for you and will not only catch the flies, but attract the attention of people who pass your store to your efforts to keep your stock clean and fresh.

Remember **TANGLEFOOT** catches the germ as well as the fly and is safe, sanitary and economical.

THE O. & W. THUM COMPANY, GRAND RAPIDS, MICHIGAN

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FLY PAPER - FLY SPRAY - FLY RIBBON - ROACH & ANT POWDER - TREE TANGLEFOOT



Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
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Colors in Millinery Figure in French Modes.

Purple is increasingly popular in Paris, according to cable information from that city, which is contained in the bulletin of the Retail Millinery Association of America. Particularly strong are the pansy and ecclesiastical tones. Bishop purple and black is regarded there as a particularly smart combination, though by no means a Summery one, and also one that is a bit trying for the average woman.

Paris also is looking with considerable favor on blue, both in hats and gowns. A new shade, much more brilliant than powder blue, is said by the bulletin to be called, vendome. It is used in touches of trimming, and combines effectively with black, gray or biege. Petrol, a shade that is described as "neither blue nor green, and very refined and soft," is used by Maria Guy. Another shade popular with her is cuivre, or copper. It is used with black, caramel brown and, newest of all, with pearl gray.

Georgette has recently featured brilliant red, which the bulletin says is a decided novelty with her. A tall toque of cherry felt was much admired at Chantilly recently. It was very simple but made interesting by mah jong motifs embroidered in heavy floss. It also boasted a long tassel.

Among the new shapes seen are pagoda effects trimmed with circular beaded plaques. Leontine introduced them, and they are said to be much worn by "smart" Parisiennes. Reboux still favors narrow trims and crowns higher than ever. An ultra-novelty is the postillon. It has a tall, flat-topped crown, and the brim is rolled up on both sides. The only trimming is a band and an elaborate buckle. Reboux also uses much brown as well as a new dull green that is similar to reseda, but more blueish.

Voile Underwear Reorders.

Among the outstanding features of the business that is being done in women's undergarments these days is the volume of reorders reported for those made of cotton voile. In the aggregate, the call for these garments is larger than it has been for some time. Among the factors contributing to the demand is the general vogue for white things, the coolness of the garments in question and their relative cheapness. Both the higher and medium priced lines that are now selling show quite

a little elaboration in trimmings. In the advance Fall business being placed there is a good call reported for white lingerie, but there is also an active business being done in silk underwear for the new season. Following the general trend toward the "fluffier" type of women's apparel many of the "numbers" in the Fall lines of silk lingerie make use of dainty laces as trimmings.

Did Mills Make a Mistake?

The contention is voiced that the leading women's wear mills made a merchandising mistake when they launched cashmere weaves of dull-finished surface instead of the same fabrics with a lustrous sheen. The reason cited is that in so doing the high-grade mills placed their products open to the keenest kind of competition on the part of much cheaper fabrics which cannot readily be told from the higher priced ones. This would not be the case, it is argued, if the mills had instead brought out lustrous cashmeres, the finish of which requires high-grade yarns and which therefore cannot be duplicated to meet a price to the extent that the dull finished cashmeres have. Incidentally, the executive who made these statements predicts that the lustrous cashmeres will be the goods wanted later on by the cutters.

Underwear Trade Still Dull.

Business is lacking in the local underwear trade at the moment, except for some hurried duplicate orders for light-weight merchandise. They are small individually, however, and too few in number to run into any volume in the aggregate. The better buying of heavy-weight goods for fall that was recently reported has tapered off again under the general bearish influence of the Government estimate of the cotton crop. Nothing approaching real activity in these goods is now looked for until the latter part of August. Openings of lightweight underwear for the coming season, which under normal conditions would have been completed by this time, are not looked for much before Labor Day. The feeling on the part of most of the selling agents is that little will be gained under the circumstances by rushing things.

Seasonable Hose Selling Better.

Selling agents for hosiery report an active and constantly improving spot business in seasonable goods. This is particularly true of men's socks according to the news letter of the National Association of Hosiery and Underwear Manufacturers, the demand being chiefly for several shades of brown. White socks are in some de-

mand. Retailers throughout the country report that seasonable hose are moving in much better volume. Among the few features of the wholesale market during the last week was the opening of a line of children's and infants' socks and seven-eighths goods at prices which showed no change from last year's. Another was the reduction of prices on certain men's and women's silk "numbers," the declines ranging from 25 cents a dozen to about \$2 on the better quality goods.

Demand for Panne Velvets.

Panne velvets are likely to be in increased demand from the millinery trade, according to a leading maker of these fabrics. His forecast is based on the new Parisian millinery vogue of the "position" hat. For this type of chapeau hatters' plush is the ideal

fabric, but the cost of this is such as to place it outside of the medium price category. Accordingly, said this seller, the swing will be either to panne or erect pile velvets, with the chances at present favoring the former. Colors will, in his opinion, lead in the early business, but later on a swing to black is expected.

Green a Fall Feature.

Green as a style color for Fall coats is receiving attention in the ready-to-wear trade. Browns are by no means neglected, but the interest shown in green has continued since the start of the wholesale season. The particular shade that has been singled out is of a medium cast. Its style sponsorship is of the best, and it is expected that considerable will be heard of the shade as the early season advances.



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We are the distributors of BEAR BRAND Hosiery for Western Michigan—a line of hosiery priced right, with satisfied customers to back it.

NUWAYON Buttonless Union Suits for summer—time saving—form fitting—made of ribbed fabric and 72x80 nainsook cloth. Men's at \$8.75 doz., Boys' at \$6.75 doz.

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Do you want to stimulate your business and increase sales volume and profits? Visit us during the month of July when you will be able to pick up wonderful values to use in your July Clearance Sales. We are going to close out all spring lines and have re-priced merchandise for quick removal.

Miscellaneous Lines to be Closed Out

Men's, Women's and Children's Underwear,
 Men's Bathing Suits,
 Ladies' Fancy Novelty Sport Sweaters,
 Men's Sport and Dress Shirts (Neckband and collar attached style),
 Men's and Boys' Caps (also Straw Hats),
 Infants and Children's Fancy 1/2 and 3/4 Sox,
 Ladies' Silk Hosiery in New Spring Shades,
 Men's & Boys' New Fancy Neckwear (including Wash Ties),
 Muslin Night Shirts and Pajamas,
 Child's Rompers, Play Suits and Wash Suit,
 Misses' and Women's Cotton Middy Blouses,
 Women's Muslin Petticoat and Wash Skirts,
 200 Doz. Women's Bandeaux & Brassieres, assorted materials.
 Ladies' Voile Underwear—(Stepin's, Vests, Chemise, etc.),
 Ladies' Muslin Bloomers and Night Gowns.

SPECIAL ATTENTION.

Our entire stock of "Lowell" Percale and Gingham Aprons to be closed out at very low prices.

Children's Gingham Dress,
 Infants' Organdie and Sheer Bonnets.

We are confident you can put on a successful July Clearance Sale with the special priced merchandise offered above. It will pay you to visit us and be convinced.

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EXCLUSIVELY WHOLESALE

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Rubber Corset Dominates Trade.

The corset trade continues to meet with marked success in the exploitation of the rubber corset and girdle. Practically all the manufacturers are producing these models, and retail stores which have allowed their corset business to lag, have virtually been required by consumer interest to come into the market for the rubber articles. Some question has been raised as to how long this trend will last and what its effect on the regular corset lines will be. The leading manufacturers, however, seem to believe that the rubber garment has made a permanent place for itself in the trade. This is their present view, and they certainly believe the Fall will see even greater sales. What the permanent effect on the regular corset lines will be is as yet undetermined. Some manufacturers think that from a long-range viewpoint it will benefit them, as more women have been brought back to wearing corsets.

Expect Buttons To Sell Well.

Reports that have been received in fancy goods and notions circles concerning the good business that has been done of late in buttons, tapes and other sewing accessories lead to the belief that there will be an active demand for these articles, especially buttons, when the Fall buying season gets under way in the near future. The uses to which buttons are being put are apparently more decorative than utilitarian, with the result that the fancier ones are expected to have the call when buying starts afresh. In the fancy goods some of the most active "numbers" right now are women's bathing caps, which are shown and being taken in a profusion of styles. With the approach of the vacation season there has also come an increased call for such things as fancy coat hangers, shoe trees, etc. The general outlook for Fall is regarded much brighter than for Spring, which, on the whole, was a disappointment.

Furs Getting More Active.

Furs, both manufactured and in the raw state, are gradually moving more freely in this market, and while neither branch of the industry is as active as those in it would like it to be, the belief is growing that the season will be a pretty good one after all. Most of the buying of the manufactured garments is being done by the larger stores, but the smaller ones give promise of placing business well in the course of the next few weeks. In the raw fur trade there has not been much change of late, aside from an increasing call for tipped skunk. The call for muskrat for seal dyeing purposes continues, with Southern "tops" still getting much of the demand. Beaver, raccoon, ringtail cat and house cat are among the other furs which were said yesterday to be standing out somewhat at present.

Black Belts For White Suits.

One of the outstanding features of the business being done in women's costume accessories here at the present time is the demand that has sprung up for belts of black suede. So active has been the call for this type of belt of late that it is threatening the leader-

ship of white kid belts. Both are wanted for the same purpose, namely, to produce effective contrast with the white flannel sport costumes that promise to cut such a wide swath during the vacation season this year. The effect produced by a black suede belt worn in conjunction with white flannels is regarded as very chic, which has much to do with the demand for belts of that hue. Belts of colored suede are also moving to some extent here, but they are not in a class with black and white belts from the viewpoint of demand.

Silk Underwear Demand Broader.

Interest is shown in the glove silk underwear trade over the establishment of separate departments for the sale of this merchandise by quite a few retailers. The wholesalers say this is a highly favorable step and advantageous to the store which does it. It reflects, they say, the broadening of the consumer interest in silk underwear as contrasted with the former staple underwear demand. The lines

of manufacturers are larger than ever in keeping with this movement, styles being more diversified with children's garments as well as women's now being featured. Retailers are said to be placing a fair advance business for delivery from Sept. 1, on. Next to pink, the popularity of peach continues although the color preference includes a wide range of shades.

Colors in Children's Dresses.

Despite the almost exclusive use of white in many of the outer garments for women this season, the Children's and Infants' Wear League of America reports that pastel shades are selling better than white in children's dresses. Voile dresses are particularly in favor, with the darker ones, especially the light shades of brown, liked best for morning and play wear. For wear later in the day, however, the demand tends strongly to pink, blue and yellow shades in voile frocks trimmed with embroideries in contrasting colors. The same is true of the organdie dresses that are selling. One of the

reasons advanced against white in children's garments is the need of frequent laundering, this being especially so in case of the play dresses.

White Blouses Called For.

Reorders for blouses that are now being received in this market show a continuance of the demand for these garments in white crepe de chine. Although the blouses themselves are of varying lengths, practically all of them feature very short sleeves. The recent demand has laid less emphasis on colored embroideries as trimmings for white waists, as all-white models are now desired for wear with white silk skirts. This does not mean that color is tabooed entirely, however, for a bulletin from the United Waist League of America describes a white crepe waist with a front jabot that is pleated and edged with an applied hem in brilliant red.

The Criminal.

When the donkey saw the zebra
He began to switch his tail;
"Well, I never!" was his comment,
"There's a mule that's been in jail!"

Federal Tax on Telephone Toll Messages Removed

MICHIGAN BELL TELEPHONE COMPANY TOLL SERVICE AND OTHER CHARGES		FORM 1210A (7-16-24)	
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3	ROYAL OAK	10	
5	LANSING	75	10 P
7	TOLEDO	50	05 P
11	BIRMINGHAM	15	05
14	CHICAGO	2 40	10 A
18	BAY CITY	1 10	10 P
23	KALAMAZOO	45	05 P
26	SOUTH BEND	1 50	10 P
28	FLINT	45	05

UNDER the provisions of the Federal Revenue Act of 1924, all telephone messages became free from tax at midnight, July 2, 1924. The taxes imposed under the previous law were as follows:

- On a telephone toll message for which the charge was more than fourteen cents and not more than fifty cents **5 cents**
- On a message for which the charge was more than fifty cents **10 cents**

These taxes were highest, in proportion to the charge for service, for toll messages over moderate distances, the tax in some cases amounting to one-third of the toll charge.

We have anticipated the increased use of toll facilities that will follow the removal of these taxes and are prepared to care for it.



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SPASMATIC ADVERTISING.

Utter Futility of Pursuing Desultory Policy.

Bruce Barton recently made the following address before the National Electric Light Association:

What I have to say will consist principally of two stories, which I think have a direct application to the utility business.

The first concerns a member of my profession, an advertising man, who was in the employ of a circus. It was his function to precede the circus into various communities and there to call at the newspaper offices and make sure that the notices would be flattering and to put on the fence posts and the barns pictures of the bearded lady and the man-eating snakes, and finally to get in touch with the proprietor of some store and contract with him for the space on either side of the elephant to be used for advertising purposes in the parade.

So, coming to a cross-roads town one time, he found that there was only one store and the proprietor did not receive him enthusiastically. Said the proprietor, "Why should I advertise? I have been here for twenty years. There isn't a man, woman or child around these parts who does not know where I am and what I sell and how I do business." The advertising man answered very promptly, because in our business if we hesitate we are lost, and he said to the proprietor, pointing across the street, "What is that building over there?" The proprietor said to him, "That is the Methodist Episcopal Church." The advertising man said, "How long has that been there?" The proprietor said, "Oh, I don't know; seventy-five years probably." "And yet," said the advertising man, "And yet, they ring the church bell every Sunday morning."

My second story has also a religious flavor. It relates to a gentleman named Joseph, who is now deceased. Those of you who, like myself, were brought up on the Bible may have found some account of his very remarkable business career in that book. Those of you who have not read that book or who do not have it in your libraries may have heard of him through the works of Rudyard Kipling, because Mr. Kipling said of Joseph this, as you will remember: "Who shall doubt the secret hid under Cheops' pyramid was that the contractor did Cheops out of several millions, and that Joseph's sudden rise to controller of supplies was graft of monstrous size worked on Pharaoh's swarthy civilians."

But the account of Joseph in the Old Testament is much more complete and to his credit. You remember that he left his country under difficulties and, coming into a strange country, through his diligence and intelligence, he rose until he became the principal person in the state, second only to the King. Then there comes in that account, in that story, what I regard as one of the most amazing, one of the most staggering lines that has ever been written in a business history, a line that I think ought to be engraved deep on the office wall of every man who has anything to do with public relations, because with no interruption, no explanation, the account which has just finished telling of Joseph's remarkable career (and he reached a point where his public relations were widespread and where his private relations had all the good jobs in the kingdom) goes on to say:

"And Pharaoh died, and there arose in Egypt a new king which knew not Joseph."

Now, gentlemen, I believe that that is the greatest sermon ever written on the subject of public relations.

When we gathered in this room this afternoon there were in this country in bed, sick, several thousand old men. It perhaps is indelicate for me to refer to that fact, but it is a fact, and we are grown up and we have got to face these things. On these old men you gentlemen collectively have spent a considerable amount of time and a considerable amount of money. It is to be supposed that you have made some impression upon them regarding your service and your purposes and your necessities. And in this interval while we have been sitting here those old men have died and all your time and all your money and whatever you have built up in the way of good-will in their minds—all those things have passed out with them.

In the same interval, in the same half hour, there have been born in this country several thousand lusty boys and girls to whom you gentlemen mean to more than the Einstein theory. They do not know the difference between a Mazda lamp and a stick of Wrigley's chewing gum. Nobody has ever told them that "Ivory soap floats" or that children cry for Castoria, or what sort of soap you ought to use if you want to have a skin that people would like to touch. Nobody has ever told them any of the other facts that are so vital in maintaining existence in these complex modern times.

The whole job of giving to them all the things they are going to need in order to be able to form an intelligent public opinion and to exercise an intelligent influence in the community

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Melon Headquarters

Florida Watermelons
Imperial Valley Cantaloupe
Cars Rolling Daily

SEED POTATOES

NORTHERN MICHIGAN

Pure Round White—You Never Bought a
Better Quality—Examine Them—Cut Them—
None Hollow—And they are WHITE as Snow.

150 POUND BAGS \$3.00—F. O. B. GRAND RAPIDS

KENT STORAGE COMPANY

GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
General Warehousing and Distributing

Fanchon—Red Star

FLOUR

You will never make a
mistake by recommending
or selling a superior article.

Quality is the surest
foundation for a permanent
business.

Judson Grocer Company

DISTRIBUTORS
GRAND RAPIDS MICH.

has to be started from the beginning and done over again.

So the first very simple thing that I would say to you (and it is so simple that it seems to me it ought to be said at every convention of this kind) is that this business of public relations is a very constant business, that the fact that you told your story yesterday should not lead you into the delusion of supposing that you have ever told it. There is probably no fact in the United States that is easier to impress upon people's minds than the fact that Ivory soap floats, and yet the manufacturers of Ivory soap think it not inconsistent or wasteful to spend more than a million dollars a year in repeating that fact over and over again.

It is a day-by-day and hour-by-hour business, gentlemen. Every day and every hour "the king" dies and there arises a new "king" in this country to whom you and all your works mean absolutely nothing.

Now, the second and very simple thing that it seems to me I might say to you is that in your dealings with the public, in what you write and say to them, you have got to be genuine; at least, you have got to appear to be genuine.

When I came to New York a great many years ago I had a lot of trouble with banks. I had great difficulty in finding any bank that would be willing to accept the very paltry weekly deposit I wanted to make, and I finally found one which was not as closely guarded as the others, and I succeeded for over a period of three years of being insulted by the teller every Saturday. And at the end of three years when I came to draw out my money I had an audience with the vice-president who wanted personally to insult me.

I said to myself, if I live and grow old in this town, some day I think I would like to take a crack at this situation. And so as the years passed, as they have the habit of doing, and I lived and grew old, one day a bank came in to us and said they would like to have us do some advertising for them. I said to these bankers, "Now, you go back to your office and shave off all the sidewhiskers there are in your bank and you take all the high hats and carry them out into the back-yard of the bank and you put them in a pile and light a match to the pile and burn them up, because I am going to advertise to people that you are human, and it may be a shock to have them come in and find you as you are."

And the advertisement said, "There is a young man in this town who is looking for a friendly bank, a bank where the officers will remember his name and where some interest will be shown when he comes in," etc.

And it was very successful. It was too successful. It was so successful that we could not control it, and all over the country there broke out a perfect epidemic, a kind of measles, of "friendly banks." Bankers who had not smiled since infancy and who never had had or needed an electric fan in their offices, suddenly sat up and said, "Why, we are friendly."

Well, our bank dropped out. The competition was too keen. But it culminated, I think, in a letter which I saw and which was mailed by the president of a really very important bank in a large city of this country. I won't attempt to quote it verbatim, but it was to this effect:

"Dear Customer: As I sit here all alone in my office on Christmas evening thinking of you and how much we love you, I really wish that you and every customer could come in here personally so I could give you a good, sound kiss."

Well, that is a trifle exaggerated, but the fact is this—if you don't feel these things you can't make other people feel them. Emerson said, as you will remember. "What you are thunders so loud I cannot hear what you say." Unless there is back of this desire for better public relations a real conviction, a real genuine feeling that you are in business as a matter of service, not merely as a matter of advertising service—unless there is that, then it is very dangerous, indeed, to attempt to build public relations on any other ground.

The third very simple thing, and the last thing that I suggest is this: In dealing with the public the great thing is to deal with them simply, briefly, and in language they can understand.

Two men delivered speeches about sixty years ago at Gettysburg. One man was the greatest orator of his day, and he spoke for two hours and a half, and nobody in this room, probably, can remember a single word that he said. The other man spoke for considerably less than five minutes, and every school child has at some time in his career learned Lincoln's Gettysburg Address, and remembers it more or less all his life.

Many prayers have been uttered in the world—many long, fine-sounding prayers, but the only prayer that any large majority of people have ever learned is the Lord's Prayer, and it is less than two hundred words long. The same thing is true of the Twenty-third Psalm, and there is hardly a Latin word in it. They are short, simple, easily understood words.

Asking an advertising man to talk about advertising at a convention like this is a good deal like asking a doctor to talk about health. I have listened to many such addresses and they are all about the same. The eminent physician says, "Drink plenty of water. Stay out doors as much as you can. Eat good food. Don't worry. Get eight hours' sleep. And if you have anything the matter with you, call a doctor."

So I say to you that there is a certain technique about these things, and if you have anything seriously the matter with you there probably is some doctor in your town who has made a business of that thing, and it may be worth your while to call him in.

But in the meantime, and in this very informal and necessarily general talk, I say to you, "Be genuine, be simple, be brief; talk to people in terms and in language that they under-

(Continued on page 31)

Now in Season

California Imperial Valley Cantaloupes

American Beauty Brand

SOLD BY

The VINKEMULDER CO.

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

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.



GOLD MEDAL MAYONNAISE

Made and Guaranteed by

THE BEST FOOD, INC.

Who make the Famous Nucoa.

We have a real live sales proposition that will put GOLD MEDAL over BIG.

Write us or see our Salesmen.

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

LAC-A-FLY LIQUID Is the Guaranteed Insecticide



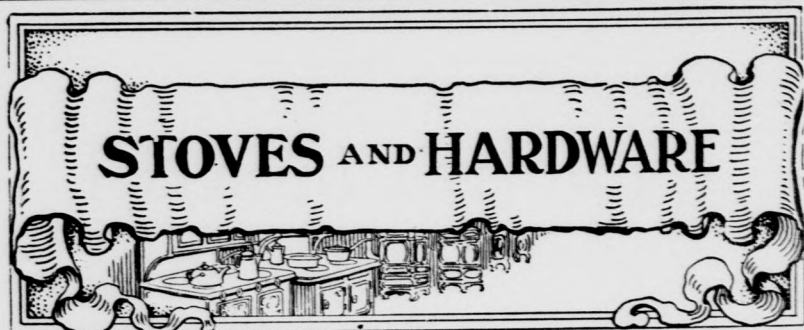
PRICES

6 oz., 25c bot. \$2.00 per Doz.
12 oz., 50c bot. 3.60 per Doz.
1 qt., \$1.00 bot. 8.00 per Doz.
1 gal., \$3.50 bot. 9.34 case of 4
Mouth Sprayers free with
25c and 50c sizes.
50c Sprayers \$4.00 per doz.
\$1.00 Sprayers 8.00 per doz.

Lac-A-Fly Liquid is absolutely free from grease, evaporates immediately and leaves a pleasant odor in the room.

Kills flies, moths, mosquitoes and many other bugs. Order from your jobber.

JAMES T. REYNOLDS & SONS, INC.
PONTIAC, MICH.



Michigan Retail Hardware Association.
President—A. J. Rankin, Shelby.
Vice President—Scott Kendrick, Flint.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Plan To-day For the Fall Stove Campaign.

Written for the Tradesman.

There are usually a good many hot midsummer days when the store atmosphere is decidedly listless. Customers are few and far between on such days; and the tendency of the hardware dealer, and the hardware salesman, is to loaf and take things easy.

It is typical of the wide-awake and successful retailer that he is never idle. He finds some task to occupy every moment of his working time. If he is not busy with his work, he is just as busy with some healthful form of recreation.

There are, however, days in midsummer when even the most ambitious hardware dealer is apt to slacken his efforts; when he finds the weather too hot to work and too hot even to play.

On such a day, it is a good plan to buck up, determinedly, and lay the foundation for a successful fall stove campaign. Put aside the idea that it's necessary to wait until the weather is a little cooler; and remember that the slackness of business right now gives you an excellent opportunity to do a lot of preliminary work that ought to be done in preparing for the fall stove campaign.

Thus there is advertising to be planned. The prospect lists must be compiled or revised. Orders should be placed. All this work requires considerable thought and attention; and it does not pay to leave this work until the last moment, when the stove season is actually upon you.

For if you do so, there will be a mad rush of last minute preparations, in the course of which advertising copy will be heedlessly thrown together, and the old, unrevised, incomplete prospect lists from the preceding season will be made to do ineffective duty. While your stove stock will be in no shape to meet the demands, or at least the potential requirements of your customers.

Much of the work connected with the fall stove campaign can be done well in advance. The advertising matter can be prepared, or, at least, outlined. It takes considerable thought to write a series of good advertisements, and thought requires time. Then, too, you will find that merely outlining your ideas on paper stimulates the thinking mechanism; so that, subconsciously, and without apparent effort, you work out the results you are after.

If this work is left until the last

moment, the time to do it properly will not be available.

The best way is to take some quiet July or August morning or afternoon when there is practically nothing doing, and to give a few hours careful study to your stove advertising. Look through the advertising literature supplied by the manufacturers and select the strongest selling points—those most likely to appeal to your immediate territory. Then map out the various points to be featured in your series of advertisements, in the order in which you want them to come. Then, fill in the details; and with pencil and ruler, figure on the lay-outs.

As a rule, even those retail merchants who write forceful advertising "copy" pay too little attention to the manner in which it is set up. They leave that matter entirely to the printer. It is worth while, however, to give the subject of advertising arrangement some study, to understand what the printer can and cannot do with his type and rules, and to plan your own lay-outs. And if you utilize your spare time this summer, all this work can be done in advance.

A very important adjunct to any stove selling campaign is the prospect list. For this purpose the stove dealer can divide his public into two classes; those who are not in the market for stoves, and not likely to be in the market and those who are good prospects. If he can find out just what individuals belong to the latter class, he can concentrate on them instead of scattering his fire and wasting his ammunition.

Thus, while the retailer secures a good deal of excellent stove literature from the manufacturers, it is often a wasteful process to distribute this material over the counter to all comers, or to send it through the mails to a promiscuous list of names. The postage alone is a considerable item where the mails are used; while counter distribution means that a great deal of stove literature gets into the hands of curious youngsters who glance at it and throw it into the gutter.

It is far better to get a selected list of the names of people who are likely to buy stoves, and to work out a follow up system of mail advertising. It is more effective advertising to send a series of four different advertising letters to one good prospect, than to send the same circular to four individuals, three of whom may not be in the market for stoves for years to come.

The compilation of a prospect list will be a profitable task for some of your dull midsummer afternoons.

It is hardly necessary to tell the average retailer how to get up a prospect list. Every live retailer nowadays

Foster, Stevens & Co. WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.
GRAND - RAPIDS - MICHIGAN

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
Sporting Goods and

FISHING TACKLE

THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
and Show Case Glass

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

TYPEWRITERS

Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy.

Thompson Typewriter Exchange
35 N. Ionia Ave., Grand Rapids, Mich.

TAKING INVENTORY

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

United Motor Trucks

A SIZE
AND
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

210 IONIA AVE., NW.



Soot and dust on window sill
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof

Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich.

has such a list. The names come to him in various days; the great essential is to develop the faculty of recognizing a prospect. Thus, suppose a customer drops into the store to get a package of tacks and shows keen interest in the ranges on display—get the name and address of that individual, and if possible verify your hunch that he is in the market for a stove by tactfully drawing him out. Or, an order for repairs may come in. Find out if the stove is old and in bad repair; if so, here is the finest sort of prospect. Also, watch the new families coming to town; and get track of the spring and summer brides who have started housekeeping but put off the purchase of a heater until cold weather comes.

Of course a good many direct enquiries for heaters or ranges will come in; and should be kept track of, so that if a sale is not made at the time, the prospect can be followed up.

By these means, it will not be difficult to get together a really valuable and authentic list of stove prospects. Then comes the matter of sending out advertising material to this list.

The purchase of a range or heater is not a light undertaking, for most families. It is usually considered a long time, and several times postponed, before action really eventuates.

So, quite a bit of education will be required to bring the prospect to the point of purchasing, or even to get him inside the store. Hence, it is advisable for the dealer to begin his advertising campaign some considerable time before the active season commences.

One dealer sends out his first advertising matter as near as he can get to the hottest day in August. His circular opens with an arresting sentence:

"Hot, isn't it?"

"Don't you wish you could can this heat and use it in December and January?"

"The next most economical method of heating is to install one of our heaters."

And so forth. The fact that a discussion of heaters is so untimely at once arrests the prospect's attention. Which is what the dealer wants to do.

Another bit of preparatory work is to familiarize your salespeople with the new stove models for the coming season, and get them acquainted with their selling points. This work is not merely helpful in your stove selling campaign, but is good training for your salespeople along other lines. It takes a little time, but it is worth while.

Victor Lauriston.

When You Cash Post Office Money Orders.

Do not cash money orders for strangers without proper identification. When you do cash a money order, have the party sign the order to you in the place provided on the back. You will then sign your name, or firm name, as the case may be, on the face of the order on the "Received Payment" line before depositing in the bank. The "Received Payment" line should always be signed.

Small Second Moon.

If you are interested in popular astronomy and if you own or have access to a small telescope you have the opportunity of a lifetime to make a momentous discovery, one that might eclipse the discoveries of the world's greatest observatories, writes Scriven Bolton, F. R. A. S., in the May number of Popular Science Monthly. You have a good chance to find a suspected second moon to the earth—a comparatively tiny meteoric ironstone ball, some four or five hundred feet across, without atmosphere and frozen to the core.

This strange little body, pulled from its course of gravity, is believed to revolve around our earth once every three hours, traveling at a speed of about three and a half miles a second. Its orbit may lie about 2500 miles from the earth's surface. A modest three-inch telescope should reveal it.

Watch to see if a small black speck ever passes across the solar or lunar disk. If the suspected second moon really exists, it is reasonable to assume that occasionally it must pass between us and the sun and moon, moving rapidly across in six to eight seconds. Reports have been received that such a body has been observed, but these must be substantiated.

Why Don't Consumers Buy More?

One of the questions that have been puzzling executives of the big retail stores for some time, and particularly so since the weather has become more seasonable, is why consumers are not buying more. The circles from which these stores draw their patronage are not materially affected by unemployment, nor has there been, it was pointed out yesterday, any noticeable rise in the cost of living of late. The theory that reduced purchases are in part due to instalment buying of automobiles, expensive radio outfits, etc., does not hold, for some of the stores that have been most affected by the slump in buying, draw their business from a class of trade that does not have to buy what it wants on the instalment plan. High taxation is held to be responsible in some degree, but opponents of this view point out that taxes on the wealthy have been high for several years and yet business has been dull throughout the period. About the most acceptable explanation is the quick transition from Winter to Summer temperatures, which killed off the bulk of the Spring consumer trade.

Too Big a Straddle.

There are normally three types of stores in retailing: that appealing to the highest class of trade, with which the quality appeal is paramount; that to the middle class and that to the lowest class of trade, which gives first importance to price.

It is possible for a retailer to so aim his store appeal that he may reach two of these classes. He may make both the high and the middle class appeals. In either case it is possible for him to attain success.

But woe betide the retailer who gets it into his head that he can be all things to all people and that he can successfully make all three appeals. He is attempting something which belongs to the domain of the circus acrobat.

He will quickly find that he is making too big a straddle. In attempting to get all, he will fall and get none. High class trade never did like to associate with low class; and vice versa. And it always will be that way. Beware!

Of Lasting Value.

When new cement sidewalks are to be built in front of your store an opportunity is offered to you for some singular advertising of long time value. Have a sign painted and then cement it to a thick piece of plate glass, cut to exact size of sign. The glass thus forms a protective weatherproof covering. Have the glass-covered sign imbedded in the sidewalk at time of laying. Plate glass should be sufficiently thick to withstand the weight and sharp blows of foot traffic. If your basement extends below the sidewalk, get unusually thick glass so it will not need concrete support in the center. Then place electric lights underneath, and the sign will prove effective at night, attracting attention of passersby.

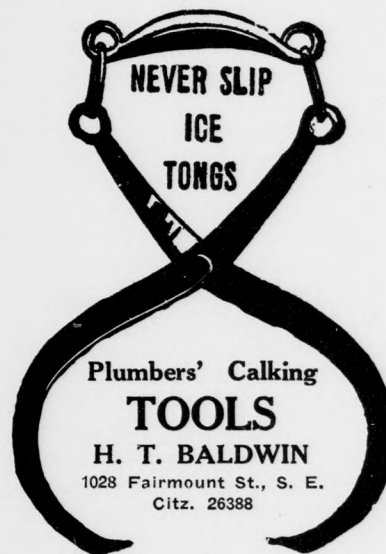
Orders.

A very self-important young man seated himself pompously in a railway train.

"Ticket, please," said the conductor.

"Ah, my face is my ticket," was the reply.

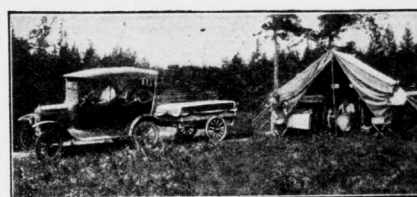
"All right, sr," said the conductor, "my orders are to punch every ticket before I let it pass."



USED SHOW CASES

For the first time since the war we have a good supply of used show cases. Look them over.

GRAND RAPIDS STORE FIXTURE CO.
7 Ionia Ave., N.



A Summer Home on Wheels

The Clare Auto Tour Trailer is equipped with comfortable beds, a 12x14 ft. tent, waterproof, space under tent in which to cook and eat meals; every convenience for comfort; light and rigid, trails perfectly.

Trailers \$78.00 and up.

Write today for catalog and prices

CLARE MFG. CO.,

CLARE, MICH.



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids

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

Signs of the Times
Are

Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

INVESTIGATORS

Private Investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.

Day, Citz. 68224 or Bell M800
Nights, Citz. 62280 or 63081

National Detective Bureau

Headquarters
333-4-5 Houseman Bldg.



Three Days in a Bohemian City.

Reichenberg, June 25—At last I am where they do not cry and lament all the time. This is a busy burg. The translation of its name would be rich mountain and it surely is a hilly city in the midst of a forest. The cotton and woolen mills are working overtime and business in the C. S. Republic seems to be good. I had to report at police headquarters and was treated very courteously; in fact, I notice everywhere that the moment they see you are from the U. S., the doors are opened with a welcome. My folks here have a nice clean printing office and bookbinder. I informed them of the great success which the Michigan Tradesman and its printing accessories have achieved in the past forty years. I enjoy the walks through the woods every forenoon. Yesterday I met a company of soldiers. They were singing marching songs in place of the drum and fife. They all seemed to be very happy. The city is kept clean and very sanitary. They have public bath houses for the use of those who live in older dwellings, without modern conveniences.

Last night I went with my nephew to the Schlarafia, a social organization somewhat on the order of our Elks, and we had a good time there.

You know the cat can't leave the mice alone. I have already acted as a friend to my folks and advised them to eat compressed yeast for health and vigor. I also treated some of them with Wrigley's gum and they now have the habit.

June 26—This a. m. I saw a whole regiment of soldiers on their return from a maneuver. They were a fine sight—young men with brass band and modern machine guns. I also saw a tin lizzie. Henry can be proud of his products. You find them now everywhere.

My nephew surprised me this a. m. when I came to the office. He handed me a box of calling cards—pretty nice work, I should remark.

I am trying to get accommodations at Carlsbad, but must wait some time, as the place is overcrowded with patients from all parts of the world—mostly Americans, I am told.

June 27—What do you think? Yesterday a. m. they made use of yours truly as a proof-reader in the printing office. When I get home I will apply for a similar position at the Michigan Tradesman. In the afternoon we went to the park to listen to a fine band concert. About 500 ladies and children were in attendance, but very few men. The men visit city cafes, where they read and play between working hours. I notice all bulidino is at a standstill. The bricklayers went out for more money. My folks, who run a non-union shop, are to-day printing the strikers' list. Each builder furnished the names of all men who quit working. I notice that all German street signs have been removed and are replaced with C. S. R. (Bohemian) street names. This is a German border town and was formerly German in every way. Now it is very much different. I overlooked giving you the comparison of prices in the coffee house. I paid for a portion of coffee with cream and sugar, rolls and cake,

the equivalent of 18 cents in American money.

In the evening we went to the kino or movie show. We saw Douglas Fairbanks in Arizona and Larry Seamon in a funny one and the Pathe weekly. Good music—all for 600 kronen or 18 cents; after the show we went to a beergarden dance and about 1 a. m. we hit the hay.

L. Winternitz.

Margarine Men Discover a Real Truth.

The margarine manufacturers under the leadership of their National association have at last concluded that: "People now want margarine because it is margarine. They know that it is just as different as it is desirable. Millions of housewives now know that margarine is rich, edible oils churned in pasteurized milk; that no human hand touches any part of it in the process of preparation and that it is made in sanitary plants under Government supervision, thus assuring for it a purity and cleanliness far beyond that of any other food. All types of margarine enjoy this distinction of manufacture."

In an official publication the manufacturers say: "Let there be an end to the law that requires the word 'oleomargarine' printed on every package of margarine. The makers of margarine are notably proud of their product, therefore they are not content that it longer be designated by two titles."

The regret is that they didn't arrive at that sage conclusion long ago. True the nut-oil ingredients are comparatively new, but no purer than the original oleo materials. Why manufacturers originally and for so many years persisted in selling it as an "imitation" instead of on its own merits has never been clear to good merchants. Its very subterfuge created a prejudice which would have been minimized if it had been sold on its own merit.

Ask For Advertising Matter.

Your jobbers have advertising matter sent to them by manufacturers for distribution among the retailers. These booklets, folders, circulars, etc., are useful to you for advertising purposes. Many of them are costly productions and will increase the demand for the manufacturers merchandise. When your salesman calls on you the next time, ask him if his house has any such advertising matter: tell him you would be glad to have a supply packed with your shipment. You can use such advertising forms for enclosures with packages, to enclose with bills and other letters, and for other advertising purposes. If it is an advertised product, you likely will be able to get advertising literature direct from the manufacturer.

The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.

MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit, Dine or Dance in this new and Beautiful Center of Hospitality.
400 Rooms—400 Baths At Rates from \$2.50 Menus in English
W. C. KEELEY, Managing Director.



WHEN IN KALAMAZOO Stop at the

Park-American Hotel

Headquarters for all Civic Clubs
Excellent Cuisine Luxurious Rooms
Turkish Baths ERNEST McLEAN, Mgr.

HOTEL BROWNING GRAND RAPIDS

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away

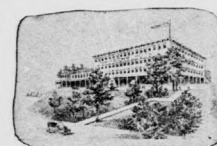
150 Fireproof
Rooms

Rooms, duplex bath, \$2
Private Bath, \$2.50, \$3
Never higher

The Durant Hotel Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company
HARRY R. PRICE, Manager



Hotel Whitcomb AND Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN



CODY HOTEL

GRAND RAPIDS
RATES { \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

HOTEL KERNS Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor

Western Hotel BIG RAPIDS, MICH.

Hot and cold running water in
all rooms. Several rooms with
bath. All rooms well heated and
well ventilated.

A good place to stop.
American plan. Rates reason-
able.
WILL F. JENKINS, Manager.

Lansing's New Fire Proof HOTEL ROOSEVELT

Opposite North Side State Capitol
on Seymour Avenue
250 Outside Rooms, Rates \$1.50 up,
with Bath \$2.50 up.
Cafeteria in Connection.

CUSHMAN HOTEL PETOSKEY, MICHIGAN

The best is none too good for a tired
Commercial Traveler.
Try the CUSHMAN on your next trip
and you will feel right at home.

Columbia Hotel KALAMAZOO

Good Place To Tie To

Henry Smith Floral Co., Inc.

52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173



Public Sentiment Necessary in Forest Preservation.

Grand Rapids, July 15—I have noticed your appeal to "Help Solve the Problem."

It seems to me wise to state my experience growing some 4,000 trees which I planted and now increased by a thousand or more little pines which have naturally grown from seed which has dropped from the older trees that were on the land when I bought it. Soon after I commenced operations there was a surface fire which pointed to the need for a plowed fire line and it was then made and has been kept up and I believe is a necessary part of the investment.

Whenever a fire was discovered I went out with one or more of the neighbors to put it out or limit its spread if the wind was so strong against us that we could not put a direct stop to it.

By my work and protests and advice it was soon known that I was not willing to permit a fire to run unguarded over any unoccupied area, no matter who the owner was. I put up in carefully selected places scores of State fire warnings on the trails and roads of the township.

The trees planted eleven years ago are now thrifty and beautiful and attract the attention of many farmers of the region and their comments show that they realize that the trees are demonstrating a worth-while lesson in statewide welfare work.

The wartime boost of wages and living expenses has made a great change in the neighborhood. Many farms amounting to hundreds of acres formerly cultivated have not been used for six or eight years and the buildings are vacant most of the time. Two farmers who were the nearest neighbors are now working in Detroit. They were the ones that co-operated most persistently in the volunteer work of fighting fires.

The drifting away from farm work of so many throughout that region led to the consideration of ultimate consequences of the economic change and the visible effect of failure to carry on the cultivation of the hundreds of acres then abandoned. During the last three years the thrifty growth of the planted pines came as a pointed demonstration of the steady development of natural resources if reforestation could be undertaken. The various facts and influences from these experiences led to the proposal for the commencement of a Forest Protective Association, so planned as to enable any person to join and urge others to join, so that there shall be a steady forward movement toward the united action of all who believe in reforestation by the individual or private corporation or by the State or Nation.

If this land owner believes in reforestation he will do well to join the Michigan Forest Protective Association, then go out and get his neighbors interested.

The appeal for members will enable him to soon know the ones who have the public welfare at heart and he could surely get a few to join and form a group ready to encourage all efforts for the protection of forest growth.

Anyone who thinks of improving land by planting trees should take an interest in this organization.

It will be the occasion for appeal to the neighborhood for consideration of the usefulness of an improved forest growth; for appreciation of the ultimate effect attendant on the successful carrying on of reforestation and the public benefit arising from the addition of growing forests to the natural resources of the region. To urge people to form an organized neighborhood group to protect all forest growth will be the means of accomplishing a much needed development of community spirit aiming for the common welfare.

The increase of public sentiment demanding better protecting of forests is just as essential as a plowed fire line and is a part of the investment that should be made when reforestation is undertaken.

Frederick Wheeler.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 15—The Creston Heights branch of the Peoples Savings Bank will open for business in a few days. The Nachtgal Manufacturing Co. supplied the furniture and the Grand Rapids Safe Co. furnished the vault equipment and burglar proof safe.

Fred Hinyan, who sold his bean and potato business here in 1920, when everything was at the highest point, removed to California and located in Hollywood. A short time ago he acquired title to a ranch of 1200 acres. Later a 5,000 barrel gusher came in within seven miles of his line and the Standard Oil Co. of California entered into negotiations with him to secure the right to drill for oil on his land. The negotiations resulted in Mr. Hinyan accepting a check for \$50,000 in exchange for a license authorizing the Standard Oil Co. to bore for oil. In the event of the land yielding wells, he will receive one-eighth of the value of the oil which comes to the surface.

James Pollie is erecting a double store building on the vacant lot South of his meat market on Plainfield avenue. He will occupy one of the new stores with his grocery stock and lease the other store for some non-competitive line.

The third week of the midsummer furniture market came to a close with about 250 buyers short of the midsummer market of 1923. The exact figures are 2,514 for the third week in 1923 and 2,252 for the third week in 1924. However, at the close of Tuesday, July 15, the market was crowding the 2500 mark and there is no question but that the midsummer market will run equal to the same period of 1923. With the close of the third week the volume of business being done was very satisfactory. With the opening of the last week a large number of showrooms did not have their full quota of salesmen, as many farewell parties were given Saturday and Sunday evening and the boys started for their homes Monday, leaving enough salesmen in each showroom to properly take care of the buyers who will be in this week. All sales rooms will continue open until the close of this week. Again it is fully demonstrated that Grand Rapids is the furniture "mart" of the world. It might be fitting to state at this time something of the products that other states have the reputation for. For example, New York provides clothing; Virginia gives tobacco; Mississippi, cotton goods; Georgia, peaches; Massachusetts, boots and shoes; Oregon gives us salmon; West Virginia, clay products; Nevada, borax; Utah, salt; Connecticut, hardware; Rhode Island, jewelry, and Michigan, furniture. For, as the New Yorkers say when they come in: "When we think of Michigan we think of furniture; and when we think of furniture, we think of Grand Rapids."

Mr. and Mrs. John D. Martin will leave Friday morning by automobile for Detroit. They will drive their son, Jess, to his home in Detroit and will return home the latter part of next week via Saginaw.

Probably the safest, sanest, surest and, one might say, rarest selling strategy in the world is to know one's line so thoroughly that nothing can surprise, confuse or shake one. Other forms of strategy are all right for special occasions, emergencies; but the strategy that wins in selling, day after day, week after week, month after month, is knowing one's line so well and being so "cramful" of enthusiasm about it that one forgets to use "selling arguments," and confines

one's self to giving actual definite information, with the assurance and enthusiasm that go with thorough familiarity with the goods one is selling.

Too Late To Classify.

Saginaw—Don P. Toole, manufacturer of women's shirt waists and other wearing apparel, has merged his business into a stock company under the style of the Don P. Toole Co., 218-22 Janes avenue, with an authorized capital stock of \$75,000 common and \$50,000 preferred, of which amount \$65,000 has been subscribed and paid in, \$25,000 in cash and \$40,000 in property.

Detroit—The C. A. Zahndt Manufacturing Co., 6209 Hamilton street, has been incorporated to manufacture and deal in auto accessories, etc., with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Detroit—Meyer Burnstine & Bros., 1361 Gratiot avenue, wholesale hardware, has merged its business into a stock company under the style of Meyer Burnstine & Bros., Inc., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Sanford—George Burns has completed the erection of his cement block building and re-opened his restaurant and cigar store in it.

Detroit—The Mazer-Cressman Cigar Co. is erecting a factory at Grandy and Warren avenues, which will be the only cigar factory in the world equipped with a complete air-cleansing system, whereby atmospheric conditions throughout the plant may be controlled at all times.

Paris—Clothing and dry goods to the amount of \$100 were taken from the Clyde Montague general store at Paris Sunday night. The thieves smashed a window in the North side of the store. The watch dog either slept through the affair or was won over by the thieves.

Owosso—A communication from the Walker Candy Co., of Muskegon, to the Owosso city commission, says that steel has been ordered for the company's new \$200,000 plant in Owosso and that work will start within a month. The company plans to occupy the plant by January 1.

Bruce Crossing—The Ontonagon Valley Co-Operative Creamery Association has been incorporated with an authorized capital stock of \$25,000, of which amount \$7,550 has been subscribed and \$3,733 paid in in cash.

Detroit—Smith-Foot-Bridge-Shoes, Inc., 232 State street, has changed its name to Clement's, Inc.

Manufacturing Matters.

Detroit—The Cadillac Clay Co., 1444 Park Place, East, has decreased its capital stock from \$75,000 to \$37,500.

Sault Ste. Marie—The Peninsula Bark & Lumber Co. has decreased its capital stock from \$50,000 to \$25,000.

Detroit—The Standard Drug Store, 1065 Woodward avenue, has changed its name to the Cunningham Drug Stores, Inc., and increased its capital stock from \$10,000 to \$150,000.

Detroit—The National Aircraft Advancement Corporation, 2003 Real Estate Exchange building, has been in-

corporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Sable Store & Office Fixture Co., 409 West Jefferson avenue, has changed its name to the Sable Furniture Co. and increased its capital stock from \$10,000 to \$25,000.

Bangor—The Michigan Fruit Packing Co. has filed a voluntary petition in bankruptcy in the United States district court. The liabilities are listed at \$89,530.39 and the assets at \$58,471.

Death of Wife of Lake Odessa Meat Merchant.

Lake Odessa, July 14—Mrs. O. B. Garlinger passed away at the home of her parents, Mr. and Mrs. H. S. Knapp, 7533 Holmes avenue, Detroit, on Thursday, July 10, aged 30 years, 11 months and 10 days. Mrs. Garlinger was taken ill with pneumonia over a year ago and was soon removed to the home of her parents for treatment. Later she was taken to a Detroit sanitarium, where she remained six months, Mr. Garlinger going to Detroit to be with her every week end. Everything that could be done was done for her. The remains were brought to the family residence, at Lake Odessa, July 10, where the funeral was held Saturday at 2 p. m.

Rev. W. J. Prestidge, former pastor of the Congregational church of this place, but now of Midland, took charge of the services and conducted the burial in Lake Side cemetery.

Ready To Serve a Third Term.

Hon. A. V. Young, the pioneer shoe merchant of Big Rapids, announces his candidacy for Representative in the Legislature on the Republican ticket. He served in the same capacity during two sessions of the Legislature—1911 and 1913—and therefore "knows the ropes." His platform comprises three planks, as follows:

1. Gasoline tax.
2. State build and maintain trunk line roads.
3. State pay townships amount due them on rewards.

Mr. Young is a man of pleasant personality and exceptional business ability and would serve his district with credit to himself and satisfaction to his constituents.

Labor Unions Lose Third of Their Members.

At the annual convention of the National Association of Manufacturers, recently held in New York City, the Committee on the Open Shop reported that although in 1920 the members of labor unions comprised 29 per cent. of organizable labor, last year the unions had only 20 per cent. of such labor enrolled. Thus in only two years the labor unions lost 9 per cent. of all organizable labor and nearly one-third of their total membership.

No Man Is Ruined—

By refusing to cultivate extravagant habits.

By making his home the object of his highest devotion.

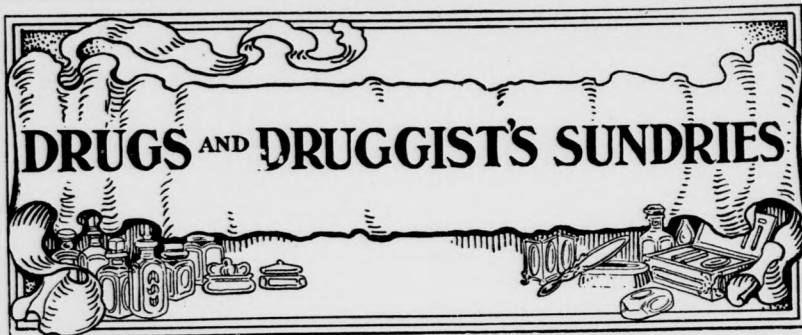
By treating women with too much respect.

By working too faithfully for his employer.

By giving too much away to a worthy cause.

By maintaining a temperate mind toward all causes.

By abstaining from the use of alcohol.



Proprietary Medicines.

Leading members of the patent medicine industry of the United States have been in consultation with the Federal Government at Washington and they have proceeded a long way toward ironing out the controversies and friction that has existed with regard to the enforcement of the food and drugs act. If the members of the United Medicine Manufacturers Association have their way the hatchet will be buried forever with the Government, and the difficulties in the enforcement of the Federal food and drug act will be materially lessened. At the convention of the association held in Washington there was a practical unanimity of opinion supporting the policy of the Government with reference to its interpretation and enforcement of the food and drugs law, as in the public interest.

Dr. H. G. Hoover, chief of the Bureau of Chemistry of the United States Department of Agriculture, in his address to the convention expressed his belief that "the organization was created, among other things, for the purpose of promoting better business, by making more efficient products, and by obeying existing drug laws, thereby rendering greater service." He observed that the food and drug act, "stripped of its somewhat involved language simply means that products subject to it shall comply with the professed standard under which they are sold, and that labels and printed matter used in connection with foods and drugs shall tell the truth."

It is strange that hundreds of proprietary medicine manufacturers should have quarreled for so many years over such a policy of the Government, but that the fight is not to continue is apparently demonstrated by the pronounced stand of leading proprietary manufacturers in actively supporting the Government policies, which they believe will elevate their business to a higher plane, and make it more subservient to the public interests, which the manufacturers insist they are trying to serve.

If there was any doubt about its soundness from a business standpoint or a selfish standpoint, that doubt must have been dissipated by the tangible evidence which no proprietary medicine manufacturer can have failed to note in the recent change of events in the industry. The tone and standards of proprietary medicine have been raised. The thought must have come to all that every seizure that the Government is forced to make reacts upon the whole industry and tends to lessen the confidence of the purchasing public of proprietary remedies. It is

exactly the kind of advertising no manufacturer wants or need have. If every manufacturer in this country would give proper attention to his labeling, seizures would be done away with entirely and, at the same time, proprietary medicines would be lifted to the high plane to which they belong by reason of the important place they fill in every household in the land.

Dispensing Hints.

Always pour from the back of stock bottles and remove any drops adhering to the lip by touching with the stopper.

Use the smallest graduate that will hold the liquids.

For weighing semifluid bodies like ichthyol, balsam of Peru, balsam of fir, etc., a piece of parchment or waxed paper, formed into a cup by pressing over and around the cork, makes a convenient and economical receptacle. When the paper is re-opened, a spatula will remove the last traces of compounding, and there is nothing to clean except the spatula.

Be neat in dispensing. Be sure that utensils and bottles are clean, corks are whole, and that packages are wrapped neatly.

Write the label plainly and evenly. Remove any old labels, before pasting on a new one. Never paste one label over another; neither will stick as well as when fastened to the bottle alone. Besides it is unsafe.

Labels are easily removed after soaking in water. By fastening a piece of wet blotting paper or sponge over the label by means of a rubber band, the soaking process can be effected while the bottle is being filled.

Flour, dextrin and tragacanth all make popular label pastes; the last is as good as any.

Paste the label on the front of the bottle, a little above the center. All bottles, even round ones, have a front. Avoid an excess of paste. To smooth the label on the bottle place a piece of clean paper over it and rub. To make labels stick on tin, coat the tin first with a thin layer of Tr. Benzoin (or any resinous substance) and let dry. Then apply paste, and lastly the label.

Poison labels, except for liniments and purely external remedies, are best omitted from prescription, but "Shake" labels may be used freely whenever there is any suspicion of the need.

Corks may be rendered absolutely impervious to ether vapor and extremely volatile liquids by soaking them in a hot 2.5 per cent. solution of gelatin containing 5 per cent. glycerine, then dipping into a solution of tannic acid. Tannate of gelatin is formed in

the pores of the cork, and makes it absolutely impervious.

To render corks acid-proof soak them in melted paraffin. Both the gelatin solution and the paraffin must be hot, so that they can be absorbed by the cork. Paraffined corks are usually slippery, and need to be tied in.

Drug Demand Active.

Glycerine is firmer and in good demand. Lower prices for shipment of cascara sagrada from the Coast has stimulated buying. Stocks of camphor in this country are heavy and tend to depress prices in spite of higher quotations in Japan. Heavy buying of alcohol, both pure and denatured, for Fall delivery, is reported by distillers. Spot prices for citric acid are under import cost owing to a fight between makers and importers. Cod liver oil is weak and lower. Castor oil is in active demand and firm. The arsenic market is still disrupted on account of Japanese competition and lack of demand. Demand for tartaric acid is active but competition is very keen.

Java Batik Makers.

Japan and China embroider their colors on their materials. Sumatra dyes the threads and weaves them in, India stamps, and the South Sea islands paint them on, but Java paints the pattern on in wax, and dyes the color in. Batik, the process used in Java, is a science, an art, an industry, a religion, a mystery, an inheritance and a treasure peculiar to this tropical island. Batik makers draw their designs in hot wax on white cotton cloth, and then color the uncovered portions of the pattern by dipping the waxed cloth again and again into vats of vegetable dye. That the Javanese have been able to make the plain cotton so rich and magnificent a fabric entitles Java to a high place in the world of art. As the batik maker draws, the hot wax flows from the miniature spout of a very small copper cup, or tjanting, which is fastened securely in one end of a short bamboo handle. This instrument was invented by the Javanese.

Freckle Ointment.

Bismuth subnitrate	1/2 oz.
Glycerine	1/2 oz.
Lanolin	3 ozs.
Oil of Neroli	2 min.
Oil of Ylang-Ylang	5 min.

Mix the lanolin and glycerin, thoroughly incorporate the bismuth and add the perfumes.

The following directions for use are suggested: "Sponge the face with tepid water and dry thoroughly. Then apply the lotion with a piece of soft cloth. Do this twice daily." Also, bismuth oleate is suggested to be used in place of the sub-nitrate.

Only Real Difference Between Republican and Democrat.

Grandville, July 15—Unless we have proper laws rigidly enforced the Nation is likely to go on the rocks.

The question of what is the best for the party is not of such moment as what is for the best of the country. Very few politicians of the present day are seeking the rewards of honest dealing with the country as emoluments at the hands of a partisan electorate. Why is this so? Plainly love for

the Almighty Dollar rules more powerfully than love of country. For a bit of partisan advantage the mere politician (and there's a lot of him) would go miles out of his way while service to the country he has sworn to protect and defend can be secured by a mere step.

It is easy to be a partisan. It is a flowery path which leads to the throne of the party chief, but, per consequence, the country at large suffers.

If we can find a way out of this alluring course without too great a shock to the sensibilities of the office-seeker it is up to us to make that way plain.

One of the great obstacles to free service for the country lies in the over crowded condition of our halls of legislation. This is a fault, both in state as well as National affairs, and the sooner it is remedied the sooner will be the people get sound legislation. It is much easier to make a dozen sensible men see the truth than to open the eyes of a hundred.

If we should eradicate three-quarters of our representatives in the Federal Congress a great light would at once dawn upon the minds of those who came up to the law-making body for consulting the best interests of our people. Cut down the representatives at least one-half and an improved condition would soon become manifest. The law of the mob is not for the best interests of all. Our House of Representatives is an unwieldy body, which has been run to suit partisan bias regardless, and we must see to it that a radical change with regard to numbers is immediately secured.

Two great party conventions have met within the past month and resolute in resonant tones, the prolixity of words almost smothering what little truly valuable legislation has been proposed.

The great flux of intellect displayed might better have been employed in cracking our problems at one stroke of the hammer, instead of covering many pages of paper with how not to do the right thing at the right time.

"I always vote for the best man, regardless of party. I am not tied to any policy or any party." Such words of self valuation we hear very frequently from the supposedly independent voter. Tied to no party. Very good, but let me ask how can proper legislation be accomplished without a party to back it up to the finish? Simply being a party man is not as bad as one might imagine after reading the diatribes of the progressives against both the old parties who have been in existence for more than half a century.

Principles not men should guide the wise citizen in his choice of public servants. A very good neighbor, a good fellow in many respects, may prove when put to the test to be on the wrong side of the fence, where proper legislation for the country's good is concerned. A severe, uncompromising chap may have sound ideas on the public needs, and prove of far more value as a law-maker than the other man. Then is it not for the highest good to choose principles not men?

A party represents certain principles which it believes is best for the public good, and the members composing that party as firmly believe that it is best for all concerned to keep that party in power. This cannot be done, however, by ignoring principle and voting solely for men, hence it is necessary to adhere to party, standing firm for that which said party represents.

We may take two great parties so soon to try titles for the occupancy of the offices to be doled out after the November election, and we see a difference in the public policy of each which may, and doubtless will, effect the condition of business for the next four years.

The man or woman who believes the country will be more prosperous under comparative free trade will not vote the Republican ticket, since that party has pledged itself to keeping a protective tariff on the statute books. Per contra, those who are as firmly convinced that a tariff, protective in its nature, is best for the business interests of the Nation will cast their ballots for Coolidge and Dawes, the Republican nominees.

In order to know which party is likely to legislate for the best interests of the country, the voter must needs inform himself of the effect of these two policies when carried into operation.

Democratic speel-binders are declaring that the Fordney-McCumber tariff is the worst ever enacted, and promise to wipe it out and seek freer trade if they come again into office.

The facts in the case are for the voter to decide.

Looking back over the political history of the country it might be well enough to note the effect of the different tariff policies of the two parties upon the country, and, judging the future by the past, cast a ballot accordingly.

It is the tariff that divides the parties as does no other issue. The Democrats have practically shelved the league of nations issue, and the mere fact of honesty or dishonesty in office is not a party issue. It is simply high tariff or low tariff—which shall we have?

Old Timer.

Age Doesn't Matter.

The latest estimate of the age of the earth is fixed at 10,000,000,000 years, with the stated possibility that life may have existed for more than 1,000,000,000 years. It's enough to make one yawn. So old an earth and yet so very young and callow in many respects. Still fighting, still stealing, still bearing false witness. Only the redemptive urge toward peace, and honor, and truth to convince us that it was ever worth while to make a world. The true age of the earth, whatever the geologists may say, is the time required thus far for the

progressive realization that we must be favorable to the great experiment in planetary chemistry, and somehow prove ourselves, and for some purpose, before the fires die and the globe grows chill and the age of the earth doesn't matter any more.

THERE IS MONEY
FOR YOU IN

Straul

5c. and 10c. Bars.

HI-NEE	10c
OH BIL	5c
CHOC LOGS	5c

STRAUB CANDY COMPANY
Traverse City, Mich.
407 North Hamilton St., Saginaw, W.S.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

The New Arnold No.15 AUTOMATIC MIXER

The New High Speed Drink Mixer. Every Soda Fountain or place where drinks are mixed should have two or more.

Triple Nickel Finish High Speed Motor, White Porcelain Base. Has the most powerful, self-starting universal motor that operates on 100-125 volts A C or D C, 25 to 60 cycles.

Better Send Your Order In
Today at

Only \$23.50 Each

With container No. 42 as shown in picture free with each mixer.

Send Today

State How To Send	Please send me by	
	Express, Parcel Post, Next Order	
	1 Only Arnold Mixer No. 15 at \$23.50 Each.	
	Name _____	Address _____
	City _____	State _____

HAZELTINE & PERKINS DRUG CO.

Manistee

MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids			Lavender Flow			6 50@6 75	Cinchona	-----	@2 10
Boric (Powd.)	-- 15 @	25	Lavender Gar'n	-----	85@1 20		Colchicum	-----	@1 80
Boric (Xtal)	----- 15 @	25	Lemon	-----	1 50@1 75		Cubebs	-----	@3 00
Carbolic	----- 44 @	51	Linseed bld, less	-----	@1 02		Digitalis	-----	@1 80
Citric	----- 59 @	70	Linseed bld, less 1	09@1 22			Gentian	-----	@1 35
Muriatic	----- 3½@	8	Linseed, raw, bbl.	-----	@1 00		Ginger, D. S.	-----	@1 80
Nitric	----- 9 @	15	Linseed, ra. less 1	07@1 20			Gualac	-----	@2 20
Oxalic	----- 20½@	30	Mustard, artifl. oz.	-----	@ 60		Gualac, Ammon.	-----	@2 00
Sulphuric	----- 3½@	8	Neatsfoot	-----	1 35@1 50		Iodine	-----	@ 95
Tartaric	----- 40 @	50	Olive, pure	-----	3 75@4 50		Iodine, Colorless	-----	@1 50
Ammonia			Olive, Malaga,			2 75@3 00	Iron, Clo.	-----	@1 35
Water, 26 deg.	-- 10 @	18	yellow	-----			Kino	-----	@1 40
Water, 18 deg.	-- 3½@	13	Olive, Malaga,	-----	2 75@3 00		Myrrh	-----	@2 50
Water, 14 deg.	-- 6½@	12	green	-----	2 75@3 00		Nux Vomica	-----	@1 55
Carbonate	----- 20 @	25	Orange, Sweet.	-----	4 50@4 75		Opium	-----	@3 50
Chloride (Gran.)	10½@	20	Origanum, pure	-----	@2 50		Opium, Camp.	-----	@ 85
Balsams			Origanum, com'l			1 00@1 20	Opium, Deodor'd	-----	@3 50
Copaiba	----- 60@	1 00	Pennyroyal	-----	3 00@3 25		Rhubarb	-----	@1 70
Fir (Canada)	-- 2 55@	2 80	Peppermint	-----	6 00@6 25		Paints.		
Fir (Oregon)	----- 65@	1 00	Rose, pure	-----	10 50@10 90		Lead, red dry	-- 14½@	15
Peru	----- 3 00@	3 25	Rosemary Flows	1 25@1 50			Lead, white dry	14½@	15
Tolu	----- 3 00@	3 25	Sandalwood, E.	-----			Lead, white oil	-- 14½@	15
Barks			Sassafras, true			2 50@2 75	Ochre, yellow bbl.	-----	@ 2
Cassia (ordinary)	25@	30	Sassafras, arti'l	80@1 20			Ochre, yellow less	2½@	6
Cassia (Saigon)	----- 50@	60	Spearment	-----	4 00@4 25		Red Venet'n Am.	3½@	7
Sassafras (pw. 50c)	@	55	Sperm	-----	1 80@2 05		Red Venet'n Eng.	4@	8
Soap Cut (powd.)	----- 18@	25	Tansy	-----	6 00@6 25		Putty	-----	5@ 8
Berries			Tar, USP			50@ 65	Whiting, bbl.	-----	@ 4½
Cubeb	----- @	1 25	Turpentine, bbl.	-----	@93¾		Whiting	----- 5½@	10
Fish	----- 25@	30	Turpentine, less	1 01@1 14			L. H. P. Prep.	----- 2 80@	3 00
Juniper	----- 7@	15	Wintergreen,	-----	6 00@6 25		Rogers Prep.	----- 2 80@	3 00
Prickly Ash	----- @	30	leaf	-----			Miscellaneous		
Extracts			Wintergreen, sweet			3 00@3 25	Acetanalid	----- 42½@	50
Licorice	----- 60@	65	Wintergreen, art.	80@1 20			Alum	----- 08@	12
Licorice powd.	----- @	1 00	Wormseed	----- 8 50@8 75			Alum. powd. and	----- 09@	15
Flowers			Wormwood			9 00@9 25	Bismuth, Subni-	----- 3 92@	4 12
Arnica	----- 25@	30	Potassium				Borax xtal or	----- 07@	13
Chamomile (Ger.)	----- 25@	30	Bicarbonate	----- 35@	40		Cantharades, po.	2 00@	25
Chamomile Rom.	----- 1 75		Bichromate	----- 15@	25		Calomel	----- 1 74@	1 94
Gums			Bromide	----- 56@	82		Capsicum, pow'd	48@	55
Acacia, 1st	----- 50@	55	Bromide	----- 54@	71		Carmine	6 00@	6 60
Acacia, 2nd	----- 45@	50	Chlorate, gran'd	23@	30		Cassia Buds	----- 25@	30
Acacia, Sorts	----- 22@	30	Chlorate, chlor.	----- 16@	25		Cloves	----- 50@	55
Acacia, Powdered	----- 35@	40	or Xtal	----- 16@	25		Chalk Prepared	----- 14@	16
Aloes (Barb Pow)	----- 25@	35	Cyanide	----- 30@	50		Chloroform	----- 57@	87
Aloes (Cape Pow)	----- 25@	35	Iodide	4 46@4 62			Chloral Hydrate	1 35@	1 85
Aloes (Soc. Pow.)	----- 65@	70	Permanganate	----- 20@	30		Cocaine	10 60@	11 25
Asafoetida	----- 65@	75	Prussiate, yellow	----- 65@	75		Cocoa Butter	----- 55@	75
Pow.	----- 1 00@	1 25	Prussiate, red	----- @	1 00		Corks, list, less	40@	50 75
Camphor	----- 1 20@	1 30	Sulphate	----- 35@	40		Copperas	2¾@	10
Gualac	----- @	60	Roots				Copperas, Powd.	4@	1

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

Egg Trays
Quaker Ammonia

DECLINED

Raisins
Lobsters
Some Cheese
Borden's Milk

AMMONIA

Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
Quaker, 36, 12 oz. case 3 85



AXLE GREASE

48, 1 lb. ----- 4 60
24, 3 lb. ----- 6 25
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
Queen Flake, 25 lb. keg 12
Royal, 6 oz. doz. ----- 95
Royal, 12 oz. doz. ----- 2 70
Royal, 5 lb. ----- 31 20
Rocket, 16 oz., doz. 1 25

BEECH-NUT BRANDS.



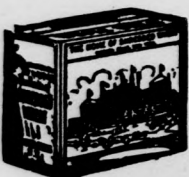
Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium ----- 3 25
Sliced beef, large ----- 5 10
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 2 00
Peanut butter, 3 1/2 oz. 1 25
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40

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 Cer'l 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 85



Shred. Wheat Biscuit

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, 24s ----- 2 70

BROOMS

Parlor Pride, doz. ----- 6 00
Standard Parlor, 23 lb. 7 00
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 25
Ex. Fcy. Parlor 26 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 3 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
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 00@4 50
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 35@1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 2 60@3 75
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 ----- 9 25
Blueberries, No. 2, 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 80
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 10@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 10 Mich 5 50@6 50
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2 sl. 2 80@3 00
Papple, 2 br. sl. 2 75@2 85
Papple, 2 1/2, sl. 3 80@4 25
Papple, 2, cru. ----- @2 75
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50@3 75
Plums, No. 2 ----- 1 25@1 40
Plums, No. 2 1/2 ----- 2 50
Raspberries, No. 2, blk 3 00
Raspb's, Red, No. 10 13 00
Raspb's, Black, -----
No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 4 75

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan 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 70
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 6 25@7 00
Sardines, 1/4 Oil, k'less 6 50
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 3 00
Salmon, Red Alaska ----- 2 95
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 65@1 80
Tuna, 1/4, Albocore ----- 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 1 80
Bacon, Lge. Beechnut 3 15
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sil 1 25
Beef, No. 1/2, Qua. sil. 1 75
Beef, 5 oz., Qua. sil. 2 50
Beef, No. 1, B'nut, sil. 5 10

Beefsteak & Onions, s 2 75

Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbells ----- 1 15
Climatic Gem, 18 oz. 95
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 4 50@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@13 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20@1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan. 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 65@1 80
Peas, No. 2, Sift. -----
June ----- 1 90@2 10
Peas, No. 2, Ex. Sift. ----- 2 60
E. J. -----
Peas, Ex. Pine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each ----- 27
Swt Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35@1 75
Spinach, No. 3 ----- 2 00@2 40
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 40@1 60
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 10 6 50@7 00

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 35
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 85
Nedrow, 10 1/2 ----- 1 40

CHILI SAUCE

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 00

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 25
Sniders, 8 oz. ----- 2 35

CHEESE

Roquefort ----- 59
Kraft Small tins ----- 1 40
Kraft American ----- 1 40
Chili, small tins ----- 1 40
Pimento, small tins ----- 1 40
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin Old ----- 28
Wisconsin new ----- 22
Longhorn ----- 23
Michigan Full Cream 21
New York Full Cream 26
Sap Sago ----- 30

CHEWING GUM.

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

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 35
Hershey's, Premium, 1/4s 35
Hershey's, Premium, 1/2s 36
Runkle, Premium, 1/2s ----- 29
Runkle, Premium, 1/4s ----- 32
Vienna Sweet, 24s ----- 2 10

COCOA.

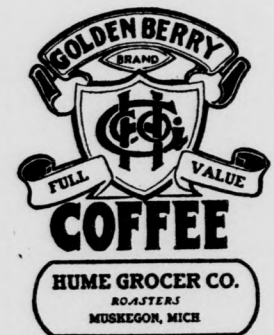
Bunte, 1/4s ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, 1 lb. ----- 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hershey's, 1/4s ----- 33
Hershey's, 1/2s ----- 23
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 38
Lowney, 1/2 lb. cans ----- 31
Runkle, 1/4s ----- 32
Runkle, 1/2s ----- 36
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT.

1/4s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 21
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

CLOTHES LINE.

Hemp, 50 ft. ----- 2 25
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 25



COFFEE ROASTED

Bulk
Rio ----- 25
Santos ----- 31@33
Maracaibo ----- 37
Gautemala ----- 39
Java and Mocha ----- 41
Bogota ----- 41
Peaberry ----- 33 1/2

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

Coffee Extracts

M. Y., per 100 ----- 12
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Leader, 4 doz. ----- 6 75
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. 3 80
Caroline, Baby ----- 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 20
Quaker, Baby, 8 doz. 4 10
Quaker, Gallon, 1/2 doz. 4 05
Blue Grass, Tall, 48 ----- 4 20
Blue Grass, Baby, 96 ----- 4 10
Blue Grass, No. 10 ----- 4 15
Carnation, Tall, 4 doz. 4 45
Carnation, Baby, 8 dz. 4 35
Every Day, Tall ----- 4 45
Every Day, Baby ----- 4 35
Pet, Tall ----- 4 45
Pet, Baby, 8 oz. ----- 4 35

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.

Borden's, Tall

Borden's Baby ----- 4 45
Van Camp, Tall ----- 4 35
Van Camp, Baby ----- 3 75

CIGARS

Lewellyn & Co. Brands
Dixeco

100s, 5c ----- 35 00
Wolverine, 50s ----- 130 00
Supreme, 50s ----- 110 00
Bostonians, 50s ----- 95 00
Perfectos, 50s ----- 95 00
Blunts, 50s ----- 75 00
Conchas, 50s ----- 75 00
Cabinets, 50s ----- 73 00

Tilford Cigars

Tuxedo, 50s ----- 75 00

Worden Grocer Co. Brands

Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record B. ----- 75 00
Harvester Delmonico ----- 75 00
Harvester Perfecto ----- 95 00
Websteretts ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 00
Starlight P-Club ----- 150 00
La Azora Agreement 58 00
La Azora Washington 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine DeLux ----- 95 00
Valentine Imperial ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars,
1-20, per M ----- 75 00
Worden's Havana
Specials, 1-20, per M 75 00
Quality First Stogie 18 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick 600s 4 25
Big Stick, 20 lb. case 21

Mixed Candy

Kindergarten ----- 19
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 ----- 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

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21

Lozenges.

A. A. Pep. Lozenges 20
A. A. Pink Lozenges 20
A. A. Choc. Lozenges 20
Motto Hearts ----- 21
Malted Milk Lozenges 23

Hard Goods.

Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 20
Peanut Squares ----- 22
Horehound Tablets ----- 20

Cough Drops

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.

Walnut Fudge ----- 24
Pineapple Fudge ----- 22
Italian Bon Bons ----- 20
Atlantic Cream Mints ----- 32
Silver King M. Mallows 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladitor, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85
Scaramouche, 24-10c. 1 60

CREAM OF TARTAR

6 lb. boxes ----- 32

DRIED FRUITS

Apples

Evap. Choice, bulk ----- 15

Apricots

Evaporated, Choice ----- 18
Evaporated, Fancy ----- 26
Evaporated Slabs ----- 15

Citron

10 lb. box ----- 48

Currants

Package, 14 oz. ----- 17
Boxes, Bulk, per lb. ----- 17
Greek, Bulk, lb. ----- 15 1/2

Peaches

Evap. Choice, unp. ----- 12
Evap., Ex. Fancy, P. P. 17

Peel

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

Raisins

Seeded, bulk, Calif. ----- 09 1/2
Seedless, 15 oz. pkg. 11
Seedless, Thompson ----- 09 1/2
Seeded, 15 oz. pkg. ----- 11

California Prunes

70@80, 25 lb. boxes ----- @07 1/2
60@70, 25 lb. boxes ----- @09
50-60, 25 lb. boxes ----- @11
40-50, 25 lb. boxes ----- @16
30-40, 25 lb. boxes ----- @16 1/2
20-30, 27 lb. boxes ----- @20

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 05 3/4
Cal. Limas ----- 13 1/2
Brown, Swedish ----- 08 1/2
Red Kidney ----- 08 1/2

Farina

24 packages ----- 2 10
Bulk, per 100 lbs. ----- 05

Hominy

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

Macaroni

Domestic, 20 lb. box ----- 08
Armours, 2 doz., 8 oz. 1 80
Fould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. ----- 1 80

Pearl Barley

Chester ----- 4 25
00 and 0000 ----- 6 00
Barley Grits

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH

Per doz., 5 oz.	1 15
-----------------	------

JELLY AND PRESERVES

Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 90
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

1 oz., per doz.	35
-----------------	----

OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	22
Delicia, 2 lb.	21 1/2

Swift Brands.

Gem Nut	24
Special Country roll	27

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	24 1/2
Nucoa, 2 and 5 lb.	24

MATCHES

Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00

Safety Matches

Quaker, 5 gro. case	4 75
---------------------	------

MINCE MEAT

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.



Gold Brer Rabbit

No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to cs.	6 05
No. 1 1/2, 36 cans to cs.	5 00
Green Brer Rabbit	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to cs.	4 70
No. 1 1/2, 36 cans to cs.	4 00
Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans o case	3 25
No. 2 1/2, 24 cans o cs.	3 50
No. 1 1/2, 36 cans oe cs.	3 00

New Orleans

Fancy Open Kettle	68
Choice	52
Fair	32

Half barrels 5c extra

Molasses in Cans.	
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 55

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	15
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	12
Peanuts, Jumbo, rstd	13
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, Naples	22
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23

Shelled.

Almonds, Spanish,	48
125 lb. bags	16
Filberts	32
Pecans	30
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 20
Bulk, 3 gal. keg	4 65
Bulk, 5 gal. keg	7 50
Quar, Jars, dozen	5 00

Pint, Jars, dozen	2 90
4 oz. Jar, plain, doz.	1 35
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 35
20 oz. Jar, Pl. doz.	4 25
4 oz. Jar, Stu., doz.	1 90
6 oz. Jar, stuffed, dz.	2 60
9 oz. Jar, Stuffed, doz.	3 60
12 oz. Jar, Stuffed,	
doz.	4 50@4 75
29 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	24
24 1 lb. pails	24
12 2 lb. pails	24
5 lb. pails 6 in crate	25
14 lb. pails	25
25 lb. pails	21 1/2
50 lb. tins	

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	13.1
Red Crown Gasoline	
Tank Wagon	18.7
Gas Machine Gasoline	37.2
V. M. & P. Naphtha	21.6
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Pinol, 4 oz. cans, doz.	1.40
Pinol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1



Semdac, 12 pt. cans 2 80

Semdac, 12 qt. cans 4 15

PICKLES

Medium Sour	
Barrel, 1,200 count	19 25
Half bbls., 600 count	10 50
10 gallon kegs	9 50

Sweet Small

30 gallon, 3000	43 00
5 gallon, 500	8 40

Dill Pickles.

600 Size, 15 gal.	12 00
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PIPES

Cob, 3 doz. in bx. 1 00@1 20	
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PLAYING CARDS

Battle Axe, per doz.	2 40
Blue Ribbon	4 00
Bicycle	4 50

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif. 15 1/2@16	
Good Steers & H'f. 14 1/2@15 1/2	
Med. Steers & H'f. 12 1/2@14	
Com. Steers & H'f. 10 1/2@12 1/2	

Cows.

Top	12 1/2
Good	12
Medium	10
Common	09

Veal.

Top	14 1/2
Good	13
Medium	11

Lamb.

Good	32
Medium	30
Poor	22

Mutton.

Good	14
Medium	12 1/2
Poor	08

Pork.

Heavy hogs	09
Medium hogs	10 1/2
Light hogs	10
Loins	18
Butts	15 1/2
Shoulders	11 1/2
Hams	17
Spareribs	10
Neck bones	05

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

Lard

Pure in tierces	13
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60 lb. tubs	advance 1 1/4
50 lb. tubs	advance 1 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound	13 1/2

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@ 24
Hams, 16-18, lb.	21@ 24

Ham, dried beef

sets	38 @39
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California Hams

Picnic Boiled	12@ 13
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Hams

Boiled Hams	30 @32
Boiled Hams	35 @37
Minced Hams	14 @15
Bacon	18 @30

Beef

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

Mince Meat.

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

Pig's Feet

1/2 bbls.	2 50
1/4 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

Tripe.

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skein	1 75@2 00

RICE

Fancy Blue Rose 7 1/4@7 1/2	
Fancy Head	7 1/2@9
Broken	3 1/4

ROLLED OATS

Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 85
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, 11 1/2 num	3 25
Silver Flake, 13 Reg.	1 45
Sacks, 90 lb. Jute	3 35
Sacks, 90 lb. Cotton	3 40

RUSKS.

Holland Rusk Co.

Brand

36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

SALERATUS

Arm and Hammer

Granulated, bbls.	3 75
Granulated, 100 lbs. cs	2 25
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH

Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure, doz.	1 40
Wood boxes, Pure	28
Whole Cod	11

Holland Herring

Mixed, Kegs	1 15
Queen, half bbls.	8 25
Queen, bbls.	16 00
Milkers, kegs	1 25
Y. M. Kegs	1 15
Y. M. half bbls.	9 00
Y. M. Bbls.	17 50

Herring

K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27

Lake Herring

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

Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	5 75

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
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

Blackline, 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 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT.

Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	2 40
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice	
cream, 100 lb., each	75
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50

Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



Per case, 24, 2 lbs. 2 40

Pive case lots 2 30

Iodized, 24, 2 lbs. 3 00

Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
Plain 50-lb. blks.	4 52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm	
sk.	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb. sacks	70

SOAP

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 7. In the matter of John A. Bellegraph, Bankrupt No. 2526, the funds for the first meeting were paid in and such meeting will be held at the referee's office on July 21.

In the matter of Gust Jimos, Bankrupt No. 2520, the funds for the first meeting have been received and the meeting will be held at the referee's office on July 21.

In the matter of John Hoffman, the first meeting of creditors has been called for July 21.

On this day was held the adjourned first meeting of creditors in the matter of Mastenbrook & Grove, Bankrupt No. 2482. The bankrupts were present and by attorneys. Various attorneys were present for petitioning creditors and for creditors generally. Claims were proved. The bankrupts were sworn and examined with a reporter taking the testimony. The Grand Rapids Trust Company was elected trustee and the amount of its bond placed by the referee at \$300. The meeting was then adjourned without date.

On this day also were received the adjudication, order of reference and order appointing receiver in the matter of Peterson Beverage Co., Bankrupt No. 2517. The matter is an involuntary case and has been referred to Charles B. Blair as referee in bankruptcy. The court has ordered schedules filed. Upon the filing of the schedules a first meeting of creditors will be called, and note of the same made here. The bankrupt is a manufacturer of soft drinks and kindred beverages at the city of Grand Rapids. A custodian has been placed in charge by the receiver.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Walter T. Welsh, Bankrupt No. 2528. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids. His occupation is not stated. The schedules list assets in the sum of \$675, of which \$600 is claimed as exempt to the bankrupt, and liabilities of \$2,887.77. The first meeting has been called for July 21. A list of the creditors of the bankrupt is as follows:

Commercial Savings Bank, Grand Rapids	\$ 425.00
Pope & Heyboer, Grand Rapids	47.00
Dr. G. A. Easton, Grand Rapids	153.50
Auburn Rubber Co., Auburn	1,173.17
Max Swartzburg, Grand Rapids	1,089.10

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred J. Roell, Bankrupt No. 2529. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and has been engaged in the distribution of hosiery and underwear from factory to consumer. The schedules filed list assets of \$95, and liabilities of \$700. The court has written for funds 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:

Louis Steele, Grand Rapids	\$150.00
South G. R. State Bank, Grand R.	300.00
Morris Plan Industrial Bank,	

Grand Rapids	250.00
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July 8. On this day was held the first meeting of creditors in the matter of James Stevens, Bankrupt No. 2518. The bankrupt was present in person and by attorneys. Various creditors were present in person. Claims were proved. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting was then adjourned without date and the case will be closed and returned as a no-asset case.

In the matter of Walter Ayres, Bankrupt No. 2525, the funds for the first meeting have been received and such meeting of creditors will be held at the referee's office on July 21.

In the matter of Vernon J. Buxton, Bankrupt No. 2521, the funds for the first meeting have been received and such meeting will be held at the referee's office on July 24.

In the matter of Fred J. Roell, Bankrupt No. 2529, the funds for the first meeting have been received and the first meeting of creditors has been called for July 24.

July 10. On this day was held the first meeting of creditors in the matter of Grand Rapids Silver Black Fox Co., Bankrupt No. 2519. The bankrupt was present by its president, treasurer and the secretary and by attorneys. Creditors were present in person. Claims were proved and allowed. There was no examination of the officers of the bankrupt, the same being waived. Edward De Groot, of Grand Rapids, was elected trustee, and the amount of his bond placed by the referee at \$500. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Arthur R. Knowles, Bankrupt No. 2515. The bankrupt was present in person and by attorney. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and exam-

ined without a reporter. No trustee was elected for the present. The meeting was then adjourned without date. In case no assets are found in the investigation being conducted, the case will be closed and returned to the district court as a no asset case; otherwise a trustee will be appointed, and in such case a note of the same will be made here.

In the matter of Olive K. McGannon, Bankrupt No. 2502, an order for the payment of administration expenses and taxes, and for the declaration and payment of a first dividend of 10 per cent. to creditors has been entered.

July 14. On this day was held the first meeting of creditors in the matter of Gerrit Veneklasen, Bankrupt No. 2522. The bankrupt was present in person and by attorney, J. N. Clark. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee by the referee and the amount of his bond placed at \$100. The trustee was directed to investigate the value of the property of the estate over and above the exemptions of the bankrupt and the pledges of property for security and report his findings to the court. The meeting was then adjourned without date.

On this day also was held the sale of assets in the matter of Grand Rapids Silver Black Fox Co., Bankrupt No. 2519. The bankrupt was represented by attorney. The trustee was present in person. The property was sold to Stanley Merdzinski, of Grand Rapids, on final offer of \$8,500, subject to a \$3,500 mortgage held by the Grand Rapids Savings Bank. An order was made confirming the sale. The meeting was then adjourned without date.

In the matter of Martin Kuks, Bankrupt No. 2430, the trustee has filed his final report and a final meeting has been called for July 31. The trustee's final report and account will be passed upon and a final distribution for expenses and a final dividend paid to creditors.

In the matter of Lester C. Barnhard, Bankrupt No. 2448, the trustee has filed his final report and account and a meeting is called for July 31. The matter of the trustee's report and account and the payment of administration expenses and a final dividend to creditors is the purpose of the meeting.

Some Sane Thoughts on Independence Day.

Boyne City, July 14—The Glorious Fourth has come and gone. Our streets were jammed with visitors and many old friends were here shaking hands with friends who have stayed. The entertainment committee kept them busy with the attractions and the ubiquitous take-a-chance man was strongly in evidence. The re-organized band steered the crowd from one end of the streets to the other. While the outsiders were making merry in town, hundreds of the town's people sought the delightful wooded lakes and streams, from Cheboygan to Traverse City, to spend the day in peace and quiet.

So far as any reference to the great significance of the day was concerned, no foreigner would have had any idea of what the fuss was all about. The greatest Nation on earth to-day, celebrating the day and the ideas that gave it birth and life and the ideals that have built up the wonderful prosperity and development of the past century and a half—and no one had time nor attention to give to anything but hoky poky, base ball and prize fight. A most wonderful inspiration for the coming generation, and we wonder why our National Legislature is of the calibre of a minstrel show.

The resort season is on in full blast. Automobiles are skittering around like water bugs on a pond. Everybody seems to be a-wheel. The stately limousine has nothing on the humblest of flivvers, the only difference being that the flivvers look, as our better half puts it, like a robin's nest, overflowing with fledgelings. A count of motors made at Boyne Falls last Sunday tallied over 1,500 cars on M 13 and 800 on M 57 from 7 a. m. to 9 p. m. A full count for twenty-four hours would add 25 per cent. This would not be a showing out of Detroit, but up in the wilderness, it is some traffic.

Maxy.

Use your vacation for re-creation—of your mental and physical vitality.

The more we have the better we like it!

Every manufacturer welcomes as many distributors as possible for his product. We believe, though, that the Grocery Store is the natural, logical place to sell laundry soap.

If Dry goods stores, Drug stores, Five and Ten-cent stores care to handle Fels-Naptha, we are glad of it. However, they must buy from wholesale distributors, not from us.

The policy governing the distribution of Fels-Naptha is clean-cut and we are confident most grocers appreciate it.



Fels and Company—Philadelphia

"The Golden Bar sold on the "Golden Rule"

Our New Shredded Wheat Cracker

After a year of experimentation and the installation of expensive, specially designed electric ovens we have produced a new improved

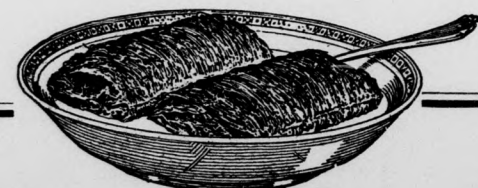
TRISCUIT

pronounced by everyone who has eaten it as the tastiest, most wholesome, most nourishing whole wheat cracker ever produced. Being packed in a very attractive new carton, it gives you an opportunity to display it with good advantage. We will soon be able to supply the demand for this new Triscuit. Toasted in the oven and served with butter or soft cheese it makes a delicious "snack" for any meal.

We ask you to keep Triscuit in a clean, dry, sanitary place.

The Shredded Wheat Company

Niagara Falls, N. Y.



SPASMODIC ADVERTISING.

Continued from page 21)

stand, and finally, and most of all, be persistent."

You can't expect to advertise in flush times and live on the memory of it when you are hard up. You can't expect to advertise when you are in trouble, or about to be in trouble, and expect to get anything in that direction. It is day-by-day and hour-by-hour business.

If the amount of money which has been thrown away by people who advertise spasmodically was all gathered together it would found and endow the most wonderful home for aged advertising men and their widows in the world. Don't throw any of that money away. If it is worth doing at all, it is worth doing all the time.

For every day, gentlemen, the "king" dies, and there arises a new "king" who knows not Joseph.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, July 7.—In the matter of Charles F. Crandall, bankrupt, of Kalamazoo, the first meeting of creditors was held at the latter place, and the creditors present and representing not desiring that a trustee be appointed, and there being no assets over and above the bankrupt's statutory exemptions, orders were entered by the referee that no trustee be appointed, and that the bankrupt be allowed his exemptions as claimed. The bankrupt was sworn and examined by the referee and attorneys present, after which the meeting was adjourned without day.

In the matter of the Michigan Fruit Packing Corporation, bankrupt, of Bangor, the first meeting of creditors was held at the court house, in Paw Paw, and Fred D. Bryant, the receiver, was unanimously elected trustee, his bond being fixed at \$1,000. The receiver filed his report showing that he had received \$271, of which amount \$152 was spent for expenses, leaving a balance of \$119. Clarence Craft, president of the bankrupt, and A. R. Todd, former secretary and treasurer, also John B. Stueber, president of the Michigan Cannery, Inc., were sworn and examined by the attorneys present, also the referee, their testimony to be transcribed and filed if deemed advisable. The meeting was adjourned to August 5 for the purpose of further investigation.

July 8. In the matter of Max Benisen, bankrupt, of Kalamazoo, doing business as the Great Lakes Fur Co., the first meeting of creditors was held at the latter place and Roscoe G. Goebel, the custodian, was unanimously elected trustee, his bond being fixed at \$500. The offer of A. G. Nash for the stock of the bankrupt estate of \$1,000 was considered and there being no higher bid, an order was made by the referee confirming the sale of the property. The bankrupt was sworn and examined by the referee and attorneys present, and his examination continued until July 23, at the adjourned first meeting of creditors.

July 10. In the matter of Joseph E. Schensul and Bert L. Kitchen, a co-partnership as the College Inn, bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office, and the trustee's final report and account were considered, approved and allowed. The administration expenses were ordered paid in full and a final dividend of 7.6 per cent. declared and ordered paid on or before ten days from date. The final dividend list of creditors was filed, and the final order of distribution entered. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The meeting was adjourned without day.

July 12. In the matter of Pauline H. Hande, doing business as the Little Green Teapot, of Kalamazoo, an order was made by the referee calling the first meeting of creditors at the latter place on July 23 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting. It will hardly pay creditors to file claims, as the schedules of the bankrupt disclose no assets over her statutory exemptions and enough to pay the expenses of the bankruptcy.

Fundamentals of Service.

All the wild ideas of unbalanced agitators the world over in their ignorant and pitiable quest for happiness through revolution, confiscation of property, and crime, cannot overthrow the eternal truth that the one route to happiness through property or government is over the broad and open highway of service. And service always means industry, thrift, respect for authority, and recognition of the rights of others. W. G. Sibley.

Your Tourist Customers

Will ask for the Nationally known



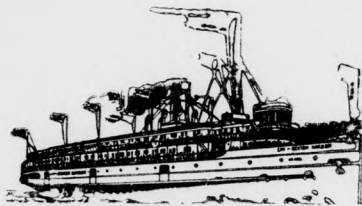
BE PREPARED WITH
A GOOD STOCK OF THIS
WONDERFUL LINE.

NATIONAL CANDY CO., INC.

Putnam Factory

GRAND RAPIDS, MICH.

Distributors for Western Michigan.

**CHICAGO**

One Way \$4.20

Round Trip \$7.30

GRAHAM & MORTON
GRAND RAPIDS, HOLLAND
and CHICAGO RAILWAY
Freight and Passenger Line.

Leave Grand Rapids
Daily, 8:00 P. M.
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Saturday 10:00 P. M.
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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 RENT—In good live town of 800, first floor of business building 20x60 for BAZAAR. Good opening for this business. Rent reasonable. Apply W. J. Dancer & Co., Stockbridge, Mich. 660

Wanted—Young man of ability for general office work. Must be competent stenographer. Permanent position with future assured to right man. Reply in own handwriting. Address No. 661, c/o Michigan Tradesman. 661

General store. Desirable location, priced right. To buy or sell any business consult us today. CHICAGO BUSINESS & Realty Exchange, 327 LaSalle Chicago, Dept. T. 662

General Stock and Buildings—Best farming country. Cash business. No competition. On railroad. Could increase business by trucking to city. A bargain if taken at once. John Kranenberg, Elm-dale, Mich. 642

FOR SALE—A grocery and market business in the village of Clinton, Mich., a town of about 1,100 population. Buildings, merchandise and fixtures about \$3,500, cash, if taken at once. J. E. Earl, Clinton, Mich. 643

FOR SALE—Clean stock of general merchandise, and brick store 44 x 70, full basement, two story. Opera house on second floor. Will sacrifice for quick sale. Mrs. A. H. Corwin, Marion, Mich. 613

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

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

WANT MERCHANDISE FOR CHOICE of three improved farms in central Wisconsin, by owner. Write Box 92, Bancroft, Wisconsin. 647

For Sale—Stock of general merchandise in a good small town. Stock will inventory \$11,000. Good reasons for selling. Apply Boulton & Bell, Fostoria, Mich. 651

For Sale—Bowser pump and 350 gallon tank. A-1 condition. Will sell cheap. Apply Bowser & Boulton, Fostoria, Mich. 652

Wanted—Fixtures. Good National cash register. Two floor cases. Counter and platform scales. A. L. Redman, Olney, Ill. 639

Everybody's Dancing at Ramona Park Casino these days

Come out tonight and enjoy a Real Dance and Real Music

Dollavo's Ramona Syncopators

Masters of Modern Dance Music

"They Just Won't Let Your Feet Behave"

Dancing 8:30 until 11:30

"The Best Dancers All Dance at Ramona"

**Walker**
MUSKEGON
MICHIGAN

Makes
Good
Chocolates

Brooks Walker

BITTER SWEETS

HIGHER PRICES AHEAD.

Trade Should Cover Immediate Flour Requirements.

Written for the Tradesman.

The wheat market during the past week has shown a net advance of 9 $\frac{1}{4}$ c per bushel for July wheat, 6 $\frac{1}{4}$ c per bushel for September wheat, 8c per bushel for cash wheat, and practically all of the advance has been scored since the issuance of the Government crop report estimating an increase in the United States crop of spring and winter wheat of 47,000,000 bushels, compared with the June report.

However, on this basis the United States crop is short at least 60,000,000 bushels, compared to last year's production of wheat, and reliable reports from Canada indicate the Canadian crop will run all the way from 50,000,000 to 75,000,000 bushels short, so the North American crop of wheat, based on the most reliable information obtainable, will be all the way from 110,000,000 to 135,000,000 bushels short of last year's production.

The crop of wheat in Great Britain, Germany, Italy, France, Roumania and Russia will average about 10 per cent. short of last year, while, on the other hand, the consumption in Europe is greater, due to the increased buying power of Europe and the general improved financial condition of Europe.

An authentic report to the effect that the Japanese government is purchasing wheat flour for the army ration this year, instead of rice, has also had a very bullish effect and naturally will result in a considerable increase in the consumption of wheat flour in Japan.

China, practically the first time in centuries, is importing wheat and wheat flour in volume. The Chinese are becoming bread eaters. This is another factor that must be considered in determining what is likely to be the trend of wheat prices on this crop.

With corn selling within 15@16c per bushel of the price of wheat, the outlook for a small crop of the former, as well as the latter, creates another bullish factor with which we must reckon.

The next sixty days will tell the story about the actual production of wheat in the Northern Hemisphere. During that period we may look for rather active markets on wheat, for additional damage reports will result in further advances, while improved conditions will cause at least temporary declines.

Until a couple of weeks ago we had felt August would show a reduction in the price of wheat and make this month a particularly attractive period during which to purchase flour, but reports of serious damage to the growing crop of wheat in Manitoba and Saskatchewan, coupled with the continued heavy buying by foreigners and the great strength in corn, have rather changed the situation, so it is extremely hazardous to make any prediction as to the best period in which to buy flour.

One thing is certain—the trade should cover their immediate requirements without hesitation. This is not

a market on which it pays to go short of flour requirements.

Just a word to those who may be interested in these articles: The writer would immediately discontinue writing on the subject of wheat and flour markets if he believed those who read these reports would act solely on the opinions expressed.

Whatever is said should be tempered by the buyer's own judgment. The man has not yet lived who can accurately forecast prices over a protracted period of time and I am certainly no exception to the rule. If we can be right a little better than half of the time, we are indeed fortunate.

Were it possible to actually know the amount of wheat that will be produced in any given year; were it possible to prophecy black rust, frost, drought or flood damage, and could we foretell whether the farmer is going to sell his wheat freely or hold it for higher prices; whether the domestic flour buyer is going to purchase in round lots or in a hand to mouth fashion; could we read the foreigner's mind and know whether he will buy sparingly or in heavy volume; in fact, were we superhuman and possessed the ability to foresee and anticipate the development of every factor which influences the price of wheat, then, and then only, could we be consistently accurate in price prediction. As no such human being exists, we again urge you to read these articles for the purpose for which they are written, namely, to acquaint you with the general situation as we understand it to be from time to time and not for the purpose of uttering price prophecies. We shall continue to provide whatever information or reports that come to us from reliable sources and if these aid you in obtaining a clearer vision of the price and crop situation, these reports will have fulfilled their purpose.

Lloyd E. Smith.

Some Models Neckwear Manufacturers Are Exploiting.

The extent to which neckwear has established itself as a strong factor in 1924 fashions is shown by the fact that at present the manufacturers are busy with orders from the dress houses. This applies to houses specializing in made pieces as well as to the banding houses.

While Fall fashions indicate a prevalence of "dressy" and feminine styles in neckwear, such as rufflings, panels of lace and net and embroidered bandings, there is every indication that there will be some persistence of tailored styles. With a view to this, the neckwear houses are showing new styles in waistcoats for early Fall wear. Such novelties as attached ties in printed silks, unusual buttons and attached scarfs differentiate these new models from those of the Spring.

One model that is proving highly successful and is being exploited by the houses making sets as well as the banding manufacturers is the long panel, at least forty-five inches, depending from a rather small, round collar. When it is part of a set it may show a slight fullness in that part of the panel which falls below the knees,

thus introducing the new outline to an old frock. In yard goods both straight and rounding materials in the same patterns may be bought, so that a round collar and long front panel may be made to match.

Salesmen just in from transcontinental trips report a big volume of business in this kind of yardage, which is to be had in material to retail at \$1.50 a yard and mounts up to as high as \$16 per yard. This is a big factor in early Fall business.

While there is some showing of colors, according to the United Neckwear League of America, it is predicted that this will not be a color season. There is still a strong leaning toward the cafe au lait shades in the sets made of lace and net in pleated chiffon yard goods.

The outstanding fact in the neckwear business at present is that a big lace season is ahead. Houses which have heretofore used lace sparingly are introducing it into the majority of their lines in pleated bandings, and also in combination with net.

With the variety of necklines that is shown in the latest dress models it has been found necessary to manufacture a varied line of neckwear. Orders from dress manufacturers are now being placed from specific measurements where banding is not being used, and for the retail stores a large assortment of models is shown.

The National Retail Grocers' Convention Was a Farce.

They tell me that the California convention of the National Retail Grocers' Association was the greatest fizzle ever held under the name of convention. Instead of the magnificent program which had been prepared, the delegates got into all kinds of fights and ended up without doing any constructive work at all. In fact, I am told it was worse than the Democratic convention, which was also highly acrimonious, but the Democratic convention did accomplish something, while delegates who attended the California convention say that nothing was accomplished.

The main squabble was whether Frank Connolly, of California, had a right to be elected director, the issue arising out of the fact that he is not a grocer. Over this apparently trivial matter the fierce tides of conflict rose and fell, consuming the time and unsettling delegates' minds so that they could not attend to real business. In the end Mr. Connolly was ousted and this is really the only thing the convention did that stands out from a comparatively blank page.

Well, this confirms me still more impregably in the belief that trade conventions, as constructive influences, don't accomplish much. Occasionally they do. Once in a while you will find a convention that sends the delegates home on their very tiptoes with enthusiasm. The slump in the National Retail Grocers' convention is really the worst I have ever known, because they had prepared what was without doubt the best program ever framed. Every live topic of the grocery trade was there for discussion, but after the fights were all over there was neither

time nor inclination to discuss many of them.

Secretary Balsiger, who is an able man and an efficient secretary, endeared himself to everybody by consuming something like three hours to read his report. If, instead of being delivered, it had been printed and put in every delegate's hands for perusal, there would have been three hours for real work, anyway.

Elton J. Buckley.

Scientists had an interesting time examining the three white Indian children brought to New York from Panama. The public found that the examination made good reading. But what of the three children themselves? There is something pathetic in their being observed and handled by a group of investigators as if they were so many geological specimens. During the investigation comments upon them were freely exchanged. It was agreed that they were not normal. On the other hand, there was opposition to calling them abnormal. Finally "pathological" was decided to be the correct term. Science has a legitimate concern with everything in the universe, but one can't help hoping that these white Indian children will not become mere objects in a scientific cabinet or material for the movies. They have their own normal lives to lead and they should be allowed to lead them.

L. J. Roberts, hardware dealer at Middleville, renews his subscription to the Tradesman as follows: "It is the best paper ever."

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