

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, JULY 23, 1924

Number 2131

THE WISDOM OF FRIENDSHIP

WE take care of our health, we
lay up money, we make our
roof tight and our clothing suf-
ficient, but who provides wisely that
we shall not be wanting in the best
property of all - - friends.

EMERSON

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.

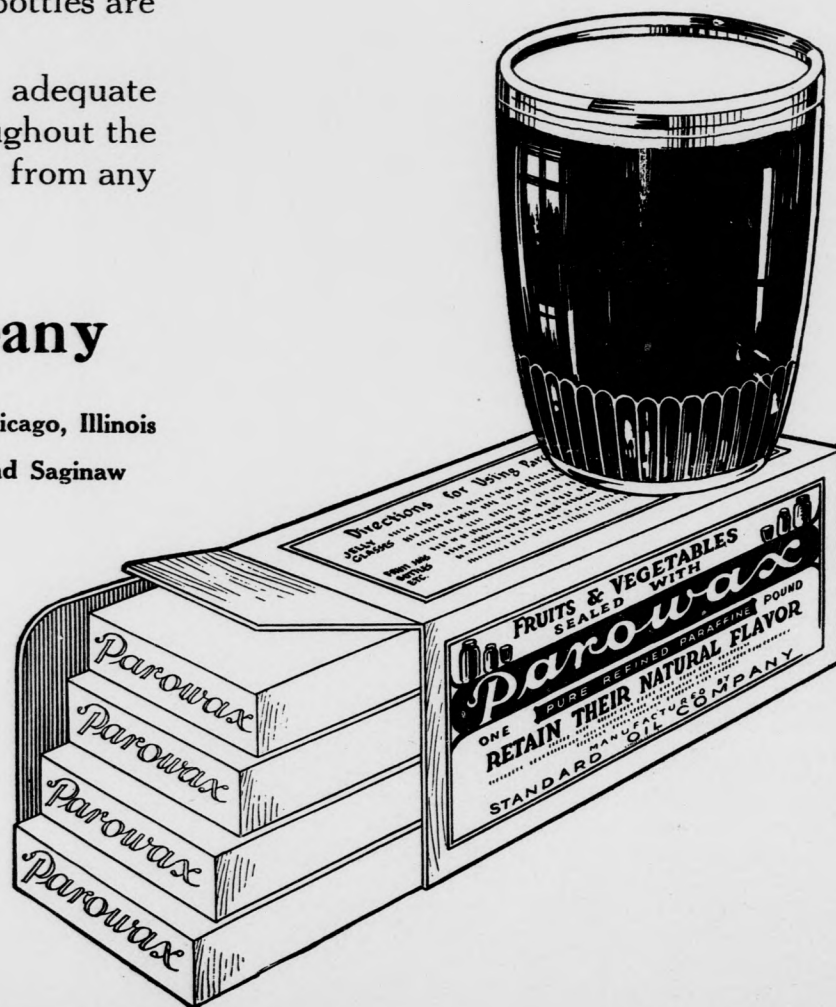
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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CAMPAIGNING BY RADIO.

Bunkum and fustian such as have served the old-time spellbinder are in the discard. The "listeners-in" have nothing but the voice and the message that it carries. Whatever charm of manner and presence a speaker brings to bear when he faces a crowd gives place to the sound alone; and if that sound conveys generalities that do not glitter and platitudes without point or edge, thousands of fingers on a graduated dial will put the speaker off the platform as inexorably as the down-turned thumbs of the Romans sent the martyrs to death in the Colosseum centuries ago. Least of all audiences is the immense host of radio fans at the mercy of inane, longwinded oratory.

At present the air is crowded with rubbish; but there is a sorting and a sifting process under way. Just as the motion-picture following has become increasingly fastidious, so the radio enthusiasts are picking and choosing, and they are ready to join indignantly in defending the hospitality of the air against those who abuse the privilege. They mean to do their best to keep out the futile chatter in order to make room for those who have something to say and know how to say it.

MOVING MILLS SOUTH.

The news that mills of the American Printing Company are to be dismantled and removed to Tennessee from Fall River is certain to be talked of a great deal. The builders of these mills were the sons of the pioneers of cotton manufacturing in this country, and the present owners, descendants of the founders, have been slow to participate in any suggestion of changing the location of their properties. The printing company has been a very large buyer of Southern print cloths for years past and is still a large operator when market conditions warrant.

The removal is the best proof wanted to show that tax and other legal burdens in New England have become intolerable for mills equipped for plain production. Incidentally, the fact that the machinery is to be removed and put into factory buildings is also an answer to those who have harped constantly on the "poor machinery" in some New England mills as compared with machinery elsewhere. It is hardly conceivable that experienced cotton manufacturers would remove and re-install "poor machinery" in an effort to meet competition.

Something is radically wrong with our penal system. "Almost daily the police capture men who have either committed or are about to commit a crime and the records show that these criminals are out of jail on parole under suspended sentences or awaiting trial for other crimes. Of recent years much has been accomplished in the way of reforming criminals. Nobody disputes the contention that efforts toward this end are both wise and humane. Moreover, the reports from our penal institutions recite many remarkable reformations, to the credit of the system. But the frequent arrests of criminals who have been released in one way or another suggest that a number of these reforms are more of the record-making sort than actual reformations and that a more careful scrutiny of asserted reformations is in order. Criminals who fall into the hands of the police time and again are habitual criminals and should be treated as such. Society may owe the criminal much, but it owes the law-abiding citizen something, too.

LaFollette and Wheeler—a disappointed Republican and a disgruntled Democrat—that is the best radicalism has to offer the country as an alternative to the old political parties. Neither LaFollette nor Wheeler was able to dictate the policies and candidates of his own party; and they have taken the proper course. Their departure will cause no regret in either party, for their going may be the beginning of a consummation devoutly to be hoped for, namely, political parties made up of men and women who believe in what they stand for and who are willing to act with the parties of their own faith in bringing about the policies they advocate. Wheeler's enlistment in the ranks of the little coterie of discontent, socialism and radicalism may have been dictated by LaFollette in the expectation of reviving dead issues; but the attempt will be a forlorn hope against the odds of public indifference on the one hand and interest in more practical, constructive issues on the other.

The organized effort of the Allied Patriotic Societies to get the children in the public schools to teach their foreign-born parents to speak English is sound. There has always been difficulty in reaching certain classes of foreigners. Their custom has been to settle in sections where only their own language was spoken. Their failure to learn English has handicapped them in earning a living, besides creating family discord through the sense of shame aroused in their children, who learned English in the public schools and looked down upon what they regarded as the ignorance of their parents. To stimulate the interest of the children the Allied Societies have been offering prizes for exceptional work. The results of the first experiments have been beneficial to both parents and children. Efforts of this sort help us to understand what was beyond the ken of Bismarck, who, when he was asked what was the greatest political wonder of his age, replied, "That all America should speak English."

Spain has at last definitely about faced in Morocco. Carrying out the policy he outlined in an interview last October the Marquis de Estella, Spain's Dictator-Premier, has announced to the Moorish chiefs that he will send no more Spanish soldiers to bring mourning and misery to their homes. He offers them instead progress, prosperity and peace without victory. The entire policy and organization in Morocco is to be changed and the territory is to be policed by the 20,000 Moors who are now serving under the Spanish flag. Eventually all Spanish troops are to be withdrawn. Spain for too long has been trying to rule Morocco by fire and sword in homeopathic doses. The policy has been unsuccessful and its unpopularity at home led to the necessity of imposing the dictatorial regime. Now a plan of peaceful penetration, so effectively employed by France in her Moroccan zone, will be put into effect in the Riff.

Refusal of the United States Government to surrender its capitulatory rights of the Tangier zone—that is, the right of Americans accused of crime to be tried before the American Consular Court—does not mean that America holds unreasonably to an antiquated privilege or desires to block the adjustment which England, France and Spain are trying to bring about. This country was the first to surrender extra-territorial rights in Japan, it will be remembered. But in the case of Tangier we are standing for the privilege of the open door, both as it applies to commerce and to the equal protection of Americans. This nation was a participant at the Algeiras conference, of which the present

tri-Power compact is a sequel, and we are not minded to surrender any right under that original agreement without adequate safeguards and a representation in the so-called "committee of control" commensurate with the responsibilities involved.

The story of Stenroos, the Finnish runner, is inspiring. He stepped out from behind the counter of a men's furnishing store at Helsingfors and won the Marathon at the Olympic Games in France. The Finns are "natural-born" runners and pedestrians. Their climate encourages feats of hardihood and gymnastic prowess. In their motion pictures a climax that thrills the audience is seen when hero and villain ride the logs that pass along the brawling rivers which abound in Finland. The games at Paris were not necessary to demonstrate the sound physique of the little Northern nation, but it will be deemed a cause for patriotic celebration that a mere handful of competitors from Finland all but carried off premier honors in competition with the athletic flower of the Southern lands.

A million a week for the running year is a staggering deficit for any railway to incur, but the Canadian National has the satisfaction of knowing that the total is \$6,000,000 less than it was the year before. That result is in large measure due to the effort of Sir Henry Thornton, graduate of the University of Pennsylvania, who formerly ran the Long Island Railroad and then did splendid service for the war-time railways of England and France. The spirit infused into the hard-working men who run the line so valuable to Canadian development is shown by the general agreement of the officers to forfeit one day's pay in thirty toward making up the deficit. Such an offer argues for the right state of morale beyond any serried array of facts and figures that could be presented in an annual report.

American Indians have never been noted for their commercial perspicacity. In the old days they sold their lands for glass beads and calico. Even to-day most of them have to depend upon the guardianship of the United States Government to protect them from being fleeced of their possessions. A tribe living near the Canadian border in New York State is at present engaged rather extensively in the business of smuggling aliens into the United States. The union scale for such services is about \$35 a head; yet Poor Lo is doing it at anything from 25 cents to a dollar. In other words, the white brother is exploiting him as of yore. It might be well if the United States Government, as guardian and protector of the Indian, would look into this particular case.

INTO A LARGER FIELD.

J. H. Gingrich Becomes President of Joseph Dick Co.

The Canton (Ohio) Repository of last Friday contains the following:

Directors of the Joseph Dick Manufacturing Co., with offices and factory in Tuscarawas street, have announced the election of Jesse H. Gingrich, of Grand Rapids, as President and General Manager of the Canton company.

The new head of the Dick works has been a large distributor of Dick farm machinery for twenty years, selling through Michigan, Wisconsin and the Northwest, and has been in close touch with the Dick organization. Expansion of the farm machinery manufacturing business of the company through selling methods to be introduced by Gingrich is contemplated in the re-organization.

Since the death of Joseph Dick, founder of the manufacturing enterprise, several months ago, Frank Dick has been head of the company as President and General Manager. He was elected Vice-President at the directors' meeting Thursday. Charles F. Dick, Secretary and Treasurer of the company, has been re-elected to both offices.

The head of the concern will move his family to Canton November 1 and until that time will spend practically all of his time at the plant here. The manufacture of feed cutting machinery and other agricultural implements will be continued along with the foundry business operated in conjunction with the factory, along more intensive lines.

Jesse H. Gingrich was born Sept. 28, 1880, in the village of Floradale, Waterloo county, Ontario. He was sixth of a family of seven boys and one girl. He received a common school education in the district schools of Berlin, Ont., to which place his parents removed in 1893. Sept. 28, 1899 (his birthday anniversary) he came, with his parents to Grand Rapids. He attended the McLachlan Business University and took his first position in May, 1901, in the office of the Brown & Sehler Co. He never held any other position. He remained with the Brown & Sehler Co. for eight years, resigning in the spring of 1909 to form a copartnership with O. B. Clemens under the style of the Clemens & Gingrich Co. Mr. Clemens had been for years a traveling representative for the Brown & Sehler Co. This copartnership continued until July, 1920, when Mr. Clemens sold his interest in the firm to his partner and the style of the business was changed to the Blizzard Sales Co.

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

A few months ago the founder of the Dick establishment died. In look-

ing around for a successor the Dick family decided to offer the management to Mr. Gingrich. He was loath to make the change, because he has become greatly attached to Grand Rapids and Michigan, but the importunity was so urgent and the financial inducements so flattering that he finally yielded. The arrangement made with him enables him to acquire a substantial interest in the capital stock of the corporation, which is \$500,000. He will retain his residence in Grand Rapids until fall, dividing his time in the meantime between this city and Canton.

The local branch of the Dick Manufacturing Co. will be continued under practically the same organization which has been maintained in the past.

Mr. Gingrich is a member of the First Methodist church, which he serves as a member of the board of trustees. He is a trustee of the Clark Memorial Home, which he has rendered yeoman service. He is a member of York lodge, No. 410, F. & A. M. He is also a 32nd degree Mason

and exercise by a business man of an inclination for bodily activity is associated with clean living. Demonstration of this is found in the case of Mr. Gingrich in the character of the organizations with which he is identified, plainly complementing his business career, which has uninterruptedly been of that order that makes wholesome the reputation of Grand Rapids business men generally.

A Rest Room After a Woman's Heart Written for the Tradesman.

Having seen one that rightfully may claim this title, I will here give a brief description of it.

In a large new store located in a big city, one of the best corners on the second floor, a space about fifty feet square, is devoted to this rest room. There are windows on two sides with slat shades, so that all the light there is, or any desired modification of it, readily is obtainable. The woodwork is a light gray, the walls gray with cream panels, and the ceiling white. The floor is carpeted with dull green.



Jesse H. Gingrich.

and a Shriner. He was one of the original members of the Masonic Country Club. He is not much on the lodge business, however, preferring home life, with wife and child. He is a director of the United Automobile Insurance Co.

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

"Every man is like the company he is wont to keep." The character of a man's social and fraternal affiliations may safely, even emphatically, be assumed to be illuminative of the trend of his personal inclinations—of his general character. In the popular conception, and with warrant, the ex-

The other furnishings consist mainly of wicker chairs, mostly rockers and rockerless easy chairs, with a few wicker settees to lend variety. There are also two or three large wicker tables, on which the popular magazines and periodicals are to be found. All the chairs and settees have removable cushions covered with some sort of figured furniture cretonne.

The good sense and taste of this selection is apparent. It is "something different"—the reed chairs with these cushions are lighter and more homelike in effect than the seating we are accustomed to see in such places—a change that is most pleasing and acceptable. When these cushions become soiled, as in time they must, they can be recovered or even replaced entire at small expense. Cushions or upholstering of leather would be far less inviting, while the cost would make frequent renewal impossible. After a few months use in a public place, leather always carries the suspicion of not being scrupulously clean. The fastidious woman likes

better something that furnishes its own unmistakable evidence of freshness and tidiness.

Along a side wall a glass-fronted case contains a fine display of hair goods and ornaments, while adjoining the rest room are manicuring and hair-dressing parlors, the latter containing a children's barber shop.

The ever-necessary clock is not omitted from the furnishings. Mention must be made of a row of small writing desks, each with a reed chair in front, for the convenience of shoppers who may wish to attend to some correspondence while in the store. These desks each have a plate glass top. A calendar is hung conveniently above, and a card posted conspicuously reads: "Enquire of maid for stationery." The name of the firm appears on the note paper and envelopes in a dainty embossed panel.

The lavatory and toilet room, which is light and sunny, is as sanitary and immaculate as marble and white tile can be kept by unremitting vigilance. The wash bowls are spotless, hot and cold soft water are on tap, and as a crowning touch of perfection, an individual linen towel, well laundered and sweet smelling, is furnished each user.

A large alcove off the main rest room has booths on either side for telephoning, while a room twenty feet square between this alcove and the lavatory contains at least a dozen dressing tables. Here a wearied shopper may seat herself in front of a mirror, rearrange her hair, powder her face, and otherwise freshen her toilet, to her great comfort and satisfaction of mind.

"Isn't it all perfectly lovely?" and "Did you ever see a rest room that would compare with this?" are examples of the exclamations and comments to be heard here continually, and from women who have traveled extensively and seen the best that the country affords. Certain it is that this firm is making a great hit with its rest room.

This, as has been said, is a large store in a large city. The small establishment in a small town does not require so extensive accommodations. But the salient features that are observed here may be carried out anywhere on a scale proportionate to the number of patrons. It may be worth while to recapitulate these briefly.

1. Ample space. One charming thing about this rest room, and one which makes it particularly restful, is its roominess. Now of course it would be absurd for any moderate-sized establishment to have a rest room fifty feet square. But if space enough can be devoted to the rest room to seem ample for the number ordinarily making use of it, it will be a strong factor in its success and popularity.

2. Simplicity and good taste in furnishings.

3. Perfect maintenance. It cannot be made too emphatic that toilets, lavatory and rest room must be kept exquisitely clean to win the approval of the modern woman. No elegance of equipment will compensate for poor plumbing or an untidy maid.

And in the small store, where the expense of a maid cannot be afforded and where perhaps no janitor is employed, great care must be used that rest room and lavatory receive regular and frequent cleaning.

4. Making a feature of the rest room. By this I mean providing something better than usually is seen in this line—something that will surprise and please by its excellence. That is being done by the firm whose rest room has just been described. There is no single thing that tends more to win for a store the favor and allegiance of the better class of women, than a light, clean, well ventilated, well furnished and well kept room, where they may refresh themselves from the labor of shopping, and where they conveniently may meet their friends by appointment.

K. K.

City Emporium Is Merely General Store Departmentized.

That the big city department store is only a big general store which has been highly departmentized and conversely, the general store of the smaller town is only in lesser degree an undepartmentized department store is the contention of I. J. Cassett, advertising manager of Hamburger's, Los Angeles. If this be true it follows that the general principles of merchandising and of advertising in both classes of stores is essentially the same in proportion to the extent and character of the community to be served.

Discussing in the Los Angeles Apparel Gazette, some of the city man's

methods that may be profitably employed by the small town merchant, Mr. Cassett said:

"In general, both classes of stores must do three things: (1)—know the fashions and the style trend in merchandise of all kinds; (2)—get the merchandise into the store in time to meet the demand for it; (3)—sell the merchandise at a legitimate profit. In proportion to his efficiency in doing these three things will the merchant of either class be successful.

"The small town merchant should work by 'law' instead of by 'luck.'"

"He should not fail to keep the sales records and charts which are necessary to correct and intelligent buying, and without which it is most difficult to properly concentrate on the best selling numbers and the best prices in many lines.

"For example, if the records or charts show that the bulk of the season's hat sales are made at \$5 and \$7, the merchant should concentrate on numbers to sell at these prices. Furthermore, the charts may show the bulk of the demand to be for a range of three or four certain styles of hats. If so, concentrate again and increase the number of these styles to sell at \$5 and \$7. Concentrate and avoid carrying too many styles at too wide a range of prices in the same grade of hats.

"This habit of concentration religiously followed throughout the stock will enable the merchant to increase his stocks of the best selling numbers and will go a long ways toward elim-

inating stickers and slow turning merchandise.

"The small town merchant will make no mistake in studying and in following the advertising methods of the big city stores. He should constantly keep in mind the fact that his customers are no different in their wants and desires from the customers of the big city stores. If Los Angeles women are wearing silk chiffon hosiery the women in the smaller towns will also want to wear silk chiffon hosiery. And the small town merchant must prepare to meet the demand or he will lose valuable trade to his better prepared competitors.

"The big city newspapers, carrying a wealth of merchandise news in their advertising pages, keep the people of even the smallest and most remote towns fully informed on the fashions of the hour. It is to the great advantage of the small town merchant to study the advertisements in the city newspapers from every standpoint, and particularly with reference to the fashion or style trend in every line.

"In connection with his study of the city newspapers, and equally as important, the small town merchant should carefully read the trade papers—both editorially and 'aditorially.' By so doing he will be enabled to check up on what the big city stores are doing, and will also keep informed in advance of coming style changes and of the merchandise trend in general.

"Work by 'law' and not by 'luck' is an excellent motto which may be

considered in more ways than one. Far too many small town merchants fail to plan the store's activities in advance. Nearly every week, and certainly every month, produces a definite occasion for featuring certain lines of merchandise. There are the special season sales, such as spring style week, fall styles weeks, opening of the straw hat season, fur sales, wash goods sales, baby week, traveler's week, and so on without end."

Will Erect Two Twelve-Story Additions.

Detroit, July 22—Two new twelve-story units of the People's Outfitting Co. will be erected on sites adjoining the store on Michigan avenue and Shelby, according to an announcement made by Henry Wineman, president of the company.

In making the announcement of the new addition to Detroit's skyline, Mr. Wineman expressed the belief that "Detroit will be a city of 2,000,000 inhabitants in 1935."

Coming at this time with the great Book-Cadillac hotel nearing completion on the opposite side of Shelby street, and the new Lafayette building directly across Michigan avenue, this important addition to the People's Outfitting store adds considerable to the rapid development of this section.

An Apt Reply.

Lady—What made you become a tramp?

Wandering Willie—Well, ma'am a man has to have something to do.

Politeness, decent clothes and a smiling countenance may not make sales, but they certainly make it easier to make them.

QUAKER CANNED PEAS

Like our other QUAKER food products QUAKER CANNED PEAS have been under consideration for a long time and today we offer absolutely the best pea of its grade that can be produced for the price. QUAKER CANNED PEAS will be offered through the retail grocers within the next few days. They are the new pack and unusual in their flavor.

For sale by the Community Grocer in your Neighborhood.

WORDEN GROCER COMPANY

Grand Rapids
Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movement of Merchants.

LeRoy—O'Brien Bros. succeeds L. N. O'Brien in the grocery business.

Conklin—T. J. Mangan succeeds E. A. Anderson in general trade.

Eastmanville—Richard Ossewarde succeeds Simon Lieffers in general trade.

Detroit—The Isbell Bean Co. has changed its name to the Isbell Wholesale Stores.

Ellsworth—The Ellsworth Canning Co. has increased its capital stock from \$50,000 to \$75,000.

Paw Paw—Adamson & Son succeed William C. Mosier in the grocery and drug business.

Ida—George C. Schuler, hardware dealer, is installing a modern front in his store building.

Sturgis—The Autographic Register Supply Co. has changed its name to the Sturgis Register Co.

Lansing—Frank M. McConnell, grocer at 1522 East Michigan avenue, has sold his stock to William H. Patmore.

Ida—James A. O'Lone, grocer and meat dealer, is remodeling his store building and installing a modern front.

Detroit—The Field Cigar Corporation, 2260 Hendrie avenue, has changed its name to Anthony Kleiner, Inc.

Tecumseh—Heesen Bros. & Co., foundry and iron products, has increased its capital stock from \$45,000 to \$55,000.

Detroit—The Mutual Bond & Mortgage Co., 1120 Dime Savings Bank building, has increased its capital stock from \$50,000 to \$100,000.

Holland—The Bos Tobacco and Candy Co. has moved from its location on East Eight street to the Blom building on North River avenue.

Ishpeming—The New Star Bakery has installed an electrically operated wrapping machine, which wraps and seals 1,000 loaves of bread an hour.

Elsie—W. S. Lusk, assistant cashier of the State Savings Bank, has purchased stock in the bank and was elected to the board of directors.

Detroit—The Nicol Corporation, 372 Penobscot building, has changed its name to the Sturgis Register Supply Co. has changed its name to the Sturgis Register Co.

Boyne Falls—H. Jaffe, dealer in general merchandise, has sold his store building to Cherry Bros. and removed his stock to Boyne City where he will continue the business.

Kalamazoo—The Jean Keefe Shop, specializing in ready-to-wear garments for women and children has removed to its new location in the west wing of the Marlborough apartments, West South street.

Manistique—John I. Bellaire has en-

gaged in general trade here under the style of the Marble Quarry Store. Mr. Bellaire has had a long and varied experience as a retail merchant and store manager.

Onekema—W. D. Hillard has sold his soft drink parlor to J. T. Richardson, who will add lines of confectionery, cigars, tobacco, fruits and vegetables and conduct a lunch counter in connection with the business.

Detroit—The Atlas-Detroit Tool Co., 3634 Van Dyke street, has been incorporated with an authorized capital stock of \$15,000, of which amount \$14,000 has been subscribed and paid in, \$1,000 in cash and \$13,000 in property.

Flint—Edward E. Francis, blacksmith in Gaines township, Genesee county, has filed a voluntary bankruptcy petition declaring assets of \$787 and liabilities of \$7,478. Of the liabilities \$5,178 are listed as unsecured claims.

E. G. Trommer, grocer at 503 Bay street, Saginaw, renews his subscription to the Tradesman and says: "I have been very much pleased with your paper and found so much interesting and instructive reading in it that I do not want to miss one copy."

Kalamazoo—Niles A. Anderson, partner of George W. Russell in the Star Bargain House, Inc., South Burdick street, has sold his interest to Clare S. Stranahan, who will take possession Aug. 1. The business will be continued at the same location under the same style.

Grand Rapids—The Brazil Rubber Co., 135 Jefferson avenue, has been incorporated to manufacture auto tires, deal in tire repair materials and sell auto accessories with an authorized capital stock of \$5,000 common and \$5,000 preferred, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Detroit Art Fruit Co., 3501 Twenty-fifth street, has been incorporated to manufacture and sell artificial fruit, flowers, novelties, etc., with an authorized capital stock of \$5,000 preferred and 10,000 shares at \$1 per share, of which amount \$500 and 7,251 shares has been subscribed, \$2,750 paid in in cash and \$5,001 in property.

Saugatuck—Charles E. Bird, the pioneer druggist, was the victim of a rather novel theft when his Star sedan was stolen Monday night at Saugatuck. The car was recovered Tuesday morning at the county park, but the machine had been stripped of all the accessories and all of the available parts of the automobile itself. The five tires and rims were gone, the spot

light was taken and even some of the wiring had been removed from the engine. The work is apparently that of experts for there was nothing of value left untouched.

Manufacturing Matters.

Detroit—The Crystal Corporation, 3733 Beaufait avenue, manufacturer of washing machines, has increased its capital stock from \$180,000 to \$500,000 and 100,000 shares no par value.

Hudsonville—The Hudsonville Box & Basket Co., Ltd., has increased its capital stock from \$15,000 and 2,200 shares no par value to \$25,000 and 3,000 shares no par value.

After the Tumult.

Much bitter feeling and many passionate utterances were excited in the Republican National Convention of 1880, in which Senator Conkling, of New York, led the movement to nominate General Grant for a third term. James A. Garfield, United States senator-elect from Ohio after serving seventeen years in Congress, presented the name of John Sherman as his state's choice for the nomination, and said some things in his speech peculiarly applicable to conditions at present. We quote some of his sentences:

I have witnessed the extraordinary scenes of this convention with deep solicitude. No emotion touches my heart more quickly than a sentiment in honor of a great and noble character (Grant), but as I sat in my seat and witnessed these demonstrations it seemed to me you were a human ocean in a tempest. I have seen the sea lashed into fury and tossed into spray, and its grandeur moves the soul of the dullest man; but I remember it is not the billows, but the calm level of the sea from which all heights and depths are measured. Gentlemen of the convention, your present temper may not mark the healthful pulse of our people. When our enthusiasm has passed, when the emotions of this hour have subsided, we shall find that calm level of public opinion below the storm from which the thoughts of a mighty people are to be measured, and by which their final action will be determined. Not here among the flapping of flags, the waving of handkerchiefs and the huzzahs of the multitude, but by 4,000,000 Republican firesides in the cold gray dawn of next November. There God prepares the verdict which will determine the wisdom of our work to-night. Not in Chicago in the heat of June, but at the ballot boxes of the Republic, in the quiet of November, after the silence of deliberate judgment, will this question be settled."

Making Water Run Up Hill.

The Sun Maid Raisin Growers' Association is doing, or attempting to do, an interesting thing this year. It is attempting to make people buy and eat raisins during the summer months. Retailers are being interested by an offer to replace stock that goes bad by summer infestation, and consumers will be advertised to in order to start the demand.

The California Packing Corporation is trying a similar experiment—it is

pushing canned California fruits during the summer. Both these schemes are efforts to make water run up-hill, yet water has been made to run up-hill before. It comes to this—can the habits of the people be changed, or put it differently, is it worth while to try to change them? People haven't been in the habit of doing much with raisins in the summer nor have they bought canned fruits when fresh were in season, nor have they eaten much canned fish in the winter, and so on. There doesn't seem to be any real reason for these habits. There is a reason for some food seasons—for not eating sausage and scrapple in summer, for example. The system demands a lighter food in hot weather. But raisins are just as good to eat and cook with in summer as they are in winter and possibly the Sun Maid people will be able to show the people that. I anticipate it will cost a bit of money, though. Elton J. Buckley.

Vitamins in Mushrooms.

The investigations carried out by Di Mattei showed a notable vitamin content in dried *Boletus edulis* and *Boletus scaber*, the most common mushrooms on the market. The vitamin factor does not seem to be totally soluble in either water or alcohol. Iceland moss does not contain a vitamin element. Di Mattei thinks it significant that the vitamins in the mushrooms he tested were not impaired by heating, while every trace of Funk's vitamins is destroyed by heating. Mushrooms contain from 20 to 37 per cent. of nonprotein nitrogen, while Iceland moss and other lichens contain none. For these and other reasons the author draws attention to nonprotein nitrogen, since he is of the opinion that under certain circumstances this and many other heterogenous substances can act like a true vitamin in deficiency disturbances. The nonprotein nitrogen compounds (alkaloids, betaine, hypoxanthine, guanine), verine, arginine, amides, and their derivatives, may form a large percentage of the total nitrogen in vegetables. In germination, pyrimidine bases are developed, and their affinity with purin bodies deserves careful study in the search for new articles of food.

The Obliging Salesman.

The most absent-minded man in Emporia works in a men's furnishing store. Recently a woman made a \$4.70 purchase at the store and asked the clerk to fill out a check for \$5. He not only filled out the check but also signed his own name to it and gave the woman 30 cents change. Now he doesn't know the woman's name.

The difference in men is the thing they offer the world. Brains with character come high, brains without character, medium; character without brains is not in demand. Muscle with character gets listed low; muscle without good character is a drug on the market.

The store that is shiftless in its methods of management will be a shiftless store manned by shiftless clerks and it will probably have a short life and not a very merry one.

Essential Features of the Grocery Staples.

Sugar—The market price of granulated has declined to 7.35c. The reason for the reduction in sugar prices is not difficult to ascertain. The trade in refined sugar has been the most disappointing in years for this season of the year. This seems surprising, as July usually is a heavy consuming month. This year, however, it must be remembered that the weather on the whole has been rather unseasonable, and the trade have confined purchases to a strictly hand-to-mouth basis, not merely because of lack of demand but also because the crops of sugar the world over are portending an increase, and buyers of refined sugar are not accumulating stocks of refined with the prospects of large carryovers in the world's supply of raw sugar. The fact that Cuba has a record breaking crop this campaign has much to do with the hesitant attitude adopted by refined sugar buyers, and refiners have found it necessary to carry large stocks themselves, either at refineries or consignment points. Figures showing an increase in consumption must be taken cautiously, as the fact that refiners' meltings have increased does not necessarily mean that all the sugar manufactured into refined has found its way into the mouths of consumers. More sugar may have been melted and distributed among consigning centers this year by the refiners in order to make room at refineries for arriving raw sugars, but there is a big difference between distribution and actual consumption. There is no indication that the trade will quit its policy of conservatism, so far as anticipating future needs is concerned, and this was evidently in the minds of refiners when they cut prices, hoping thereby to stimulate the demand by taking the initiative and reducing quotations. There is no doubt that very soon the trade will take some sugars in order to replenish stocks that may have been depleted, but we do not believe that at this late stage buyers will go very far ahead of actual requirements.

Tea—The demand has continued fair, but the bulk of the trade seem to stick to Indias, Ceylons and Javas. This is because these teas are firmer than the others and most of the trade appear to think they are good property. The consumptive demand for tea is good just now and will probably continue good for two or three months. Ceylons still show a further advance in primary markets amounting relatively to between 1@2c per pound.

Coffee—The market is still being considerably disturbed by the revolution in Brazil and every day marks a fluctuation in the futures market. Green Rio and Santos sold in a large way have probably advanced another half cent during the week, with firm and uneasy undertone throughout. Mild coffees are advancing fractionally in sympathy with Brazils. The jobbing market for roasted coffee is unchanged, but strong, the demand throughout is good.

Canned Fruits—The Coast is bearish on pears in California and the Northwest. Cannery say it is not a question of price but of stocks available to cover contracts. The price tendency is upward. Peaches are also strong at the source, and cannery say that a large volume of future business has been and is now being booked. Not so much call exists for apricots, but sufficient to make them well maintained. Local bookings have been heavier of late to cover on known wants and from cannery on whose products the trade has been accustomed to work. Berries from the Northwest are also held firm, as cannery have little surplus over contracts. Pineapple is in no more than ordinary demand at the moment.

Canned Vegetables—All future vegetables yet to go into the cans are firm. Many of the Southern tomato cannery are out of the market, with little prospect of a change of front for another month, or until canning actually starts. Firm offers are being put up at the low point prices of the season but are being turned down for 90c, \$1.30 and \$4.25 for No. 2s, No. 3s and No. 10s. There is some 87½c business, however. Spots are quiet, with more willingness now to clean out since new pack will soon be available. Aphis in the Wisconsin pea territory has added to the firmness in this pack and has resulted in less selling on the part of the canner. Some packers think that there will be short deliveries. Corn is also held firm by cannery in new goods, while old packs are quiet but steady.

Dried Fruits—Raisins are one of the lowest priced of dried fruits and are conceded to be at their low point, which means that there will be an upward reaction later on on both old and new, making it desirable to cover on the former. Sultanas are firm, as are package Thompsons, while there is no large amount of bulk Thompsons on the spot, Sun-Maid brands are preferred, which makes more or less competition among the independents, who have not been favored by as large a volume of business as the association. Half-hearted interest is shown by the packers in offering new crop at around 7½c for Thompsons, with an added guarantee of ¾@1c below Sun-Maid's opening. There is not much doing in other dried fruits. So far, not a large volume has been sold on contract, as the buyers are not ready to accept the terms of sellers. They have made numerous counter propositions, which have been turned down, showing a willingness to trade at their own ideas. All independent packers, now the only sellers, are standing firm and will not allow a single concession. Some independents advanced their Blenheim apricots last week. The several increases in quotations since opening have scared off buying, but packers are not worried. What few cars have been received have sold well and are being advanced to meet to-day's Coast market. Large size California prunes—20s, 30s and 40s—would be taken in straight lots out of new crop when ready to ship, but packers will not sell except in assortments with the smaller sizes, which are not wanted keenly enough to accept them to get the

cream of the pack. Spot large sizes are firmer, as they are growing scarcer. Fifties and 60s are not improved. The Oregon Association, under the new name of the Northwest Co-operative Prune Exchange, will name opening prices on new crop on August 1 or 2. Oregon prunes at the moment are featureless. Peaches are steady for spot offerings, while futures are also priced above the level which interests dealers. Currants were steady all week, with a fair but routine demand.

Cheese—Cheese is about steady, the consumption being small and the supply ample for all requirements.

Beans and Peas—The demand for the various varieties of white beans continues fair, but prices are steady to firm. Pea beans are steady and so are the red and white kidneys. California limas are about the same. Green and Scotch peas in fair condition, with mild demand.

Nuts—Nut meats are more spectacular than nuts in the shell as the market on the former is in a strong statistical position. Cables indicate little to come forward in almonds, walnuts or filberts and what is offered is above the New York parity. As there are sufficient local stocks for the present moderate demand, manufacturers and other users of nut meats are buying in New York. Any increase in the turnover would easily firm up the market and advance prices but for the most part the movement is along routine lines which hold quotations stationary. Filberts are scarce and are hardening. In nuts in the shell, Brazils attract considerable attention. Opinions differ as to the trend of the market, but for the most part importers are confident and refuse to cut their prices. There is some buying for later account along conservative lines. Old crop walnuts and almonds are not abundant.

Salt Fish—The first stocks of new summer fat shore mackerel are in the market and show a very good quality. Sizes, however, seem to be running small, but the demand is nevertheless good. Irish mackerel is also coming in and the trade is well supplied. The demand throughout is seasonable and light.

Provisions—Hams, bacon, dried beef etc., are steady at unchanged prices.

Review of the Produce Market.

Asparagus—\$2 per doz. bunches for home grown.

Bananas—6½@7c per lb.

Beets—New, 35c per doz. bunches.

Butter—The butter market is barely steady, owing to increased receipts and lighter consumption. This, together with the storage season at an end, tends to weaken prices. Local jobbers hold extra fresh at 37c in 60 lb. tubs; prints, 39c. They pay 20c for packing stock.

Cabbage—Home grown \$1.25 per bu.

Cantaloupes—Arizona are now selling as follows:

Jumbos	-----	\$4.00
Standards	-----	3.75
Ponys	-----	3.25
Flats	-----	1.50

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

Cauliflower—Home grown, \$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 \$2.50 for fancy and \$1 for choice; Southern outdoor grown, \$2 per hamper.

Currants—\$2.50 per 16 qt. crate.

Eggs—Eggs have fallen off considerably in the supply, owing to the warm weather and the reduced condition of the hens at this season. The consumption is about normal. Local dealers pay 24c for strictly fresh.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Gooseberries—\$2 per 16 qt. crate.

Grape Fruit—Fancy Florida now sell as follows:

36	-----	\$4.50
46	-----	4.50
54	-----	4.75
64 and 70	-----	4.75

Green Beans—\$3 per bu.

Green Peas—\$3 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 ----\$8.00

Outdoor grown leaf, per bu ----\$1.00

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;

Walla Walla, \$5 per 100 lb. sack.

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

100	-----	\$7.00
126 and 150	-----	7.50
176	-----	7.00
200	-----	6.50
216	-----	5.50
252	-----	5.00
288	-----	4.50

Red Ball, 50c lower.

Parsley—50c per doz. bunches.

Parsnips—\$1.25 per bu.

Peppers—Home grown, \$2 per hamper.

Potatoes—New from Virginia, \$3.75 per bbl.; home grown new, \$1.40 per bu.

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.

Raspberries—Red, \$3.50 per crate; Black, \$3 per crate.

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

Spinach—\$1 per bu. for home grown.

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	-----	14c
Good	-----	12c
60-70 fair	-----	10c
Poor	-----	08c

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

For some months the Tradesman has received complaints regarding one J. R. Murphy, who has been soliciting country merchants to buy safes on the installment plan—sometimes under the name of the Valley Safe Co., the Valley City Safe Co. and the Grand Rapids Safe Exchange. His plan is to induce a merchant to select a safe from illustrations in the catalogue of the Reliable Safe Co., of Covington, Ky., inveigle him into signing notes for the purchase with the understanding that the notes are not to be negotiated and then immediately discount them at the local bank. In no case is the safe delivered within the time agreed upon. In many cases the delivery is prolonged for several months and in some cases delivery has not yet been made. Murphy resides at Sunfield, but is now reported to be on a trip through the Upper Peninsula. In his home town he goes by the name of "Jack." He sometimes carries a cane and occasionally uses a crutch, but can easily navigate without either. He owns two automobiles—a Hudson sedan and a Hudson touring car. He wears a most conspicuous diamond stick pin. His operations have been the cause of much speculation on the part of the people of Sunfield, who could not understand how he could live at the rate he does and display so much ready money unless he has an interest in a gold mine. There are reliable safe agencies in every large city with which merchants can deal on a business basis and be sure they will be treated fairly and receive their purchases promptly. This condition renders it unnecessary for any merchant to get in a mixup with men of the Murphy type.

The Tradesman learns that several solicitors are at work in this locality securing funds which they claim are for the Brotherhood of Railway Clerks. Officials of the Brotherhood inform us they have no solicitors whatsoever in the city, and that any persons representing themselves as solicitors for this organization have no authority from the Brotherhood. These solicitors are but some of the many who are infesting Michigan at the present time in an effort to get some of the "easy money" which is to be had by union crooks and swindlers.

The trustee of the Equitable Wholesale Corporation, 122 Fifth avenue, New York, has sent out the following notice:

I regret to inform you that by the unanimous consent of the stockholders and directors of this corporation, this corporation is being dissolved.

The corporation has been compelled to take this step because of a number of different factors beyond its control. Principally, it was due to the fact that a very large number of its subscribers for its certificate failed to support the company in paying their respective indebtedness to it. Secondly, it was compelled by the fact that the volume of business done with its certificate holders was not sufficient to overcome overhead costs.

The result of that has been that up-

on the final audit made by the certified accountant for this company, it appeared that while this corporation had about \$15,000 assets in uncollected notes and accounts receivable, and owed very little its liquid assets were nil, and it was apparent that it was impossible to continue doing business.

The above notice sent to certificate holders is the death knell of the Equitable Wholesale Corporation scheme, which was exposed in these columns several months ago. The plan was to sell country or city merchants a certificate for \$100, entitling them to buy goods through the Equitable Corporation. It was the old "membership" easy money scheme, and naturally when the storekeepers who were inveigled into the scheme discovered they had been stung they refused to have anything more to do with the proposition, as stated in the trustee's report.

The United State Civil Service Commission and the National Vigilance Committee of the Associated Advertising Clubs of the World has issued a joint warning against misleading advertising of many so-called civil service coaching schools. The following points are emphasized:

1. No "school" of this kind has any connection whatever with the Civil Service Commission or with any other branch of the Government.

2. No school can give advance information regarding examination questions.

3. No school can furnish civil service information of value which cannot be obtained without cost from the Civil Service Commission at Washington or its representative at the post office or custom house in any of approximately 3,500 cities.

4. No school can "guarantee" appointment in the classified civil service. Appointment can be secured only through open competitive examination under the civil service rules. No school can cause a competitor to be certified for appointment out of the regular order, as determined by his examination rating.

The Civil Service Commission states that large numbers of applications for examination received at its office indicate that many civil service schools accept as clients and take money from practically illiterate persons who could not possibly pass any kind of examination.

E. I. McKinley, Deputy Labor Commissioner of Arkansas, it is said in the joint warning, recently has investigated correspondence schools of this class, and authorizes the statement that he has concluded that the majority of them come as near being "fakes" as the postal laws permit. The "schools" that Mr. McKinley condemns are the ones that offer to qualify persons for civil service positions or make a professional man of a laborer in a few weeks. Mr. McKinley says that schools which prepare for civil service examinations rank second to "detective schools" in number.

The National Vigilance Committee further points out that much of this so-called civil service school advertising is carried in the "help wanted" columns of daily papers, and of periodicals of nearly every description. This only adds to the deception. The third paragraph of this report confirms what the Tradesman has contended all along that these schools can furnish no information that will enable the student to pass a civil service examination which cannot be secured from the Civil Service Commission without cost.

There is at least one periodical that does not accept this class of advertising in its "help wanted" column—nor for any other column.

Many complaints reach the Tradesman regarding the failure of the so-called Federal Claim Bureau, 1923 Michigan Trust building, Grand Rapids, to function properly and keep its agreements. This "Bureau" is only another name for A. H. Nieno, a former traveling salesman, who has caused the investors of Michigan many losses during the past dozen years. His first effort as a stock seller was in connection with the exploitation of the Elgin Motor Car Co., of Chicago, which resulted in enormous losses to hundreds of small investors, largely composed of school teachers and salaried employees. He subsequently made additional attempts at the sale of other securities of doubtful value, which resulted equally disastrous to his clients. His next activities were devoted to the sale of a Detroit security which did not turn out very good for any one but the stock seller and his associates at the head office. Then he started the Federal Claim Bureau. It had no connection with anything Federal and consisted of desk room only in an office with other occupants. It must have proved lucrative to the owner, because many claims on which payments were made never were remitted to the country merchants who "fell" for his prodigious promises and high sounding name. About May 1 he gave up his desk in the Michigan Trust building and announced that he was going East to secure subscriptions to a finance company to handle the paper turned over to Ford agencies by tin lizzie purchasers. He announced that his sales of stock would be confined almost exclusively to army officers. Some who are familiar with the shady character of his operations in the past do not expect to see him return to Grand Rapids. There is a considerable accumulation of mail at his former location, but he has, apparently, made no arrangements with any one to remit the amounts due his clients on collections which come in addressed to him. He has a large and comprehensive assortment of printed matter on hand.

Benton Harbor, July 22—As a speculative investment, what would you advise about the Burnham Chemical Co., 138 North Center street, Reno, Nev.? They have a lease from the Government for 2,280 acres of Searles Lake, in California, which has deposits of borax and potash; also patents—Burnham process—for removing same. G. S.

We have previously referred to this Burnham Chemical Co. project. We do not consider it even a "speculative investment" or a gamble. In a "gamble" you have a chance in winning, but our records here show that there is not a gambler's chance in winning out in projects of this kind. If there were such a chance the rural public would not be invited to put their money into the enterprise.

Detroit, July 22—Approximately seventeen enquiries per day were handled by the Investment Division

of the Better Business Bureau of Detroit in June.

The manager of the Investment Division recently discussed the Bureau work at meetings of the American Institute of Chemical Engineers, Detroit-Ann Arbor Group, including Faculty and Student Group, University of Michigan; Monroe Business Men's Association; Cashiers' Club, Detroit Stock Exchange; Typothetae Franklin, Detroit; Detroit Edison Company's Staff Club and Young Peoples' Club, First Presbyterian Church.

Constructive publicity has been given the work recently by the Detroit Free Press, Detroit News, Detroit Times, Detroit Saturday Night, Michigan Manufacturer and Financial Record, Michigan Tradesman, Toronto Saturday Night and United States Investor.

Recent court decisions, including rulings by the Michigan Supreme Court, seem likely to ring the death knell of one of the favorite tricks of high tension stock promoters and salesmen. A warning against practices condemned by these decisions was sent out by the Better Business Bureau of Detroit when these campaigns were in their hey day.

The trick of some salesmen was to seek out a prospect—usually a farmer—and after explaining the security he had to sell, say: "Now if you aren't convinced that this stock is good, I am going to give you a chance to reserve some to be purchased a year from now when the company is well on its feet."

The "promise" was a note, wherein the farmer agreed to pay to himself, one year from date, the amount of the purchase contract. Then the farmer would endorse the note, which made it discountable by anyone. Whoever took the paper for discount would have the farmer's unconditional promise to pay.

Recent decisions indicate the courts hold that a person accepting a note of this kind is chargeable with knowledge of any fraud there may have been in the original transaction.

A scheme to separate unemployed Detroit men from \$10 each was nipped by the Detroit Better Business Bureau, through the co-operation of local newspapers and the authorities.

S. A. Dare, alleged employment manager for the Independent Pictures Co., ran an advertisement in the Male Help Wanted columns of a local newspaper. It invited men, "training unnecessary," to call at 509 Sun building, and obtain thirty days' work at \$10 per day, "salary daily." The prospects were informed that Dare represented a big Los Angeles motion picture company; that a cast had been assembled in Detroit at enormous expense to film a play "Ashes of Roses" consisting largely of mob scenes to be enacted in Ford Motor Co., Highland Park plant. All Dare needed was the mob. To assure him that his "mob" would be on hand the following Wednesday for thirty days of mobbing, he asked his prospects to deposit \$10 each as security.

A representative of the Better Business Bureau appeared on the scene an hour after Dare opened "office." After listening to his canvass of 40 or 50 prospects Dare was asked to explain his guarantees of performance, show data on Los Angeles connections and to furnish references. He said his principal would be in at 5 p. m., and gave an address and telephone number as local references. The Bureau representative withdrew to interview the building manager and a few minutes later two detectives from headquarters disturbed the canvass. Following their departure the building manager suggested that Dare move. Dare left a note on the office door saying he would be back at noon—half an hour later.

Apparently he discovered that the newspapers, advised of the result of the Bureau's investigation, had withdrawn his advertising from all subsequent editions and he never returned. Prospects interviewed by the Bureau reported the situation to the Prosecuting Attorney's office, where action is pending.

Better Business Bureau.

Kalamazoo, July 21—Will you publish the following in your rascality column and try and help us locate one of the cleverest swindlers it has been my misfortune to meet in a long time? On July 5 I cashed a check for \$45 for a man giving his name as H. E. Hill, drawn on the Carolina National Bank of Columbia, South Carolina, and the same has been returned as worthless. This party was in my store and made purchases nearly every day for seven weeks and the last day he had to have quite an order, as he "was going out on his trip and did not want his wife to run to the store every day." He then tendered a cashier's check on the above bank, which I readily cashed. In fact, six others cashed the same kind of checks for amounts ranging from \$45 to nearly \$200. He represents himself to be a cigar salesman and buys groceries freely, which he later sells at cut prices to the householders where he represents himself to be a wholesale grocery salesman. When he gets ready to clean up, he does it in a hurry.

The recovery of my money is now a secondary consideration. First, I want to see him behind the bars. The sheriff is now trying to locate him.

Hill is about 40 years of age, weighs about 180 pounds and is square shouldered. He has a reddish face, which is quite full. He drives an Oldsmobile touring car and had an Illinois license 523-018 when he left here.

George H. Engemann.

Movement Against Prison Made Goods

When Governor Cary E. Hardee of Florida recently signed a contract with a local firm to employ 250 inmates of the Florida State Prison Farm at Raiford, Fla., on the manufacture of work shirts, he gave no opportunity to opponents of the prison labor contract system to present facts and arguments in opposition. F. A. Allison, Secretary of the International Association of Garment Manufacturers, charged in a statement issued yesterday. Governor Hardee, Mr. Allison says, apparently gave no consideration to the advisability of adopting the "State's use" method of employing prisoners, in line with the action being taken by other States where efficiency of prison operation is sought. He pointed out also that the State of Florida will receive a maximum of 72½ cents per dozen, contrasting with wages of \$2.50 per dozen and more paid to free workers for the same labor.

Upon receipt of information that prison labor contracts were pending in Florida, Mr. Allison wired his association's protest to Governor Hardee, calling attention to the fact that according to the United States Bureau of Labor Statistics, about 15,000,000 work shirts were made in American prisons in the year ended June 30, 1923. These were valued at more than \$10,000,000. Contractors paid the various State governments less than \$800,000 for the shirts although, if the states had received payment commensurate with wages paid to free workers for the same labor, they would have got approximately \$3,000,000. To this

amount would have been added an additional amount to cover overhead expenses such as light, heat, rent and power which are at present included in the small fees paid by contractors.

The rate of 72½ cents per dozen, according to Mr. Allison, cannot begin to compensate the state for its expenses, "the public of Florida and of all other states being bound to lose through additional taxes necessary to make up the deficit."

In an official statement Governor Hardee brought out as a basis for his action the fact that, under the laws of Florida, he is authorized to employ prisoners upon the public roads and at other public work which will aid in making prisoners self-sustaining. Mr. Allison pointed out yesterday, however, that whereas the employment of prisoners upon public roads or similar work provides a saving to the state through the ability to avoid the hiring of high-priced free labor, the use of such prisoners by private contractors at one-fourth the wages of free labor serving only to enrich the private contractor at the expense of the state.

If Governor Hardee had heeded the action being taken by other states, such as New Jersey, New York and Ohio, in adopting the "state's use" system of employing convicts only for work in producing merchandise to be used by the state, the signing of any contract with any private contractor at the expense of the taxpayer and in unfair competition with free labor could not have been possible, Mr. Allison pointed out. Although Florida was invited to participate in the recent allocation conference held at Atlanta at which prison officials of the Southern States met to discuss "state's use" systems and to provide for interchange of prison products between states, Governor Hardee sent no representatives according to Mr. Allison.

In his statement explaining the contract, Governor Hardee said the state "furnishes nothing save the building, power and convict labor." Mr. Allison termed this "ridiculous in view of the fact that the cost of operating a similar factory under free labor would involve wages alone amounting to four times the amount to be received by the state of Florida for the building and overhead costs." He also challenged the Governor's statement that the convicts are "not contracted to the manufacturer in any sense whatsoever," as the contractor will have his overseers, foremen and other representatives on hand in the factory to supervise the work.

That the work shirts made in Florida will be offered for sale throughout the country without any mark or identification to show that they were made in prison is one of the worst features of such contracts, Mr. Allison declared.

Taking Precautions.

A rosy-cheeked youngster, dressed in his best clothes, entered the village postoffice and carefully laid a huge slice of iced cake on the counter.

"With my sister, the bride's compliments, and will you please eat as much as you can?" he said.

The postmistress smiled delightfully.

"How very kind of the bride to remember me," she cried. "Did she know of my weakness for wedding cake?"

"She did," answered the youngster, coldly, "and she thought she'd send

yer a bit of it this afternoon just to take the edge off yer appetite before she posted any boxes to her friends."

If you can't keep your temper, you can't keep your customers. People will not do business with a salesman who becomes angry, or even irritable.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**



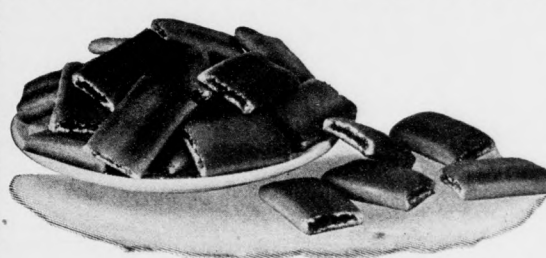
Parchment Bond
The Universal Writing Paper
for the Home-School-Office

Container-wrapper holds shape and keeps paper clean to the last sheet. Meets a very definite need among business and professional writers. If your dealer can't supply you, just pin a dollar Bill to your letter for 5 lb. pack to Dept. B.

Kalamazoo
Vegetable Parchment Co.
Kalamazoo, Mich.

Something New and proving popular—designed to give the user "the most good writing paper for his money."

**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

PROBLEM OF THE AGES.

One hears a great deal about the superman, but not much about the superwoman. In like manner, we observe cartoons of the cave man swinging his club over the head of the cave woman. But there may be something wrong with the picture. As a matter of fact women are more highly individuated than men. Their delicate race may not show a long list of towering personalities to compare with the line of warriors, artists and statesmen produced by their brothers. But the average woman has more personality than the average man. This fact was never truer than it is to-day in this age of flappers and bobbed hair.

Nature gives individuality to all organisms. There is no repetition in the exact pattern of two leaves on the same tree. Woman has taken advantage of this and has kept her natural individuality. Man has elaborated a civilization which has ever tended to obliterate individuality. But such a man-made civilization has never made any great appeal to women who have done little else than tolerate and be amused by it. The result has been to allow woman to preserve and develop her natural individuality.

The individuality of woman is found in the privacy of her life in cave or tent, harem or boudoir. The male mate who roamed abroad had little idea of the thoughts fermenting in the female brain. Man may have thought more and done more, but woman has lived more and felt more deeply. Privacy has begotten personality in the woman whose thoughts were just as much a part of her own nature as the spider's web is a part of its body.

Woman is no social creature in the sense that she, as is the case with men, loves to be organized in armies, factories, lodges, clubs and unions. It is man who is the "joiner," who dreads being different from his fellows.

Woman hates to be the same as her sisters. She is enraged at discovering that some other woman has a dress of cut and pattern like her own. As a member of any organization woman is a fish out of water. She may have her women's clubs, modeled on masculine lines, but in her heart she knows that they are ridiculous organizations. Her desire is to be free and original. This appears in the way she dresses.

In the important matter of morals woman has always been her own guide. Women are actually more moral than men. But they arrive at moral results instinctively, without appeal to any ethical code. Women are moral without being ethical; that is, they are individual in their habits.

Where morals take a matrimonial form, woman will be found more faithful than man. Nevertheless, woman is so individualistic that she reserves the right to follow the man she loves, whether it is the husband or some other man. She may not actually break forth and violate her vows, but she feels that she has the private right to do so if she chooses. That which decides the matter for her is her feeling of love, which is her own, and which is the best expression of her personality.

Woman's individuality appears again

in her way of reasoning. Man cites the authority of great names and makes a fine show of logic. Woman says "because," and that settles the matter for her. The feminine "because" is woman's reason; it arises in her sense of mental independence; her sense of individuality.

Women may lack in the great impersonal views which are the foundation of science, law and philosophy, but they excel when it comes to questions requiring originality of idea and feeling. This may be inconsistency, but it is none the less individuality.

Will woman change? Will the new woman, with her masculine habits, become more and more like a man? It is true that women are doing all sorts of mannish things in business and in the professions, just as it is obvious that they are supplanting their brothers of yesterday. Woman has long been a problem, and now she is more of a problem than ever; that is, she is a problem for man.

President Coolidge's example in conducting his campaign by radio is sure to be followed by a host of other candidates for public office. It will be a great improvement over the making of speeches at mass meetings. The radio will enable speakers to reach much larger audiences than heretofore while the auditors will be able to hear the candidates under much more pleasant conditions. And speeches will have to be of a higher order. A hokum speech will not "listen well" on the radio. Knowing that their audiences have the power to cut them off at will, the speakers will be forced to make their output of words interesting and logical. The amplifiers will give the thoughtful man of quiet manner an equal hearing with the man who has a loud voice and the big bow-wow manner. For years it has been customary to refer to the speeches of such men as Elihu Root as "excellent reading speeches." The low voice and the quiet manner of such men have little appeal in a noisy mass meeting. They are scarcely heard. On the radio the good reading speech becomes a good listening speech. Thought, logic and literary construction come into their own again. The radio gives those who listen a power they never had before; they don't have to sit impatiently and listen to a speech they don't want to hear. And those who speak will have to keep this in mind.

The British and Canadian governments have rejected the League of Nations disarmament project, which is based upon the establishment of a number of "regional understandings" not unlike the Monroe Doctrine. It was not difficult to understand why the United States could not fall in with this arrangement. This country, not being a member of the League, could scarcely submit to decisions made in Geneva upon important issues. Besides, we already have the Monroe Doctrine. As concerns Great Britain, however, it is known that Ramsay MacDonald favors some regional understanding to keep the peace of Europe, so that France and Germany may be bound with other nations in a security pact. This might serve very

well for Britain, but what of the empire? Canada would be bound with the United States, while South Africa and Australia would each be placed in a sphere separated from each other and from the mother country. The imperial viewpoint precludes any such arrangement; Great Britain can scarcely afford to allow the already loose ties that bind the empire to become looser.

After much creaking of the imperial machinery Great Britain has at last ratified the Treaty of Lausanne. The governments of both Canada and the Irish Free State refused to submit the compact to their Parliaments; they merely "acquiesced" in its ratification by the British government and reserve the right to decide what action they will take under it if occasion arises. This is not a particularly ideal state of affairs. It is a reminder, incidentally, that the British dominions are not represented at the London conference any more than they were at Lausanne. Ramsay MacDonald may make certain commitments in the reparations situation. In international law the entire empire will be bound by them. Constitutionally, however, the dominions may consider themselves free to act as they please. As one case after another of this sort arises it becomes more palpable that something must be done to co-ordinate the imperial machinery. Otherwise a situation may develop at any time that will throw the whole works out of kilter.

For the ninth or tenth time the labor government of England has been defeated on a parliamentary vote. Still Prime Minister MacDonald does not resign and no one seriously expects him to. This sort of thing could not go on in the French parliament. There a defeat is a defeat; it indicates a lack of confidence and the Premier must at least go through the motions of resigning. The labor government argument is that it is admittedly in a minority and that it cannot be expected to carry all its measures. Its strength in Parliament is no less just because the liberals, who have no part in the government, decide to swing with the conservatives. This is not very convincing, but it is tolerated for practical purposes. It also gives the laborites the advantage of being able to pick the moment for resigning, and the occasion may offer itself at any moment. In theory parliament has the power to throw the government out. In practice the labor government will throw itself out when it gets ready.

When the Prohibition Law was adopted every hotel man in the country feared his business would be ruined. Now John M. Howie, chairman of the educational committee of the American Hotel Association, declares that the hotel proprietors of the United States are three to one against either the repeal or the modification of the law. He supports his opinion with these words: "The Prohibition Law raised the hotel proprietor from the level of a saloon keeper and placed him on a level with any other legitimate business man. Last year new hotels costing \$250,000,000 were built in this country."

CANNED FRUITS MARKET.

The two extremes of canned food operators, packers and distributors, are not overly anxious to trade in new pack vegetables or fruits. Canners are not sure they can make profitable deliveries at the prices they now quote and for the most part are not anxious sellers. In numerous instances they are withdrawn from the market. Even at full prices they are in no hurry to accept firm offers. On the other hand, jobbers are not excited because of the backward canning season and the reports from canners that the pack will be curtailed by the lack of plenty of raw material and confined largely to orders in hand. The prospect of any material surplus, the canner says, is remote. Old packs, at home and abroad, have been reduced to much less than the normal carryover in retail as well as in wholesale channels, which will make the trade entirely dependent upon the 1924 output during the next season. With anything like normal industrial conditions, making it possible for the average consumer to make his usual and customary purchase of canned food staples, there should be a continued free movement, even though the wholesale trade continues to buy in moderate sized blocks from time to time as in the past, rather than as formerly, in carload quantities. No one denies the hand-to-mouth policy of all distributors for the past few months, during which even the largest wholesale grocers operated more like small town merchants than like the big factors they usually are. Just how long this conservatism will continue is unknown. It is being changed to some extent even now, not in one or two items alone but in more or less all commodities. There is not enough competition, however, among local distributors to induce a general buying movement, which, however, is predicted by many observers of conditions.

If any one cherishes the idea that the millennium is near at hand, that belief will quickly be dispelled by glancing over the exposures in our Realm of Rascality department this week. Instead of satan being bound for 1,000 years it looks as though he was working over time to concoct clever swindling schemes to entrap the unwary merchant. Fortunately for the merchant, he has a happy alternative. He can keep thoroughly posted on all the schemes and machinations of the devil by carefully perusing his favorite trade journal each week and submitting to the Tradesman any new project which is presented to him before taking action in the premises.

The sending out of descriptions of stolen automobiles and escaping criminals by the municipal radio broadcasting station should prove of great assistance to the police. No matter how fast the person sought may move, the ether waves will outstrip him. The fact that hundreds of thousands of citizens, as well as the officers of the law, are on the watch for him will force many a fugitive to betray himself—in the dread that the law has at last acquired an all-seeing eye from which he cannot hide.

Honors To a Great American Cavalry General.

Grandville, July 22—Cavalry Sheridan!

On July 16 a statue of Phil H. Sheridan was unveiled in Chicago, calling to mind those old days of chivalric adventure incident to the Civil War.

Who was Sheridan that he should thus be remembered sixty years after the close of that war? He was the greatest American cavalry general ever. His name stands at the head of all our military heroes who fought for Uncle Sam on horseback. He was truly the man on horseback in that day when rebels threatened the very capital itself, and a braver knight never buckled on the armor of war.

There were no pacifists in those days. A man who was not for the Constitution and the flag was a traitor and compelled to take a back seat.

Philip H. Sheridan was not noted for his tremendous stature; he was by no means an athlete, although he did stand a good tussle with fists when it came to that, even though he was a small man, physically, weighing less than 125 pounds.

At one time colonel of the 2d Michigan cavalry, he early displayed military tact and talent which attracted the notice of his superiors. He was General Grant's right hand man in the closing days of the Civil War. It was his dashing cavalry that got in the rear of the Confederates one April day in '65 and compelled the surrender of Lee.

From that hour the star of Cavalry Sheridan rose to its full height and never paled again. One of the four great generals of the greatest civil war ever known to the world, his name has gone down in history as that of a great citizen of the greatest Republic on earth.

Honor Phil Sheridan.

He was an Irishman in the full sense of the term, and yet one of the noblest and most steadfast Americans who ever drew a blade in defense of the Stars and Stripes. Had his parents neglected for but one year emigrating to America, his birthplace would have been Ireland, instead of the United States. Grant, Sherman, Sheridan and Thomas were the great quartet of Union generals whom Americans most delight to honor by erecting monuments and statues to their memory.

Sheridan, immortalized in song, was only 33 when he rode from Winchester, twenty miles from Cedar Creek, to the battlefield, met his retreating soldiers, turned them about through the magnetic power of his enthused presence, and hurled them against the victorious legions of Early, who imagined they were winning; holding them, facing them about, winning victory from defeat in a manner never before witnessed, not even in the days of the First Napoleon.

Sheridan twenty miles away and his whole army in retreat. Could anything check the onrush of the victorious enemy?

Yes, Phil Sheridan could and did. From defeat he turned his fleeing soldiers about, snatched the victory from the hands of the victors and made Cedar Creek ever memorable in the military annals of the world.

On July 16 people gathered in vast throngs to do honor to the magnetic little cavalry general, the greatest soldier of his age. The unveiling of his statue at Sheridan road and Belmont avenue was a notable event which was witnessed by the widow and daughter of the General. Very few supposed that Sheridan's widow still lived. His daughter pulled the string which dropped the draperies from the statue of her father.

It was altogether an event worthy of notice as exemplifying the typical American soldier who strikes for liberty and the flag, never for robbery or personal aggrandizement.

It is well that we do honor to the memory of those men, who in the hour of the Nation's direst need stood up boldly for the right and made forever glorious the name "American soldier." It is the most honorable name that can be mentioned, and so long as the Nation exists and holds to its past record of defending liberty and the rights of man, that name will never be subject for disgraceful mention.

The cavalry arm of the Union service during the Civil War was of great importance and Phil Sheridan was its most typical exponent in camp and on the battlefield. We cannot honor such men too much. Our own Custer was of that service, and made a name second only to that of his great leader.

Had Sheridan been at the head of our army at the time the notorious Panco Villa made his raid across the border and murdered American citizens, there would have been a different story to tell. Little Phil was nothing if not swift to move. The Mexican bandit would have been overtaken in his course within twenty-four hours and forfeited his life for his outlawry.

At one time, subsequent to the Civil War, troubles cropped out in Louisiana, notably about New Orleans.

Sheridan was in command of troops still occupying the South and he, in communicating with President Grant, said in substance that did he, the President, see fit to declare the disturbers of the peace outlaws, he, Sheridan, would do the rest. And he would have done it, too, in an effective manner.

The unveiling of the Sheridan statue carries one back to Civil War days, and to the patriots who fought the Nation's battles then which secured for the descendants of those men a Nation one and indivisible. Cavalry Sheridan! When we cease to honor such as you the country will deserve to perish from the face of the earth. Old Timer.

Bad Debt Losses Made at Opening of Accounts.

The figures of business mortality are suggestive of the importance of the place in our business economy of the man who is skilled in handling credit extensions.

It is said that retail concerns in this country live on the average but 7.1 years, that clothing stores have the shortest life with 6.4 years and hardware stores the longest with 7.9 years. Figures for other lines are: Books and stationery 6.9 years, boots and shoes, 7.4 years; drugs, 7.4 years; dry goods 6.9; furniture 6.8; jewelry, 7.2; paints and wall paper 6.7 and grocers 7.1.

A wholesale grocer who had for years watched the coming and going of retail grocery enterprises adds that of the men who enter the grocery business 5 per cent. are successful, 15 per cent. stagger along on the ragged edge and 80 per cent. go out of business within seven years. Ninety per cent. of all grocery concerns eventually fail, through ignorance, inefficiency, antiquated methods, unfair competition and gross carelessness.

As we read these figures and comments we are impressed with the brittleness of the reed upon which the commerce of the country leans. We should also be impressed with the need of better equipped, stronger characterized credit men to meet—for the sake of conservation of business energy physical resources—the responsibility of establishing a sounder distributive system.

One of the discouraging elements in

the situation is that if we examine even casually any case of failure, no matter how plainly the facts show that no credit extensions were warranted, we find a long list of creditors who have ignored the fundamental rules of credit granting and brought useless losses upon their concern. Again and again we find concerns, opening accounts with all the lame ducks and weak sisters and then wondering why their credit losses are so high. The losses will always accrue in proportion to the neglect and carelessness of the credit department.

My study of bad debt losses has brought me to the opinion that they are made in reality when an account is opened. There is not sufficient care exercised in opening the new account and the basis for future loss is laid right at the beginning. It is upon the new account that the best skill of the credit man should be applied. He may turn over to his assistants the duty of following the accounts long established on the ledger and about which there are volumes of experience available within his own department and the departments of fellow credit grantors. But if the best skill of the department is applied against the new and untried accounts the loss record at the end of the year is likely to be favorable.

Horace V. X. Wright.

Corporations Wound Up.

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

Bosch Brewing Co., Lake Linden.
Stephenson-Trebein Co., Detroit.
Empire Cleaners & Dyers, Detroit.
Wilson-Henes Co., Menominee.
Charles Hebard & Sons, Inc., Pequaming.
W. W. Hodgkinson Corporation, New York-Lansing.
La Salle Improvement Co., Detroit.
Black River Power & Navigation Co., Cheboygan.
Detroit Equipment Co., Detroit.
J. Caron & Co., Grand Rapids.
Universal Land Contract Co., Detroit.
Farm Products Co., of Michigan, Grand Rapids.
Boyne City Silo Co., Boyne City.
Lapeer Bow Co., Lapeer.
Forest Furniture Co., Detroit.
Mazer Cigar Co., Detroit.
Flint Electric Co., Flint.
Kalamazoo Motors Corporation, Kalamazoo.
Pontiac Iron Works, Pontiac.

Keep in Motion.

The mechanical engineer, tells us that it takes six times as much power to start a flywheel from a dead start as it does to keep it going, once it is in motion. In other words, it takes only one-sixth as much effort to keep going good once you are on the way as it does to stop a bit and rest and then start over again. When you are tempted to slacken just because things are coming your way, remember the flywheel.

If you think no acquaintance and no trade paper can tell you anything about running your business, you are going to seed and you need advice more than you know.

The best pickers of men don't keep picking men,

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.



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
Electric Station 8:05 P. M.

1 Block East of Hotel Pantlind

Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

Grand Haven, Muskegon
Electric Ry.

OVER NIGHT SERVICE

City Ticket Office
Corner Pearl and Ottawa
With Consolidated Railroad Ticket
Offices

Citz. Phone 64509, Bell Phone M. 554

W. S. NIXON,
General Agent Freight and Passenger
Department

Electric Railway Station
One Block East of Campau Square
Phones Citz. 65671, Bell Main 671

L. A. GOODRICH,
Traffic Mgr.



Prospering With Unique Foot Service Shop.

This is the day of specialization, so why not apply it to the shoe business. With that idea in mind a Michigan merchant, not so long ago, founded a shop in the city of Lansing, now known as Schaefer's Arch Preserver Shop, and has been doing a very good business ever since.

This is a very unique institution, different from most shoe stores of the country. In fact, Mr. Schaefer desires that his institution should not be known as a shoe store, but rather as a foot service shop; because this store relies for its existence and continued prosperity on its possibilities for providing complete foot service and also foot comfort.

The store in Lansing provided Mr. Schaefer with an opportunity of trying out a long-hoped for experiment. For a number of years he had planned to have a store where a single line of shoes could be sold and sold right. And by selling right he figured that a store ought to have a full run of sizes on not so many styles. He also figured that there must be a certain and fairly large class of people who would patronize a store conducted on conservative lines and with conservative styles where a reasonable certainty existed of securing full run of sizes in desired shoes as well full boot comfort. He had in mind the vast army of people who are suffering from foot troubles. He had in mind the figures showing fully 85 per cent. of Americans with discomfort of feet in one form or another. So surely a shop organized to specialize on comfort giving shoes exclusively must in due time occupy a unique position in any fair-sized community, and, therefore, of course, would prosper if the proposition be carefully and conscientiously carried through.

"We have proceeded far enough," said Mr. Schaefer, "to prove three definite points, namely: First, that the average shoe store carries too many lines of shoes and tries to cover too great a field, with the result that they end up by concentrating on nothing, and this is said not in a derogatory way. So we opened our shop with one line of shoes retailing from \$8.50 to \$12.50 only, catering to a select class of trade and selling shoe service and foot comfort rather than so much leather and findings.

"Point two is, we are going to prove or fail in the attempt that a unique shoe shop can be put over without being located in a high rent district.

"Third, we are proving most emphatically the real worth of a specialty line such as ours, with a full run of

sizes and are now reasonably sure of a six to eight time turn over.

"The policy of our little store is to sell service and be able to fit particular and peculiar feet and afford sizes and widths not found in the ordinary shoe store. We do not consider ourselves a shoe store but a foot service shop where special care is taken to give each customer absolute satisfaction, carrying a few styles only but having them in all sizes from AAAA to D, with a moderate amount of style and catering to semi-conservative types. We haven't been in business very long, but the first five weeks that we were in business assured us that we were on the right track, as in that time we succeeded in showing a profit over all expenses necessary to the launching of a new business. Right now our profit is running at a very satisfactory rate and as our patronage is constantly increasing, the future seems very promising indeed, and we are most enthusiastic about our little shop."

Putting It Over Through City Ordinance.

Having failed to put across state legislation to prevent grocers from handling family remedies, some of the drug trade champions are now turning to the recourse of municipal ordinances to accomplish the same ends and the grocers and flavoring extract manufacturers are up in arms about it. To quote a recent letter of President Rogers of the National Flavoring Extract Manufacturers' Association:

"Two cities in the State of Ohio have had up for consideration the passage of city ordinances designed to restrict the sale of flavoring extracts and drug items containing alcohol. In both cases these ordinances were drawn in practically the same language which gives evidence that there is a general movement on foot to present these ordinances to various cities in the State of Ohio and possibly in other States.

"The ordinances proposed to confine sales of all items containing alcohol to drug stores, thereby depriving the general merchants of the right to handle flavoring extracts, household drugs, etc., when these products contain more than 1/2 of 1 per cent. of alcohol. The city of Youngstown, Ohio, actually passed an ordinance of this character and therefore it is now unlawful for general merchants to sell these items within the city limits of Youngstown. The city of Canton, Ohio, had up for consideration the passage of a similar city ordinance, but we learned of it in time and upon prompt action taken by the legislative committee and by our Ohio members

the Canton ordinance was defeated.

"The purpose of this bulletin is to ask all of our members to be on the alert in watching for the introduction of ordinances of this character, especially in the State of Ohio."

Lace Outlook Is Promising.

Lace importers and manufacturers are much encouraged over the prospect of an unusually good season. Orders are coming in steadily, and salesmen have had unusual success in bookings for September and October deliveries. Buyers are anticipating their wants, a condition that has been unknown in the lace trade for ten years or more. Metal laces are holding up well, but they are of a softer type than heretofore, and in medium widths. Belgian laces of metal combined with colored embroidery on a dark ground are very popular in certain quarters, as well as narrow trimmings beaded in a wide variety of colors. In the staple lines Venetian point is easily first in widths ranging up to 18 inches, or even in 27 inch flouncings. Flouncings, however, are not likely to be generally popular, although many new and attractive effects in these goods are seen.

Has a Winter Refrigerator.

One of the newest items on the list of a leading manufacturer of household novelties is a popular-priced windowbox refrigerator to be used in Winter without ice. It rests on the window-sill, with the partially raised window resting on its upper inside edge, and projects outward. Additional support is outside from two wires attached to the outside frame of the window. It is made of galvanized iron and is 24 inches long, 15 inches high and 9 1/2 inches deep. It has sliding doors and is equipped with a shelf. The wholesale price is \$17.50 a dozen.

When Civilization Fails.

Some men are by nature beavers, and some are rats. Yet all belong to the human race. The people who came to this country in the early days were of the beaver type. They built up America because it was in their nature to build. Then the rat-people (represented by the labor unions) began coming here to house under the roof that others had built. And they try to undermine and destroy it because it is in their nature to destroy.

A civilization rises when the beaver-men outnumber the rat-men. When the rat-men get the upper hand, the civilization falls. Then the rats turn and eat one another, and that is the end. Beware of breeding rats in America!

Billy, the office boy, rushed into the boss's office with his hat on one side of his head and shouted, "Hey, boss, I want to get off to go to the ball game." The boss said, "William, that is no way to ask. Sit here at the desk and I will show you how." He went from the room and returned with his hat in his hand, saying "Please, Mr. Smith, may I go to the ball game this afternoon?" "Sure!" said Billy, "here is fifty cents for a ticket."

OLD MICHIGAN.

Written for the Tradesman.

From Michigan, from Michigan,

A boy once went away;

He only went a little ways

When he was heard to say:

"For Michigan, for Michigan,

I'm longing, I declare

In Michigan, I wish again,

I only could be there."

Chorus.

"The summer time is hummer time,

The winter's grand and nice;

The pleasant fall is best of all,

And spring's like paradise—

In Michigan, in Michigan,

A country rich and rare;

In Michigan, I wish again,

I only could be there."

So here's a lesson you may heed,

Before you start to roam;

You cannot find a better state

Nor win a sweeter home

Than Michigan, Old Michigan,

Where skies and fields are fair;

In Michigan, I wish again,

I always could be there.

Chorus.

The summer time is hummer time,

The winter's grand and nice;

The pleasant fall is best of all,

And spring's like paradise—

In Michigan, in Michigan,

A country rich and rare;

In Michigan, I wish again,

To live forever there.

John C. Wright.

A Boomerang.

Written for the Tradesman.

When a bit of sunshine hits you

After passing of a cloud,

When a fit of laughter gets you

And your spine is feeling proud,

Don't forget to up and fling it

At a soul that's feeling blue.

For the minute that you sling it

It's a boomerang to you.

Maurice Arnold Nathan.

ATTENTION SHOE DEALERS

For the past two years our prices have steadily receded with the market.

But we maintained the QUALITY of our shoes.

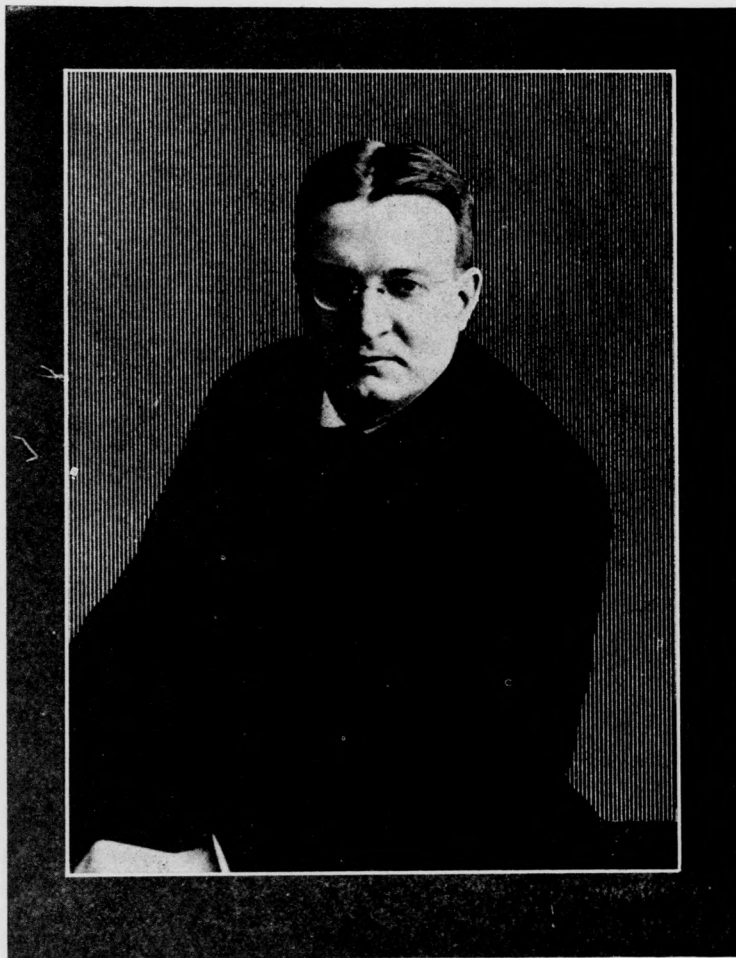
Instead of sacrificing Good Workmanship and High Grade Materials, we are taking less profit.

Only quality shoes will build you a permanent business. Besides, inferior shoes cause you a peck of trouble.

You can rely on H-B shoes for Quality.

**HEROLD-BERTSCH
SHOE COMPANY**

Grand Rapids, Michigan



DAVID GIBSON

Who is called "The original Courtesy Man." Mr. Gibson has done more than any other individual to teach railroads and other great corporations the importance, in a business way, of being courteous to customers. He shows them that courtesy pays.



Resolved—That we all cease trying to get something for nothing—grafting, in other words; that we all do just a little more than we agree to do, rather than just a little less. That honesty is a question of efficiency here on earth, with its rewards in profits now, here on earth. That fear is the root of all evil; for if our neighbor cheats us in his store it is to fortify himself against some element out of his store. That the basis of all life is business life; that business is the system by which we supply our wants and needs; that we are true to political life, true to social life, as we are true to business life. That we think of others as we would have them think of us; that we do as we think, the thought precedes the act; that co-operation is the real brotherhood of man; that the prosperity of one man does not require the poverty of another man; that both the idle man and the dishonest man, whether they be possessed of little or much, are fools in themselves and abominations to their communities.



What Production Is and Who Are the Producers.

"Will o' the Mill" is the story of a mountain boy who lived at the end of a narrow pass, connecting two important nations. High up among the crags where Will lived there was nothing but trees, and solitude, and the grandeur of nature. The only people he ever saw were of one kind—a steady stream of travelers, on their way through the pass—going from one nation to another.

Will often wondered where all these people went, and what they did. None of them ever came back, that he could recognize. Every day brought scores of new faces—old men and young men, women and children, traders and merchants, adventurers and soldiers—all on their way somewhere. Only Will and the mill remained.

Naturally it took great hold on the boy's imagination. He longed for the time when he, too, could visit the lowlands, and see the cities in which the people lived, and all the wonderful sights in the life below. He wanted to find out what particularly attracted them to the plains below—what they did there—and what brought so many of them through the mountain pass.

In many ways Will's situation with reference to the life of two nations, resembles that of most of us with reference to the business and industrial life of which we are a part. We live more or less near a pass in the mountains, through which flows a steady stream of goods and services. Some slight part of the stream we come into contact with. Some of the goods we make flow into it, and that which we use and enjoy we divert from it. But where the stream actually has its source, how the goods get to us and to others, and what the millions of people whom we never see do to contribute to it, is to many of us a closed book.

And because this is true we get erroneous ideas of other people's work. Not being boys, like Will, our failure to understand arouses suspicion. Especially is this true when we don't think we are getting all from life that we should. This attitude expresses itself in a general misunderstanding of production—and of who actually are producers.

Take the farmer, for example. We hear it commonly said that all the other classes of society "live" off the farmer. He, alone, is the "true producer." He "supports" everybody else.

Industrial workers often express this same feeling toward the workers in the offices, and those in so-called "white collar" jobs. It often finds ex-

pression in their attitude towards one another.

Not long ago, for example, there appeared in a leading industrial publication a letter enquiring if a tool setter, or a die repair man, or an engineer, or a pipe fitter was really a producer. "A tool setter does no productive work," this letter argued, "because production is advancing a piece one step nearer completion, and a tool setter merely sets the tool for the actual producer."

In the eyes of many persons capital, the railroads, speculators, marketing agents, the bankers, middlemen, and many others are non-productive. Thus we observe society like a great ball team in which the pitcher and catcher are demanding to know what the right fielder does to help the team win games. The productive nature of their own work, and of those in the infield they understand. But what the right fielder does out there next to the fence to hold a place on the club and to share in the gate receipts, they can't comprehend.

It is apparent that a condition of this kind puts a serious brake on progress. It breeds jealousy, suspicion and dissatisfaction. It destroys completely what, on a ball club, we term "team play"—a quality that is fully as essential in modern economic life as the athletic field.

To get some simple standard by which production can be recognized, therefore, is important. In order to do so we may have to consider briefly a few general principles; the results, however, should be worth the effort.

Most people define production by saying that it consists in making some object. If you weave wool into a shirt that is production. If you forge a plow-share, or make a pair of shoes, you are a producer of those articles.

Scientists tell us, however, that it is impossible for a man to "make" anything if by that we mean adding to the supply of wholly new matter in the earth. A shirt, or a plow, or a pair of shoes, they say, come originally from nature. It existed in the earth long before the weaver, or the blacksmith, or the shoemaker ever got hold of it. If production is considered as creating new matter then nobody is a producer—not even a farmer.

We can see, however, that even though the materials in a shirt, or a plow, or a pair of shoes have existed in the earth since the day of Adam, the weaver, and the blacksmith, and the shoemaker who convert them into articles for human use, render an important service by changing their form. They make them more suitable for human needs.

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Frederick W. Stevens

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CORNER PEARL AND OTTAWA

A great portion of the world's work consists in thus changing the form of raw materials. The farmer plants seed, cultivates it, and we have grain. He has not produced new matter; all he has done is help nature change the elements present in the soil, air, and seed—so that they become fit for human food. This act of changing the form of a product to increase its usefulness is one of the most important features of true production.

But there is a great part of the world's work that is not directly related to altering the form of anything. The oil driller who bores deep in the sand does not change the form of the oil which he finds; neither does the coal miner's work consist merely in breaking coal into usable lumps.

Both these persons render a service by bringing products from places where they cannot be used to points where they are more available for meeting human wants. Oil in the ground will not drive motor cars; coal in a mine will not operate furnaces or turn the wheels of factories. It must be lifted to the surface and transported to points where it is needed. All this involves the services of oil men, miners, and transportation agencies. They make goods useful by changing their location—another feature of true production.

But coal and oil cannot be used by man the very minute they are lifted to the surface of the earth. We mine coal in the summer but burn much of it in the winter. Similarly oil gushes from the ground in great spurts, which must be caught and stored. The same is true of many other important products.

Wheat all comes to the market within a few weeks, yet we want bread every day of the year. Somebody must do the work required to bring together and store excess material until a time when it is wanted, and make it available then. This is done by the storage and elevator companies, by jobbers, dealers, and others engaged in marketing—by warehousemen and those who operate stock yards. They make products useful by regulating the time at which they are offered—by changing the time when they become available for use. This is another important type of production.

All the activities we have just described deal with changing the form place and time of concrete materials and goods—things that can be felt, and seen, and handled. But how about those persons whose work does not take a material form—the doctors, the lawyers, the teachers, the architects, the journalists, and public officials. Economists class their work as productive because they produce necessary services. The doctor's work is essential to health and life; the public officials to the maintenance of security and orderly conditions. The production of services is fully as important as the production of goods.

The nature of production is made clearer when we realize that a thing is only "produced" when it has been delivered to the consumer and is ready for use by him. This being true, the work of salesmen, brokers, advertising men, and all others engaged in marketing is productive. Anybody

who contributes to any of the stages through which goods must pass on their way to the final user, is a producer.

We may condense all the foregoing explanation into one simple statement that defines production: it consists of any contribution, direct or indirect, to the satisfaction of human desires.

It is clear from the foregoing that the man who sharpens tools, or repairs machinery, or checks stock is just as much a producer as is the man who actually operates a machine, or uses a tool to shape the finished product. All are producers because they contribute directly or indirectly to the satisfaction of human desires. This is the test by which we determine a producer.

If, like Robinson Crusoe, one of us should be cast upon a desert island, where he should be without weapons, or tools, or clothing, or place of refuge he would be confronted with economic problems in their simplest form. About him would be treasures of nature—fish in the seas, minerals in the rocks, animals in the forests, nourishment in the plants, soil, and herbs. But to find these things and to extract them for his own use, he would have no aid but his own eyes, teeth, and hands. Such "production" as he could carry on would be the result of two factors—land, or the resources of nature, and labor, or the strength of his own body.

For long generations in human history production was probably of this simple, elemental sort. Men lived little better than the wild animals. The food they needed they hunted for themselves, and gathered with their own hands. When there was no food to be had, they went hungry. Except for the strength in their bodies, and the protection afforded by their wits and their instincts, they were wholly at the mercy of Nature.

But gradually as mankind developed, a new factor entered. The primitive fisherman, for example, who may have been in the habit of relying on sticks, stones, or his hands for a scanty catch, perceived an opportunity to get more and better fish if he could build a boat. So he decided to devote a part of his time to constructing one.

This time may have been taken from his leisure, or he may actually have had to get along with fewer fish while he was constructing the boat. Eventually, however, his time and his industry place him in possession of a new tool, with which he can now bring in more fish and larger fish than he ever caught before. Products like the primitive fisherman's boat we term capital.

Capital, as we shall see later, is goods that are not immediately used up but that are devoted to still further increasing production. Tools, equipment, stocks of raw materials, and all forms of durable products are capital. With capital man's efforts were made much more fruitful—and production reached a higher rate than had ever been possible before.

In the beginning the three essential factors in production—raw materials, capital, and labor, were usually owned and furnished by the same man. The farmer, for example, was in possession of his own soil, made his own rudi-

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mentary hand tools, and labored in his fields himself. So did those engaged in the simple crafts. Every man was a capitalist, a laborer, and a landlord—all in one.

But as society developed, the factors in production began to become separated and were owned and furnished by different persons. It was no longer economical for the farmer, for example, to make all his own tools. He could grow better crops and get larger crops if he used implements made by an implement maker. He also often found that he could produce more if he employed others to labor in the fields for him, while he planned their work, and planned the crops. An occasional farmer of exceptional ability discovered, too, that he possessed qualities that enabled him to take large tracts of land owned by others and tools owned by others and get a return that would satisfy them and still leave something for himself.

So a fourth factor entered into production—the factor that to-day we regard as rarer and often more vital than any of the other three. This factor is enterprise—the quality that foresees wants that are unsatisfied among the population, that develops means for satisfying such wants, that assumes the burdens and the risks necessary to bringing together the raw materials the capital and the labor so that production may go forward.

At another point we shall consider separately these four factors in production. Our purpose here is to note clearly what each is, that there are four, and that all four are necessary and indispensable for organized production to take place.

Few persons will disagree with the latter statement so far as it concerns capital and labor. The contribution of these two is so direct and obvious as to be unquestioned. There is questioning, however, of the need for capital and business enterprise. Especially is their importance misunderstood—and the vital nature of the part they take in the entire productive process.

Much of this confusion disappears when the exact nature of capital and enterprise are defined. It is a mistake, for example, to think of capital as money, and nothing else. Capital is not money but goods—goods that exist to help produce more goods. We buy capital with money, or express its value in money, but it is the goods and not the money that is capital. In the form of machinery, and tools, and factories capital does physical work; and its necessity cannot be doubted.

The same is true of enterprise. There was capital available for use—there was labor available for use—there were raw materials available for use—long before the telephone, for example, was the indispensable article in our lives that it is to-day. As a practical idea the telephone instrument existed some time before the telephone came into general use.

Before society could have the telephone, one man and a group of men had to will that there should be a system of telephones; they had to risk their efforts and their money in telephone construction; they had to per-

suade capitalists to purchase plants, and tools and wire and copper for telephone manufacture. They had to hire workers to build telephones—and pay them in advance of the completion of the telephones and of their installation in the homes of subscribers. It was only when the telephone was a commercial success—when everybody wanted one and used one—that the enterprisers could begin to reap a return for their efforts. The enterpriser's work is as essential as that of the ignition spark in the gasoline motor. It causes production to go forward.

George E. Roberts.

Chief Justice John Marshall Founder of Mutual Insurance.

That great Statesman, John Marshall, Secretary of State and Chief Justice of the United States Supreme Court, founder of American Constitutional Law, Nation-Maker and Builder of State, was one of the founders of Mutual Insurance.

It was in the year 1795 that John Marshall became interested in Mutual Insurance and founded the Mutual Assurance Society of Virginia, using his recognized ability as a lawyer and statesman to endow Mutual Insurance with the same principles of Americanism and justice as he later stood for in his work for the Nation.

It was six years after his founding of the Mutual Assurance Society, or in January, 1801, that he became Chief Justice of the United States Supreme Court.

Mutual Insurance owes much to John Marshall, for, like Benjamin Franklin, he so indelibly placed upon its foundation the stamp of true Americanism that its endurance and protecting qualities were assured to all future generations.

John Marshall was of that great class of American citizens who stands for the better things of life and who are champions of stability in business and justice for all. Born in a roadside village in a frontier county of Virginia, he attained his majority in 1776 and entered active life during an eventful period.

He became one of Washington's faithful officers, suffered with the half-clad soldiers during that eventful winter at Valley Forge, was in the hard-fought battles of the Revolution, and emerged from the toil and strife with a heart filled with pride and hope for his country.

When John Marshall went back to his native State of Virginia after that great struggle it is but little wonder that when he studied over the problems and plans of Mutual Insurance he embodied those principles that would insure his fellow countrymen the greatest protection and an enduring inheritance.

Young America.

"And so your little baby brother can talk now, can he?" asked the lady visitor.

"Yes," said little Willie, "he can say some words very well."

"How nice. And what words are they?"

"I don't know," replied Willie, shaking his head vigorously. "I never heard any of them before."

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INSPECTION OF RISKS.

What To Look For As Most Essential.

The whole business of underwriting involves two fundamental principles—inspection service furnished the companies through organized departments specializing in that work, and by the reports prepared by special agents, the description of the property. These reports should contain complete information as to the condition of the risk, such as construction, occupancy, exposure and protection.

In determining the desirability of all important manufacturing and high valued property of all classes, reports of this character are not only desirable but absolutely necessary, for in writing risks of that type their acceptability or unacceptability cannot be taken for granted or arrived at by assumption; but data must be consulted to learn what sort of a risk is being taken.

The examiner in many offices passes final judgment in the acceptance of risks, while in others he is not vested with that authority. In both, however, it is his duty to develop any unusual condition, so a great responsibility depends upon his ability to recognize the quality of the property being passed upon—in other words, the examiner is the selector of lines; and to be successful must have sufficient knowledge to enable him to intelligently analyze the data consulted.

Of the various forms of information available for the examiner, the map is probably considered of greatest importance. Maps are indispensable in underwriting, if for no other purpose than noting liability; but in addition, they serve a much more important function in enlightening the examiner in respect to some important details of the risk. Map reference will disclose the construction, thickness of walls, height of fire walls, type of roof, vertical floor openings and lateral wall openings; the method of their protection and the character and extent of fire protection.

Obviously, such information is of great assistance to the examiner, but the true value of such data lies in the correction of the map, and an understanding of the significance of the details given. What deduction is made from map notation showing unprotected steel and no wall opening protection in the case of a ten to twenty-story fire-resistive office building environed by a six-story ordinary brick structure? There is common belief, even among some of those engaged in the business of fire insurance that concrete and steel afford the contained business office complete protection from destruction by fire.

Unfortunately, for this belief, the so-called fireproof building is quite vulnerable; for in the case of a building of good modern construction, the hazard of exposure is greater than the risk of fire within. A building is likely to take fire from an external hazard on every floor at the same time—a condition most difficult to control and one which would never exist, naturally, from internal causes. A case in point and a very striking exemplifica-

tion of such an occurrence, was the Burlington building in Chicago, where the contents of all floors from the eighth to the fourteenth took fire simultaneously from the radiated heat of a burning building located across an 80-foot street. It has repeatedly been proven that unprotected metal construction cannot withstand the ravages of fire, and a building so constructed may be destroyed if there is sufficient combustible material to create a hot fire.

Unless the examiner is competent to visualize the result under fire conditions of unprotected windows and unprotected steel, such information when given on the map is of little value to him.

There is one very important point to consider when utilizing map reference for determining the desirability of a risk, and that is the fact that buildings of the same general type of construction and all protective appliances appear the same—fire doors on division wall openings and shutters and wired glass on exposed window openings, differ widely in their construction and likewise their ability to serve as fire stops. It appears to be the practice, however, of the map maker to recognize most any type of improvised shutter or fire door, for in my experience in surveying property for insurance purposes I have found many cases where an ordinary wood battened door or shutter, crudely clad with tin on one side, was noted on the map as an approved appliance.

The great frequency of heavy losses by fire, which readily assume conflagration proportions, is due almost entirely to the absence or neglect of wall opening protection. It is common to find tinclad or steel shutters, fire doors and the frames of wired glass windows in such a condition as to manifest gross neglect, which assures their failure when pressed into service. Tin covering of fire doors in many cases is broken by the mechanical injury they are subjected to, and the destructive elements to which outside shutters are exposed soon impair their integrity. Ivan Escott.

Mutuals Write Majority of Rhode Island Business.

Mutual companies wrote over fifty per cent. of Rhode Island's fire insurance business last year, according to a preliminary report of the insurance department of that state.

The mutuals wrote over \$1,000,000,000 of the \$1,800,000,000 fire insurance written, twenty-one Rhode Island mutuals and forty-seven of other states handling this great volume of business.

The stock insurance companies securing the minimum amount of the total volume of business consisted of 142 companies, including forty foreign companies.

The great advantage of mutual insurance over stock insurance is demonstrated in the fact that while the stock insurance companies collected over \$5,000,000 in premiums they had to pay over \$3,000,000 of this amount in losses, while the mutual companies collected \$6,700,000 in premiums and had only a little over \$700,000 in losses.

The tremendous percentage of sav-

ing of mutual insurance over stock insurance through its better system of protecting itself from carrying poor risks is one of the great factors that enables mutual companies to save its policyholders such a large sum. This factor, together with the better and

more economical as well as more scientific business methods employed by mutual insurance, are features that have made mutual insurance show a decided gain in American insurance business during the past year, while stock companies have shown a decline.

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Written for the Tradesman.

We begin to see where the educational institutions are going to be of great benefit to merchants in the future. This is fine. In the past they have not been very useful. Perhaps this has been because the "theory" of instruction has not squared with facts. Anyway, the new motto seems to be: "Facts Before Acts"—and that is exceedingly hopeful. One professor writes thusly:

"In looking over the Tradesman for May 3, I noticed a Canadian merchant's statement, commented on by Paul Findlay. It seemed to me that the discussion by Mr. Findlay, while it generally hit the point, did not especially tell the merchant just what the matter was. It also appears to me that many United States merchants are laboring under the same difficulty.

"I recently talked with a retail grocer who does a good sized business, and learned he had approximately 10,000 articles for sale; also that he had a mark-up of a definite percentage. But examination showed that this percentage was only theoretical: that is, some articles were marked at a much lower and others at a much higher percentage. A straight average would, however, give approximately the percentage he thought he had.

"Further, he did not know in his analysis of sales what articles had been selling and what ones lying on his shelves. It does not take a shrewd businessman long to determine what items lie on his shelves beyond the normal period for their turnover."

"The public is quick to compare prices and determine what articles to buy at one store and what at another. This I believe is the solution of the Canadian merchant's problem. He should discover what kind of articles are selling and what the mark-up on on those articles is. Then he can determine what to expect in the way of gross profits. When this man examined the articles in his store and the mark-up and took the average percentage, he probably arrived at what he wrote; but of course he should have taken the weighted average. I think it might be well for Mr. Findlay to illustrate this point to all merchants with a problem. This would drive it home and make it so clear that none could help but understand."

The professor asks that he be not specifically quoted, because he has written hastily and without careful formulation of his contentions. I gladly hide his identity on this account because I know how unfortunate it is to be half quoted; and what he has written is such good stuff and so helpful that I am very grateful to him for having written. He can write any old time without fear of exposure by me!

I rather dislike that reference to the way in which the public picks out certain stores from which to buy certain lines. This is true, undoubtedly, and to such a considerable extent that no merchant can charge more for his goods, plus the kind of service rendered,

than they together are worth. But too greatly stressing the price factor tends to make merchants hesitate to charge enough to cover the service they render—and such hesitancy is one of the causes of inadequate success.

This hesitancy is in itself one of the factors in improperly balanced equations; for insofar as any item is not priced according to its character, other items must be priced higher or lower than normal to balance. That is unscientific merchandising.

Next, without for a minute questioning his good faith, I wonder where a grocery store can be found that carries 10,000 separate items. There are perhaps three or four stores in which that many separate items of groceries and related commodities are carried. Such related items are china, glassware, household supplies, electrical utensils, etc. But I know of no store wherein that number of grocery items is carried. This should be made clear. A single brand in a single size of corn is one item, whether the stock is six cans or a hundred cases. On that basis, it is a rare grocery store that carries more than 4000 items, and few indeed exceed 6000.

Now, as I write, I am far removed from my base of supplies. I have not at hand the item the professor refers to. But I think I know what he is referring to. It is a condition so familiar to merchants that it should be obvious to all with any experience. Yet, though it sticks up like a sore thumb in all stores, it is unnoticed or inadequately noticed by most merchants. This condition is the result of averaging expenses and following that by averaging margins.

Thus we have this condition: A grocer knows that his average expense is, say, sixteen percent on sales. Knowing that, in theory, at least, he promptly forgets that the sixteen percent is an average and that it is on sales and not on cost. This begets two things.

First, it leads him to conclude that whatever is handled on a margin that is lower than sixteen percent, is handled at a loss; and second, that whatever returns more than sixteen percent, is by that excess profitable.

Now, both of those conclusions can be utterly and most disastrously wrong. Sugar handled at 10 per cent. is exceedingly profitable in any fairly managed grocery store, because it does not cost sixteen percent to handle sugar, nor any figure like sixteen percent. Allowing for every factor of expense against sugar, the cost of handling does not exceed six per cent. and generally is below six. Hence, sugar at ten per cent. yields profit of four per cent. or over. The same reasoning applies to flour, butter, eggs, potatoes, cooking fats and other great tonnage staples.

One unfortunate effect of the misapprehension I have indicated is that the grocer looks at his sixteen per cent. average expense and concludes, off-hand, that any item on which he earns, say, 25 per cent. margin is profitable to the extent of 9 per cent. But careful analysis of the factors of handling expense, slow stock turn, danger of shrinkage, spoilage, seasonal demand, and other burdens operate

against certain items to the extent that the cost of handling them runs up to thirty, thirty-two, even thirty-five per cent. In such event, those items handled at 25 per cent. show losses below absolute commercial zero of five, seven, ten per cent.—plus the profit that should be earned on them.

Study of this character shows clearly that many an item which is regarded favorably, even with real affection, by the grocer may be a burden to him. It is not the staples that need watching in the average grocery store. It is the finer lines, the goods on display up front, the items which are featured, pushed and carefully displayed by many grocers.

This is the factor in retail merchandising that we are beginning to study analytically nowadays. We are beginning to realize that the item which will sell out only once a year must be bought in the smallest way.

A big grocer recently told me that a case of white cherries would last him two years. Yet he has always been in the habit of buying a case because he has not wanted to "seem small." That, by the way, is the man to whom I referred last week. I tried to make him see that he could better afford to "seem small" to the seller rather than to handle that line for less than nothing. It can be demonstrated beyond a peradventure that line has lost that grocer money steadily ever since he first put it in stock; and I say that regardless of any margin he may have figured on it.

And by all means, it goes without saying and without argument that excess stocks in any line are a needless, costly and readily avoidable burden. It is also most unfortunately and peculiarly true that many grocers do not realize this. It is not difficult to keep tally on various lines to know accurately what goods are moving and what lying idle; and certainly no grocer has begun to do what lies in his own power to better his condition who does not take steps to ascertain these important facts about his business.

I have many times found stocks of \$6,000 to \$10,000 out of which it was perfectly feasible—yes, laughably easy—to take \$2,000 or \$2,500 without curtailing the capacity to serve customers in all normal and even some abnormal circumstances. Surely, it is needless to argue that any man is better off with \$2,000 in the bank at 4 per cent. than with that sum buried in excess stocks. But to effect such reduction calls for work, and to continue it demands close stock keeping; and it all means work! That's all it means, however.

Paul Findlay.

A Prejudiced Man—

Is more to be pitied than the man in poverty.

Expend his mental energy rearranging his conceits.

Lives a life of intellectual insulation.

Is usually his own most pitiable victim.

Generally maintains a closed mind and an open mouth.

Invariably assures himself that he is unusually reasonable.

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Keep Out Fires and Secure Better Taxation System.

East Lansing, July 17—With reference to the problem of the cut-over hardwood lands in Northern Michigan, I think the matter hinges largely on fire protection. Given suitable protection from fire from the time of cutting, such lands will come up to valuable second-growth timber. While hardwoods grow quite slowly studies show that second growth stands when thirty years old will yield about twenty-five standard cords of wood per acre and that at forty years they will produce about thirty-two standard cords of wood per acre of material large enough for distillate wood but too small for sawlogs. It would take about seventy years to make good sawlogs from second-growth hardwoods.

The State of Michigan is planting up cut-over lands on the State Forests to pines and around each forty acres they construct a fire line. Where natural reproduction of hardwoods can be obtained, without cost of planting, it would perhaps be advisable to give it as good protection as is given our planted forests. The greatest danger from fire is during the first ten years after cutting. If fires can be kept out during this period, the danger becomes constantly less as the trees become larger and the debris upon the ground decays.

Only occasionally do unprotected stands of second-growth escape fire and the area of such stands in Michigan is small, compared with the burned-over area. Granted that fire protection is necessary to future forest crops the question then is, Who should pay for it, the owner or the State? The State should, undoubtedly, give a reasonable measure of fire protection to all lands, but it seems probable that when intensive protection is needed the owner will have to bear the greater part of the expense. The cost of efficient fire protection on a fairly large area would probably average about ten cents per acre per year.

Then, too, there are the taxes. I am in hopes that the next Legislature will enact a law regarding the taxation of forest lands which will, by deferring a part of the taxes until the timber is cut, materially assist land owners in holding cut-over land for a second-growth of timber without heavy annual charges for taxation.

But before investing money in young second-growth the owner would probably want some safeguard, such as insurance. Even with reasonably efficient fire protection and deferred taxes a man will be loath to tie up a large capital in forest production unless he has a reasonable certainty of safety such as insurance can give. I understand that a few companies are now offering insurance on growing timber, although the rates are probably high.

Under present conditions I think that assistance on the part of the State and Federal Government in taxation and protection is essential to the reforestation of our cut-over lands, especially where fires have occurred repeatedly in the past. It may be that State or Federal ownership is necessary to reforestation of lands now idle which have been laid waste by fire. The long time needed to produce sawlogs is not very attractive to private owners, but where second-growth has already become established and it is only a question of time before it will have a merchantable value, a deferred system of taxation such as we hope for should enable the owner to carry it to maturity.

What should a land owner do with cut-over land at the present time? If he abandons it for taxes he loses, perhaps, a future profit. If he holds it, taxes and fire may prevent its having any value. I think, however, that with increasing stumpage prices and the growing tendency for utilization of smaller sized trees than has been

practicable in the past, it would pay to hold the land for the future value of the timber. Second growth stands will have a market value based on the amount of young growth on the ground within a few years. Do everything practicable to keep out fires and work for a better system of forest taxation and a greater measure of State and Federal aid in fire protection.

A. K. Chittenden,

Professor of Forestry, M. A. C.

The Two Old Parties Still in the Saddle.

Grandville, July 22—Third parties have not been unknown heretofore in this country, so that the LaFollette schism has not the terrors it might otherwise arouse. This senator has long been a thorn in the side of Republicanism, and it is far better that he get off the reservation and come out and fight the party in a more manly way than heretofore.

The Greenback party cut a considerable swath in the old days. Following this came the free silver fiasco, which at one time threatened to engulf the G. O. P. in irretrievable ruin. Some leading Republican lights espoused the cause advocated by William Jennings Bryan as the paid advocate of the silver mines. Even long-established Republican newspapers heralded the fiat of free silver as the saviour of a boss-ridden people.

Question of the tariff took a back seat for the time being. A sort of frenzy seized the country, threatening to engulf it in the mire of inflated currency.

There are some leading Republicans to-day who do not care to acknowledge the part they took in that high dance after cheap dollars lest it should militate against their aspirations for high office in state and Nation.

Chickens sometimes come home to roost. Men of supposed business acumen, who had business efficiency in other matters, went daffy over the free coinage of silver at a ratio of sixteen to one. In fact, it seemed at one time that the party which fought through the great Civil War to a successful finish was to go down to defeat beneath the furore excited by the greatest financial fallacy of the age.

Before the election, however, the people regained their senses, forgot the "crime of '73," and elected a sound money Republican to the Presidency.

It is a well-known fact that had the Bull Moose party not materialized in 1912 Woodrow Wilson would have remained at home and the whole history of the country would have been different.

It does not seem likely that the LaFollette party will strongly effect the result next fall. There are some disgruntled farmers in the West who imagine it is in the power of Congress to legislate them into prosperity. Such people have always existed, so we need not lie awake nights worrying over what they may or may not accomplish.

In 1878, when the Greenback party began its career as a third addition to parties in the land, many object lessons which showed up the money power in all its hideousness were on exhibition.

One old farmer attended all the Greenback rallies within a score of miles, clad in rags to represent the sad condition of the people under rule of Wall Street marplots.

This old fellow lived to the century mark, despite his starved condition in the seventies.

The Greenback orators were no pikers in their flights of fancy. Great crowds flocked to the meetings, and the money power, which dared to espouse hard money and an honest dollar, was skinned to a finish.

No doubt this year we shall hear some such chastisements administered by advocates of a party which

frowns on a full pocketbook and a clean shirt.

Political parties come and go, yet the two old parties are still with us, ready to do battle for cardinal principles about which there is an honest difference of opinion.

Jeffersonian Democracy and Abraham Lincoln Republicanism face the electors once more, differing as always about the economical methods of government. Neither believes that the other is partial to dishonesty in public place, so that that matter will doubtless be left out.

The principal ground for difference is on the tariff.

Democrats are still persuaded that an approach to free trade is the best policy for the country, while Republicans stand solidly on the rock of tariff protection, which plan is as old as the days of Henry Clay, the father of the protective policy in this country.

It might be well for the voter to study up on this question of tariff. Going to the polls, voting blindly, is too often the custom.

There is one sure way of finding out what the people want. As a matter of fact, what everybody wants is prosperity in business, prosperity on the farm, good times throughout the land. Can we have this with protected industries and farm products? If so, then it is the citizens' duty to vote for the party which stands for the policy of protection.

Per contra, if, after investigation, the ballot wielder finds to his satisfaction that near free trade leads to bet-

ter conditions throughout the Nation, it becomes his duty to cast his ballot for the candidate of the party which stands for reductions in tariff schedules.

There need be no mud slinging. It is simply a question of fact—a fact ascertained by a study of past history.

We have no means of judging of the future except by the past and such judgment will be just. There have been epochs in which the tariff idea has predominated for months and years. How was the country governed during these years? How, in fact, was general business during the time?

It is easy enough to find out all about this by going back over the years when tariff protection held sway. It is also easy to learn of the effects of a comparative free trade era. The second term of Grover Cleveland was a complete revolution in tariff matters, a fair sample of what low tariffs have in store for the United States. After investigating, an honest ballot is all that the country has a right to expect.

Old Timer.

There is always something about which a salesman may busy himself. If it is not serving customers, it is studying the stock or arranging it, or studying the last issue of a trade paper.

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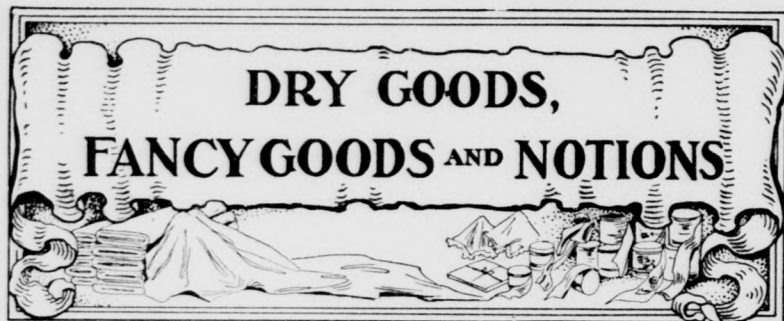
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Secretary-Treasurer—H. J. Muirne, Battle Creek.
Manager—Jason E. Hammond, Lansing.

Too Many Similar Fabrics?

When the progress that the leather finished fabrics are making for Fall is discussed in the garment trade the comment usually is that they are meeting with quite severe competition from cloths that look like them, but are considerably lower in price. Since the leather finished weaves were first introduced by the recognized leader in the production of high-grade dress goods, practically every mill catering to the women's wear trade has included similar fabrics in their lines. These cloths are not made of the same high quality yarns, nor are they teazelled to the same finish, but they look like them and, according to market comment, have a marked price appeal, which seems to be the deciding factor with some manufacturers. The question has been raised as to whether the abundance of these similar fabrics is not a real factor toward weakening the vogue of the leather finished cloths. The principal producer, however, takes the stand that they will lead until the straightline silhouette goes out, of which there is yet no sign.

Spring Lines of Women's Wear.

From present indications Spring lines for the women's wear trade will not be opened by the woolen mills until some time in September. This is the month most commonly suggested when the question of opening for the new season is brought up. With the larger part of the Fall fabric business yet to be placed, it is pointed out, the mills cannot do otherwise than hold off the Spring opening. In some quarters of the goods trade the opinion is held that prices of repeated "numbers" in the new lines will be slightly higher than the Fall levels. This is largely based on the view that there will be a material strengthening of the Fall piece goods demand between now and Sept. 15, which will have its influence on the Spring price levels. The comment was also made yesterday that the Spring season will likely be one of piece-dyed cloths, rather than of plaids and fancies. During the past Spring season the latter goods were in general favor.

Hosiery Sales Gaining Slowly.

Activity in the hosiery market continues to increase slightly, but considerable improvement will yet have to be shown before business again be-

comes normal. Following the several openings of infants' hosiery lines, little buying has been done, and, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, not much is looked for until late Summer. Buyers have been in the market lately, but their activities reflect considerable conservatism. The feature of the week has been the action of one of the big manufacturers of women's full-fashioned hosiery in reducing prices for the second time this year, the reductions ranging from 75 cents to \$1.25 per dozen. The pivotal "number" in the line is now priced at \$11.75 a dozen, compared with a last previous price of \$12.60. A year ago the price of the same goods was \$13.75 a dozen.

Sell Looks Rather Than Goods.

The suggestion that men's wear retailers should stress the better appearance and the improvement in personal regard that results from the purchase of a good suit is receiving greater attention in the clothing trade. The parallel is drawn that the automobile manufacturers in their advertising and sales appeals do not talk about the metal and wood components of a car, but, instead, point out the pleasure to be derived from its purchase. The same applies to makers of cosmetics and similar preparations, who do not lay stress on what the stuff is made of, but emphasize the benefits of their use. The retailer, on the other hand, is held to talk too much about "cloth and buttons" and too little of the advantages of a well-groomed appearance. This is the argument that the sponsors of the "dress well and succeed" campaign are featuring, and it is said to be meeting with marked success.

Silverware Sales Picking Up.

Reports from silversmiths in the Maiden Lane district indicate a general improvement in sentiment on the part of the retail trade throughout the country. They also reflect some picking up in business, which is expected to increase still more during the next few weeks. Salesmen now on the road report retailers more willing to "talk turkey," especially those in the South and Middle West, with the result that better orders than for some time are being taken. Retailers in the East, due to their proximity to the manufacturing centers, are not so willing to place advance business at the moment. A general line of goods is being taken by the trade at large, but in the East there is a reported tendency to favor dull finishes, especially French gray. Immediate delivery business is confined very largely to fill-ins and to sports trophies.

Cashmeres Are Winning Favor.

The new cashmere fabrics finished with natural bloom are said to be firmly establishing their popularity with the cutting-up trade. The leading mill producing them is now reported to be working at capacity on both day and night shifts, and re-orders are reported to be satisfactory. A large proportion of the makers of finer garments, it is said, are practically confining their operations to these weaves as a result of the favorable reception accorded sample lines. In reference to the copying of these fabrics, it was pointed out yesterday that their manufacture necessitates expert weaving of the finest yarns, which are scarce, close shearing, and a natural bloom finish. The use of coarser yarns, it was asserted, produces a fabric which bears but slight resemblance to the original and which will not give service.

Tunic Blouse Promises Well.

Early visitors to the wholesale sales-rooms are showing a keen interest in the tunic blouse. This type of garment, which, according to the United Waist League of America, has made a decided hit in Paris, will be exploited by American manufacturers in the majority of Fall lines. In embroidered silk, cut velvet, chiffon and beaded models, the long tunic, reaching to within a few inches of the skirt hem, is expected to play an important part in the new season's business. While some of the waist houses already have a fairly complete line to show, others will not be ready until next week.

Meanwhile, in addition to making up Fall samples, the plants are being kept busy to some extent with re-orders for Summer blouses.

Brim of New Hats Turn Up.

Observations of the early fall lines of millinery in this market brings out the fact that brims of hats for the coming season have been lifted from the face, which is a distinct departure from the cloche of the Spring and Summer. Wing effects made of fabric are shown on a great many hats, and this mode of trimming is especially smart when made of a combination of materials. Among these are seen felt and velvet, velvet and panne, and velvet and hatters' plush. The wings are generally used in a high standing effect, or are manipulated along each side of the brim. When used in the latter manner they usually continue the roll of the brim, and in this way many novel shapes are produced.

Petticoats Are Coming Back.

Although the warm weather has drawn most of the current business in women's underskirts away from petticoats and to costume slips, advance buying of these lines for Fall indicates that the new season will witness about an equal division in demand. In the former lines scalloped and embroidered hems will be featured again, with Balkan embroideries much in evidence. For the "dressier" models small, flat rufflings that add nothing to the bulk of the garment are used. Most of the slips selected by the early buyers are colored.

Fall Merchandise

Every Merchant should cover on at least a portion of his Fall needs. There are no indications of Price Reductions in the near future, with many intimations of slight advances. The drastic curtailments at the mills mean no Surplus Stocks, WITH A PROBABILITY OF A SERIOUS SHORTAGE OF DESIRABLE MERCHANDISE.

ASK OUR SALESMAN

to explain the situation more fully. Also look over his line of FALL Merchandise. It is the most complete and best assorted that our house has ever carried. Our prices will impress you.

GRAND RAPIDS DRY GOODS CO. EXCLUSIVELY WHOLESALE

Quality Merchandise ---- Right Prices ---- Prompt Service

These are the three essential requirements of a jobbing house. We firmly believe that we embody all three, and therefore can fill your mail orders efficiently, always giving you the lowest possible price.

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Better Business in Rugs Ahead.

All signs in the floor coverings trade point to a materially better demand for this merchandise in the course of the next few weeks. The vanguard of buyers is now in this market, but for the moment, at least, they are giving a good part of their efforts to locating merchandise wanted for sales purposes. Apparently they are not finding their work any too easy, as stocks in the hands of the leading producers, especially stocks of the qualities of rugs that make good sale merchandise, are at a very low level. One of the significant features of the recent demand has been the small, but definite, improvement in the call for Wiltons. This is taken to mean that stocks of these rugs in the hands of jobbers and retailers are light, and that an improving consumer demand is forcing them both to place filling-in orders. Recent advances on leading lines of axminsters have stimulated their movement.

The Later Heavyweight Demand.

While as yet there are no signs of an active spot demand for men's wear Fall fabrics, the woolen goods trade is still confident that it will materialize. Next month and September, in the opinion of representative selling agents, will see the retailers more anxious to cover their Fall needs, which will require the manufacturing clothiers to go into the market for additional piece goods. Estimates made by the mill representatives are that the retailers have so far not covered more than half of their requirements, if as much as that. If the demand shapes up as expected, there will be a substantial shortage of desirable fabrics, it is asserted, as the mills have proceeded very carefully in making goods for stock.

Underwear Sentiment Changes.

Sentiment in the underwear market underwent a radical change last week as a result of the reduction of prices by two prominent producers on their Fall lines of this merchandise. In some cases the declines amounted to as much as 10 to 15 per cent. from the levels of last December. The reaction of the jobbers so far has been favorable but cautious. The action of the manufacturers in question was a direct reversal of what was expected this season. The position of the producers generally had been that they would stick to their old prices regardless of results, figuring that in this way they would eventually force the jobbers to come to time. Extensive curtailment of production resulted from this program, which now, apparently, has fallen through. Other reductions are looked for as the season advances.

Offers a Novel Night Light.

A handy electric night light with a novel "on-and-off" arrangement is being placed on the market. It is made in the conventional candlestick form, with a small bulb at the top, and the current for lighting is supplied by a flashlight battery in the base. Its feature is that when lifted from a table or wherever else it is placed, the bulb lights. When put back the light goes out. This is accomplished by means of a series of contacts in the base that

are made or broken when the light is lifted from or returned to a flat surface. The base and the "candle" portions of the light are finished in various colors. Three small batteries, it is said, will supply all of the current needed for a year. The light wholesales at \$2.95 each.

White Flannels in High Favor.

The demand for flannels for the women's wear trade continues. The situation brought about by the hot weather has emphasized the demand for white flannels and considerable difficulty is being met by both the retailer who wants to get white flannel coats or skirts and the manufacturer who wants to get the fabrics to make the garments. High colors are not wanted as much as hitherto, according to some accounts, owing to the swift approach of the white season. The early stocks of flannel garments bought by the retailers have been sold, and it is said that few of the stores, either in this city or elsewhere, have the stocks that they would like to have at the moment.

More Ribbon Activity Expected.

Fall buying of ribbons has tended to drag somewhat. The road business reported so far is described as only fair, the same tendency being noted as in the case of broad silks generally. The cutters-up in both the millinery and ready-to-wear trades, continue their policy of holding off buying, but it is expected that some break in this trade deadlock will be noted about the middle of this month. Novelties again rule for the Fall in both the wide and narrow merchandise. Satin faced metallic effects seem to lead. From the standpoint of volume, the narrow staples are in most demand, but the outlook for wide numbers is considered just as good as it was last year at this time.

Spring Gingham Prospects Fair.

It is still too early to venture any guess as to spring prices for ginghams, says a leading manufacturer of the better grade novelties in these fabrics. Business is still quiet, but there are, he points out, indications that the spring season will be fairly good. Salesmen on their first trip have taken satisfactory orders and report that retail stocks are low. The better grades, especially, are in demand by dress manufacturers, and a wide diversity of patterns and colors is ready to meet their requirements. There is some trend toward stripes, plaids and unusual color combinations, with the result that the fabrics bear little resemblance to the old staple patterns.

Style Changes Worry Shoe Men.

The attendance at the style show of the shoe manufacturers at Boston last week was unusually large, according to a jobber who has just returned from that city. Dealers are somewhat worried, he says, over the rapidly changing styles in women's shoes, which are in some cases rendering large stocks valueless. Gorings continue in favor. In many of the samples the gorings are elaborately beaded in gold, jet and other colors. Patent leather predominates, with satin a close second and

kid less in favor. In men's shoes business is uneven at the moment. Shoes with crepe rubber soles are a leading feature, even for fall delivery.

Neckwear Sales Fairly Good.

It is remarked by retailers that men's neckwear is selling better, proportionately, than are shirts. This is the case locally, and those in touch with out-of-town stores say it is the same with them. In other words, the retailers have not found the Summer neckwear season unsatisfactory. Varied novelties in figured patterns have sold well in foulards, crepes and moires, although stripes in mogadores and other silks retain their popularity. There has been a fair amount of Fall business placed since the first showings in the early part of June. The wholesalers look for more Fall activity now, as the retailers have passed the peak of their Summer volume.

Must Push Anthracite Hard.

The ability of the anthracite market to absorb tonnage as fast as the collieries can produce it is being put to a severe test. A progressive falling off in requirements is under way, and each week the sales organizations have to redouble their efforts in order to keep the output moving. Independent prices are weakening, and, while the companies stick to their circulars, the surplus of certain sizes which they are obliged to stock is becoming larger. A number of small operators have closed down until conditions improve. Bituminous coal is so hard to sell that many salesmen have been called in because they were not making expenses.

Silk Underwear Styles Varied.

Glove silk underwear is being shown in a wider diversity of styles than ever before and reorders are coming in steadily. Prices are at least 20 per cent. lower than last year's. While there is no anticipation of future wants, there is liberal buying for present needs. The favored color is still pink, with peach a close second. There is a decided trend toward lace-trimmed novelties, and especially toward color combinations.

Bill Paying.

There are two kinds of "pay in full" men. One is the man who pays in full on the nail; the other is the man who puts off paying anything on account until he can pay in full. Everybody likes the former sort; but the latter could improve his methods by paying on account as he can. It is better to pay 25 per cent. at stated intervals than to hold up payment until enough money has accumulated to wipe out an account. Any merchant would prefer to receive payments by the week than to wait for five or six or seven weeks and then receive the same amount that would have been paid in weekly payments.

It is a good thing for any man to learn that even if he cannot pay an account in full it is his duty not to wait but to pay what he can; such payments get back into business, help the merchant who has given him credit, make it plain that he is keeping his eye on his account, and causes the

opinion that he means to pay as quickly as he can. It ought to be the plan of every man who buys on credit to pay a certain part of his account at stated intervals; it is far better for everybody concerned for him to pay in this way than to wait until he has accumulated enough to pay the whole account.

A Confirmed Dreamer.

Philosophers say there are types of mind which create worlds for themselves, building them of ideal materials evolved from within; and therein their possessions have their being with little appreciation of the rude material world in which they are compelled to live and die. Some poets have been of this type and have never been able to understand why their visions have seemed so untrue to others. To them the world has been false.

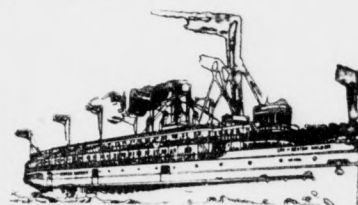
General Jacob Coxey, who recently addressed a Detroit audience, has never been accused of being a poet but he belongs in the class just described nevertheless. About forty years ago he began an effort to save society through the manufacture of paper money. Economists have refused his arguments and a laughing world has told him to stop talking nonsense. Yet he goes on year after year expounding his old theory, and when some nation actually goes into the production of the very sort of money he adores, he attaches no importance to the inevitable crash that follows. Marks that are not worth sweeping up off the floor have no significance to him. They are lies; his ideal money in his ideal world is the only truth. Such steadfastness is misplaced, but it is a phenomenon worthy a certain degree of intelligently qualified admiration.

Put the Burden on Giver.

Nervous Woman (to persistent beggar)—If I give you a piece of pudding, you'll never return—will you?

Beggar—Well, lady, you know your puddin' better than I do!

To employes: Keep up your output or you may be put out.



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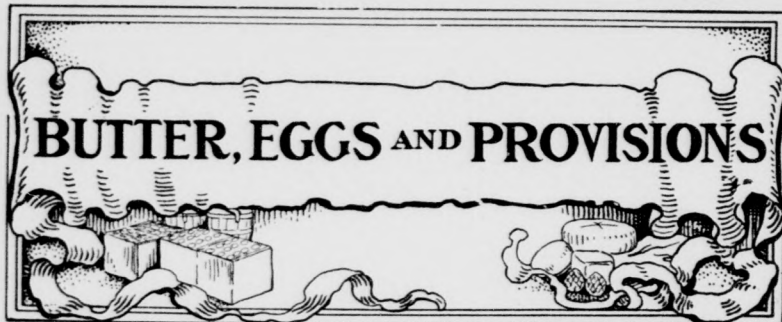
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May Get Earlier Report on Egg Conditions.

W. Broxton, of the Bureau of Agricultural Economics, Washington, D. C., with the co-operation of the National Poultry, Butter and Egg Association and the cold storage division of the American Warehousemen's Association, is making an investigation to determine how the Bureau of Agricultural Economics can best serve all interests with its reports covering stocks held in cold storage warehouses.

Until recently the Bureau was issuing a daily report on butter, cheese and case eggs from the four large centers, New York, Chicago, Boston and Philadelphia. The attention of the Bureau was called to the fact that these four cities no longer represented the trend of movement in the country generally, by the National Poultry, Butter and Egg Association, and a conference was held with representatives of the bureau in Washington by a committee of the association, and the service was extended to cover ten principal markets daily and twenty-six weekly, and frozen poultry was added to the commodities reported. These reports went into operation early in the year, and the preliminary reports which had been issued were abandoned. Since then the Bureau has been subjected to much criticism for the late date at which it is releasing the complete cold storage report. The Bureau is now undertaking an investigation as to the possibility of speeding the release of the report to the tenth day of each month, and the following letter is being sent to the proprietors of all cold storage warehouses in the country:

"This Bureau is being subjected to much criticism for the late date at which it is releasing the monthly cold storage report.

"The first essential for an early compilation and release of the report is, of course, that early, accurate and complete returns be had from the firms engaged in the cold storage industry.

"At present, we are asking that the cold storage schedule be returned to us not later than the fifth of the month and we find that considerably less than 50 per cent. reach us about that date. By the tenth of the month, approximately 90 per cent. of the schedules reach us, but each month there is a considerable number of firms who fail to make return until the twelfth or the fourteenth. It is also a fact that a very small percentage is habitually tardy in this respect but that the delinquent concerns vary from month to month.

"It is the ambition of the Bureau to

speed up the release to the tenth of the month; and, as this is entirely dependent on your hearty co-operation, we would like an expression of your ideas in this respect.

"This letter is not intended to convey the idea that your firm is personally tardy, as the co-operation we are receiving is, in the main, excellent; but that you may have a clearer conception of the position of the Bureau in the handling of this very valuable project and that you may give consideration to the possibility of letting us have your figures not later than the seventh day of each month."

Mr. Broxton has made many personal contacts, a conference has been held with the executives of representative cold storage warehouses in Chicago, and so far the Bureau has assurance of wholehearted co-operation. In certain instances it has been found that cold storage warehouses will have to change some of the detail in the matter of their accounting, and these changes will create additional financial burdens; but, in spite of this, they seem very willing to meet the demands of the trade.

Concerning the method of reporting the holdings of frozen eggs: To meet the demand of the trade in this regard, the Bureau is conducting a Nation-wide survey, the results of which will be available shortly, after which it is entirely probable the cold storage reports will disclose the number of pounds of whites of eggs, the number of pounds of mixed eggs, and the number of pounds of yolks of eggs. It is probable, too that the survey will show that the cold storage warehouses have no means whereby they can determine whether the eggs are of domestic origin or foreign origin. Assuming that this is a fact, the Bureau will not be able to report whether the stocks of frozen eggs carried in storage are of domestic origin or foreign origin.

Save the Eggs.

A large part of the loss caused by eggs spoiling in warm weather can be prevented by producing only infertile eggs, during the late spring and summer. This loss, which is conservatively estimated at more than \$15,000,000 a year, falls almost entirely on the producer. Not only does he lose the value of the eggs which spoil, but the producer suffers a further material loss in the reduction of the number of eggs consumed, caused by consumers getting bad eggs among those they purchase. This loss can be entirely prevented by producing only infertile eggs during warm weather. This is accomplished by taking all male birds out of the flock after the breeding

WATERMELLONS

Georgia THURMOND GRAY
& TOM WATSONS'

ARIZONA CANTALOUPE

HILEY BELL PEACHES
ELBERTAS ROLLING SOON

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

FLOUR

Fanchon—Red Star

Stocking your shelves with cheap flour* of inferior quality is like setting up scarecrows that may be readily blown down. The trade generally is wise enough to know that **good** flour cannot be bought at a **cheap** price unless something is slighted somewhere.



Judson Grocer Company
DISTRIBUTORS
GRAND RAPIDS MICH.

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

season is over. The United States Department of Agriculture has just published a large poster showing the difference in the keeping qualities of infertile eggs during warm weather. This poster also gives simple rules for producing good quality eggs on farms during the latter part of the spring, throughout the summer and into the early fall months.

Luxury Merchandise Demands Correct Atmosphere.

Atmosphere plays a vital part in the presentation of merchandise, as every modern merchant knows. There is evidence in all our good stores that this is realized, but too often there is a failure to carry out a good effect to a logical and effective conclusion.

For example, in displaying evening dresses, what an opportunity there is to create in the customer's mind an impression of the gown in actual use! There is so much of romance and intangibility surrounding these exquisite creations that they seem out of place and inappropriate in the ordinary surroundings of the store's selling floor. The possibilities for effecting sales are tremendously increased if this particular department can be dressed with some of the atmosphere that clings to its merchandise.

Every merchant has seen or read about unusual arrangements of this section as devised by our leading stores. We have seen one recently which, in a simple manner, created the appropriate atmosphere and set off the gowns charmingly. The section was tastefully decorated and the central figure of the display was simply a grand piano. About it were articles of evening wear on figures and in various other ways. The whole effect was just right and accomplished without extravagance of any kind. Despite the simplicity of the props, the merchandise was in its correct setting and the customer was able to visualize herself as part of just such a social event and most important of all—arrayed in the creations from that store. What happens to the natural sales-resistance then?

Moving Old Stock.

We can usually get some business by putting in a new line not at all appropriate to the drug business.

There are various reasons for this. The new line is not housed in a dark closet.

It gets window space.

It gets prominent inside space.

And there is enthusiasm behind it. If these things will move a new line, why can't we apply them to an old line?

Often the great trouble about making a start is that so many spots need attention.

We hardly know where to begin.

If this is the problem, begin at the front window, work down one side of the store, across the rear of the store, and up the other side.

This may take a long time, but no matter.

You are getting somewhere.

Perhaps you start at the cigar department.

Have you some cigars that are not selling?

During the vacation months you can give them window space and bring them to the attention of people who are going fishing, canoeing, sailing, or camping.

At lodge meetings cigars are usually passed around.

Many dealers make a try for this business.

The practice is growing of keeping cigars or cigarettes in the office for customers and clients.

Business always picks up during the Christmas season.

Try to move the goods.

Keep trying.

You will hit upon something.

It is all useful experience.

Then go on to the next batch of slow movers.

By the time you have made the round of the store the chances are that you will declare the experiment well worth while.

Goods on the shelves won't pay profits.

See what you can do with the slow sellers.

The International advertising convention, now being held in London, is given an official greeting that recognizes an amazing development in the combination of science and art that promotes modern business. To study the files of old-time periodicals is to perceive at once the improvement. In bygone days those who put on the market a meritorious article often deemed a statement in print sufficient. But to-day the mere publicity is only a single element in the making of a successful commercial appeal to the public. Buyers are fastidious and discriminating, and the purveyors must learn and speak the language of his prospective constituency. The profession of the advertiser, in his consultant and constructive relationship to his client, calls for various kinds of knowledge, and among these the understanding of human nature is all-important.

Who Spilt the Beans?

Sister's beau was taking supper with the family and Johnny was enthusiastically telling him about a soldier friend who had called on his sister several days since. He said, "Gee! he was swell, and he had his arm—"

"Johnny," said his sister in great embarrassment, and blushing to the roots of her hair, "what are you telling."

"Well," said Johnny, "I was only going to say that he had his arm—"

"Johnny, that will be enough from you," said his mother.

"I was only saying he had his arm—"

"Johnny, you leave the room this minute," said his father severely.

Johnny began to cry, but as he left the room he sobbed, "Well, I was only going to say that he had his army clothes on."



BRINGS YOU TRADE

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

 **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

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, Gran-
ulated meal, Buckwheat flour and
Poultry feeds.

Western Michigan's Largest Feed
Distributors.

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
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SPECIAL SALE EXPERTS
Expert Advertising
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GRAND RAPIDS, MICHIGAN

Now in Season
**California Imperial
Valley Cantaloupes**
American Beauty Brand

SOLD BY
The VINKEMULDER CO.

Fiegle's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

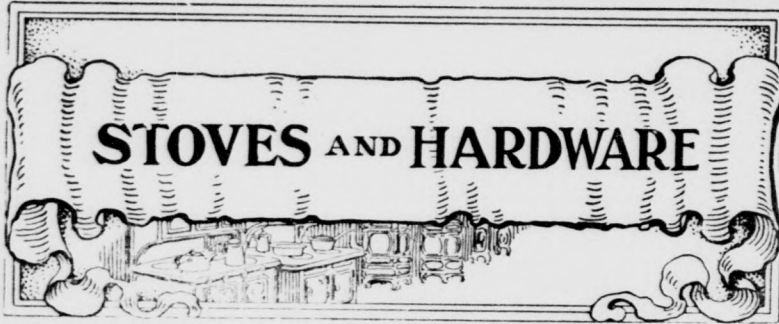
THERE IS MONEY
FOR YOU IN

Straul

5c. and 10c. Bars.

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

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



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

A Satisfactory Arrangement of the Stove Stock.

Written for the Tradesman.

The question of the proper location of the stove department in the hardware store has often been discussed. There has been a tendency of recent years to put the stoves on the floor above the main store, and dealers in quite a few instances report the results to have been satisfactory. They state that they have found it possible for the first time to properly display the stock; the burden of salesmanship has been lightened by the fact that the stock is isolated and it is possible to talk to the customer freely and to demonstrate the goods without risk of interruption.

Other merchants, however, claim that there is one serious disadvantage to this arrangement. The stock is not in sight, and on that account sales are often lost.

"Have the stoves on full view on the ground floor, and you will have a chance to canvass five customers to every three who will climb to the next floor," states one dealer.

A hardware dealer in one small city some time ago devised an arrangement which combines the advantages of both plans and, as he sees it, does away with the objections.

At the rear of the store, the floor is raised. On this raised area, the left side has been given to the office, while to the right is the stairway leading to the floor above. Between the office and the stairway is a space about sixteen feet across which the dealer uses to display some five of his most attractive stoves. The rear portion of the next floor—the space immediately adjoining the head of the stairs—is the stove department proper; and there the bulk of the stock is kept. Discussing this arrangement the dealer says:

"When people come into the store they cannot help but see the stoves which are placed immediately to the front of the raised part of the store. If the customer is interested in stoves, he immediately seeks that part of the establishment.

"This partial display of the stock is, I believe, quite as effective as keeping the whole stock on the main floor. It advertises the fact that we handle the stoves.

"Now for the 'exclusive' advantages of the plan. We always take a stove customer to the raised part of the floor and show him the featured stoves first. But, as every salesman knows, you can be more sure of your stove

sales if you can get the customer away to a quiet part of the store where it is possible to look over the stock and discuss the stoves at length and without interruption or restraint.

"That is where the advantage of the upper floor stove department comes in. After a brief inspection of the stock on the main floor, we at once inform our customer that our main stock is upstairs; and invite him to pay a visit of inspection. The stairs are only a few feet away—it is not even necessary to step off the raised floor—and in practically every case the customer goes along. The view of the complete stock is most convincing, and, when a sale is lost, it is due to the fact that the customer is not yet quite ready to buy, or to lack of persuasive power on the part of the salesman.

"On the upper floor we have plenty of space, and can show a more complete assortment than would be possible on the main floor, no matter how capacious the establishment might be. Every line that we handle is shown. Further than that, we have enough space to show the stock right. Each stove and range is so placed that it is possible to walk around it and inspect it from every angle. It is possible to keep the stoves free from obstruction, and, being off the main floor, it is much easier to keep them bright and free from dust. The stoves show to much better advantage.

"I really believe that we make at least 25 per cent. more sales than we would if the department were on the main floor with the usual crowded conditions. Our business has increased since we put the new arrangement into effect."

Floor space is a serious consideration in almost all hardware stores; and as a rule a situation is encountered where even inadequate and crowded arrangement of the stove stock on the main floor results in crowding the rest of the stock. In one hardware store all departments had been carried on the ground floor, but a large part of the stock was kept on the first floor above; with result that constant running up and down stairs to secure goods not in stock on the ground floor wasted a lot of time and created a good deal of confusion.

The dealer was, however, reluctant to remedy this condition by moving his stove stock upstairs to make room for the other departments; particularly since the stove department was in anything but a flourishing condition, and he feared that "side-tracking" the stove department would seriously affect sales.

One day he observed that no less than five customers who came to look

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

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GRAND RAPIDS, MICHIGAN

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Used and Rebuilt machines all makes,
all makes repaired and overhauled, all
work guaranteed, our ribbons and car-
bon 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.

Foster, Stevens & Co.

WHOLESALE HARDWARE



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

at stoves went out without placing an order. "I couldn't get them down to brass tacks," the head salesman explained. "There were too many distractions. They had too many other things to look at."

This incident determined the dealer to move the stove department upstairs. A large, well-lighted section of the second floor was set aside for this purpose. Seats were provided for customers. A wide oak stairway was put in at the rear of the store, and signs were displayed at various points directing customers to the stove department on the floor above.

The result was to immediately relieve the confusion on the ground floor where adequate stocks could now be carried in all the departments. The constant running up and down stairs was practically eliminated.

The greatest benefit, however, accrued to the stove department itself. On the second floor it flourished to an extent never before known. The first year showed a 30 per cent. increase in sales; and selling and display conditions were far more satisfactory in every respect.

The arrangement of the stove stock has a direct influence on sales. To be seen to the best advantage, a stove must be placed where there is plenty of room and it can be inspected from all sides. This means wide aisles and lots of space between the stoves. There must, too, be ample room to show a good assortment; and, if possible, to display every stove in stock. Such a display is singularly impressive and effective.

Then the selling process can be carried on more efficiently where salesman and customer have a measure of privacy. Try to sell a customer, and particularly a woman, a stove when the department is near the front of the store, and you will find that every person coming in distracts your customer's attention. Or she will watch people go by in the street, or turn to glance at other articles on display.

Deals are closed most quickly where the customer can be induced to concentrate absolutely on the topic of stoves. Any interruption makes for indecision. When a stove salesman can lead a customer back to a quiet part of the store, show him several long rows of stoves and nothing else, and talk to him without any fear of interruption, the chances are all in favor of a quick sale.

General experience shows that it pays to isolate the stove department. Victor Lauriston.

Not Afraid of Big Business.

For several years I was employed by a small manufacturer; then for nearly a quarter of a century with a huge manufacturing corporation and helped make it what it is to-day. Thus have I seen the workings of small individualistic production—where every cent increase of wages appears so much out of the pockets of the owner—and of corporate production and have realized from my acquaintance with the inside workings of numerous large corporations, that the industrial corporation is not the greedy monster of popular misconception, bent only on exploitation, and have most de-

cidedly come to the conclusion that, even as crude and undeveloped as the industrial corporation of to-day still is in its special activities, if I were an unknown and unimportant employe I would rather take my chances with the impersonal, huge industrial corporation than with the most well-meaning individual employer.

Charles P. Steinmetz.

Kept Collectors Away.

After the epidemic had been checked an old Negress protested vigorously when the health officers started to take down the sign they had put up on her house. "Why don't you want us to take it down?" one of the officers asked.

"'Ere ain't be'n a bill collectah neah dis house sence dat sign was nailed up. You-all please let it alone?"

This story is told of a stingy farmer who was walking his wife along a city street, looking for a place to eat in. They approached a handsome restaurant with a sign before the door saying, "Luncheon 12 to 3, 50 cents." The old lady never dreamed of stopping before such a fine place, but her stingy husband held her up. "We'll go in thar," he said reflectively. "It ain't a bad bargain, Hannar—three hours steady eatin' for half a dollar."

Do you find yourself saying "I don't know," when customers ask certain questions about the goods? If you do, then you do not know your business as well as you should.

The chance for the greatest volume of trade lies in the big middle class. Go after the exclusive, wealthy class of trade if you like, but don't figure on building big on that basis.

I Don't.

Most motorists are blooming fools. They trifle with the traffic rules.

I don't.
No man should try to get the drop on any seasoned traffic cop.
Nor fail to heed his sign to stop.

I don't.
A man should never drive too fast. Or brag about the cars he's passed.

I don't.
For Safety First should be his creed. There really isn't any need To drive a car at reckless speed.

I don't.
A man should never lose his bean When piloting a gas-machine.

I don't.
On city street or open road. A man should never break the code. Nor fellow-farers incommode.

I don't.
He should not scare equestrians. Nor chase the poor pedestrians.

I don't.
In fact, I have no car to run. I'm shy the coin to purchase one. You'd think I wouldn't have much fun. I don't.

Good salesmanship does not mean treating all customers alike. It means treating them all in the way they like to be treated.

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

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

MCCRAY REFRIGERATOR CO.
2444 Lake St., Kendallville, Ind.

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"

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.



Sidney Elevator Mfg. Co., Sidney, Ohio

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.

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

COUNTER SALES BOOKS

Size of slip torn out 3 1/2 x 5 1/2 inches to fit Account Registers.
25000 White Originals carbonized back.
25000 Yel. Duplicates. Your business card printed on face of original and published and advertisement on back of duplicate as desired. 500 Books for \$15.00 f.o.b. our factory. We specialize on Duplicate and Triplicate Books of all kinds. Let us quote you.

BATTLE CREEK SALES BOOK CO.
Battle Creek, Mich.



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.



Is Condensed Milk Proper To Use in Coffee?

Glen Lake, July 22—Some weeks ago in my article on coffee making I took occasion to say that it should be served with real cream and not condensed milk.

In a very fair and reasonable communication from Hubert C. Hook, Secretary of the Evaporated Milk Association, exception is taken to some of the statements made by me and I hasten to give his communication the same publicity afforded the original article:

Chicago, July 18—I have just read your article "How to Ensure Making Good Coffee."

The Evaporated Milk Association disagrees with what appears to be a grossly exaggerated form of expressing your taste preference, but not to your right to have a taste preference and to express it "in good taste."

One of the prime purposes of our Association is to develop the reactions of the consumer of evaporated milk and to develop its proper use.

Evaporated milk is now consumed in the United States at the rate of about 100 cans per family per year, and one of the largest uses is in coffee. It must be evident that probably millions of people prefer evaporated milk in coffee and that hotels should leave this to the public, or to use a line of your own, near the end of your article: "Let the guest have something to say about it."

From the standpoint of purity, uniformity, economy and real food value, evaporated milk has much to commend it and in all of these respects should be preferred to cream. From the standpoint of taste this is one of individual preference and respect for the preference of others is a cardinal quality.

It will be helpful to us if we may have the benefit of your experience in the use of evaporated milk in coffee serving.

Did you use it in hotel service?

Did the "guest have something to say about it?"

Just what was generally said?

Where is your hotel located?

What class of trade: Traveling or resident?

What plan: American or European?

What rates per day, meals separate, if European?

Was fresh cream easily available, the supply dependable and the quality satisfactory?

When did you use evaporated milk?

Was its quality satisfactory for other uses than coffee?

In closing, permit me to say that I have no purpose of entering into any controversy and will not give any publicity to your reply. We seek the light of your experience only, and trust that you will kindly give it.

Herbert C. Hook, Sec'y.

I do not wish to be understood as decrying the merits of evaporated milk. It has many valued uses in the culinary department of hotels, and as is claimed in the letter, is popular with many housewives. Also it may be largely a matter of taste as to whether it should be used to embellish a cup of real coffee. The point I wished to

make was that it should be optional with the guests as to whether he use it or not.

Oleomargarine is conceded by most experts to have equal nutritive value as butter, but Uncle Sam says that when served in hotels the public must be made aware of the fact. Evaporated milk is not a substitute and hence does not come under legal regulation, but many people I meet object to having it served on hotel tables and I feel they are clearly within their rights in so doing.

I might say the same about canned goods of any nature. They are all right in their place where the fresh article cannot be provided, but the purveyor who uses them to save trouble and expense of preparing the fresh raised product is a marked individual and will surely come to grief.

In Mr. Hook's letter I am asked a series of questions which I take great pleasure in answering.

I have used condensed milk in hotel cooking, in emergency cases only, but never in coffee for the reason that in traveling around among hotels and meeting commercial men, I have found a very pronounced objection to the use of anything but real cream for coffee or cereals. I have in mind one instance when a traveler advised me that he had stopped at a certain hotel for a long time, but that he had paid his last visit there for the reason that they had become reduced to condensed milk. I immediately communicated with the landlord who promptly advised me he had discontinued its use, especially as he did not find it economical to do so. Also last winter I had dinner at the home of an individual very largely interested in the manufacture of canned milk, but he did not use it on his own table.

Now I will try and answer the succeeding questions:

Cedar Springs Lodge is a summer resort located on Glen Lake, Leelanau county, and caters to resorters only, but on account of old friendships, many commercial travelers drop in for a meal and lodging—many for a week-end. American plan, mostly \$3 per day or 75 cents per meal. Fresh cream is not easily available, as we send six miles for it twice daily, but it is served exclusively for coffee and cereals just as it comes from the separators, and is one of my best advertising stunts. I usually carry a case or two of evaporated milk in my storeroom and it has been satisfactorily used in cooking, but never for the first mentioned purpose.

I think this answers all the questions, and I will stop only long enough to state that I believe evaporated milk is wholesome and has many uses, but I do not depend upon my individual taste when it comes to discouraging its use in coffee. There are many objectors.

Frank S. Verbeck.

When talking with customers do you mumble your words making it necessary for them to ask you to repeat? If so, know that a good many times they do not ask, but go away not knowing what you did say.



WHEN IN KALAMAZOO
Stop at the
Park-American Hotel
Headquarters for all Civic Clubs
Excellent Cuisine
Turkish Baths
Luxurious Rooms
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

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

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

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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.



**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 Michigam

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



Gabby Gleanings From Grand Rapids.

Grand Rapids, July 27—The Grand Rapids Safe Co. has taken steps to enjoin J. R. Murphy from using the name Grand Rapids Safe Exchange in the exploitation of safe sales, on the grounds that he thereby infringes on the good name and long acquired reputation of the Grand Rapids Safe Co.

Ben Krause (Hirth, Krause & Co.) is planning a tour of the Northern resorts, probably starting at the end of the week. He will be accompanied by his family.

The Gideons, the Christian Traveling Men's organization, have taken steps towards erecting a church at the Starr commonwealth for boys, located on the banks of Montcalm lake, West of Albion. The Gideons have subscribed the first \$1,000 towards the erection of the edifice and Detroit members of the organization have offered to install a pipe organ.

Frank M. Sparks, the associate editor of the Grand Rapids Herald, and upon whose shoulders falls the getting up of the two pages that are run in the Herald, came out with his final good-bye for this season. The work that Frank does during the furniture season is surely appreciated by everybody connected with the furniture industry.

The midsummer furniture market closed as scheduled Saturday, July 19. In point of attendance of buyers it fell short about 150 of last year. The actual figures of arrivals for the July market in 1923 was 2,619; July of 1924, 2,473. Even though July 19 was the closing date, there will be a number of local Michigan people dropping in this week. A comparison of the business done at both the Chicago and Grand Rapids markets shows that Grand Rapids is getting its full share. During this market season there have been many social gatherings of exhibitors and the consensus of opinion at all of these gatherings was that the worth while manufacturers will stick to Grand Rapids. On Friday evening, July 11, Henry Heald gave a dinner to all exhibitors in the Rindge building, of which he is the manager, at the Peninsular Club. Those in attendance at this dinner, which numbered about sixty, all expressed themselves as being very well pleased with their exhibit spaces in the Rindge building. Intermingled with the different talks that were made was a general feeling of good fellowship, and at the close a rising vote of thanks was given Mr. Heald for his hospitality, and as they filed out of the dining room, each one gave Mr. Heald a hearty handshake, wishing him success in managing the building. Another meeting was held Tuesday night, July 22, by the tenants of the Rindge building and the matter was discussed for a concerted action by the tenants of said building for something in the way of a fitting souvenir to pass out to the buyers as they came in. This matter, however, was not entirely settled and may not be for another season.

New Golf Club To Be Opened.

Boyne City, July 22—The Pine Lake Golf Club announces the opening of the new golf course on Pine Lake August 2. The announcement is the culmination of two years' strenuous effort by the promoters. The grounds which have been developed are in very fine shape and the location is ideal. The course borders the West side of Pine Lake for a half mile and slopes up to the South to something over 200 feet above the Lake, an old farmstead that has been worked over until the greens and fairways are in fine condition. It is on a fine gravel road, about equally distant from Boyne City East Jordan and Charlevoix. We are told that it is one of the best in this vicinity.

We have read a lot about the Chi-

cago drainage canal during the last two or three years. The first sensible thing we have seen was published in a popular review recently.

The way we see the condition which has resulted in the very definite lowering of the lake levels, especially the upper lakes, appears to us is that for several years they have been very diligently cutting away the dams at Port Huron and Trenton that held the water back, to make wider and deeper channels for the heavy draught vessels that have been built. These cuts in the river bottoms make that little Chicago ditch look like a dribble. Added to this, the rain fall that supplies all these great ponds has fallen off over 10 per cent during each of the last three years, which corresponds very closely with the drop in the Lake levels. A change in the drift of the air current from the Arctic regions would restore the normal rainfall and we would hear little more, for a few years, about the devastation wrought to lake commerce by that little sewer at the Illinois end. If any one has a kick coming, it is the people who live along the Desplaines and Illinois rivers.

This may seem not to be of interest to a Boyne citizen, but Pine Lake is just a closed up bay of Lake Michigan and there are stretches of beach along its shores which no man has ever seen before, so it does interest Boyne City. Maxy.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 22—M. Card, wholesale merchant of Eaton Rapids, spent last week visiting relatives here, being the guest of Mrs. Card's sister, Mrs. Hope Frederick.

The A. H. Eddy branch store, on Spruce and Magazine streets, discontinued business last week after several years' existence. Mr. Eddy will continue at his main line store on Ashmun street, which demands his undivided attention.

Dr. Charles McCandless has moved into his comfortable summer home on the banks of the Ste. Marie River, near the State park. The doctor prizes his new summer home on account of the combination of ideas used in its construction, by his friend, Isaac DeYoung, the noted engineer, who supervised the installation of the windows facing the river, while Master Mechanic Fred Shaw looked after finishing the exterior.

Northern Michigan hardware dealers will hold their annual convention here next Wednesday. The local members have made every arrangement to see that their visit here will be in keeping with Soo hospitality.

It isn't the type of bat which makes 400 hitters. Samson hit a thousand with a jaw bone.

George Townsend, for the past two years credit man for the National Grocer Co., left last Friday for the West. He expects to make his future home in Portland, Oregon. Before leaving he was tendered a banquet by representatives of the other wholesale houses. George has made many friends here who regret his departure, but wish the family every success in their new field.

Oscar Marsell and Charles DeBoer have opened a meat market and grocery in the old J. H. Moher stand, on Magazine street, where they expect to carry a full line of the best meats and merchandise. Mr. Marsell has had years of experience in the meat business and, being well acquainted with the trade, having been in charge of the market for A. H. Eddy for the past two years, the new venture should be a success.

Living up to the American standard is all right except that it exhausts the grocer's patience.

J. Morrison has opened a grocery on Easterday avenue, near the Cad-

illac Co. mill and will cater to the trade in that vicinity. He will also carry a full line of confectionery and school supplies.

Egotism shoots over; fear shoots under. Ability and application always hit the mark. William G. Tapert.

A. & P. Joins Thirteen Other Chain Store Systems.

A rather sensational combination among fourteen prominent chains of stores, of which three are grocery chains, was announced during the week. The chains in the combination, which has been incorporated under the name of the "United American Chain Stores," are the following:

Great Atlantic and Pacific Tea Co., Inc.

Childs Co. (Restaurants)

The Ginter Co.

F. & W. Grand 5-10-25 Cent Stores, Inc.

S. S. Kresge Co.

S. H. Kress & Co.

Kroger Grocery and Baking Co.

May Department Stores Co.

McCrary Stores Corporation.

National Tea Co.

Schulte Retail Stores Corporation.

United Cigar Stores Co., of America.

United Drug Co.

F. W. Woolworth Co.

These chains together operate 19,357 stores, of which possibly half are grocery stores. The United American Chain Stores will not at present run these stores; for the present its function is confined to pooling the stock and selling shares. Stocks in all these companies will be assigned to the new company, which will issue its own stock against it. It is believed, however, that this preliminary combination may be the forerunner of a final combination which will actually operate the stores.

Moisture Added To Oats.

Oats containing any moisture in excess of that natural to the product will be held hereafter, if shipped into interstate commerce, to violate the Federal Food and Drugs Act, according to an announcement to the trade by Dr. C. A. Browne, Chief of the Bureau of Chemistry, United States Department of Agriculture. This ruling modifies a previous announcement to the effect that it is not the practice of the department to recommend seizures or prosecutions on account of added moisture in oats as the result of bleaching unless such added moisture exceeds 1 per cent.

Oranges Latest Canning Novelty.

The latest novelty in canned foods and one which has been canned only in an experimental way, is Florida oranges. They are cut in sections or sliced and are canned in their own juice without sugar. They must be put in enamel-lined cans as otherwise their color is not retained.

In the enameled-lined cans they also hold their fine natural flavor.

It would seem that oranges, which are usually cheap and which are produced in so many localities and climates, could not be profitably canned, but the convenience of the article when in cans must not be overlooked, and the method of preparation removes all the inside white skin which is some-

times bitter when the fresh oranges are prepared at home.

It is said that the packing of grapefruit must be done in plain inside cans. The color of this fruit is pale and inside enamel cans are not essential therefore to hold the color, and the acid of the fruit is said to be so strong that it concentrates on any break in the enamel and causes pin holes and loss. Therefore the grapefruit is canned in the plain inside cans and oranges must be canned in enameled inside cans, for the reasons given.

John A. Lee.

How To Get Right Length in Neckties.

Does any "mere man" know that the right length for the popular butterfly bow tie is exactly double the length of his collar size? It adds much to his troubles if the tie proves too long or too short, for in either case the bow is absolutely lacking in style.

For this reason neckwear salesmen should make it a point to see that every customer gets the proper length when purchasing bat or the new butterfly bow ties. This formula insures the correct length and interests the customer when you explain the system to him:

Take the size of the collar you wear, multiply it by two and the answer is the length of bat or butterfly bow tie to buy.

For instance, if you wear a 14½ collar, then multiply by two and ask for a 29 inch tie.

If, however, you wear a 15¾ collar, then ask for a tie that is one-half inch longer than your size multiplied by two; in this case, twice 15¾ is 31½, and you would ask for a 32 inch tie as they are not made in half inch lengths.

Kellogg Buys Davenport Plant.

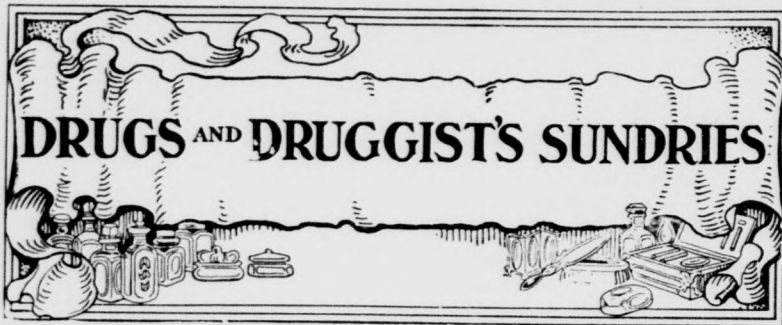
The Kellogg Company, of Battle Creek, has purchased the Davenport plant of the American Hominy Co., better known as the Purity Oats plant, the purchase being made at the bankruptcy sale conducted by the Chicago Title & Trust Company at Chicago. The cereal concern plans to reopen the Davenport plant as soon as the court approves the sale. At present it is running at full capacity and employing about 300 persons. The factory has been idle since the American Hominy Co. went into bankruptcy several months ago. The purchase price was \$240,350.

Endorse "Rayon" as Name of New Fiber.

The Ohio Retail Dry Goods Association and the Indiana Retail Dry Goods Association have joined the ranks of manufacturers and retailers who have endorsed the word "Rayon" as the exclusive name for artificial silk.

Those organizations call upon all merchants throughout both states to adopt the term and cease using all descriptions like artificial silk and fiber silk.

A man's personal habits injure himself more than anyone else. Others can get away from him and his habits. He has to stay with them.



Successful Candidates at June Examination Session.

Registered Pharmacists.

Boswell, Sister Louise, Detroit.
 Broad, Leo Nathan, Grand Rapids.
 Clow, Ralph, Detroit.
 Coney, Clifford C., Detroit.
 Goodwin, Harold B., Saginaw W. S.
 Hawes, Paul J., Parma.
 Holcomb, Bernard L., Detroit.
 Koon, Margaret E., Lansing.
 Lonie, David D., Ann Arbor.
 MacKenzie, Kenneth J., Escanaba.
 Parington, L. S., Detroit.
 Radziszowski, Stanley J., Detroit.
 Reames, Wm. L., Cassopolis.
 Schultz, Walter G., Lapeer, highest average.
 Spielberg, Julius Z., Detroit.
 Stephens, Roy L., Detroit.
 Swajian, Vahan A., Detroit.
 Trumble, Clarence J., Durand.
 Yanakioff, Jordan, Detroit.
 Bach, Ernest F., Sebawaing.
 Banburg, Harry E., Royal Oak.
 Caskey, Hugh E., Highland Park.
 Chmara, Alcysius J., Detroit.
 Diekmann, John A., Flint.
 Duchosky, Albert A., Detroit.
 Freeman, Russell B., Flint.
 Hart, Olive, Sandusky.
 Ingram, Alex L., Detroit.
 Kapetansky, Ben Y., Detroit.
 Klauser, Lila M., St. Clair.
 Koziol, Louis, Detroit.
 LaBrosse, Gaetan, Detroit.
 Jerome, Edw. Peter, Bay City.
 Registered Assistant Pharmacists.
 Alexander, John B., Taylorville.
 Baum, Harry C., Detroit.
 Bowen, Richard, Detroit.
 Braum, Erwin H., Jackson.
 Buckley, Daniel J., Wyandotte.
 Buszok, Casimir M., Detroit.
 Cromey, Leslie D., Halfway.
 Deno, Richard A., Stanton.
 Holden, John T., Detroit.
 Lundahl, Walter S., South Range.
 McConnell, Edw. R., Jr., Detroit.
 Maicki, Henry J., Detroit.
 Norton, Otto, Grand Rapids.
 Schiffin, Eugene, Highland Park.
 Synder, Samuel, Detroit.
 Voigt, Raymond W., Detroit.
 Walker, Leslie B., Jackson.
 Wallace, Roy P., Detroit.
 Wolfe, Clarence E., Detroit.
 Brogan, Harold C., Stockbridge.
 Grier, Philip S., Hastings.
 Heyn, Waldemar S., Detroit.
 Kevorkian, George, Detroit.
 Kinginger, Wood, Detroit.
 Levine, Joseph, Detroit.
 Satow, Karl A., Unionville.
 Zimmerman, Richard, Detroit.

How Soda Water Originated.

Here is another story of the origin of soda water, or, more properly, carbonated water. A British journal recently contained the following interesting account:

The first step toward making soda water were taken by two London pharmacists who had to apply to Charles II for permission to manufacture it for medicinal use. This was in 1685, and seven years later a physician in Paris was selling mineral waters that were called crude imitations by the majority of people. Still later, in 1720, it was said that an apothecary in Paris amassed a fortune by selling the water of the River Seine as mineral water. Evidently the people of Paris at that time were quick to take advantage of the belief in the virtues of mineral water.

It was about 1705 when a German discovered carbonic acid gas, and called it "wood gas." Twenty or thirty years later another German discovered its presence in Seltzer water, and it was proved that the same gas was obtained by decomposing carbonates. An investigation of Spa water by a doctor revealed the fact that it contained "fixed air" as it was then called. However, with all these investigations and experiments, no attempt was made to produce artificial water.

The first soda water was made in 1767 by Dr. Priestly, who was at that time living near a brewery in Leeds. He aroused considerable comment by giving some of his friends a drink of his newly-discovered water, but he moved away from the neighborhood and did nothing else connected with soda water until 1772, when he was dining with the Duke of Northumberland and learned the need of refreshing the water used by the navy. He suggested impregnating the water with gas, and performed the experiment a little later before the College of Physicians.

His method was to fill a vial two-thirds full of chalk and add a little water. Then a little oil of vitriol was poured on the chalk, and the bubbles that arose were conducted by a tube into a bladder. From this bladder it was forced into the vessel of water which was to be charged.

In 1775 a Mr. Parker made some improvements on the vessels Dr. Priestly had employed. Then an American used powdered marble instead of chalk, as Priestly had done, and it was found that this was more productive of gas.

The use of sodium carbonate gave soda water its name, which it still has,

although the water is at present charged with carbon dioxide.

Some of the Newer Remedies.

Anaesthalgin—A synonym for anaesthesin.

Albroman — Isopodopylbromo-acetyl carbamide, a sedative and hypnotic.

Aljodan—Iodoethyl-allophanate, containing 49 per cent. iodine.

Kluchol—Anetho benzoate, used in the treatment of whooping cough and asthma.

Paralaxol—A rectified mineral oil, for the treatment of chronic constipation.

Narsenol—Tablets containing 0.1 grain of novarsenobenzol for oral administration.

Alucol—Colloidal aluminium hydrate, issued in tablets of 0.5 gram. Recommended in hyperacidity.

Iloglandol—Ampoules of 1.1 cc. containing a sterilized aqueous solution of the hypoglycaemic principle of the islets of Langerhans; 1 cc. equals 10 clinical units.

Novoprotin—A solution of a crystallisable vegetable albumin, given intravenously in infective processes, in doses of 0.2 to 1 gram.

Allonal—A combination of amidopyrin 5 parts, and allylisopropyl barbituric acid 3 parts, issued in tablets of 0.16 gram; used as a hypnotic and sedative.

Paranoval—A molecular additive compound of veronal and tri-sodium phosphate, dissolved in water it yields a solution of veronal-sodium and disodium phosphate. A hypnotic.

Phlogetan—A 10 per cent solution of nucleo-proteids which have been disintegrated until they no longer yield the biuret reaction. Given hypodermically in inflammatory and infective processes, also in tabes.

Olesal — Bismuthyl-dioxy-propylamino-oxybenzoic acid. A yellowish powder, insoluble in water, soluble in diluted acids and alkalies. Administered intramuscularly in doses of 0.05 to 0.2 gram in a 5 per cent. oily suspension, in the treatment of syphilis.

Butesin Picrate—Butesin picrate is the picric acid salt of butyl paraaminobenzoate. There is combined in a definite chemical compound both antiseptic and anesthetic action. In an aqueous solution with a concentration of 1 part in 1400 it produces immediate and complete anesthesia upon the eye which lasts from 10 to 20 minutes. It exerts antiseptic action and, in many cases, germicidal action against various common bacteria, in concentrations of 1:400 to 1:800. Butesin picrate is non-toxic and not irritating to the most sensitive surfaces. Incorporated into an ointment it is useful in the treatment of painful, denuded skin areas, particularly in cases of burns.

Aspirin Keeps Flowers Fresh.

Cut flowers may be prevented from fading by giving them an aspirin tablet. Norman D. Keefer, pharmacist at the state sanitarium at Mont Alto, Pa., states that by this method he has not only preserved flowers several days beyond the time when they would ordinarily fade but has revived them when wilted.

The experiments were conducted with chrysanthemums, says the Kan-

sas City Star. Some of them were put into water to which an aspirin tablet had been added, the others were put into water to which an aspirin tablet tions otherwise the same, the drugged blooms outlasted the others by three days. In another case flowers which had stood in a hot room overnight and were badly wilted were given fresh water to which an aspirin tablet had been added. They revived in two hours, looking as fresh as they did when picked the day before. The leaves, however, remained wilted.

The explanation of the effect of the aspirin is that it acts as an antiseptic, interfering with the enzyme, which causes the clogging of the vessels of the stem at its cut surface.

Quinine Hair Tonic.

The following formula was recommended recently by one of our contemporaries:

Quinine hydrochlorate	8 parts
Tartaric acid	7 parts
Tincture of cantharides	48 parts
Orange-flower water	192 parts
Glycerin	192 parts
Distilled water	72 parts
Alcohol	746 parts

Dissolve the acid in the distilled water and glycerin, and in the solution dissolve the quinine; then add the other ingredients.

An elegant perfume for this preparation is the following, which will be sufficient for five pints of the tonic:

Oil of clove	6 drops
Oil of neroli	6 drops
Attar of rose	6 drops
Oil of bergamot	30 drops
Oil of lemon	10 drops
Oil of nutmeg	2 drops
Oil of cinnamon	2 drops
Musk	60 grains

Dissolve in the alcohol before addition to the rest of the ingredients.

Chamomile As An Analgesic.

Already in 1854 Lecoq employed chamomile with successful results in the treatment of facial neuralgia, and basing himself on his own observations, H. Leclerc states that he has found chamomile very effective in migraine and in trigeminal neuralgia, in which the pain yielded after the administration of 3 grams of powdered drug. In addition, he found it particularly beneficial in the headache occurring in influenza. Leclerc prescribes chamomile in two forms: (1) As a very strong infusion—one soup-spoonful of flowers to 100 grams of boiling water, set aside for one hour, express—to be taken before or between meals, but never after meals, since infusion of chamomile arrests digestion; (2) in doses of 3 to 5 grams of recently powdered flowers, in cachets.

Nail Polish in Cake Form.

Try the following: Take putty powder, 8 ounces; carmine, 20 grains, and mix thoroughly. Then add some perfume to suit and incorporate with the powders. Use mucilage of tragacanth sufficient to make a mass, and mold into cakes or sticks.

The failures of to-day sometimes are the successes of to-morrow. Go to it.

Elixir Cod Liver.

This class of non-oily preparations of cod-liver oil is compounded with morrhual, an extract obtained from brown oil. These preparations are not equivalent to codliver oil and are of doubtful activity. An elixir is made as follows:

Morrhual	64 grs.
Alcohol	4 drs.
Fuller's earth	4 drs.
Elixir of orange	1 oz.
Claret wine to make	16 ozs.

The morrhual is rubbed down with the alcohol and fuller's earth, mixed with part of the wine and allowed to stand a few days, with occasional shaking. Pass the liquid through a filter and wash with the rest of the wine. Lastly add the elixir.

We doubt if the above is sufficiently medicated to be exempt under Regulations 60.

Laundry Ink.

In some of the larger laundries a compound of copper and aniline is used, as in the following formula:

(a) Copper chloride	85 parts
Sodium chlorate	106 parts
Ammonium chlorate	53 parts
Distilled water	600 parts
(b) Glycerin	100 parts
Mucilage of acacia	
(thick)	200 parts
Aniline hydrochlorate	200 parts
Distilled water	300 parts

Make solutions (a) and (b) and preserve in separate bottles. When wanted for use mix one part of solution (a) with four parts of solution (b).

Remedies For Insect Bites.

1. Carbolic acid	15 grs.
Glycerin	2 drs.
Rose water	4 ozs.
2. Salicylic acid	115 grs.
Collodion	2 1/2 drs.

Spirits of ammonia 5 1/2 drs.

3. Fluid extract of rhus toxicodendron	1 dr.
Water	8 ozs.
4. Ipecac. in powder	1 dr.
Alcohol	1 oz.
Ether	1 oz.
5. Betanaphthol	30 grs.
Camphor	30 grs.
Lanolin Cold Cream	1 oz.

Essentials of the House Beautiful.

Still one thing remains to furnish the house beautiful, the most important thing of all, without which guests and books and flowers and pictures and harmonies of color only emphasize the fact that the house is not a home. I mean the warm light in the rooms that comes from kind eyes, from quick unconscious smiles, from gentleness in tones, from little unpremeditated caresses of manner, from habits of forethoughtfulness for one another—all that happy illumination which, in the inside of a house, corresponds to morning sunlight outside falling on quiet dewy fields. It is an atmosphere really generated of many self-controls, of much forbearance, of training in self-sacrifice; but by the time it reaches instinctive expression, these stern generators of it are hidden in the radiance resulting. It is like a constant love-song without words, whose meaning is, "We are glad that we are alive together." It is a low, pervading music, felt, not heard, which begins each day with the "good morning," and only ends in the dream-drowse beyond "good-night." It is cheer; it is peace; it is trust; it is delight; it is all these for, and in, each other.

William Channing Gannett.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow.		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar 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 07	Digitalis	@ 1 80
Citric	59 @ 70	Linseed, raw, bbl.	@ 1 05	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, ra. less	1 12 @ 1 25	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Mustard, artifil. oz.	@ 60	Gualiac	@ 2 20
Oxalic	20 1/2 @ 30	Neatsfoot	1 35 @ 1 50	Gualiac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Olive, pure	3 75 @ 4 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, Malaga, yellow	2 75 @ 3 00	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga, green	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Orange, Sweet	4 50 @ 4 75	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 12	Origanum, pure	@ 2 50	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 13	Origanum, com'l	1 00 @ 1 20	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Pennyroyal	3 00 @ 3 25	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Peppermint	6 00 @ 6 25	Opium, Camp.	@ 35
Balsams		Rose, pure	10 50 @ 10 90	Opium, Deodorz'd	@ 3 50
Copaiba	60 @ 1 00	Rosemary Flows	1 25 @ 1 50	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Sandalwood, E.		Paints.	
Fir (Oregon)	65 @ 1 00	Sassafras, true	2 50 @ 2 75	Lead, red dry	14 1/2 @ 15
Peru	3 00 @ 3 25	Sassafras, arti'l	80 @ 1 20	Lead, white dry	14 1/2 @ 15
Tolu	3 00 @ 3 25	Sassafras, true	2 50 @ 2 75	Lead, white oil	14 1/2 @ 15
Barks		Sassafras, arti'l	80 @ 1 20	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Spearmint	4 00 @ 4 25	Ochre, yellow less	2 1/2 @ 6
Cassia (Saigon)	50 @ 60	Sperm	1 80 @ 2 05	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Tansy	6 00 @ 6 25	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	30c	Tar, USP	50 @ 65	Putty	5 @ 8
Berries		Turpentine, bbl.	@ 92 1/2	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Turpentine, less	1 01 @ 1 14	Whiting	5 1/2 @ 10
Fish	25 @ 30	Wintergreen, leaf	6 00 @ 6 25	L. H. P. Prep.	2 80 @ 3 00
Juniper	7 @ 15	Wintergreen, sweet		Rogers Prep.	2 80 @ 3 00
Prickly Ash	@ 30	Wintergreen, art.	80 @ 1 20	Miscellaneous	
Extracts		Wormseed	8 50 @ 8 75	Acetanalid	42 1/2 @ 50
Licorice	60 @ 65	Wormwood	9 00 @ 9 25	Alum	08 @ 12
Licorice powd.	@ 1 00	Potassium		Alum, powd. and ground	09 @ 15
Flowers		Bicarbonate	35 @ 40	Bismuth, Subnitrate	3 92 @ 4 12
Arnica	25 @ 30	Bichromate	15 @ 25	Borax xtal or powdered	07 @ 13
Chamomile (Ger.)	25 @ 30	Bromide	50 @ 82	Cantharides, po.	2 00 @ 2 25
Chamomile Rom.	1 75	Bromide	54 @ 71	Calomel	1 74 @ 1 94
Gums		Chlorate, gran'd	23 @ 30	Capsicum, pow'd	48 @ 55
Acacia, 1st	50 @ 55	Chlorate, powd.		Carmine	6 00 @ 6 60
Acacia, 2nd	45 @ 50	or Xtal, powd.	16 @ 25	Cassia Buds	25 @ 30
Acacia, Sorts	22 @ 30	Cyanide	30 @ 50	Cloves	50 @ 55
Acacia, Powdered	35 @ 40	Iodide	4 46 @ 4 62	Chalk Prepared	14 @ 16
Aloes (Barb Pow)	25 @ 35	Permanganate	20 @ 30	Chloroform	57 @ 67
Aloes (Cape Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chloral Hydrate	1 35 @ 1 85
Aloes (Soc. Pow.)	65 @ 70	Prussiate, red	@ 1 00	Cocaine	10 60 @ 11 25
Asafoetida	65 @ 75	Sulphate	35 @ 40	Cocoa Butter	55 @ 75
Pow.	1 00 @ 1 25	Roots		Corks, list, less	40 @ 50
Camphor	1 20 @ 1 30	Alkanet	25 @ 30	Copperas	23 @ 10
Gualiac	@ 60	Blood, powdered	35 @ 40	Copperas, Powd.	4 @ 10
Gualiac, pow'd	@ 75	Calamus	35 @ 60	Corrosive Sublim	1 43 @ 1 64
Kino	@ 85	Elecampane, pwd	25 @ 30	Cream Tartar	30 @ 35
Kino, powdered	@ 90	Gentian, powd.	20 @ 30	Cuttle bone	40 @ 50
Myrrh	@ 70	Ginger, African, powdered	30 @ 35	Dextrine	5 @ 15
Myrrh, powdered	@ 75	Ginger, Jamaica	60 @ 65	Dover's Powder	3 50 @ 4 00
Opium, powd.	15 15 @ 15 42	Ginger, Jamaica, powdered	55 @ 60	Emery, All Nos.	10 @ 15
Opium, gran.	15 15 @ 15 42	Goldenseal, pow.	5 50 @ 6 00	Emery, Powdered	8 @ 10
Shellac	90 @ 1 10	Ipecac, powd.	@ 3 50	Epsom Salts, bbls.	@ 3
Shellac Bleached	1 00 @ 1 10	Licorice	35 @ 40	Epsom Salts, less	3 1/2 @ 10
Tragacanth, pow.	@ 1 75	Licorice, powd.	20 @ 30	Ergot, powdered	@ 75
Tragacanth	1 75 @ 2 25	Orris, powdered	30 @ 40	Flake, White	15 @ 20
Turpentine	@ 25	Poke, powdered	35 @ 40	Formaldehyde, lb.	14 1/2 @ 30
Insecticides		Rhubarb, powd.	1 00 @ 1 10	Gelatine	1 25 @ 1 50
Arsenic	20 @ 30	Rosinwood, powd.	@ 40	Glassware, less 55%	
Blue Vitriol, bbl.	@ 07	Sarsaparilla, Hond.	@ 1 00	Glassware, full case 60%	
Blue Vitriol, less	8 1/2 @ 15	ground	@ 60	Glauber Salts, bbl.	@ 03 1/2
Bordeaux Mix Dry	14 @ 29	Sarsaparilla Mexican, ground	@ 60	Glauber Salts less	04 @ 10
Hellebore, White		Squills	35 @ 40	Glue, Brown	21 @ 30
powdered	20 @ 30	Squills, powdered	60 @ 70	Glue, Brown Grd	15 @ 20
Insect Powder	80 @ 90	Tumeric, powd.	17 @ 25	Glue, white	27 1/2 @ 35
Lead Arsenate Po.	26 @ 35	Valerian, powd.	40 @ 50	Glue, white grd.	25 @ 35
Lime and Sulphur		Seeds		Glycerine	23 1/2 @ 45
Dry	8 1/2 @ 24	Anise	@ 35	Hops	65 @ 75
Paris Green	32 @ 43	Anise, powdered	35 @ 40	Iodine	6 15 @ 6 55
Leaves		Bird, is	13 @ 17	Iodoform	8 00 @ 8 30
Buchu	1 35 @ 1 50	Canary	10 @ 15	Lead Acetate	18 @ 25
Buchu, powdered	@ 1 50	Caraway, Po.	50 @ 75	Lycopodium	50 @ 60
Sage, Bulk	25 @ 30	Cardamon	@ 2 75	Mace	@ 80
Sage, 1/4 loose	@ 40	Celery, powd.	55 @ 60	Mace, powdered	95 @ 1 00
Sage, powdered	@ 35	Coriander pow.	35 27 @ 30	Menthol	16 50 @ 16 80
Senna, Alex.	75 @ 80	Dill	12 1/2 @ 20	Morphine	10 58 @ 11 33
Senna, Tinn.	30 @ 35	Fennel	25 @ 40	Nux Vomica	@ 30
Senna, Tinn. pow.	25 @ 35	Flax	07 1/2 @ 12	Nux Vomica, pow.	17 @ 25
Uva Ursi	20 @ 25	Flax, ground	07 1/2 @ 12	Pepper black pow.	32 @ 35
Oils		Foenugreek pow.	15 @ 25	Pepper, White	40 @ 45
Almonds, Bitter, true	7 50 @ 7 75	Hemp	8 @ 15	Pitch, Burgundry	10 @ 15
Almonds, Bitter, artificial	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Quassia	12 @ 15
Almonds, Sweet, true	80 @ 1 20	Mustard, yellow	15 @ 25	Quinine	72 @ 1 33
Almonds, Sweet, imitation	60 @ 1 00	Mustard, black	15 @ 20	Rochelle Salts	28 @ 35
Amber, crude	1 50 @ 1 75	Poppy	22 @ 25	Saccharine	@ 30
Amber, rectified	1 75 @ 2 00	Quince	1 75 @ 2 00	Salt Peter	11 @ 22
Anise	1 00 @ 1 25	Rape	15 @ 20	Seidlitz Mixture	30 @ 40
Bergamont	5 75 @ 6 00	Sabadilla	23 @ 30	Soap, green	15 @ 30
Cajeput	1 50 @ 1 75	Sunflower	11 1/2 @ 15	Soap mott cast.	22 1/2 @ 25
Cassia	4 00 @ 4 25	Worm, American	30 @ 40	Soap, white castile	@ 10 80
Castor	1 85 @ 2 10	Worm, Levant	6 50	Soap, white castile less, per bar	@ 1 30
Cedar Leaf	1 75 @ 2 00	Tinctures		Soda Ash	3 1/2 @ 10
Citronella	1 50 @ 1 75	Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
Cloves	3 00 @ 3 25	Aloes	@ 1 45	Soda, Sal	03 @ 08
Cocanut	25 @ 35	Arnica	@ 1 10	Spirits Camphor	@ 1 35
Cod Liver	1 55 @ 1 75	Asafoetida	@ 2 40	Sulphur, roll	3 1/2 @ 19
Croton	2 00 @ 2 25	Belladonna	@ 1 35	Sulphur, Subl.	04 @ 10
Cotton Seed	1 30 @ 1 50	Benzoin	@ 2 10	Tamarinds	20 @ 25
Cub-b's	8 50 @ 8 75	Benzoin Comp'd	@ 2 65	Tartar Emetic	70 @ 75
Eucalyptus	1 25 @ 1 50	Buchu	@ 2 55	Turpentine, Ven.	50 @ 75
Hemlock, pure	2 00 @ 2 25	Cantharadides	@ 2 85	Vanilla Ex. pure	1 75 @ 2 25
Juniper Berries	2 25 @ 2 50	Capsicum	@ 2 20	Witch Hazel	1 46 @ 2 05
Juniper Wood	1 50 @ 1 75	Catechu	@ 1 75	Zinc Sulphate	06 @ 15
Lard, extra	1 25 @ 1 35				
Lard, No. 1	1 15 @ 1 25				

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.

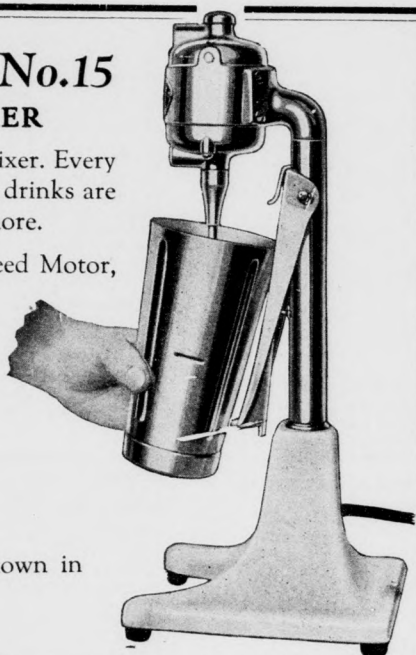
Triple Nickel Finish High Speed Motor, White Porcelain Base. Has the most powerful, self-starting universal motor that operates on 100-125 volts A C or D C, 25 to 60 cycles.

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



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

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

Big Four Naptha Soap
Powdered Starch
Karo Syrup
Nuts
Some Dried Fruits

DECLINED

Olives
Gasoline

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, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
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 3 85
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 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

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
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 35
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 2 60
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
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
Peaches, 10 Mich 5 50
Pineapple, 1 sl. 1 80
Pineapple, 2 sl. 2 80
Pineapple, 2 1/2 sl. 2 75
Pineapple, 2 cru. ----- 4 25
Pineapple, 10 cru. ----- 2 90
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 1 25
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
Rhubarb, No. 10 ----- 4 75

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
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, Star 2 70
Shrimp, 1, wet 2 10
Sard's, 1/4 Oil, ky 6 25
Sardines, 1/4 Oil, k'less 6 00
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. -----
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s 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. 6 10

Beefsteak & Onions, # 2 75
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 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
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50
Green Beans, 2s 2 00
Gr. Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20
Beets, No. 2, wh. 1 75
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
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 40
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
Peas, No. 2, Sift. ----- 1 90
Peas, No. 2, Ex. Sift. ----- 2 60
Peas, Ex. Fine, French 2 50
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 50
Pimentos, 1/4, each 12 14
Pimentos, 1/2, each ----- 27
Sauterkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 60
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35
Spinach, No. 3 ----- 2 00
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 40
Tomatoes, No. 3 1 90
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 10 6 50

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 ----- 30

CHEWING GUM.

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

CHOCOLATE.

Baker, Caracas, 1/8s ----- 37
Baker, Caracas, 1/4s ----- 35
Hersheys, Premium, 1/8s 36
Hersheys, Premium, 1/4s 36
Runkle, Premium, 1/8s ----- 29
Runkle, Premium, 1/4s ----- 32
Vienna Sweet, 24s ----- 2 10

COCOA.

Bunte, 1/8s ----- 43
Bunte, 1/4 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
Hersheys, 1/8s ----- 33
Hersheys, 1/4s ----- 38
Huyler ----- 36
Lowney, 1/8s ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Runkles, 1/8s ----- 32
Runkles, 1/4s ----- 36
Van Houten, 1/8s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT.

1/8s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/8s & 1/4s 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

Rio ----- 25
Santos ----- 31
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

Borden's, Tall ----- 4 45
Borden's Baby ----- 4 35
Van Camp, Tall ----- 4 90
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

Master Piece, 50 Tin ----- 37 50
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 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 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. Mallowes 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 35
Neapolitan, 24, 5c ----- 35
Yankee Jack, 24, 5c ----- 35
Gladitor, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 35
Pal O Mine, 24, 5c ----- 35
Scaramouche, 24-10c ----- 1 60

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples

Evap. Choice, bulk ----- 15

Apricots

Evaporated, Choice ----- 20
Evaporated, Fancy ----- 26
Evaporated Slabs ----- 16

Citron

10 lb. box ----- 48

Currants

Package, 14 oz. ----- 19
Boxes, Bulk, per lb. ----- 19
Greek, Bulk, lb. ----- 15 1/2

Peaches

Evap. Choice, unp. ----- 13
Evap., Ex. Fancy, P. P. 16

Peel

Lemon, American ----- 24
Orange, American ----- 24

Raisins

Seeded, bulk, Calif. ----- 09 1/4
Seeded, 15 oz. pkg. ----- 11 1/2
Seedless, Thompson ----- 09 1/2
Seeded, 15 oz. pkg. ----- 11

California Prunes

70 @ 80, 2 5 lb. boxes ----- 68
60 @ 70, 25 lb. boxes ----- 09
50-60, 25 lb. boxes ----- 12
40-50, 25 lb. boxes ----- 16 1/2
30-40, 25 lb. boxes ----- 16 1/2
20-30, 25 lb. boxes ----- 22

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 05 1/2
Cal. Limas ----- 15
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 ----- 05

Peas

Scotch, lb. ----- 07 1/4
Split, lb. yellow ----- 08
Split, green ----- 10

Sago

East India ----- 11

Tapoca

Pearl, 100 lb. sacks ----- 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



Doz. Lemon ----- 1 65
Doz. Vanilla ----- 2 20
1 1/2 doz. ----- 3 60
2 1/2 doz. ----- 3 30
3 1/2 doz. ----- 6 00
4

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	3 80
Imitation, 30 lb. pails	1 90
Pure 6 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 20

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 lb. bxs	5 00
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 case	5 05
No. 1 1/2, 36 cans to case	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 case	4 70
No. 1 1/2, 36 cans to case	4 00

Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	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 65

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	15
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rst	15
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23
Shelled.	
Almonds	48
Peanuts, Spanish,	16
125 lb. bags	32
Filberts	32
Pecans	34
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 00
Bulk, 3 gal. keg	4 30
Bulk, 5 gal. keg	6 90
Quart Jars, dozen	4 75

Pint, Jars, dozen	2 75
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	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	12
12 2 lb. pails	12
5 lb. pails 6 in crate	14
14 lb. pails	25
25 lb. pails	50
50 lb. tins	13 1/2

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosene	13.1
Red Crown Gasoline,	17.7
Tank Wagon	37.2
Gas Machine Gasoline	21.6
V. M. & P. Naphtha	42.2
Capitol Cylinder	23.2
Atlantic Red Engine	13.2
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
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1



Seldac, 12 pt. cans	2 80
Seldac, 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.	11 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. 16@16 1/2	
Good Steers & H.F. 14@15 1/2	
Med. Steers & H.F. 12 1/2@14	
Com. Steers & H.F. 10@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
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Lard

Pure in tierces	13
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
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	14
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	21@24
Hams, 16-18, lb.	26
Ham, dried beef	38 @39
California Hams	12@13
Picnic Boiled	30 @32
Hams	35 @37
Minced Hams	14 @15
Bacon	18 @30

Beef

Rumpless	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

RICE

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

ROLLED OATS

Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 35
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 45
Sacks, 90 lb. Jute	3 50
Sacks, 90 lb. Cotton	3 60

RUSKS.

Holland Rusk Co.	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure,	1 40
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. fancy 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
Stovoil, per doz.	3 00

SALT.

Colonial, 24 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	75
cream, 100 lb., each	47
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
Five 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 cart	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	

A-Butter	4 20
Plain 50-lb. bbls.	4 52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm	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

Am. Family, 100 box	6 00
Export, 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 15
Fels Napha, 700 box	5 00
Grdina White Na. 100s	4 00

Rub No More White	4 00
Napha, 100 box	4 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 15.—In the matter of Edward F. Sparks, Bankrupt No. 2523, the funds for the first meeting have been received and such meeting has been called for July 28.

In the matter of Grand Rapids Knitting Mills, Bankrupt No. 2295, the trustee has filed his final report and account and a final meeting of creditors has been called for July 30. The trustee's final report and account will be paid upon and administration expenses a final dividend to creditors paid.

July 16.—In the matter of Carl N. Mather, Bankrupt No. 2302, the trustee's final report and account is filed and a final meeting of creditors has been called for July 30. The report of the trustee will be considered and administration expenses and a first and final dividend paid to creditors of the estate.

In the matter of Bert Bancuk, Joe Bancuk, and Bancuk Bros., Bankrupt No. 2309, the trustee's final report and account has been filed and a final meeting is called for July 30. A first and final dividend will be paid.

In the matter of S. Belfer & Son, Bankrupt No. 2306, the trustee's final report and account is on file and a final meeting has been called for July 30. A first and final dividend will be paid to creditors, together with the remainder of the expenses of administration.

In the matter of Martin Ter Haar, Peter J. Roon and Ter Haar & Roon, a co-partnership, Bankrupt No. 2432, a final report and account has been filed by the trustee and a final meeting of creditors has been called for July 31. Administration expenses will be paid and a final dividend to creditors declared and ordered paid.

On this day were received the schedules, order of reference in the absence of the district judge in the matter of William F. Rea, Bankrupt No. 2530. An order of adjudication has been entered. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a salesman by occupation. The schedules list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$2,756.35. 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:

San Telmo Cigar Co., Detroit	\$ 500.00
Cuesta Rey Co., Chicago	1,200.00
McKinney Importing Co., Chicago	5.57
Himes Coal Co., Grand Rapids	70.00
G. R. Ice & Coal Co., Grand Rap.	7.00
Goudswaard Hardware Co., Grand Rapids	21.50

A. D. Grain Co., Grand Rapids	500.00
X Cigar Co., Grand Rapids	152.00
A. O. Bond, Grand Rapids	300.00

In the matter of Gerrit Veneklasen, Bankrupt No. 2522, the trustee has filed in court his report showing that all of the property of the bankrupt is either worthless or is encumbered by valid liens for more than its value and an order has been made abandoning the case. The case has been closed and returned as a no asset case.

July 16. On this day the trustee's first and final report and account in the matter of Grand Rapids Silver Black Fox Co., Bankrupt No. 2519 was filed. A final meeting of creditors has been called for July 28. The trustee's report and account will be passed upon and administration expenses and a first and final dividend to creditors paid. It is estimated that the estate will pay 100 per cent, and possibly interest on all claims of the bankrupt company.

July 19. On this day was called the final meeting of creditors in the matter of Geo. Olsson, Bankrupt No. 2455. The trustee's final report and account is filed. The meeting is set for July 31. The expenses of administration and a final dividend to creditors will be paid.

July 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Orville E. Hoag, Bankrupt No. 2532. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids and is an engineer on the Pere Marquette. The schedules filed by the bankrupt list assets of \$275, all of which are claimed as exempt to the bankrupt, with liabilities of \$1,185.32. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Young & Chaffee Furn. Co., Grand Rapids	\$ 27.05
Commonwealth Loan Co., Grand Rapids	103.00
Loubertha Wyman, Grand Rapids	125.02
Anthony Kluczewski, Grand Rap.	16.83
National Clothing Co., Grand Rap.	23.80
Liberty Credit Clothing Co., Grand Rapids	33.50

Chas. Trankla & Co., Grand Rapids	13.61
Friedman-Spring, Grand Rapids	29.99
Chas. La Londe, Grand Rapids	16.35
R. P. Morse, Grand Rapids	34.90
Levi Finch, Grand Rapids	7.05
Dr. Albert Noordewier, Grand R.	27.00
Jas. H. White, Grand Rapids	5.57

Geo. Connor & Sons, Grand Rapids	5.25
Anderson Bros., Grand Rapids	588.15
Moon Lake Ice Co., Grand Rapids	10.67
Chicago Engineer Works, Chicago	64.50
Dr. Geo. E. Miller, Rapid City	15.00
Dr. Johnson, Traverse City	40.00

July 18. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Raymond M. Ripberger, Bankrupt No. 2531. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a salesman by occupation. The schedules filed by the bankrupt list assets of \$250, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,895.53. The court has written for funds for the first meeting, and upon arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Commercial Savings Bank, Grand Rapids	\$187.34
Majestic Provision Co., Chicago	650.00
Fidelity Bond & Mortgage Co., Grand Rapids	300.00
Dr. William Hyland, Grand Rapids	35.00
Dr. Vandenberg, Grand Rapids	25.00
Dr. Yeretsky, Grand Rapids	12.50
Dr. H. Miller, Grand Rapids	12.00
Dr. Geo. Rikker, Grand Rapids	9.00
Dr. Wagner, Grand Rapids	16.00
Dr. Whinnery, Grand Rapids	6.00
Dr. Larned, Grand Rapids	25.00
Siegel's, Grand Rapids	19.00
Houseman & Jones, Grand Rapids	20.00
Rindge-Krekel, Grand Rapids	13.80
Sanitary Milk Co., Grand Rapids	50.00
G. R. Dairy Co., Grand Rapids	4.50
J. Bruinooge, Grand Rapids	12.50
Jolnston & Heitz, Grand Rapids	37.00
Presto Lite Battery Shop, G. R.	8.00
Wilcox-Kuennen Co., Grand Rap.	35.77
Fred Yahnke, Grand Rapids	38.00
Madison Square Garage, Grand R.	4.00
Fulton Hts. Grocery Co., Grand R.	10.00
Fulton Hts. Garage, Grand Rapids	56.16
Emmett Roche Co., Grand Rapids	6.25
A. A. Dutmers, Grand Rapids	4.41
Conroy Coal Co., Grand Rapids	37.20
Central Fuel Co., Grand Rapids	55.00
Stanley Panfil, Grand Rapids	20.00
A. B. O'Brien, Grand Rapids	5.00
Dr. Lutton, Grand Rapids	5.00
William Eble, Grand Rapids	38.00
American Educational Society, St. Louis, Mo.	43.00
Regina Vacuum Cleaner Co., Grand Rapids	27.00
Michael Powers, Grand Rapids	20.00
G. R. Press, Grand Rapids	19.00
E. J. Manshum, Grand Rapids	29.00

July 21. On this day was held the first meeting of creditors in the matter of Gust Jimos, Bankrupt No. 2520. The bankrupt was present in person and by attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The case being one without assets was adjourned without date and closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of John A. Bellegraph, Bankrupt No. 2526. The bankrupt was present in person and by attorneys. No creditors were present in person or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The trustee was directed to investigate the value of the assets of the estate over and above exemptions claimed and existing mortgages and liens, and report his findings to the court. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Walter T. Welsh, Bankrupt No. 2528. The bankrupt was present in person and by attorney. The creditors were not present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The meeting was adjourned without date.

On this day also was held the first meeting of creditors in the matter of Walter Ayres, Bankrupt No. 2525. The bankrupt was present in person and by attorney. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. W. J. Liebhauser, of Nashville, 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 John Hoffman, Bankrupt No. 2524. The bankrupt was present in person and by attorneys Robinson & Parsons, Dickema, Kollen & Ten Cate, Arthur Van Duren, Geo. B. Kingston and Paul Chollette were present for creditors. Claims were proved and allowed. The bankrupt was sworn and examined by various attorneys without a reporter. Geo. B. Kingston 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 were received the schedules, order of reference and adjudication in bankruptcy in the matter of

Warning to the Trade

We wish to warn the trade against having any dealings with J. R. Murphy, who is fully described in the following letter:

Leslie, July 22—We wish to advise that the man who took our order for the safe referred to in our letter to the Grand Rapids Safe Exchange gave his name as J. R. Murphy and claimed to be manager of that company.

Mr. Murphy is a man about 55 years old, medium height and weighs around 200 pounds. He has gray hair. He limps and two fingers are gone from one hand, although we do not remember which hand. There is also a slight impediment in his speech.

We supposed he represented the Grand Rapids Safe Co., inasmuch as the catalogue containing the illustrations which he showed us was one of its catalogues. Knowing the Grand Rapids Safe Co. to be an old and reliable house we did not hesitate to sign the notes which he filled out.

However, we have come to the conclusion, that we have been swindled and would appreciate your co-operation in locating this man.

Fitzpatrick Motor Sales Co.

Murphy has no connection with our company and is not known to any member of our organization. Those who do business with him do so at their peril.

GRAND RAPIDS SAFE CO.

cation in bankruptcy in the matter of Delbert E. Clow and Jennie Cole, operating as D. E. Clow & Co., Clow & Co., and Cole & Co., Bankrupt No. 2533. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Ellsworth, and have conducted a general and grocery store at such place. The schedules list assets of \$901.57, of which \$500 is claimed as exempt by the bankrupts out of the assets of the partnership. The liabilities of the partnership are \$1,449.38. The partner, Jennie Cole, has individual assets of \$905, all of which is claimed as exempt to the bankrupt, with no personal liabilities other than her liability as a partner for the firm debts. The schedules of the partner, Delbert E. Clow, list assets of \$267.78, all of which is claimed as exempt to the bankrupt, with liabilities only those of the firm, and none of a personal nature. The court has written for funds for the first meeting, and upon arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Burrows Adding Machine Co., Detroit	\$ 90.00
Walker Candy Co., Owosso	40.00
E. J. Brach & Sons, Chicago	38.20
H. Van Eeneboom & Bro., Zeeland	20.50
Escanaba Mfg. Co., Escanaba	13.65
Harwood Coffee Co., Chicago	16.20
Badger Candy Co., Milwaukee	46.80
Ira D. Bartlett, East Jordan	9.98
J. F. Easley Milling Co., Plainwell	17.20
Bon Ton Baking Co., Petoskey	135.10
Jacob Dyke, Traverse City	15.54
C. W. Mills Paper Co., Grand R.	76.80
Daniel T. Patton Co., Grand Rap.	31.92
Hand Made Shoe Co., Milwaukee	125.55
Hood Rubber Co., Grand Rapids	21.65
Am. Broom & Brush Co., Chicago	12.25
Buffalo Trunk Mfg. Co., Buffalo	7.94
De Lux Cap Co., St. Louis, Mo.	52.06
Chas. Silberman & Sons, Des Moines, Iowa	28.43
U. S. Rubber Co., Milwaukee	31.95
Widlar Co., Cleveland	20.49
Iroquois Cigar Co., Flint	27.50
Goshen Milling Co., Goshen, Ind.	28.19
Darrah Milling Co., Big Rapids	26.40
L. J. McCann, Charlevoix	16.00
Comstock Celery Co., Traverse City	7.26
F. Boughney & Sons, Traverse City	6.75
Butler Bros., Chicago	17.90
National Grocery Co., Traverse City	280.24
Petoskey Grocery Co., Petoskey	311.93

The Small "Kid" as a Buyer.

Have you as a merchant ever hesitated long enough in your daily work and recreation to think back a hundred years or thereabouts, of the time when you were a mere kid and of your attitude and feeling at that time toward grown-up people in general and the store-keepers with whom you occasionally had a little business in particular? If you have not done so recently, permit me to suggest that you take a little time off some day right soon and think it over.

The small boy or girl is by all means the most human of all of the different people with whom you come in contact, either in or out of business. These children's thoughts and notions are perfectly natural, as they have not been spoiled by broad experience and contact with the outside world.

One of the great outstanding features in connection with children is their absolute honesty and the implicit confidence which they place in their parents and also in the leading citizens of the community in which they live. You as store-keepers in your respective communities are numbered among the leading citizens. You buy your goods from the people from whom you buy them for several different reasons, about as follows: partly on account of the quality of merchandise offered; partly on account of the price; partly on account of salesmanship displayed by salesmen and by the firms whom they represent; principally, however, because of the confidence which you personally have, not only in the salesman from whom you buy but also in the house whom he represents.

Confidence! That is the great big

factor in business. You don't really have to win the confidence of a child. You have it without asking for it or without making any effort to secure it, until such time as you abuse it.

In a previous issue I called attention to the fact that children are better judges of candy than grown people, and also that children have a great deal of influence with their parents as to the place where the family trading is done. I want again to call your attention to this very important point and to impress upon you the absolute necessity of having the friendship and confidence of the children in your community.

Did you ever, when you were a kid, go into a store with a very small sum of money and have hard work getting waited on? Did you ever get run out of a store by some surly merchant or some clerk when you had really come in there with the intention of spending a little money? Unfortunately such things are of every-day occurrence. If you have had such experiences—and probably you have—just stop and think what effect such an experience had on your feeling toward that particular merchant or clerk; your pride was hurt; and if you found that you could get what you wanted in some other store, you went to the other store. Boys and girls of to-day are doing the same thing. Impressions gained and friendships formed in childhood usually last through life. You expect to remain in business, and the fair, courteous treatment which you accord to the children of to-day is going to mean many thousands of dollars' worth of business to you ten or fifteen years from now.

This article does not refer particularly to candy, nevertheless, candy is the one item which, more than anything else, brings children into the average store. It is the one thing which appeals most to the child's appetite.

You should make a profit on your candy, and you can do so, too, on account of the tremendous amount of candy that you can sell; but you should not attempt to make too much profit on each pound or each box of candy which you sell. Buy good candy and sell it at a fair price. Try to interest the children in your community in the good candy which you have to sell, not only by keeping your candy clean and displaying it in an attractive manner, but also by giving the kid his money's worth in quantity as well. By so doing you will build up a feeling of friendship and confidence among the children of to-day, which will not only yield you a wonderful return in volume of business now but which will also bear fruit for generations to come.

I hope you know that the candy business is good right now. If you don't you are passing up a good opportunity for more business. Candy manufacturers all over this United States are busier to-day than they have been even in the holiday season for several years past.

This is due partly of course to improved business conditions in many sections. It is due more, however,

to the fact that candy manufacturers have reduced their prices to correspond with the reduced costs of raw materials and production. The buying public are recognizing this fact and extending the candy manufacturers of this country the patronage which they deserve. If you are not already devoting a good space in your store to the proper display and sale of candy, you are really neglecting a wonderful opportunity. Your customers will buy just about the same amount of candy in the summer time as at any other season, it being only necessary for you to buy goods which are suitable for summer purpose, and any salesman representing a first-class candy house will be able to advise you in this particular.

V. L. Price.

Ice Card Advertising.

The city retailer who can purchase from ice companies the use of the blank space on the reverse side of the cards they supply to housewives, will obtain an advertising space with continued value. As known, housewives display these cards in window or on door whenever ice is wanted. When not in use they are hung on the inside of house (generally in kitchen) blank side out. By filling this blank space with a list of products kept in stock at all times, the retailer will secure many orders obtained through suggestion of the card on the kitchen wall.

Except the necessities of life, probably the most useful commodity in summer is ice. So instead of using premiums or manufactured articles to draw trade, make arrangements with your local ice dealer to honor ice tickets from your store. Advertise in your newspaper space and circulate literature that you will give ice tickets with each purchase of 25 cents or more. You can make your own schedule of amount of ice given with each purchase, because the price of ice varies in different towns. The following, however, will serve as a guide.

Purchase of \$ 0.25-----	1 lb.
Purchase of 1.00-----	5 lbs.
Purchase of 5.00-----	30 lbs.
Purchase of 25.00-----	150 lbs.

If one element in business can do a thing better than another and perform a service of equal or greater worth to the people at a lower price, then that is the element that is going to prevail.

Your actual standing in the business world is based not on what you think you have been doing, but on what you have actually done and can prove with figures.

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.

Auction Sale—Dry goods stock. Chattel mortgage sale of small dry goods stock Friday, Aug. 1, at 10 A. M., corner Erickson and Jackson streets, Muskegon, Mich. 667

FOR SALE—Glass front, marble top counters, strictly up-to-date; also twelve and one-half ton ice machine. Address Geo. W. House, 905 Donovan Building, Detroit, Mich. 663

For Sale—Largest ladies ready-to-wear and millinery store in Chillicothe, Mo. Good location, good lease at low rental. Wanting to retire from business, will sell for \$8,500 cash if taken now. May G. Wenzel, Chillicothe, Mo. 664

FOR SALE—A grocery and meat market in town near good lake resort. Doing good business year round. Inventory \$4,400; Price \$3,500, if taken at once. Address No. 665, c/o Michigan Tradesman. 665

For Sale—General stock, including fixtures, about \$2,500, in Western Michigan town 10,000 population. On main thoroughfare. Must be sold in ten days. To go at great sacrifice. Reason for selling, other interests take time. Opportunity you cannot afford to overlook. Address No. 666, c/o Michigan Tradesman. 666

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—Bowser pump and 350 gallon tank. A-1 condition. Will sell cheap. Apply Boulton & Bell, Fostoria, Mich. 652

Wanted—Fixtures. Good National cash register. Two floor cases. Counter and platform scales. A. L. Redman, Olney, Ill. 639

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, Elmdale, 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

Brooks
Valeur
BITTER SWEETS

DRY GOODS REVIEW.

Demand for wash goods is at a practical standstill in the local dry goods market, with here and there a small order for flock dot voile, plain voile, linen or printed voile causing a little activity in the wash goods departments. Wholesalers believe that the season is over and are turning their attention from wash goods to the fall cotton fabrics and to staple merchandise.

Possibility of a quiet period extending through the remainder of July and early August is hinted at by local house managers who are not looking for any especially heavy advance business on any fall merchandise. Flannels in high shades give evidence at this early date of being a strong favorite in fall buying. Orders for flannels of this type are coming in slowly but activity in this direction is looked to more hopefully than from any other quarter. Since most of the staple woolen business for fall has already been placed, little business outside of occasional re-orders is expected in staples, and the fall activity will be concentrated on the novelty woolens which have not yet taken hold to any degree.

The most satisfying aspect of the fall business in all departments, cottons, silks, woolens and furnishings, are the clean stocks generally reported from retail sources. Few if any merchants of the more important class in Michigan or in the trading territory of the local jobbing houses have been caught this year with surplus stocks of any kind. Even in wash goods, held back by unfavorable spring weather, it has been observed that only a few of the larger department stores, caught with heavy quantities of imported goods, are compelled to resort to drastic cut price clearances.

A good average silk business is being handled by local houses at this time with demand unrestricted and falling upon practically everything in stock. Velvets show up well, especially the light weight fabrics, and dealers here are priming the trade for a big fall velvet season. Black and brown are the wanted shades in velvet, with black easily leading all other colors. Some strength has been shown by bengalines and jobbers are having little difficulty interesting the merchant in novelty silk fabrics despite the continued cautious attitude of the retailer in buying.

Nainsook underwear is beginning to feel a strong demand and at the present time, because of extremely hot July weather is almost on a par with light weight cotton knitted underwear in sales from Grand Rapids wholesale houses. It is expected that the end of the month will find nainsook leading the knitted type, although experience of the past two years has shown that knitted underwear in athletic styles is coming rapidly to the fore in both men's and ladies' trade.

Bathing suit spot orders are strong also because of warmer weather. Retailers are selling more of the two-piece men's style to both men and ladies than ever before. Little demand for anything but knitted woolen bathing suits has been experienced in Grand Rapids, although some retail-

ers are selling a few knitted "interiors" and silk dress-like slip-over garmnets to complete a modest costume. Blue trunks and white jersey seem to be the favored combination in the two-piece garment, which is selling at \$25 to \$35 wholesale and which brings from \$4.50 to \$7.50 in the retail stores.

EQUAL TO THE OCCASION.

While the removal of Jesse H. Gingrich from Grand Rapids to Canton will be a matter of genuine regret to the many friends, associates and acquaintances of that gentleman, yet it must be remembered that he would not have received such recognition and appreciation at the hands of his business partners if he had not already demonstrated his remarkable ability as a salesmanager and business executive. The assumption of the management of a \$500,000 manufacturing establishment carries with it larger duties and infinitely larger responsibilities, but those who are familiar with the scope of Mr. Gingrich's knowledge and the remarkable resourcefulness of the man in handling the difficult problems which confront the management of large enterprises like the Dick Manufacturing Co. feel no hesitation in stating that he will be equal to the occasion and that the Canton institution is destined to make new achievements and attain augmented successes under the adroit and broad minded management of its new executive officer.

HELP LOCATE THE RASCAL.

The Tradesman hopes that every reader of this publication will do all he can to assist the merchants of Kalamazoo in apprehending and arresting the scoundrel who betrayed their confidence so ruthlessly by the utterance of worthless checks. With the description of both man and automobile furnished by our correspondent it ought to be an easy matter to identify the rascal if he undertakes to repeat his nefarious practices anywhere within the four states in which the Tradesman principally circulates. Men of the Hill ilk have no right to be at large. They should be safely confined in a place where the dogs cannot bite them.

The reduction in prices of heavy-weight underwear by four Southern mills in the last ten days has not yet stimulated any considerable amount of activity on the part of wholesalers. In fact, in some quarters it was said that the effect has been just the opposite from what was intended, that business has actually been halted. It is considered only temporary, however, and the consensus of opinion is that buyers will get in the market within the next two or three weeks with a larger volume of orders than at any period since the opening of the lines. There is much interest in the probable action of New York mills in regard to price reductions. It has been stated in some quarters that several mills are expected to announce new prices early this week. However, some mills, it is announced, will not revise their prices.

Rights of Merchant To Use of Adjacent Yard.

The question of the right of a merchant to the adjacent yard of a business house where the premises are leased by street and number may be one of considerable importance. This is true because where a business location is leased it may have vacant ground adjoining, such as a back or side yard, which the merchant can well use in the conduct of his business.

However, if this ground is of any considerable area the landlord may during the term of the lease decide to erect other buildings upon it, or use it for other purposes, and if this phase of the lease has not been clearly understood in the beginning, all the ingredients for a lawsuit may be presented. In such a situation then, if the lease merely designates the leasehold by house and number, the question of what is included by this description may be the deciding factor in the difficulty.

Of course each case of this kind must necessarily be decided in the light of the particular facts involved, but, generally speaking, where premises are leased by street and number the merchant will be deemed to have the use of so much of the adjacent ground as is necessary for the conduct of his business. If then the extent of the ground is considerable the nature of the business conducted thereon will be considered in ascertaining his right to the ground. For example:

In a recent case a merchant leased a store building which had in its rear a yard 50 feet deep and 20 feet wide. The lease appears to have been by street and number and did not contain any express provision relative to the use of the yard. The latter was, however, used by the merchant in gaining entrance to the building, and also as an avenue for light and air in his store.

Thereafter the landlord attempted to erect a building on this yard that would naturally put a stop to the using of the yard by the merchant. In addition to this, the erection of the building in the yard would cut off the light and air from the room occupied by the merchant. On these facts the court held that, even though not specifically mentioned in the lease, the yard was included as an appurtenance to the room leased and the landlord would not be allowed to interfere with the merchant's use thereof.

Another interesting case of this kind which illustrates the general rule of construction of leases of this kind arose under the following facts. A merchant rented a building for the purpose of conducting a music store. The lease described the property by street and number but made no mention of a passage-way and yard that joined the building. A dispute developed between the landlord and merchant relative to the rights of the latter in the use of the passage-way and yard, and the court in stating the general rule among other things, said:

"The lease does not in terms convey any right to such a passage-way, nor does it give to the tenant any right whatever to that part of the lot in the rear of said building. All that

can be claimed, therefore, is that by construction the lease conveyed so much of the lot on which said building stood as was necessary to the complete enjoyment of the building for the purposes for which it was rented."

In the light of the foregoing cases, it would then seem prudent for a merchant to have the exact amount of his leasehold stated in the lease, and not to depend upon a description of the property by street and number alone, when the building was joined by yard or passage-ways that the merchant intended to use. In this manner all chances of after disputes would be avoided as both the merchant and the landlord would know just what was leased. While, on the other hand, when a business building with yard adjoining is merely leased by street and number there may easily arise a serious dispute between the parties relative to just what was included in the lease.

This point in the leasing of a business location may at first blush seem of little importance, but the books contain a number of cases that prove otherwise. Cases in which disputes of this kind cost both the landlords and tenants time and money in long drawn out litigation that could no doubt have been avoided if the proper care had been exercised in describing the leasehold when the lease was drawn. The point is well worth having in mind when a lease is being entered into, and certainly an ounce of prevention in the form of prudence at this time may well be worth a pound of cure as represented by after disputes and perhaps expensive litigation.

Leslie Childs.

Few Changes in Drugs and Chemicals.

There is a fairly steady tone to the market group as a whole despite the moderate character of demand and the lack of enquiries for quantities of merchandise in excess of jobbing proportions. Among the principal changes in quotations are higher prices on castor oil and a severe cut in the acetate schedule. Stocks of C. P. acetone are much smaller. One producer is far behind in deliveries and some consumers have been forced to buy in the open market against contract quantities which are not forthcoming. Quicksilver is much easier owing to lack of demand; the foreign market is maintained. Supplies of acetone oil and ketone have increased coincident with the resumption of acetone production through the acetate of lime process.

Weakness continues in evidence in the market for paint and varnish materials. Oil color manufacturers are getting a good business, being over-sold in some instances, but the remainder of the industry is rather quiet. The number of enquiries received from paint manufacturers is showing some increase, and manufacturers and distributors of materials are more hopeful for an early change for the better in their markets.

A servant of the public, and that means you, whether clerk or proprietor cannot afford to make class distinctions,