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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 13, 1924

Number 2134



It Isn't the Town It's You

If you want to live in the kind of a town
That's the kind of a town you like;
You needn't slip your clothes in a grip and
Start on a long, long hike.

You'll find elsewhere what you left behind,
For there's nothing that's really new.
It's a knock at yourself when you knock your
town;
It isn't your town—it's you.

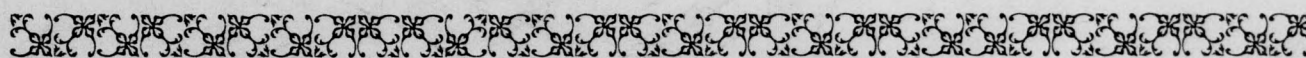
Real towns are not made by men afraid
Lest somebody else gets ahead,
When everybody works and nobody shirks
You can raise a town from the dead.

And if while you make your stake,
Your neighbor can make one, too,
Your town will be what you want to see,
It isn't your town—it's you.

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SUPPLY THE HOUSEWIVES WITH

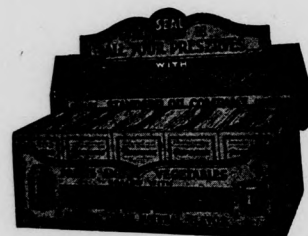
Parowax

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

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

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

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



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

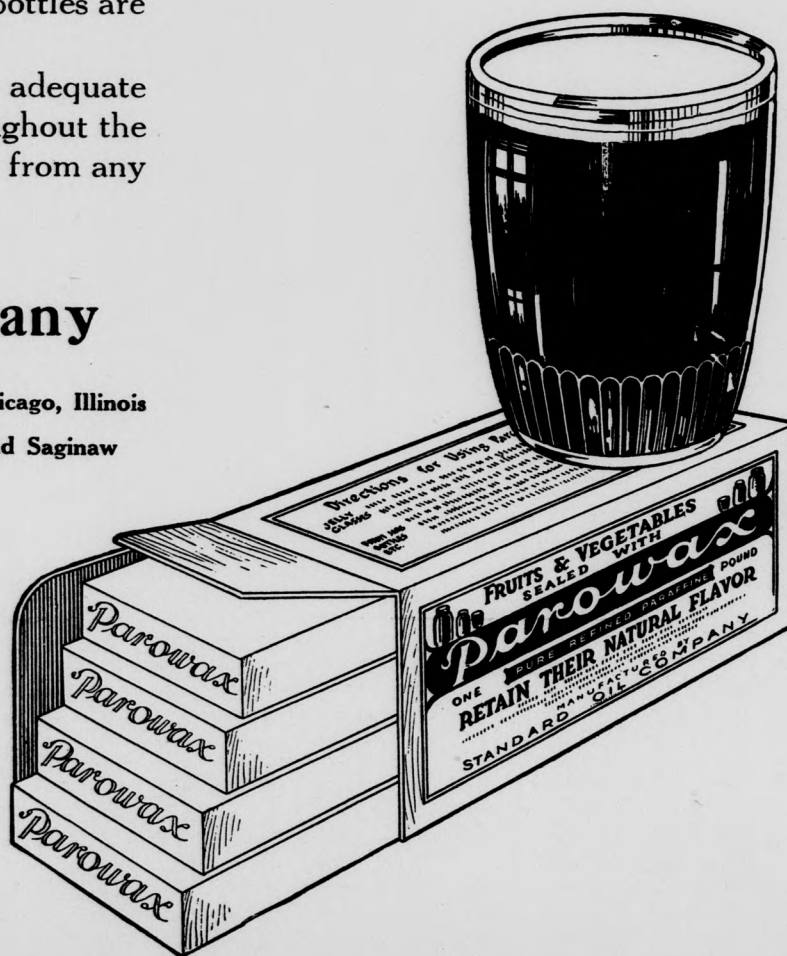
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 13, 1924

Number 2134

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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in advance.
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issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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under Act of March 3, 1879.

THE ALLEGAN IMBROGLIO.

Laws are made to be enforced and any reasonable expedient necessary to apprehend and punish violations of the law is justifiable.

The Legislature fixed 35 miles per hour as the maximum speed limit for automobiles in this State. That is fast enough for any one to drive. Any one who exceeds that limit knows he is violating the law and is committing a crime by so doing. Any sheriff who is cognizant of such violation fails to do his duty unless he arrests such offender and cites him before the proper tribunal for trial and punishment. Any reasonable method of accomplishing such a result is not only permissible but praiseworthy. Whether he does it by a "speed trap" or any other method is not the business of the innocent bystander, the motor organization or the daily paper. It is a direct personal issue between the offender of the law and the officer who has sworn to see that the law is enforced. The sneak thief who enters a house at night with a revolver in his hand or pocket is a fit subject for the bullet of the man whose home is invaded. The man who drives a car faster than the law contemplates or permits is a potential murderer and should be so treated by the officers of the law. He has all the machinery at hand to send from one to ten persons into eternity without the formality of prayer or confession. No pains should be spared to prevent his accomplishing his purpose, because if he is not restrained in his speed demon activities he will sooner or later make a considerable addition to some cemetery.

Of course, there are exceptions: but altogether too many drivers from other states appear to act as though they were masters, instead of guests, and therefore privileged to violate the ordinary rules of the road, which they ought to be scrupulous to observe.

Then there are the drivers of cheap cars, who constitute 95 per cent. of the total number and who appear to have no just conception of the rights of others. They assume they are a law unto themselves and that every other driver must beware when they put in an appearance—and they are everywhere in evidence. This will always be the case until more stringent legal restriction is thrown around the granting of licenses to persons who are not qualified to drive cars which are a menace to life and limb. Then there is the child driver (a crime in commission and a tragedy in prospect) who is permitted to handle the wheel. All of these make the work of automobile driving by a careful operator exceedingly precarious at best and afford ample reason for the strict and impartial enforcement of existing speed laws.

All this preliminary to the Allegan county situation as it has developed during the past few weeks.

In the opinion of the Tradesman Sheriff Hare and his associates are fully justified in taking the stand they do and should be encouraged by every law abiding citizen. The fee system is annoying, because it is so manifestly unfair and ridiculous: but no one is forced to become the victim of a country justice. All he needs do to avoid that individual is to observe the statute and be a decent, law abiding citizen. Instead of objecting to the methods adopted by Allegan county officials to preserve and maintain the majesty of the law, every person and organization which stands for good citizenship should be arrayed on the side of law and order. Any attempt to excuse the actions of lawbreakers or palliate their offenses on the ground that the methods of the officials so engaged are archaic and out of date is puerile and contemptible.

The boycott originated in the evil minds of a band of Irish insurrectionists who murdered innocent women and children from under bushes and behind trees, never showing themselves in the presence of an armed force. It is un-American, as well as inhuman. It is never aimed directly at the opponents of the persons who employ it, but frequently injures innocent persons who have no interest in the controversy. Any person who resorts to the use of this weapon admits the weakness of his cause and the shallowness of his mind.

The action of some Allegan county people in undertaking to boycott an entire city because of the illy advised action of the officers of a motor organization is the most unfair, unjust and ridiculous proceeding the Tradesman has ever had brought to its attention. Such action is unworthy of the men who advocated the movement and

have endeavored to make it effective. The boycott is the favorite weapon of cowards and cravens of the trades union stripe and invariably reacts on the boycotters like a boomerang. Every person who has been boycotted by the labor unions has been greatly enriched, while men who persist in the use of such infamous weapons soon gravitate to the prison or the poorhouse.

It was wrong for the motor club to oppose the action of the Allegan county officers in their attempt to enforce the law.

It was wrong for a few malcontents in Allegan county to seek retaliation and revenge on a few individuals by boycotting an entire city.

Two wrongs never made one right and never will.

It is neither fair nor honest to indict an entire community for the misdeeds of a few individual members of that community.

The Good Book says it is blessed for men to dwell together in unity. Let us, therefore, relegate the hot heads and sensation mongers on both sides to the background and work together for the common good by unity of action and singleness of purpose.

VAPID CAMPAIGN ORATORY.

Any Presidential election is important, but the one now approaching is especially so in that fundamental issues are at stake and should be decided with the utmost candor and with a deep sense of responsibility. Such National questions as Federal taxation, the tariff and prohibition, and such international questions as the "World Mandate" most thoughtful deliberation. Court and the League of Nations de-

Campaign oratory is notable for the absence of these essential qualities, and in most instances may be said to be nothing less than a travesty. There are two characteristics that mark it and make it ineffective. The first is studied evasion. These deliverances are in the main vague and misleading, notable for high sounding phrases, capable of being read one way as well as another, illustrating the dictum that language is the art of concealing thought.

When voters have a right to expect and demand explicit utterances incapable of a double interpretation, they are offered representations either utterly meaningless or positively misleading. These orators, so called, have reduced political address to a mere verbal subterfuge by which no hearer can determine what the speaker really means to say. We have sometimes thought that official censors should be appointed to call these evasive declaimers to a strict account and demand of them a strictly definite expression of their views.

In our political conventions and in

the letters of acceptance on the part of candidates this studied evasion is in evidence and some method should be adopted to bring these verbal jugglers to terms.

A second mark of these orators is verbal redundancy, where legitimate fluency passes all bounds and becomes a veritable verbal freshet. Such speakers are significantly called the mouth-pieces of their respective parties. They are all mouth, uttering "sound and fury," signifying nothing indicating a real mental vacuum. We have nothing but "words, words, words," as Hamlet tells Polonius.

As Holofernes states it, they "draw out the thread of their verbosity finer than the staple of their argument." It is with such endless declaimers in mind that Watson, the English poet, speaks of "th Senate's barren brawl and towers of talk at Westminster." So current is this type of campaign verbiage that the American electorate has come to expect from these voice experts nothing but words.

The most serious indictment against the English language is that a man can if he so wishes, talk for an hour and say nothing. We insist that campaign orators should abandon once for all this evasive and redundant type of address and tell us precisely what they mean. They may well heed the language of Falstaff to Pistol. "If thou hast anything to say, prithee deliver it like a man of the world;" that is, in "plain, blunt" English, without mental reservation or evasion and in terms that are not debatable. In the pending campaign we are waiting for such an interpretation of political problems.

Bloodless victories of magnitude are described in the report of the globe-girdling health work of the Rockefeller Foundation. The sum of \$2,000,000 a year goes to eradicate disease. Two conspicuous objectives are yellow fever and hook worm. When it is said that in 811 counties there has been a reduction of one-half in cases of the latter malady since 1910 the results of the intensive effort of the Foundation are apparent. But the report points out that science knows much more than the race applies in preventive measures. Practice must overtake theory. A valuable part of the immense service of the organization is the training of nurses, who are to put into effect the knowledge acquired by research at the cost of the Foundation. To the illiterate part of the world's population it is hard to explain medical science, but even he who cannot read printed lines of instruction can see men and women cured of their maladies and thereby understand what the experts are doing with the funds placed at their command for the relief of human suffering.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

WANTED—Manager: I am going to open a Cash and Carry store and market in Holland and I want a man to manage same, who can give full time to business, give best reference and furnish cash bond of \$200. You will receive a large weekly salary and a percentage of the profits, which will make you a very handsome yearly income. No one considered but sober Christian men. Experience unnecessary. For full particulars address C. B. Bush, Prop., The Grand Rapids Products Co., 250 Pearl street, Grand Rapids, Mich.

The above advertisement recently appeared in a daily paper at Holland. It was promptly brought to the attention of the Tradesman. We have undertaken to interview the advertiser without result, because he has been out of town for several days. The proposition looks fishy on the face of it and the Tradesman would advise its readers to go slow in having any dealings with the man until his exact status can be determined.

Coldwater, Aug. 12—A man is running over the country here, buying farms and giving checks which go to protest. This man recently called on me and fooled me out of a day's time, bought a farm, gave a check for \$1,000, and the check was no good. This man appeared in Coldwater July 12. The name he gave me was J. F. Parent, and the address he gave me was Charlevoix. He is rather a stout built man, medium height, about 50 to 55 years old, fairly well educated and has two or three fingers off one hand. He stated that he wanted to buy a farm of about 80 acres and would pay \$12,000. I spent one day with him, sold him a farm for \$10,000, on which contract he gave me a check for \$1,000 on a bank in his home town, and being hard up for money to get back, I cashed his check for \$20, so he got the \$20 out of me and fooled me as well as the farmer he purchased the farm from. I. J. M.

The above report from a local real estate operator tells its own story. We are publishing the above letter so that other communities will be on the lookout for the sharper.

Warnings should be posted in all stores to be on the watch for one Charles E. MacFarland, who is traveling about the country defrauding department and dry goods stores with which he opens credit accounts and secures merchandise which is never paid for. MacFarland represents himself to be employed by the New York office of Ernst & Ernst. One of the addresses he has given recently is 4620 Cass avenue, Detroit. He has never had any connection with Ernst & Ernst, who only heard of him when enquiries were received from defrauded merchants in Chicago, Detroit, Milwaukee and Grand Rapids. There is a warrant for his arrest in the hands of the Milwaukee Police Department. If he should appear in your store, have your local police headquarters arrest him and communicate with the Milwaukee Chief of Police who will undoubtedly send someone to take him back to that city for trial. The description of MacFarland, as given out by the Milwaukee Police Department follows: Age 29 years; height 5 feet 11 inches; weight 160 pounds;

slim; light complexion; light hair, good teeth; grey eyes; hairy arms; oval scar above one wrist.

The Federal Trade Commission has issued a complaint against the National Remedy Company, Charles S. Jones, Sadie E. Jones, and R. C. Snell, of Maumee, Ohio. The respondents are engaged in the manufacture of stock and poultry remedies and medicines. According to the citation, respondents Charles S. Jones and R. C. Snell visit retail dealers located in various states of the United States for the purpose of having retail dealers act as agents in the sale of the respondents' products. The complaint alleges that by the false statements and concealments dealers were persuaded to sign what purports to be an order for respondents' commodities. It is alleged, however, that the document so signed by the dealers is in reality a contract, binding dealer to act as respondents' agent, and to furnish respondents with the names of at least 100 customers, and that upon failure of the dealer to furnish such list the products supplied the retailer becomes the property of the retailer, and he is bound and indebted to the respondent company for the invoice value thereof, less a trade discount. The complaint further alleges that through the various practices used by respondents, they succeed in getting retailers to accept consignments of their products and thereafter intimidate and coerce such dealers into retaining the products and in paying respondents' large sums of money therefor.

The Smith-Kirk Candy Co., of Toledo, is ordered by the Federal Trade Commission to cease and desist from selling or offering for sale candy or confections upon the wrapper or container of which is any inscription or illustration representing or suggesting, directly or indirectly, other than the true composition of such candy or confection, or the true content within the wrapper or container. In its investigation of the case the Commission found that the firm manufactured bars of candy coated with chocolate which they named "Chocolate Ice Cream Bar," the wrapper of which contained an illustration of a child holding in its hand a picture of an ice cream cone. It was also found that respondent's candy bar so labeled did not contain ice cream, and that the public was deceived as to the true ingredient of respondent's product, as well as being unfair to competitors who actually sold an ice cream confection.

Grocers are looked upon as a hazardous risk by insurance companies dealing in burglary and hold-up insurance. The average grocery store has less safeguards than other retail lines. The risk has been found unusually great from hold-up, pilfering and small burglaries. The experience of surety companies is particularly unfavorable as regards chain stores, owing, perhaps to the transient character of chain store help and the fact that close supervision is almost impossible. A gang of check crooks lately resided in Buffalo. Their Nation-wide organ-

ization with headquarters in Detroit, had many rubber stamps to stimulate the certification of various banks and hundreds of different printed check forms to use. The logical thing to do when a stranger presents a certified check at a grocery store is to call the police. A representative of one of the surety companies was lately called to investigate the case of a young girl cashier at the main office of a grocery store chain. She was defaulter by more than \$15,000. When questioned as to how she started on the road to crime, she said the first idea of falsifying the books had been put into her head by the person above her who was a great movie fan. He showed her how to doctor the books so he could get away from the office early to attend the movies in the evening. Pretty soon she was doctoring them on her own account, her defalcations in several months amounting to \$15,000. The suggestion is made that retail merchants should always check up their own bank books with the cancelled vouchers from the bank, never entrusting this duty to anyone else. This is an important safeguard. Professional forgers and check artists work in bands of three or more. One man's job is to get hold of checks and banking signatures. The second man is a professional forger, while the third man passes the check.

On a busy Saturday morning a grocer in El Paso, Texas, whom we will call Mr. Judson, went into his bank to make his deposit. A stranger stepped up to him, asked for a match and offered him a cigar, and then engaged him in conversation. After talking a few minutes the grocer said he must hurry and get back to his store as Saturday was a busy day. He pulled out his deposit slip and stepped to the end of the line leading up to the receiving teller's window. The stranger happened to be one of the cleverest "memory forgers" in America. It took him only a few seconds to affix the signature of the grocer to a blank check for \$500. He stepped to the paying teller's window and turned to the people in line saying, "You will excuse me, won't you, good people, I have to get this cashed in a hurry in order to make a train." Nobody objected so he turned to the teller and said, "These people have all said it will be O. K. for me to get my money first." The paying teller looked at the check, said that would be perfectly all right, "except that I don't know you and you will have to identify yourself." "Why, I am associated with Mr. Judson," said the stranger. "Didn't you see me talking to him over at the counter. We are going to catch the noon train for Dallas on a business deal and when he found the time was so short he asked me to get the cash so I could get the tickets and meet him at the train." The teller stood on tip toes looking across the bank where Mr. Judson was waiting in a long line stretching toward the receiving teller's window. Mr. Judson saw the teller looking in his direction and in a friendly fashion nodded to him. The teller took this O. K. and handed the stranger the money in crisp \$50 bills. He stuffed it into his pocket, went

over to Judson, said something to him and then walked out of the bank. The man has not been seen since.

Check frauds have vastly increased in the last few years and particularly the last few months. According to the American Bankers' Association, crimes having to do with banks have increased 48 per cent. over last year. Getting hold of checks is a very simple matter for these crooks. A check of the New York Central Railroad was secured by sending in a ticket for redemption, one of the State of Pennsylvania by paying 40 cents too much for an automobile license, while paying one dollar too much on the New York Life Insurance Co. brought their check. This shows that a man should be careful as to who gets his banking signature as it is the key to his bank account.

A man went to a Buffalo commission house and contracted a dray load of eggs in the name of a well-known retail grocer. "If you are ready to deliver them now, I'll ride back to the store with you," he said to the driver. The store had a back entrance on a side street, and he instructed the driver to unload the goods on the sidewalk near the back entrance, adding, "I'll go inside and get your check while you are unloading." By the time the driver was through unloading the man was back with the check upon the printed form of the grocer for the amount of the consignment. No sooner had the commission man's dray disappeared around the corner than the crook signalled another dray which was waiting. The goods were quickly reloaded on to the second dray and the crook was soon on his way to the next town, where he had no difficulty in disposing of the consignment for a handsome sum. Of course the check he had given the driver was a forgery. In another case a crook called up a bond department of a city bank and ordered \$7,375 worth of Liberty bonds in the name of a retail grocer who was a depositor of the bank. He told the head of the bond department he would send a messenger down with a check, and no suspicion was aroused when a few minutes later a messenger arrived with a check for the specified amount written on what appeared to be the grocer's printed check form.

Unauthorized agents, claiming to represent the Detroit Edison Co., are canvassing owners of stocks and bonds, urging them to exchange their holdings for stock in the Detroit Edison Co. According to the National Vigilance Committee of the United States Chamber of Commerce they have no authority to make any such deals and the Detroit Edison Co. is making every effort to locate the guilty parties before further loss occurs.

An Authority on Weeds.

"Which weeds are the easiest weeds to kill?" asked the city chap of the farmer.

"Widows' weeds," replied the farmer; "you have only to say 'wilt thou' and the wilt."

Good Temper a Most Valuable Asset.

A young man about to start on his sales career came for advice to a noted merchant and business man. "I thought, sir," said the embryo salesman, "you might give me some pointers on the thing I most need to get along."

The boy expected to be told to cultivate shrewdness, long-headedness, quick judgment, the ability to analyze all desirable commodities in salesmanship.

In stead, the man replied: "My boy, there are many things you need to be a salesman, but none more than a good temper. It is a hard life, a nerve-racking, temper-testing life you've chosen, with all its gripping fascination. If you let the frets and ups and downs of it knock your disposition, you are done for. Keep even tempered and smile instead of swear when things do not come your way. Cultivate a sunny temper; it makes for good will."

"When you get into a tight place and everything goes against you, until it seems you cannot hold on a minute longer, never give up then, for it is just the place and time that the tide will turn."

"Remember, also, you will meet with many rebuffs, many call-downs and disappointments. You will meet men who will hurt your feelings, not in every case with the intention to insult you, but to test your mettle. To the first you must show that no rebuff, short of an actual refusal to look at your line, makes you care. To those who are rough you will show that you are a gentleman. At all times keep a stiff upper lip."

"I have noticed in my time," this wise executive continued, "many salesmen who carried a beaten and fearful air. Just why this should be is more than I can tell, for, understand, the work you are engaged in requires sometimes more knowledge than, and always as much as, the buying end. You are that noble product of modern business, a specialist, a salesman, a worker and a doer."

Are After Counterfeit Revolvers

A novel proceeding is now under way by the United States Tariff Commission. Charges, it appears, were made some time ago by an American company which manufactures revolvers to the effect that similar weapons were being imported here from Spain. The latter are declared to be an imitation calculated to deceive buyers into believing that they are getting the domestic originals and, as they sell for less are apt to spoil the sales of the goods made here. Before the present Tariff act went into operation cases of unfair competition of this kind could be reached through the Clayton Anti-Trust act as administered by the Federal Trade Commission. The Fordney-McCumber law, however, has a special provision against unfair competition from abroad, "the effect or tendency of which is to destroy or substantially injure an industry, efficiently and economically administered, in the United States." When this is found to be the case, the President is empowered to add from 10 to 50 per cent. to the duties or to exclude the articles from entry altogether. In the case under advisement, if it should appear that

the imported weapons are counterfeits of the domestic ones, the penalty asked for will, doubtless, be their entire exclusion. On general principles, however, it would seem that it would not be a bad idea to bar the importation of all pistols. All that are needed for legitimate purposes can easily be manufactured in this country without taxing the existing facilities. All others should be kept out for the same reason that governs in the case of opium, heroin and other narcotics. Firearms are in a class different from the usual imports.

Each Sale a Personal Problem.

There was a time, long since passed, when business was done by barter; flint-stones, arrow-heads and furs were the basis of trade. Then followed the let the buyer beware period. This also went into the discard. Now we know that the only foundation a business can be built upon is showing the customer how he will be the gainer by the transaction.

The average person is always more interested in self than in you. So instead of saying, "Mr. Brown, I would like to sell you this or that," try this: "Mr. Brown, would you be interested in securing goods that will afford you lasting satisfaction?" Of course, every one is interested, so all you need do is to point out where the customer will be the gainer in the transaction and the sales is easily made; in fact, more easily than an appeal based on your wish to sell, for which the customer, as a rule, cares nothing.

Suggestive speech is that part of the selling talk which makes the prospect feel like buying. It gives him an idea of buying, unaccompanied by "reasons why," but accompanied by emotions which are more potent than any reason why. The subject of suggestive speech is as broad as the whole range of written and spoken language. Only a few principles can be noticed here.

The first use of suggestive speech is in creating desire. Its method is to paint a picture of the goods, and of the delight in possessing them. Without causing the prospect to consider whether they shall buy or not, it associates them with the goods in a highly agreeable way. It awakens the emotions that would be if they really did possess the goods, under the most favorable circumstances.

Enthuse About Your Goods.

The salesman may succeed without salesmanship, courtesy or tact, or ambition, but the bets all lie against him. He might better try to make money by buying lottery tickets.

Salesmen! Can you show enthusiasm about the goods you are selling? If you cannot, how can you expect customers to be enthusiastic enough to buy?

You may have been successful yesterday with yesterday's methods, but those methods will produce failure today and to-morrow.

Not the Same Man.

Lady—Ain't you the same man I gave a mince pie to last Christmas?

Tramp—No, ma'am, I'm not, and wot's more, the doctor says I never will be again.

How to Sell Your Goods

IN THREE CHAPTERS -- CHAPTER ONE



We are all salesmen. Any man who receives wages, salary or income is rendering some service to humanity, for which he is paid. Salesmanship is the method by which such service is rendered. Consequently, no man can be disinterested in so important a subject as salesmanship.

It is said that for every 100,000 persons who enter the Chicago department stores, 40,000 do not buy, but go away without making a purchase—in other words, the clerks are only 60 per cent. efficient in salesmanship. In this connection, a recent authority has stated that in the country at large, 55 per cent. of all enquirers who are brought in by commercial advertising are turned away by inefficient salesmanship. If this be true, then it is high time for merchants everywhere to institute courses in salesmanship, the merchant himself being the teacher and the members of the store staff being the class.

We suggest that this class take the form of store meetings, the first meeting being on the store's time. At this meeting the proprietor will explain to the members of his force the importance of an intelligent understanding on their part of the store policies, together with the utmost importance of complete co-operation, that the best evidence of the importance of this is the fact that this meeting is held on store time and that other meetings will be held similar to this, if the clerks show sufficient interest in the subjects discussed.

The second and third meeting might take the form of an invitation to spend the evening at the home of the proprietor, while the fourth or fifth meeting might be in the form of an annual dinner of the employes, in which the program is made up wholly of your own talent, and in which goodfellowship and complete understanding shall be the watch-word.

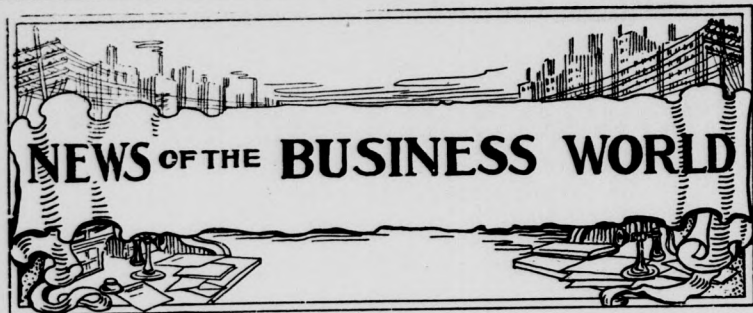


WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers



Movement of Merchants.

Pogy—E. L. Smith succeeds W. G. Kunze in general trade.

Hawkins—M. Jerustadt succeeds A. L. Hare in general trade.

Detroit—Leo Brinker opened a hardware store at 13104 Mack avenue August 9.

Detroit—Anthony A. Trupis has opened a confectionery store at 12,072 Twelfth street.

Detroit—Charles Strenfield has opened the Puritan meat market, 3337 Puritan avenue.

Detroit—Miss Jane Jones will open the Jade millinery at 6508 Woodward avenue shortly.

Detroit—The Livernois Hardware Co. opened at 15442 Livernois avenue a short time ago.

Detroit—Harry Bautell succeeds E. C. Preston, confectioner at 4530 Warren avenue, West.

Muskegon—The Sanitary Dairy Co. has increased its capital stock from \$25,000 to \$100,000.

Detroit—Charles Benton opened the Joy road bakery at 3001 Joy road a week or ten days ago.

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

Detroit—The Plaza confectionery was recently opened at 8340 Linwood avenue by Arthur Green.

Detroit—The Courtesy pharmacy recently opened at 3201 Fenkell avenue. W. J. Steele is the manager.

Detroit—A. T. Hennessey and others will open Culver's, 8335 Linwood avenue, with a line of candies.

Detroit—Art Scalley succeeds George Trombley in the grocery business at 1701 Holcomb avenue.

Detroit—Gibson Brothers, hardware dealers, opened a store at 2558 Fenkell avenue a short time ago.

Detroit—Joseph Cloutier has taken over the confectionery stock of L. E. Welch, 4900 Van Dyke avenue.

Detroit—L. Fried opened Fried's Fruit & Vegetable Market at 8352 Linwood avenue a short time ago.

Detroit—Mrs. Myrtle M. Taylor has bought out J. L. Lohman, confectioner at 3447 Warren avenue, West.

Detroit—F. A. McTernan has opened a delicatessen at 3212 Joy road. The business is strictly non-kosher.

Detroit—Cecelia Freedlander has sold the Cass pharmacy, 3500 Cass avenue, to her husband, Maurice.

Detroit—Fred B. Jones has bought a half interest in Forest A. Burton's meat market, 10206 Kercheval avenue.

Detroit—John McKenna, grocer at 4101 Sixth street, has sold out to E. Lavigne. The sale took place Aug. 5.

Detroit—The Michigan China Co., chinaware retailers, opened a branch

store at 8611 Grand river a few days ago.

Detroit—A. M. Patrick has moved his meat market from 5209 Maybury Grand avenue to 16649 Log Cabin avenue.

Detroit—Joseph H. Elder has sold his confectionery stock to Leonard B. Nye. The store is at 5619 Hamilton avenue.

Detroit—Morris Victor succeeds Robert Norman and wife, who conducted the delicatessen store at 5743 John R. street.

Detroit—Viola LaFontaine has sold her confectionery stock at 4401 Seyburn avenue, in Indian Village, to Stanley Cooler.

Detroit—Goldfarb Brothers, men's furnishes at 13808 Woodward avenue, have changed the style of their business to the Hub.

Detroit—Among the new grocery businesses in prospect is that of Louis Choen, who will open at 4140 Joy road shortly.

Birmingham—The Flexotile Products Co. has increased its capital stock from \$100,000 to \$100,000 and 50,000 shares no par value.

Lowell—E. S. White has sold his meat market to L. A. Weaver, of Battle Creek, who will remodel it before opening it to the public.

Detroit—The Glendale Confectionery, 12743 Oakman boulevard, is now being conducted by Roy Barnes, who took it over from M. J. Churchill.

Detroit—The Brin Furniture Shop, 6534 Woodward avenue, has enlarged its floor space and is now engaged in rebuilding the store front to permit of larger display windows.

Detroit—An involuntary petition in bankruptcy has been filed against the Fashion Custom Tailors, 611 Fort street, West. The claims of three creditors total \$710.69.

Lansing—Fred Murphy has sold the Owl cafe, 1217 Turner street, to Mrs. M. L. McGee and purchased the Gladmer cafe of Mike Wickenhiser, taking immediate possession.

Detroit—The Mills Baking Co., 5165 Fourth avenue, has increased its capital stock from \$300,000 and 1,500 shares no par value to \$600,000 and 2,500 shares no par value.

Detroit—Farber Footwear, Inc., Shop 3, Hotel Tuller, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and paid in in cash.

Detroit—Mathews & Company, grocers at 4349 Grand River avenue, have been closed for remodeling during the past ten days. They will open in a few days with a new outfit of fixtures.

Detroit—George R. Fisher has purchased the grocery stock and fixtures of Ruth McLeod, 2301 Trumbull

avenue, and has converted it into a confectionery under the style of Park confectionery.

Detroit—Another downtown clothing store, the Leader Outfitting Co., will open at 431 Michigan avenue soon. The business is a branch of an out-of-town concern. William Jacobs will manage the local store.

Pontiac—The Lenhoff Clothing Co. has been incorporated to conduct a retail business in men's clothing and furnishings, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Star Bargain House, Inc., 145-147 South Burdick street, has been incorporated to conduct a wholesale and retail department store with an authorized capital stock of \$30,000 common and \$20,000 preferred, all of which has been subscribed and paid in in cash.

Jackson—The Weatherwax Supply Co., 409 Elizabeth street, has been incorporated to deal in supplies, tools, machinery for factories, plumbers and metal workers, with an authorized capital stock of \$10,000 preferred and 750 shares at \$5 per share, of which amount \$1,000 and 75 shares have been subscribed and \$1,375 paid in in cash.

Manufacturing Matters.

Grand Rapids—The New Era Spring & Specialty Co. has increased its capital stock from \$100,000 to \$400,000.

Grand Rapids—The Musta-Dykstra Co., 537 Hall street, granite and marble work, monuments, etc., has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Metallic Art Co., 6484 Chene street, has been incorporated with an authorized capital stock of \$25,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit—The Detroit Macaroni Manufacturing Co., 3661 Bellevue street, has been incorporated with an authorized capital stock of \$75,000, all of which has been subscribed and \$10,000 paid in in cash.

St. Joseph—The Theona Brick Co., 206 State street, has been incorporated to manufacture and sell at wholesale and retail brick, clay products, building materials, etc., with an authorized capital stock of \$100,000, of which amount \$80,000 has been subscribed and \$30,000 paid in in cash.

Detroit—The Roy-Delage Manufacturing Co., Inc., East Elizabeth street, has been incorporated to manufacture and sell the R. & D. Battery clamp and other accessories, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$5,000 paid in in property.

Detroit—Kennedy's, 28 Michigan avenue, has been incorporated to manufacture and deal in men's and boys' ready-to-wear clothing with an authorized capital stock of \$50,000 preferred and 1,000 shares at \$1 per share, of which amount \$25,000 and 750 shares have been subscribed and paid in in cash.

Muskegon—The Automatic Irrigation Co., has been incorporated to manufacture and deal in windmills, pumps, motor vehicles, etc., with an authorized capital stock of \$50,000 preferred and 3,000 shares at \$10 per

share, of which amount \$6,500 and 350 shares has been subscribed and \$1,000 paid in in cash.

Detroit—After twenty-five years service as President of the Gregory Mayer & Thom Co., William B. Gregory has severed that connection to open a new establishment, the W. B. Gregory & Son Co., stationery and office equipment outfitters. The new store will be located at Cass avenue and Larned street, and a complete printing, lithographing and engraving plant will be maintained, with modern equipment for the purpose of manufacturing loose-leaf systems upon demand from any business enterprise. This will be in addition to the standard loose-leaf products.

Open Letter To United States Commercial Co., Chicago.

Grand Rapids, Aug. 12—I am in receipt of copy of the order given you by Henry Klooster & Co., of Ellsworth, and note that in addition to exacting an advance payment, which looks to me like a shystering proposition on the part of any house in dealing with patrons who are well-rated, you have shipped the goods C. O. D., although there is no agreement to that effect anywhere on your order or literature.

This method of doing business is so unusual and to me so dishonest on the face of it that I am writing you for an explanation, which I shall expect to receive by return mail. In the meantime I imagine your customer at Ellsworth will refuse to accept the shipment, or pay your draft until he hears from me, so you better answer very promptly. Unless you do this I shall publish a statement in our Realm of Rascality department concerning your methods and advise every merchant to avoid your house as he would a pestilence.

E. A. Stowe.

Evidently automobile men have decided to brighten the corners where their cars are. The announcement that next year's output of cars will be in all sorts of "vivid" colors indicates that our streets and roadways are to become as brilliant as the rainbow. Additional interest is lent to the announcement by the statements of the automobile men at their recent convention in Atlantic City: "The women folk want cars that way." The use of the word vivid indicates that it is a man's proposition. Every woman knows from her experience in seeing her husband select his ties that "vivid" and "some color" are synonymous. And when he wants to do something he thinks a bit foolish he always excuses himself by saying "the women folk wanted it that way."

Owosso—If the bean growers and elevator men both indorse the proposed bean advertising campaign a fund approximating \$75,000 may become available according to an estimate by A. B. Cook, President of the Michigan Bean Growers Association. This fund, raised on a 50-50 basis, would be used to acquaint consumers with the food value of beans. Consumption would be stimulated in this way, it is believed.

Palamazoo—C. D. Adams, recently of Battle Creek, has assumed the management of the Jewel store here. The stock consists of women's ready-to-wear garments.

Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago.

Tea—The market has shown a good consumptive demand during the week, largely due to the extreme heat in the East, when it always sells well. The primary markets show no change for the week although everything is on a firm basis. In this country the spot market for tea has remained unchanged during the week.

Coffee—The market is still somewhat uncertain on account of revolutionary conditions in Brazil. Some weakness, however, has developed in the spot market for green Rio and Santos in a large way in this country. Santos grades are about unchanged for the week, but Rios are being quoted a shade lower than last week. The mild coffees show little if any change but the undertone is still strong.

Canned Fruits—The greatest stringency in offerings among new pack canned foods is in California fruits. All along the line canners are more or less off of the market in the important items and in the favored grades. Quotations are easily maintained on the Coast and there is little general line being offered. Distributors here can hardly make out the causes of the present bullish situation and some are inclined to doubt the volume of domestic and foreign bookings which are reported by canners. They also think that there will be a larger pack than predicted, and consequently a greater surplus later on to find its way to the Eastern markets. Strength exists in peaches and pears, and to a lesser extent in apricots. Berries are held by canners with confidence. No spectacular demand exists for pineapple, which is quiet. Apples are in only moderate demand.

Canned Vegetables—So many factors covered their requirements for peas earlier in the season that they are not ready now to take on additional blocks at the windup of the season and before any definite idea can be secured as to the size of the pack, the percentages of the various grades and sieves. There has been talk of short deliveries by the canners, a scarcity of strictly fancy lines in Wisconsin and New York and a limited production, while, on the other hand, jobbers have counted up a record production despite postings to the contrary. Until packers and buyers know where they stand the policy of buyer and seller is to postpone action. All quotations are maintained and canners insist that early bought peas will make money for their owners. The tomato market is a puzzle, as the pack is unknown and cannot now be estimated. The real test will come when production is over and the real figures are known. Meantime, there is no free selling in any important producing center. Dealers are more or less indifferent and are not trying to get canners to loosen up and accept business at prevailing quotations. Corn is firm on old packs, which are in moderate demand and are in light supply, mostly from second hands, and new packs are not being extensively offered.

Canned Fish—The Maine sardine

market is fairly well maintained although the demand is light. Buyers and sellers are apart and the sellers are not disposed to shade much if any. Stocks in Maine are low and this is giving the sellers confidence. Salmon has shown some firmness during the week. Holders of all grades of Alaska salmon are not disposed to press for sale and buyers are not very much disposed to buy. The Eastern markets are not quite so firm as Western. High grades of salmon show no change, the market being quiet at steady prices. New pack shrimp is being offered on a high basis but are not being taken in spite of the fact that the market is bare. Tuna is selling fairly well at rather irregular prices. Packers are feeling rather strong about the new pack.

Dried Fruits—The big item has been prunes, both California and Northwestern. In the former stocks consist mostly of medium sizes, while Oregon are the large counts. Export outlets have taken considerable blocks recently from California and the improvement on the spot has been even more marked on the Coast, so that there is no free selling by the association or independents. All available California prunes are being worked higher and there is a similar gain in Oregon fruit. The shortage of large prunes in the Northwest this year has led to offerings of small percentages of big fruit and old crop are being picked up as a substitute for early markets. Most Oregon packers have named prices and there has been some business but most dealers prefer to devote themselves to old. Apricots are not being offered extensively for 1924 packs. A general shortage is expected and the tendency since opening has been upward in all grades and varieties. Very few packers are open for business. The changed situation has not caused heavy buying of new fruit on contract, but it has switched attention to old and what is left is being taken by the larger interests. New crop raisins are being offered by independents at definite prices, and the trend is also upward. Sun-Maid opening may be announced this week, which will mark the real selling season and old pack raisins are firm in bulk and package lines, with no concessions offered to get business. Peaches are firm at the source. Who has taken new crop is unknown, but packers say that there will be a scramble later on by those who have not covered, and they have faith enough in the situation not to try to sell freely just now. Currants are following other dried fruits and show some betterment on the spot and in Greece.

Cheese—Cheese is firm with prices advanced somewhat over last week. The demand is fair for the season.

Provisions—Hams, bacon, dried beef, etc., are much higher, which is due to scarcity and to the high cost of grain.

Beans and Peas—The demand for dried white beans is dull. The prices are fairly steady throughout; in fact some varieties, notably California limas, are more than steady. The market shows an advancing tendency.

The demand for all beans is light. Dried peas steady and unchanged.

Rice—The cleanup is more complete than usual this year at primary and at secondary points. New rice comes on practically a bare market. The nearness of 1924 deliveries makes distributors cautious and inclined to take old crop in limited volume. Still there is no price cutting in any quarter, as stocks do not warrant any lower levels. Foreign rice is also strong at primary points, which gives local dealers confidence and prevents any free selling.

Syrup and Molasses—The demand for molasses has been slow during the past week but fully up to what should be expected in hot weather. Prices are unchanged. Sugar syrup is quiet at steady prices. Compound syrup shows an advance for the week owing to the advancing corn market and the general understone and outlook are firm.

Salt Fish—The demand for mackerel is small and the market is about unchanged. The quality of the current receipts is good and mackerel is selling to consumers on a very moderate basis. Other lines of salt fish unchanged and quiet.

Review of the Produce Market.

Apples—Home grown Duchess, \$2 per bu.

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

Bananas—6@6 1/2 c per lb.

Beets—New, 30c per doz. bunches.

Blackberries—\$3 per crate.

Butter—The market is slightly stronger than a week ago. Local jobbers hold extra fresh at 36c in 60 lb. tubs; prints, 38c. They pay 20c for packing stock.

Cabbage—Home grown 75c per bu.

California Fruits—Bartlett Pears, \$5 per box for either 135 or 150; Malaga Grapes, \$2.55 for 4 basket crate; Giant Plums, \$2.75 for 4 basket crate; Honey Dew Melons, \$3 per crate of either 6 or 8.

Cantaloupes—Indiana are now selling as follows:

Jumbos ----- \$4.50

Standards ----- 4.25

Ponys ----- 3.75

Flats ----- 1.75

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

Cauliflower—Home grown, \$2.75 per doz. heads.

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

Cucumbers—Hot house command \$1.75 for fancy and \$1.50 for choice; Southern outdoor grown, \$2 per hamper.

Currants—\$2.25 per 16 qt. crate for either red or white.

Eggs—The market is stronger and higher than a week ago. Local dealers pay 29c for strictly fresh.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Gooseberries—\$1.75 per 16 qt. crate.

Green Beans—\$1.50 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. ---- \$1.50

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.00

300 Red Ball ----- 5.50

360 Red Ball ----- 5.50

Onions—Spanish, \$2.50 per crate; Walla Walla, \$4.50 per 100 lb. sack.

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

100 ----- \$8.00

126 and 150 ----- 8.00

176 ----- 7.50

200 ----- 7.50

216 ----- 6.75

252 ----- 5.75

288 ----- 5.00

Red Ball, 50c lower.

Parsley—50c per doz. bunches.

Peaches—Elbertas from Georgia command \$3.25 per bu. Receipts continue fine in quality.

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

Heavy fowls ----- 20c

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 \$1.65 per 7 lb. basket; \$2.75 for 10 lb. basket.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 15c

Good ----- 13c

60-70 fair ----- 10c

Poor ----- 08c

Water Melons—50@75c apiece. Shipments are coming in from Georgia and Missouri.

Whortleberries—\$3.25 per crate.

Greenland's ice looms across the path of our gallant mariners of the air. All who have followed their intrepid course thus far would deplore a decision to call off the remainder of the voyage, after 21,000 miles of it have been logged. The perils of the route across or past the Southern end of the Arctic island-continent can hardly be greater than those faced and overcome whilst skirting the coast of Alaska and making the transit thence to Japan. With the eyes of the world on the final stage of their undertaking, the fliers themselves will need cogent argument to convince them that they should not go on to the end.

The letter "E" is the most unfortunate one in the alphabet since it is always out of cash, forever in debt, never out of danger, and in hell all of the time. It is fortunate that it is never in war, always in peace. It is the beginning of existence, the commencement of ease, and the end of trouble. Without it there would be no meat, no life, and no heaven. It is the center of honesty, and makes love perfect. It is the beginning and end of editorial existence. But the letter "E" is in everything.

THE FOURTH ESTATE.

Random Reflections on the Status of the Press.

Written for the Tradesman.

No one will dispute, I think, that the press is a great institution. A great deal might be said about it. Indeed a great deal is said about it that is not said by it.

The term covers a wide range of varied meanings, because there are various kinds of presses. For instance, there is the tailor's press, the cotton press and the evening press by moonlight.

I recall my first experience with a press, dating back more years than I care to state. This was the first press installed in our community and I remember that it was of great interest to people much older than I then was or now am.

This curiosity was not confined to youth nor to women, and there never was any truth in the pretense that male maturity is comparatively devoid of curiosity—it is characteristic of the race.

Pardon the diversion and we will return to this ancient press. It was of an earlier vintage than you will find in operation in this progressive age. Its pressure force was a large threaded screw operated by a lever. This screw raised and lowered a platen or plunger about two-by-three feet in dimensions. I am not good at description—and it was a long time ago, but I remember that the apples went in at the top and the cider came out at the bottom.

But the term "The Press" is usually understood to designate, by symbolic reference, and institution which has grown to be a part of our body politic—the Fourth Estate—combining the features of private initiative and public service covering a very wide and divergent field of human endeavor.

I have sometimes wondered why this particular term should have come into use as the accepted designation of periodical publication in the mass in preference to any of the other elements which enter into the undertaking, which include, as well, type, paper, ink, labor and a modicum of gray matter, unless it be that the machine itself is the best symbol of quantity production—relatively, at least—is a measure of success.

But "the press," proper, may be confined largely to periodical publications of such nature and frequency of issue as to admit them to recognition under the postal laws as entitled to the privilege of second class rates. And this privilege is so great that no publication can reach its greatest success without it. It is under the provisions of the laws governing admission to the mails that the evil influences of vicious newspapers, dangerous to National weal or public morals are suppressed.

The press, in the sense in which we are here considering it, is a comparatively modern institution, even comparatively new to the industries and enterprises of the world. Yet, with its allied trades, it stands sixth among the commercial undertakings of America in the aggregate of business transacted.

However, as a development of the dissemination of knowledge through

the written or printed word it goes back to the very beginnings of history, for the Assyrian tablets unearthed on the banks of the Tigris, the fragmentary records of Phoenecia, Babylonia and Egypt are but the age old prototypes of "Bringing Up Father."

Civilizations have risen, flourished and died, all without the aid of the modern press. So far no civilization has died during the press period—though it has been mighty sick in some countries where the press has been enslaved and prostituted.

Possibly our civilization is somewhat tougher—that is to say more enduring—than were the earlier ones, which is well.

The modern press is largely dependent for its existence upon the element which is its chief vehicle—paper. Paper was first made by the Egyptians and was derived from papyrus, fiber from the bulrushes on the banks of the Nile—and some present day publications are very remindful of that material.

These bulrushes are the same as that comprising the basket in which the infant Moses was consigned to the ancient river and rescued when his cries attracted the Egyptian maiden. Moses may thus be credited with being the first paper boy to cry his wares to the public.

From this humble calling he became the greatest author of his day, and while time may have obliterated the inscriptions wrought by his hand, and even the stone tablets upon which he laboriously recorded the words from on high, may be buried in the shifting sands of the desert, his message has passed on in written and printed page from generation to generation and today his teachings are printed on paper in every language known to the world.

The wisdom of our forefathers is in no way better shown than by their recognition of a free press as an essential assurance of a free people.

Our first great editor, and probably the wisest of them all, was Benjamin Franklin. The military genius of Washington and the steadfastness of the people were united and fostered by the wisdom of Franklin, who combined genius, learning, thrift, tact and patriotism equalled by no man of his age, if, indeed, of any age. With all of my admiration of the great of our land I regard Franklin as the American of the most versatile talents, if not in fact the most useful man in our country's history.

As before said the press, as we know it, is a modern institution. The inventions which made possible the wider dissemination of knowledge, by the printed over the written page were made about the middle of the fifteenth century. Johannes Gutenberg is credited with the invention of movable types in 1450 and printing presses, also of his invention, were in operation in Rome in 1465 and later introduced in Paris and London. But it is only within the life of the last generation that the perfecting press and the linotype have made possible its development to its present state—the most economical and convenient method of disseminating information.

Through the agency of the press

distance is obliterated, National boundaries erased, the mountains scaled and the deep fathomed. To the door of the humblest cottage of the most distant state comes at the cost of a few cents, the world's history for the day, or for a small cost by the week or month comes the literature of the age.

It is a picture, a forum, a stage, a lecture room, a university of information, thought and learning. It is a moulder of opinion and a promoter of ideals. It wields great power—usually for good. But its very power would make it a source of danger should it ever become largely controlled by special interests and its influence diverted to selfish and vicious purposes.

In my opinion there is little danger that the American people would long be beguiled by false teachings or would long tolerate a venal press.

The press is divided into three rather distinct lines. The first is that in which the news is the feature and is represented by the daily and weekly newspapers, the second those of a literary and the third is designated as the trade press.

In these days of specialization there is no more definite instance of special service than that represented and performed by the trade press, which is now devoting effort to the advancement of the interest of nearly every particular endeavor. About every line of commerce, industry, profession, occupation or interest has its representation in the trade press. Among the first to sense the service which a trade paper could render to its clientele was the founder of the Michigan Tradesman, who staked his all forty-one years ago on his vision of its possibilities. And the two score years and more of its existence is a reflection of the remarkable energy and persistence, and the unswerving allegiance to the ideal which was at the beginning established as the guiding star of his effort.

Advertising, or commercial publicity, is recognized as a legitimate and useful feature of the press. It serves the double purpose of promoting business by bringing buyer and seller into easy contact and by making subscription rates lower through advertising revenues, thus adding to the circulation by lower cost.

Yet it is a well-established code of newspaper ethics that the first duty of the press is to its subscribers, as advertising value is contingent on the character and extent of circulation, and circulation is the chief concern of every newspaper.

The reader may have heard the story of the aged editor whose race of sin and service was about run, and whose embers of mortality were but feebly glimmering in the socket of existence but, who hearing the fateful words of the bedside physician counting the slowly receding pulse beats, whisper to an attendant, "His circulation is poor," opened his eyes, and with his last expiring breath exclaimed, "It's a lie, I have the best circulation in the county."

The press, in its better sense, is a profession demanding certain fitness and preparation, recognizing certain obligations, possessing certain privileges, and by all of these to be held ac-

countable in the court of public opinion for the measure of its delinquencies and not always credited with the sum of its service; yet hopeful that the broad charity which it deals to the erring may, in the end, cover with kindly compassion whatever weaknesses with which human frailties may have encompassed it.

Harry M. Royal.

Uniting Pharmacy the Big Idea.

In discussing the present All-Pharmacy undertaking, Dr. Newcomb, in a recent communication, points out that the average retail druggist is little concerned over the creating of a great pharmaceutical library, a research laboratory, or a pharmaceutical museum. The retailer is, however, vitally interested in any move which will help to combine, concentrate, and centralize the present divided power and influence of American pharmacy. Attention is called to the fact that the drug industry is represented at present by no less than nine National organizations, each one of these important and rendering a valuable service. Each of these National organizations must be conserved, strengthened, and further developed. Each of these National organizations has specific problems for solution. On the other hand, the big problems confronting American pharmacy are problems which effect more or less directly each one of the great branches of the drug business. Little progress has been made in solving the questions of drug peddling, drug store ownership, narcotic laws, prohibition legislation, etc. Unjust taxes and inequitable rules and regulations are thrown around the retail druggists to-day as never before in the drug business. Lack of uniformity prevails in legislation which has been sought by drug interests for the relief and protection of the profession. These things, Professor Newcomb points out, are all matters which concern more or less directly every branch of the drug industry, and in the handling of these problems, retailers, wholesalers and manufacturers have for the most part worked as individual groups, and not as a unit. As a result, we have frequently found the different branches of pharmacy fighting against each other. Difference of opinion relative to pharmaceutical legislation should be settled within the ranks of the drug industry before local, state, and National legislative bodies are requested to enact new legislation. With such a policy the various branches of the drug industry would present a united front in asking for the enactment of legislative measures.

No One Ever—

Told a lie that did not break down some time.

Sold goods by misrepresentation and got repeat orders.

Deceived God by keeping the facts from the neighbors.

Found moonshine brightening his chances for success.

Expects much more than politics from a congressional investigation.

Found that stretching the truth ever made the case much stronger.

Improves his town by running his neighbors down.

Be Sure Your Check Is Right.

It protects you, your customer and your store. It simplifies book-keeping and the work of your cashier. It prevents losses, confusion and annoying misunderstandings which may cost you your commission and the store a valuable customer.

Study your system carefully.

Always select the right check, and be very sure that it is filled out completely and properly.

Very soon you will find yourself doing the correct thing automatically.

But at first remember that eternal vigilance is the price of success.

Consult your manual. Don't leave your customer and rush over to some fellow worker for advice as to how to make out a check.

You make a much better impression on your customer; you save time for yourself and others; and you improve your value to the organization when you know for yourself what is to be done and proceed to it in a business-like manner.

Your record in the store, upon which your advancement will depend, will be written into your sales slips. Make that record the kind you want your progress to be governed by.

Official Estimate of the Anniversary Edition.

Saginaw, Aug. 11—It is very easy to compute that a paper such as the Tradesman costs a lot more to produce than you collect for it. It is, however, a great achievement to be able to give so much for the money and still make enough money to give to charity.

This year's anniversary number is certainly a masterpiece. I spent Sunday evening reading in it and I know what I am talking about. It is very unfortunate that so many of the merchants do not give more time to studying up their business.

Your anniversary edition certainly contains a lot of logic and alone is worth a day's study. Besides there are many other features which would lead many a stray tradesman to proper methods.

Keep it up anyway. There are a great many merchants who appreciate your efforts and are inspired to greater exertion by your articles. This is at least compensation in part.

You know my limitations, therefore when there is something upon which I can write something that will pass muster, please let me hear from you and I will be at your service.

Charles G. Christensen,
Pres. Retail Grocers and General Merchants' Ass'n.

Identity of the Practical Joker.

Grand Rapids, Aug. 12—I read with much interest the reminiscence related by John B. Barlow in the anniversary edition of the Michigan Tradesman. One thing he failed to tell us, however, and that is that the gentleman who played the prank with the needle was none other than the honored father of Wilder D. and Sidney F. Stevens.

I do not think I ever knew a man who got so much real enjoyment out of a practical joke as Mr. Stevens. One of his best jokes was brought to my attention at the time it was perpetrated.

Coming down to the store one morning he deposited a handful of oats on the desk of Hoyt G. Post, who was then book-keeper in the Wilder D. Foster hardware store. "If any one asks for a note, give him an oat," said the joker.

He then took a position in front of the store and remarked to every passer by—and he knew everyone in those days: "Hoyt Post has a note for you on his desk."

He counted the victims of his jest by the dozen, but one old friend undertook to chastise him. It was John W. Peirce, who chased Mr. Stevens all over the store in the endeavor to catch him and apply his fists, without result. Pioneer.

Food Dealers Hold Outing at Long Lake.

Kalamazoo, Aug. 12—The most successful of a long line of annual picnics staged by the Kalamazoo Grocers' and Meat Dealers' Association, was held Thursday at Ramona Park, Long Lake. This event, which resulted in a suspension of business activities for all stores for the day, brought out a crowd estimated at from 1,500 to 2,000.

Weather conditions were ideal. The contests were close and interesting and the rooting for the various contestants was "red hot" from the start to finish. The big crowd took dinner and supper at the lake.

In the evening the dance pavilion assumed Mardi Gras features as the happy throng gathered. A stock of confetti and noise producers were introduced. Most of the dancers appeared in fancy costumes. The dance continued until the early morning hours.

The annual ball game resulted in another victory for the Wholesalers, bringing their steady run of wins to five without a break. The final score was 7 to 1. Carr, pitching for the Jobbers, struck out 17. Borgman, in the box for the Retailers, fanned 10. The game was remarkably free from errors, though all the Retailers' slips were costly.

Score by innings:

Retailers -----000 001 000—1
Wholesalers -----203 000 11*—7

The tug-of-war was also taken by the Wholesalers after a hard pull. The Retailers were able to get a little consolation out of their patch ball victory, when they took the Jobbers into camp by a 15 to 6 count.

Harold Tyler won the Grand Circuit race for men, the final field being narrowed down by preliminary heats.

Jim Dunn and Abe Thompson appeared in a fast, snappy boxing bout. The ring was pitched immediately in front of the grandstand.

The balance of the track and field contests, all held on the baseball field, were hurried through at a late hour in the afternoon. Many events were postponed until that hour, due to the late arrival of contestants. There were all kinds of running and novelty races for boys and girls and the wives and sisters of grocers and meat dealers. Winners of these events were given an attractive list of prizes.

Grover Hall staged a spirited horse-shoe throwing contest for the devotees of barnyard golf. Grover B. H. Hall won the final match for singles, walking off with a ton of coal, donated by Sam Buurma.

In the open match for doubles, Hall and "Chase and Sanborn" took first money, while the first match for doubles went to Kenzie and McAuliffe.

The picnic went off without a hitch, being directed by a special committee of which Jay Brink was chairman.

Hosiery Demand Is Spotty.

The hosiery market continues dull, with a few orders of a spotty nature being reported. Buyers have apparently settled back to see which way prices are going to move. Both staple cotton and silk hosiery prices are fairly firm, reflecting the strength of the raw material markets. Mill men say that the bottom has been reached in staple cotton hosiery prices and that a steady rise of raw cotton will inevitably make for an increase in hosiery prices. The recent activity in infants' and children's lines has quieted down. The demand for women's full-fashioned hose shows a slight improvement.

Applied Mathematics.

The old lady was timidly inspecting the stock of spectacles.

"How much are these?" she asked, selecting a pair.

"A dollar and a half, madam."

"And how much without the case?"

"Well, the case makes little difference. Suppose we say \$1.45."

"What? Is the case only worth five cents?"

"Yes, madam," firmly.

"Well, I'm glad to hear it; it's the case I want."

And, placing a nickel on the counter, the dear old lady took up the case and walked timidly into the street, while the optician gasped for breath.

Willing To Be Treated.

"Let me kiss those tears away, sweetheart," he begged tenderly.

She fell into his arms and he was very busy for a few minutes. But the tears flowed on.

"Can nothing stop them?" he asked breathlessly.

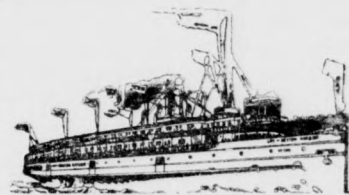
"No," she murmured, "it's hay fever, but go on with the treatment."

Never Got Scorched.

Sadie—He may not be much good, but he certainly has money to burn!

Mamie—Well, I never suffered from the heat when I was out with him.

A merchant with a business hovering between profit and loss might find that a letter a day would keep the sheriff away, if the letters were carefully written soliciting patronage of desirable families.



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GETTING BACK TO NORMAL.

As the prospects for this year's harvests become more clearly defined, a better and more confident sentiment appears to prevail in business circles. Evidences of betterment of conditions come from all sections of the country and especially from the important grain-growing states. As noteworthy as any are those reported from the grain farmers, who are paying their debts and thus enabling banks to resume by making liquid the frozen credits with which they were clogged after the slump in wheat and corn. No one now doubts that the crops will be marketed on a profitable basis, and that this will be followed by activity in mercantile business. The basic industries are also beginning to recover from a period of depression which became acute a while back. There is some readjustment of prices and there may be more to come until ratios become more nearly normal, but the indications at present are that the process will be gradual rather than abrupt and that business will readily accommodate itself to it. Of hopeful augury is the outlook abroad for a settlement of the German reparations matter, which seems nearer now than at any time since the Versailles treaty was signed. Such an occurrence would prove a remarkable tonic to trade here as well as abroad, because it would almost at once remove most of the barriers which have been in the way for the past decade. There are many enterprises which are merely waiting for this contingency and which will be set going once the muddle is ended.

But there is a long way yet to go before it will be possible to do business along the lines customary in pre-war days. The greatest missing element is forward ordering, which enabled mills and factories to make preparations ahead for filling a normal demand. Ever since the break in values, four years ago, the habit has been of buying merely for immediate needs and of letting the future take care of itself. This is not satisfactory either to sellers or buyers, especially the former, who are often in a quandary over the purchase of their raw materials. Many of these materials have had a way of fluctuating in value with some suddenness, and this has added to the hazards of doing business in a period when consumers were insistent on reduced prices. The buyers, on the other hand, have occasionally been favored by the policy they have been pursuing, because the necessities of producers prevented their putting on the screws when a belated demand became acute. A lessened public demand for many commodities, due to real or enforced economy, has been some sort of a justification for the course pursued by buyers for stores who have in many instances been merely executing the orders of their merchandise managers. Despite the cautious policy pursued, however, the business mortality has been large. The first half of this year showed a total of 10,785 failures which is about 1,000 in excess of those for the same period last year and is about three times the number usual before the war. It is noteworthy, too, that the increases are

largely among the traders as distinguished from manufacturers.

THE COTTON SITUATION.

Transactions both in cotton and cotton goods were kept much in abeyance during the past week in anticipation of the Government report on the condition of the cotton crop which was issued on Friday. A report at this time is not conclusive in any sense, because much may yet occur to affect this final yield; but any kind of data is seized upon for conjecture and for speculation. Private reports had made the condition anywhere from 66 to 69.6 per cent., and the average of eleven such was 68.22. The Government's estimate was 67.4. What this really indicates, for the time being, is a question. The opinion of the average of the eleven private reports was that 12,221,000 bales would be the yield. But there were wide divergences in the individual estimates. Thus one estimate on the basis of 67.2 per cent. made the crop only 11,714,000 bales, while another, figuring on a 66 per cent. condition, made it 12,094,000 bales. The highest of the estimates placed the yield at 12,700,000 bales. The official estimate was 12,351,500 bales. One guess is as good as another just now. Considering the large acreage planted, a difference in yield of only 20 pounds per acre would increase or decrease the total 1,500,000 bales. Whatever the effect of the report on the cotton exchanges, it is considered hardly likely to have much influence in hurrying along the buying of cotton goods. Purchasing is going on for spot or near-by delivery but not beyond. This applies not only to fabrics but to knit goods as well. The condition is apt to prevail for a month or more or, at least, until purchases can be no longer delayed. Prices of fabrics are being better upheld than are those of knit goods, a condition largely due to the curtailment of production of the former.

WOOLS AND WOOLEN GOODS.

Not much activity is apparent in the wool markets. Abroad, no line on price tendencies will be evident until the resumption of the auction sales of colonial wools in London on Sept. 16. In this country there is some trading in small volume and more noticeably in the lower grades. Wool consumption by the mills showed a decided drop in June as compared with the corresponding month last year, the decrease amounting to about 40 per cent. It is noteworthy that the great preponderance of wool used otherwise than for carpets was of domestic origin. The decrease in production of woollen goods was well known, so that the official report in the matter was no surprise. It is not to be attributed to any increase in imports of woollen fabrics, for these have been on the wane for some months. Apropos of such imports, it is interesting to note that Great Britain, from which most of them come, is complaining of the increasing quantity of French dress goods which are imported there. The domestic mills have been doing better lately on women's wear fabrics, including those of the bolivia type, which were supposed to have been discarded for the newer weaves. Garments for Fall are selling

moderately well, and so is men's clothing, on which orders are placed for small quantities at a time. The trade is awaiting the openings for the next lightweight season. The principal factor will probably show its lines next week, but, meanwhile, some smaller concerns are understood to have taken some tentative orders. The indications are that the price changes will not be pronounced.

CANNED FOODS CONDITIONS.

There is no real breadth to the jobbing demand for old pack canned foods, as wants are covered as they arise. The policy is to take small blocks frequently, even though it necessitates the dealer being in the market daily. Interior dealers, even the largest, are buying in this way, paying increased transportation costs rather than tie up their money in larger parcels, which would be liquidated slowly. Nearly all items are being sought, and while there is competition to buy it is not for large enough blocks to make the market unfavorable for one dealer. Futures are not a big factor since the deadlock between canner and jobber prevents any large business at the moment. Many canners are withdrawn from the market; others quote on odds and ends, while distributors cannot get what they want at prices which appeal to them. The situation has worked out so far unfavorable to the dealer, but he still has hopes that later on there will be more disposition to sell and on a more favorable basis for the distributor.

The wonderful objects found in the tomb of Tutankhamen stimulated digging in the Near East. Archaeologists professional and amateur, and those who come under neither of these designations are daily turning up scepters, bell clappers, implements of war, pieces of chariots and fossilized teeth three, four and five thousand years old. As these discoveries grow in number they suggest the industry that was created in Southern Europe when Americans developed a craze for old masters, and how much Colonial furniture there was in Grand Rapids when we all wanted something Colonial in the home. It is well to bear in mind that it took more than a full lifetime's work of eminent archaeologists to uncover Tutankhamen, but only a few days' preparation and search by a cynical man to uncover the Cardiff Giant.

Governor Baxter of Maine has sent a collie dog to prison, not for any misdemeanor on the animal's part, but in order to restore the flagging morale of prisoners. It was Governor Baxter who a while ago kept the flag at half staff for the death of a pet dog. That many have been carrying zoophily to an excess, but a good many people will approve of the idea of giving canine companionship to incarcerated men. Many a social derelict has been saved by the knowledge that when fair weather comrades fell away the dog was faithful, and creation knows no friend more loyal through all changing tides of fortune. If prison is meant to reclaim a man, not simply to confine him, a dog might well have his useful function as a salvatory agency.

RISING RAILWAY KINGS.

The Van Sweringens are laying down the fourth largest system in the East, tying up the St. Louis gateway with four of the five Great Lakes and opening two outlets—one via the Erie at New York and the other via the Chesapeake & Ohio at Newport News—to the Atlantic. They will tap the corn, wheat, beef and pork countries at St. Louis, Peoria and Chicago; the soft coal and iron ore beds of the Midwest, the Alleghenies and the Lakes, and some of the greater industrial areas of the East.

And who are these rising railway kings, these Van Sweringens? Small town lads, they were barefoot newsboys in Geneva, Ohio, not so long ago. They are young men. "O. P." is forty-three; "M. J." is forty-one. As lads they went to Cleveland, got into real estate, developed suburban "Shaker Heights," built a road to it because no road ran there, made a potful of money and then looked around. The story of their rail moves may be thus condensed:

1916—Bought the Nickel Plate, backed by the Morgan interests. 1922—bought the Clover Leaf and the Lake Erie & Western, welding these into the Nickel Plate, with the I. C. C.'s approval. 1923—Acquired the Chesapeake & Ohio, including control of the Hocking Valley, with Western as well as Eastern financial backing. Again the I. C. C. approved. 1924—

Comes now the greatest stroke thus far, the acquisition of the Erie and the Pere Marquette, rounding out a great system. It is a long way from the elm-shaded street of an Ohio town to the throne rooms of Wall street and control of 11,000 miles of steel rails. It may not be so long to the next step. That seems to be the Harriman dream all over again—a transcontinental system from tidewater at New York and Newport News, through the Western gateways to tidewater at Spokane and Seattle. The roads needed to make the dream come true are ripe for the plucking if the Van Sweringens hands be strong enough.

Times change. Once we fought consolidations. Now we bless and encourage them. Seventy years ago this consolidation problem tried to solve itself.

The New York Central was built up by mergers. The Pennsylvania today is a blend of 600 different rail properties. Had we let the Hills and Harrimans alone they would have solved it. The roads had, however, sinned and we manhandled them. Mergers were banned by Federal anti-trust acts. States rode the railways on their own rails and tarred and feathered them with legislation. Now we urge them to do what we then forbade.

And now come the Van Sweringens with a leaf out of the old book. If they and their like cannot show the way to voluntary mergers a worse thing may befall the roads. Congress may take it into its head to merge them under the sledge and in the melting pot of a dictated consolidation.

Science has progressed by leaps and bounds, but somehow or other last year's straw hat always looks like last year's straw hat.

Materialism a Hindrance To Progress.

Grandville, Aug. 5—Gross materialism is running amuck in this country to-day.

And that is why the churches are deficient in attendance, falling off in fact day by day until it bids fair to eradicate churchism entirely.

What a sad state that would be with the churches wiped off the map. Such a catastrophe can never happen in free and enlightened America you say. Perhaps not, and yet when one takes into consideration the falling away of church attendance the outlook is not encouraging.

Large church edifices are built to-day in the hope that sometime in the dim and distant future there will be a revival of religion and a turning back from the grosser things of life to the spirituality of the church of Christ.

To abolish churches would be scarcely a whit worse than abolishing schools. The two go hand in hand, although neither is dependent on the other.

This is the era of auto and flying machines. The spiritual is swallowed up in the material joys to be had for the asking. These material joys, however, will fade. Life is but a short span between the cradle and the grave. How we live that life depends on how we were taught in our youth.

Even the early pioneers, with no preaching service, and the most primitive of schools, managed to keep the spiritual man alive, and when the preacher did come, flocked to services in the schoolhouses with the avidity of starved children for the cake counter.

There was manna in the wilderness for those sturdy sons of toil, nor did the absence of spiritual teachers quite dissipate the love for that which was above mundane things.

Men have to die, and yet, looking over the scene of worldly affairs to-day, it does not seem as if they realized the mortality that was born to them. It is hustle, bustle and crowd until sweating humanity more resembles a drove of wild Texas cattle than human beings.

A short life and a merry one. How many times has the writer heard this expression uttered in the long ago, as the rough sons of the woods congregated at the wayside dances which took place in homes of the settler as well as at the wayside taverns of the great new country.

Frivolity was, perhaps, at as fierce a pace as it is to-day, and yet nearly every one who gave utterance to such a truism was under the influence of king alcohol which the Volstead act has nearly banished from our land. Nobody thought a second time of the remark of boozy John or Jack, but to-day there is much that seems to prove that many of our people are trying to live up to the short and merry life theory.

Gross materialism is boring from within in our own America to-day with as sinister an outlook as that of the Reds with Bolshevistic tendencies, and no effort of church or state has as yet seemed to change the current of events in the least particular.

There can be no doubt that we need a revival of spiritism among our people lest they sink to the depths of gross immorality that swamped the French nation during the closing days of the eighteenth century, and swept their land into that revolution which sacrificed life in the name of the proletariat.

It was from the ruins of a monarchy made hideous by the Reign of Terror throughout France that the first Napoleon sprang, to become the savior as well as the founder of many good things which history has not fully credited him with. It required a first consul and afterward an emperor to bring France to her senses, so that to-day she is one of the most enlightened and prosperous republics of the world.

That the churches are on the down

grade need not be stated. Doubtless some enthusiastic members may deny my right to make this statement, yet it is a fact which can be readily demonstrated should occasion require.

One of the failings of modern day churchism is the lack of Christ in the organization. There is little of the spirit left. No man in his senses questions that the teachings of the Master were of a high order, and that they should be heeded in order to bring the human family into a proper condition for efficient work along spiritual lines.

Many people are living in a manner to carry the idea that all there is to life is right here on this footstool; that matters pertaining to immortality have no place with the present generation.

All of which may be true, yet if it is what a supreme tragedy was the creation which ordained a world filled with wild-eyed fanatics who find less enjoyment than sorrow in the world.

But it is not true. There is a spirit in man which cannot perish with the beasts of the field and the birds of the air.

Here again arises another thought. By what right do we say that birds and animals perish utterly? We have no revelation to the effect that birds and beasts die outright. If we had such a knowledge then would we be one with the Almighty and there would be no use of ministers seeking light through the teachings of a risen Savior.

Materialism is the one great hindrance to the advancement of that great thought that man lives beyond the grave, and that his immortal spirit moves onward and upward throughout the ages, ever progressing, never standing still in his sure advancement to a better life in a better land than this. Old Timer.

Milk As Food.

Milk fed to laying hens brings better returns than when fed to hogs, according to Purdue University. Returns at that station show that the increase in egg production gives a return of \$1.82 to \$5 per hundred pounds of milk fed to hens. Feeding of protein to hens will usually increase the egg production of a hen about 100 eggs per year as compared to hens that do not receive a protein supplement.

Milk cannot be compared with other forms of animal protein such as meat scraps and tankage wholly on the protein basis, since its palatability, ease of digestibility, and general availability on the farm must be given consideration.

For chicks, milk is almost a necessity, since people can raise chicks easier and better and with less mortality when given as a liquid diet.

Think White Season Will Come.

Taking a look ahead to next Spring, some sellers of white goods think that the chances are favorable for the return of a white season. For some time past color has dominated Spring and Summer apparel, but it is figured that by the law of averages, at least white should have a good chance in 1925 of regaining its former popularity. If the vogue for white were to return it would mean a marked improvement in the demand for such items as fancy voiles, silk and cotton mixtures, and similar goods. The fact that laces are in better demand and promise well for next Spring is said to be an indication of a satisfactory white goods season, as they are generally popular at the same time.

From Shelf to Shelf— —That's Turnover!

You are interested in merchandise that hurries off your shelf—onto the pantry shelf of your customer. Quick turnover is the red blood of retail business.



Armour's
Veribest Corned Beef
TRADE MARK

will not linger on your shelves. Its high quality and delicious, delicate flavor—have made it so well known that it moves fast. Consumers want it—because they know that it will satisfy them. Display the attractive containers prominently—you will be well paid.

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

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"Foods and Confections of Finest Flavor"
CANAJOHARIE NEW YORK



The Important Essential Features of Turnover.

We hear much about "turnover" as an essential to making profit, but seldom do we hear turnover analyzed in simple language that all can understand.

Every merchant doing a business of any size knows he has some style lines that come in and go out quickly. It is not uncommon in well managed stores to have a turnover of 12 times a year on such merchandise as finds ready sale from quick favor, and in smaller stores perhaps half the stock is being turned from three to six times a year.

Why is it then that a group of 500 stores reporting to the Harvard Bureau, show a total turnover of less than twice a year? The answer is threefold principally.

First, there are in nearly every store certain lines of slow selling merchandise that the merchant believes he must carry to have a complete stock to meet the demands of his trade. Practically all well organized stores carry these lines and there is not enough business on them in the community to give all the stores the ideal turnover of four times a year. Often as a consequence of over-competition, this class of merchandise turns over once a year or even less. Then, too, the mistake often is made of over-duplication of such lines, so that similar styles are carried in too many grades and at too many prices. As an illustration, we know of one store which carries thirteen styles in brown kid oxfords at a turnover of once in eighteen months when four styles would give the toe shapes, the heel heights and the prices necessary and these four could be turned twice a year.

Second, buying too many styles is another contributing cause. Often lines are bought, and later another line comes along and shows up as an improvement over the previous buy, and the merchant buys this on top of

the other. In this second class, comes also the fact that merchants often overbuy on certain things, as for instance, one class of heel, or toe shape, or material, only to find when the selling season approaches that he must buy other things heavily to be in the swim. This clogs up the stock with poor selling, or even "dead" stock, thus slowing up the turnover. This can only be avoided by a determination to buy only on an analytical basis of having a balanced stock, dividing the various classes into groups, and appropriating a budget sum to be spent in each group.

Third, failure to sense a poor buy early, and forcing such shoes out promptly, and in allowing odds and ends of broken lines to accumulate over the amount of 10 per cent. of the total stock at the most. If there is ever more than 10 per cent. of the stock in "dead" lines, no profit can be made in the long run, because there is an ever fast accumulation of the dead stock, and finally the point is reached where too much of the working capital is tied up in frozen assets.

It can be seen that turnover is not as important as having a clean stock. A store might have half its stock in frozen styles and be turning the other half six times a year and show a total turnover of twice or more times a year and be in an unhealthy condition. Another store with a 90 per cent. clean stock could be turning twice a year and be in a much better condition than the other. A clean stock is the thing to strive for.—Shoe Retailer.

Some Consolation.

A meat dealer in a small town presented a bill to a customer who owed quite a sum. "Well John, here is your meat bill for the last three months; now I want you to pay up, as my bills are due and I must pay. "Newt, I'm sorry," replied John, "I can't pay but don't feel bad about it, for I'll keep on trading with you."

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 29.—In the matter of Cole & Clow and Jennie Cole and Delbert E. Clow, individually, Bankrupt No. 2533, the funds for the first meeting have been received and such meeting will be held at the referee's office on August 12. In the matter of Edwin Gingrich, Bankrupt No. 2470, the trustee has filed his final report and account and the final meeting of creditors has been called for August 21. The trustee's final report and account will be passed upon and administration expenses and a final dividend to creditors paid at such time.

In the matter of Peter Schneider, Bankrupt No. 2491, the trustee has reported an offer from Edward De Groot, of Grand Rapids, of \$10 for all of the bankrupt's interest in a certain parcel of real estate. The interest consist of one-sixth interest in the property after the exhaustion of a present life estate. The interest is appraised at \$100. The date of sale is set for August 11. All interested should be present at the referee's office at such date.

July 30. On this day was held the final meeting of creditors in the matter of S. Belfer & Son, Bankrupt No. 2306. The bankrupts were not present or represented. The trustee was present in person. The attorneys for the trustee and for the petitioning creditors were present. Claims were proved and allowed. The trustee's final report and account was approved and allowed. It appeared, after computation of the priority items of expenses, that no dividends could be paid to ordinary creditors, and therefore an order was made for the payment of such priority matters and expenses as far as the funds on hand would permit. There was no objection to the discharge of the bankrupt. The meeting was then adjourned without date. The case will be closed and returned to the district court.

August 4. On this day was held the final meeting of creditors in the matter of L. Roy Van Wyck, Bankrupt No. 2475. The bankrupt was not present, but represented by attorneys. The trustee was present. No claims were proved. No creditors were present. An order was made for the payment of administration expenses, so far as the funds on hand would permit, there being no funds for dividends. There was no objection to the discharge of the bankrupt. 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 Roy N. Hurd, Bankrupt No. 2535. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia. The schedules carry no indication of the bankrupt's occupation. The schedules list assets of \$170, over and above household exemptions of \$250 claimed, with liabilities in the sum of \$5,662.99. The court has written for funds and upon arrival of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Commercial Nat. Bank, Ithaca	\$ 150.00
Peoples State Bank, Middleton	51.00
Lee Tire & Rubber Co., Grand Rapids	218.98
Magnetic Mineral Spring Co., St. Louis	2,200.00
Gilbert W. Hand, Bay City	1,400.00
Standard Oil Co., Ionia	425.00
Ionia Hardware Co., Ionia	125.00
E. A. Thomas, Ionia	22.00
Lomery & Fleming, Ionia	600.00
John Jarvis, Middleton	450.00
Triangle Motor Truck Co., St. Johns	21.00

Aug. 5. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Klaas J. Mulder, Bankrupt No. 2537. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ottawa Beach and is a real estate broker by occupation. The schedules of bankrupt list assets of \$1,250, of which the sum of \$250 is claimed as exempt, and the \$1,000 is the face value of a policy of fraternal insurance, upon which there appears to be no surrender value. The liabilities are listed at \$8,606.80. 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:

Chas. Wonson & Co., Gloucester, Mass.	\$ 69.00
Herpolsheimer Co., Grand Rapids	105.00
Oakdale Coal & Wood Co., Grand Rapids	14.00
A. Himes Coal Co., Grand Rapids	27.00
G. R. Gas Co., Grand Rapids	8.40
Stern Co., Grand Rapids	85.00
Cole's Glove Store, Grand Rapids	6.00
Ed. C. Veiter, Grand Rapids	14.00
E. D. Hunderman, Grand Rapids	6.00
E. J. Buyers, Grand Rapids	31.00
S. Le Roy, Grand Rapids	89.00
R. H. De Caux, Grand Rapids	88.00
M. S. Ballard, Grand Rapids	6.00
Houseman & Jones, Grand Rapids	20.00
Rindge Krekel Co., Grand Rapids	27.00
Leo Sandler, Grand Rapids	35.00
Friedman-Spring Co., Grand Rapids	51.00
Fritz, the Tailor, Grand Rapids	40.00
A. May & Sons, Grand Rapids	50.00
Boston Store, Grand Rapids	47.95

Wurzburg's, Grand Rapids	103.00
P. B. Gast Co., Grand Rapids	7.00
O. Henderson, Grand Rapids	7.00
Shipman Coal Co., Grand Rapids	57.00
H. J. Heystek, Grand Rapids	30.00
Commercial Savings Bank, Grand Rapids	5,900.00

Aug. 5. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of George Angeles, Bankrupt No. 2536. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon. His occupation is not stated. The schedules list assets of \$376, of which \$76 is claimed as exempt to the bankrupt, with liabilities of \$9,338.37. A mortgage of \$300 is also upon the assets, which leaves very small, if any, margin for administration. The first meeting of creditors has been called for August 18. A list of the creditors of the bankrupt is as follows:

Harry Fisher and Isadore Rubinsky, Muskegon	\$6,600.00
Republic Transfer Co., Muskegon	134.61
Muskegon Glass Co., Muskegon	81.84
Steketee & Son, Muskegon	24.25
Blais & Son, Muskegon	300.00
Central Electric Co., Muskegon	195.01
John R. Hilt & Co., Muskegon	178.66
D. Christie, Muskegon	25.00
Woodka Bros., Muskegon	25.00
Otto Langkavel & Co., Muskegon	25.00
Consumers Power Co., Muskegon	500.00
Fred Loeve, Muskegon	44.00
Quality Tire & Service Co., Muskegon	10.00
Marsh Auto Co., Muskegon	500.00
Holland Magnastite Co., Holland	100.00
John E. Miller, Grand Rapids	250.00
Young & Berghuis, Muskegon	150.00
Francis Jiroch, Muskegon	50.00
Walker Candy Corp., Muskegon	100.00
W. W. Richards Candy Co., Muskegon	20.00
Oerless Printing Co., Muskegon	

Open Letter To Mr. Frank F. Rogers.

Grand Rapids, Aug. 11.—In motor-ing to Manistee last Saturday I meant to traverse the last three miles over the old route of M 11.

An official detour sign indicated that I should turn to the right to the new pavement, but the detour looked so forbidding that I hesitated. One of your men insisted that I make the detour and, as a result, I got into the worst dose of clay ruts I ever experienced in my life. My car looked like Scar Faced Charley when it finally emerged from the fearful ordeal and my nerves were so unstrung as to dissipate any enjoyment for the remainder of the day. On registering at the Chippewa I found an angry bunch of motorists who had been practically forced to plow through the deep ruts, instead of being permitted to enter Manistee over a good road.

Such arbitrary action on the part of the State department creates so much unnecessary opposition, denunciation and ridicule that I cannot understand why you tolerate it. E. A. Stowe.

The Busy Dawn.

Written for the Tradesman.

I rose at an early hour
To watch the company
Of bees and bird and flower
In their anxiety
To greet the dawn
The pines are thorofores
For linnet, finch, and wren,
The flicker boldly dares
Explore old haunts again
About the lawn.

The hornets love the spruce,
Upon each tender twig
They find the gummy juice
To build secure and big
Their curious cells
While bees and gnats and flies
And the mosquitoes too
Think firs their paradise
Which, dripping with the dew
Give sweeter smells.

The bunny runs and plays
Beneath the barberry hedge
The squirrel swings and stays
Upon the Norway's edge
To get a cone
So succulent and sweet
With many mellow seeds
That in his haste to eat
He all too often feeds
On more than one.

The thrush and robin bathe
Alternately until
Quite rudely they behave
And quarrel as birds will
When wanting more.
The sun is now a-sky
The busy hour well spent
With bird and beast and fly
And in my wonderment
The dawn was o'er.

Charles A. Heath.

Herold-Bertsch Shoes



No. 901
\$3.40



New Style High Grade Oxford

Men's Full Grain Black Calf, Trouser Creased Oxford, Bend Outsole, Grain Insole, Wingfoot Heel, leather heel-base, leather counter, Good-year Welt.

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Mich.

Truth Crushed To Earth Will Rise Again.

Grandville, Aug. 12—"Truth crushed to earth will rise again."

It is hoped that this is true, but the sorry time the truth has getting into print is rather discouraging to the ordinary mortal.

With all the bunk printed about the farmer one would be led to imagine his was the sorriest existence on this mundane sphere, when the contrary is true. Truth crushed to earth often remains in the mire while flagrant falsehood sweeps all before it.

It is quite impossible to get a farm paper to print facts with regard to the true status of the tiller of the soil, and even the newspapers are chary about doing this, no doubt for fear of offending their farmer subscribers. This is so all down the line.

It is said that the truth makes us free, but when we get so little of it from the public press, how are we to recognize that freedom when it comes?

It is equally hard to interest the press in facts connected with every other sort of business, as merchandising, mechanics, arts and labor unionism. There are also nature fakers who enjoy full swing in the news items of the day, but let an old hunter and trapper, who knows the facts, undertake to put the public wise and every news print in existence shuts up like a clam against the truth.

Why is this so?

Why is it that a farm paper will not print the truth about farm conditions? The bigger the fake the more readily will it find entrance into the columns of newspaperdom. It is a known fact that the truth about labor unionism never finds its way into print. This, of course, is accounted for from the fact that all newspaperdom is dominated by the labor unions. This is a sad commentary on the boasted liberties of America and should cause a blush of shame to mantle the cheek

of honest men who have not bowed down to the tyrannous organizations.

The destruction of timber in the United States has been something fierce during the past few years, and the timber supply is growing less by leaps and bounds, until building material is almost beyond an ordinary pocketbook.

Facts regarding this timber raiding have been offered the press time and again, but the clam-like silence of the printeries is almost if not quite painful.

Along with the destruction of timber we have the rapid disposal of birds to the limbo of forgotten things. The wiping out of timber and bird life is a National crime and yet it is simply impossible to interest a public print in defense of these necessary elements in the life of the Nation.

Truth crushed to earth may rise again, but it is a long time about it in the United States of America to-day.

A gun and powder factory has printed a pamphlet entitled "The Truth About the Crow." It is an entirely one-sided document, which lambastes that bird to a finish. No doubt these gentlemen feel proud of the showing they have made that one of God's birds is an outlaw and should be wiped off the face of the earth, and while this is being done, don't forget to buy your shooting irons and powder of the publishers of this diatribe.

Self interest is dominant in most human hearts, but when it goes so far as to publish bare-faced lies about any portion of created life it is treading on ground that is antagonistic to the best interests of our people. Love for the Almighty Dollar rules this Nation to-day. To get it men will prostitute themselves to the lowest depths, and it is because of this that America is treading very near the hot plowshares of another war.

Get the truth before the people, you say?

Very good, but how is it to be done? With the press of the Nation locked against printing the truth, with all sorts of fakers in the limelight of public approval, where have the facts which so vitally concern humanity a chance to get before the people?

I am not painting too dark a picture.

The newspapers will not print the truth about many of the most vital things this country should know. Timber destruction is slurred over. Bird annihilation is of no consequence. The columns of the public press are not open to the truths of religion. Mammon and his hirelings are running the American Republic into the breakers and onto the rocks as fast as it is possible to do so, and a protest goes up.

True, no protest goes up, because of the fact that the opportunity is not open for such a demonstration.

Politicians of all parties are open to everything else but the plain unvarnished truth. This they will not put before the people for fear of losing the job they have or not getting the one they are seeking.

Our courts are open to censure for the manner of procedure in criminal cases such as is agitating Chicago and the Nation to-day in the trial of two boy murders. Their crime, self confessed, was most atrocious, and yet the trial, after the prisoners have fully confessed, is one of the most sickening exhibitions ever put on the boards of a court room.

Millions of dollars expended to save the necks of self confessed murderers. Is it right or just to make such shameless exhibit of these criminals? It is not, and we as a people all know it, and yet we permit such bestial misplacing of justice and go on wondering why so many crimes are committed in our land to-day.

Truth, crushed to earth, will rise again—but when? Old Timer.

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833 Carnation Bldg.
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We are proud of our plant and our products and feel sure that Fremont, Miss Michigan, Bean State, and Climatic Gem foods will aid you in taking still greater pride in your store.

The Worden salesman will be happy to tell you about our—

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Spaghetti

Fancy Red Kidney Beans
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Gooseberries
Peaches
Chili Con Carne

Distributed in Grand Rapids, Lansing, Kalamazoo, and Battle Creek by Worden Grocer Company.

FREMONT CANNING COMPANY
FREMONT, MICH.



The Swing of the Industrial Pendulum.

It is a commonplace of any student of economic values to say that a multitude of varying conditions are operative at any one time to work their varied effects on the course of industry, yet out of this multitude one must pick a certain few which are of such primary significance that they, alone, point unerringly to the succeeding stages of the industrial cycle. Sometimes these primary facts are confused and contradictory, at others they point in a single direction.

If one had drawn up a summary of important economic conditions, say six or eight months ago, the most conspicuous single element of doubt and uncertainty to confuse the forecaster of business conditions was the continuing high interest rates. Other evidence pointed to the fact that we were then in and should continue to be in for some months a period of depressed business, declining prices and industrial unemployment. But ordinarily these outward effects are coupled with low interest rates; whereas six or eight months ago interest rates were continuing high. They had been high for a long period and continued high in spite of the slackening of business activity.

At the present time this source of uncertainty has vanished. Added to the obvious industrial retardation observable in our primary industries there is an apparent over-abundance of lending capital, reflecting itself in the lowest level of interest rates we have experienced in several years. This development has great significance in clarifying our present understanding of the industrial cycle.

The down swing of the industrial pendulum, besides showing itself in dropping prices, business losses, increasing unemployment, has an undoubtedly stultifying influence on business ambition. The average proprietor of a business enterprise, factory, or store gauges his future actions by his present profits. He buys materials, increases his employees, and builds extensions when his current sales show a profit; he withholds all orders for materials, discharges employees, and contracts his working space when his current accounts show a loss. He is affected solely by the outlook into the immediate future, but this outlook determines, with an intensive certainty, his capital requirements. Consequently after the mad rush for credit to bridge over a crisis, the whole downward course of business contraction is followed by a continuing increase of available money and credit and a slow but steady fall in interest rates. The situation last winter and spring was anomalous be-

cause credit remained constrained and interest rates high when general business was obviously declining. The present weakness in the money market accompanied by high levels of bond prices is exactly what we would expect with the present low ebb in industry.

Two factors, however, of somewhat less significance remain anomalous and contradictory—high retail prices and large railroad earnings. Probably, more than any other single factor, the refusal of retail merchants to reduce prices and take their losses, if need be, has retarded business recovery. The unwarranted and uneconomic margin between manufacturers' prices and retail prices is not to be explained by the higher cost of doing business entailed by the retail merchant. In the end that has nothing to do with it, because an increase volume of sales and not an increase in gross margin of profit will, in the long run, suffice as the only alternative, that will survive competition, of meeting the higher costs of conducting retail business. Conditions being as they are, we will make little progress in a recovery of business until there is a marked readjustment of retail prices in accordance with the current prices of merchandise in the hands of the original producer.

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Applications for CONSTRUCTION loans especially are invited.

Terms will be reasonable, taking into consideration all the circumstances. It has been doing business here 35 years; expects to be more than that many years in the future; and will endeavor by continued fair terms to earn the good will of all who enter into business relations with it.

Frederick W. Stevens

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AN administrator or an executor will have in charge the distribution of your estate. Which one do you choose?

If you leave no Will, that indicates that you choose to have the State appoint an administrator and are willing that the law should settle your estate. If you leave a Will properly made out, you name in that Will your executor.

The compensation allowed either your administrator or executor is the same.

In making a Will you have another choice of naming as your executor an individual or a corporation.

Experienced, economical, efficient service can be secured by the selection of a corporate executor—so name this institution executor of your Will.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

The relative strength of railway earnings can be explained by reasons not directly due to industrial prosperity. It should be remembered that during Government operation of the carriers every capital expenditure had been reduced to a minimum—at first to release all available capital for war purposes and later because of general uncertainty. Consequently when operation was resumed by the railway owners every effort had to be made—in spite of low railway credit—to rehabilitate the over used and under-maintained machine.

This rehabilitation process having been largely completed, the railroads found themselves able to carry on their operations under reduced costs—with the benefits that arose from the normal growth of population—reflecting itself in higher net earnings. Special conditions, too, in different sections of the country account for special results—the agricultural prosperity of the South reacting on the earnings of Southern railways, for example. So that the fact that railway earnings are out of line with general business conditions has a great deal less significance with reference to the course of the industrial cycle than the bearing of railway earnings, under other conditions, would suggest.

Of greater importance, by far, is the psychological temper of the people. It would seem that pessimism is just as rampant in certain industries—more so in some, such as the cotton textile—as it was in the spring; but all in all, there is less discouragement and more fearlessness. This is exactly the human concomitant, which, when coupled with plentiful, cheap credit, presages the bottom of the cycle. In economics, as in mechanics, we reach and pass over the bottom before we realize what has occurred.

Certain industries, particularly those engaged in producing raw materials and semi-fabricated products, will, undoubtedly, remain dormant for some months yet. This is true of those industries which produce a product—like leather or pulp-wood—which responds slowly to changes in the upward and downward swings of the cycle. Yet, all things considered, the careful observer must note about him the varied and quickening symptoms of optimism so far as conditions in general are concerned. Specifically these may not show themselves in clear and definite results before the middle of the autumn, but in the meantime business executives, with increasing courage, will be tempted by the large available supply of credit to increase their commitments. There should, therefore, be conspicuous signs of general business revival by the early winter.

If this surmise is correct, we shall have continuing cheap money into the autumn. Long-term bond prices may go a little higher, but there will probably be little change from the present level. New public utility and railway issues will temper the excesses in the bond market. And when there is again a demand for money in industry with the consequent rise in interest rates, long term bond prices, quite irrespective of business conditions, will decline. Obviously then the owner of long-term bonds should liquidate

them at the present high level of prices and reinvest the proceeds in either short-term interest-bearing securities or else industrial stocks at their present low levels, the decision being based on the temperamental attitude toward the future. The time to sell bonds and buy stocks is when a kind of marked paralysis pervades business executives and their courage is sickened over by the pale cast of thought.

Arthur S. Dewing.

Poland's New Money.

In accordance with the decree of the President of Poland the Polish mark ceased to be legal tender beginning July first, 1924. The government has made a change of legal tender from the former mark to the "zloty" which is equivalent to the French franc. Americans holding marks are advised to exchange them at once for the new monetary units. In announcing this change in legal tender the Bank Polski (Bank of Poland) says:

"The exchange will commence on June 1, 1924, and terminate on May 31, 1925.

"The exchange for zloty of Polish mark banknotes sent or brought from abroad will take place at the paying teller's window of the Bank Polski (Bank of Poland) in Warsaw."

Airplane Surveys.

The use of airplanes in surveying makes it possible to effect necessary changes in coast lines, in a few weeks, whereas former methods would take anywhere from six months to a year. Many large uninhabited areas—Florida swamp lands and Canadian forests, for example—are now accurately mapped from the sky. Large lumber mills employ airplanes to make inventories of tracts of standing timber, and railroads send air pilots aloft to photograph favorable routes. Recent air maps made by the Ontario government proved the value of the airplane method over the ground map, by showing errors and omissions in former maps.

Misrepresentation Brings Forced Refund.

Of interest to retailers is a decision handed down recently in Justice Court in Fresno, California, in a civil suit in which the plaintiff was awarded judgment for \$4.50 against a local retail shoe firm.

Prior to filing suit the customer had requested her money back, maintaining that the shoes sold her had been represented as vicci kid whereas they in reality were fashioned from sheepskin.

Small Stores Successful Competitors.

The researchers into the details of retail business are bringing to light many interesting facts, not the least important of which is that it is entirely possible for small stores to compete successfully with big stores. Of course many of the owners of one-man establishments have long known that they were making money, still it must be pleasing to them to be told by such high authority that they are not on the road to bankruptcy.

There was a young man name Teedle, Who wouldn't accept his degree; He said, "It's enough to be Teedle, Without being Teedle, D. D."

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BANK, STORE & OFFICE FIXTURES

Gentlemen:

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

Very Truly,

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

Technique of Adjustment of Loss.

This subject is one which should interest every man engaged in this great world of insurance. For that is the world in which we live. It seems to me that we can improve our time most by recalling some things that are obvious, and if not entertaining at least instructive.

The adjustment of losses, of course implies the correct adjustment of losses, and it seems to me the correct adjustment of a loss consists in the discovery of the correct measure of loss, the application of the insurance contract to the payment of its proper portion of the loss, and leaving a satisfied loss claimant. If we had only to consider the discovery of the loss and the application of the policy, the whole subject would be greatly simplified, but it is the problem of leaving a satisfied claimant that challenges the best an adjuster has in his equipment and arouses the most interest in the agent.

To say that a satisfied loss claimant is an asset, to the agent who wrote the business and to the company that underwrote it, is stating a simple truth. The manner, however, of securing this satisfaction is a matter of considerable importance. Let it be said in passing that there are some claimants who would be satisfied with nothing less than an open door to the company's treasury. There is also the claimant who is guilty of all manner of trickery and fraud, but it is not this kind of claimant we are trying to satisfy.

In fact, the more dissatisfied he is left the better for all concerned, the agent included, but this claimant, we are convinced, as a matter of long experience, is by no means in the majority. It is the claimant who is wrong in his judgment, or mistaken in his facts, but honest in his purposes and intent, who, if left dissatisfied, becomes the most dangerous enemy of the agent and the company, but who, if satisfied becomes a friend that is worth while.

We might easily conclude that to satisfy such a claimant we have only to approve his claim, whether right or wrong, smile, shake hands and be a good fellow. While this might satisfy the majority of claimants, it would not prove the kind of satisfaction that would last, because it would leave in the mind of the claimant a false impression of the company and its obligations under its contract. It is therefore better, with the use of patience and tact, to correct the false impressions and succeed in satisfying the claimant by methods that will reach a correct conclusion.

Now, in order to satisfy a claimant in this way the adjuster must necessarily be equipped with an abundance of patience, must exhibit an unfailing courtesy and must be absolutely sincere. Perhaps nothing in human relations is so impressive as simple honesty, and the adjuster who shows a constant purpose to get at the exact truth and to do what is exactly right is very likely to gain quickly the confidence of a claimant. In fact, if there be any secret in the adjustment of losses it is just this simple attitude of honesty and fairness. An adjuster so equipped is less likely to be flimmed by

a crook because "thrice armed is he who knows his cause is just" and the adjuster who knows that he has started out only to do what is exactly right by the company and the claimant is more than likely to resent and stubbornly resist an attitude of crookedness and dishonesty on the part of the claimant.

Next to this attitude of dishonesty, we would mention that of courtesy. We believe that nothing so favorably impresses an honest assured as an unfailing attitude of courtesy on the part of the adjuster, and that long after a money he has collected on a loss he claimant has forgotten the amount of remembers the kind of a man he met as the company's representative.

It goes without saying that under all of these qualities there must be a broad general knowledge of insurance and ample knowledge of the contract and the law relating to the contract and a fund of general information useful in the analysis of facts.

But the mere method of satisfying a loss claimant is of secondary importance to the fact itself. Let us hastily glance at some of the causes of dissatisfaction beyond the power of the most skillful adjuster to overcome. An incorrectly drawn contract by an agent who did not fully understand the thing he attempted to do in issuing the policy can lead to no end of difficulty or embarrassment in the adjustment of a loss.

No address on the adjustment of losses would be worthwhile that failed to emphasize the importance of policy concurrency. All policies covering the same risk should read exactly alike. Now, of course, every agent knows that, but he must have an experience with non-concurrent policies on a loss to fully appreciate its importance.

One of the most unfortunate tendencies at present time as effecting the ultimate position of the insurance business is the readiness with which the companies reform their contracts after a loss, to meet the conditions found to exist and all because the agent wishes it done. The result of this is to impress upon the agent's mind the fact that the contract will do until

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L. H. BAKER, Sec'y-Treas.

LANSING, MICH.

there is a loss and then the policy can be corrected to suit the conditions. This merely emphasizes the importance of a broad knowledge of underwriting on the part of the agent.

One of the frequent causes of trouble is a lack of confidence on the part of the agent in the adjuster. This lack of confidence is usually communicated to the assured either directly or by inference, and the assured's mind fixed upon the idea that he is going to be abused in the adjustment. Every act of the adjuster is then subject to a false construction, his attitude of honesty is probably regarded as a mere craftiness and his show of fairness as an exhibition of cunning.

Many experiences in the writer's recollection emphasize the fact that an agent can do much in paving the way for a satisfactory adjustment, and much of the responsibility and credit for the final result may be due to the agent. The agent who assures his claimant that the adjuster will treat him squarely and that he need resort to no artifice whatever in order to get a just settlement of his claim, makes the path of the adjuster much more smooth and practically assures himself a satisfactory adjustment.

We offer no alibi for the adjuster whose boorish tyrannical tactics make him offensive to an assured. His type is fast disappearing from the field. So that we might sum the adjustment of losses up by saying that it is a matter of divided responsibility as between agent and adjuster, and either party may destroy the prospect of an adjustment by failing to perform his function properly.

J. Sherman Campbell.

Cigarette Shock Worse Than Shell Shock.

A pastor recently related a conversation he had with one of his young men who had returned from overseas. He said: "I noticed that the young man's hand was not steady. I asked him if he had suffered from shell-shock. He was smoking a cigarette. He replied: 'No. It's this horrible cigarette! You know I did not smoke when I went away. I took my first cigarette from a pretty Red Cross girl, through a car window. I didn't intend to smoke it; but everybody was smoking, and I did. Now I can't stop. Pastor, I believe that more men came home with cigarette shock than with shell shock. And the cigarette shock is harder to cure.'"

It is perhaps a wonder that we did not make more mistakes than we did with the war thrust so unexpectedly upon us by the kaiser. Now we must retrieve ourselves as best we can through the weary years to come. And in the meantime the loss to humanity in character and virility is greater than the loss of life in the war.

He Got the Job.

A want advertisement for an office boy brought many applicants. One little fellow gave the young lady at the information desk a scribbled note for immediate delivery to the boss, which when opened, read:

"I'm the last kid in the line. Don't do anything until you see me."

He got the job. He used his head.

I Am—

You had better take care of me. Perhaps you don't think much of me at times, but if you were to wake up some morning and realize you did not have me, you would start the day with an uneasy feeling.

If you want me to—badly enough—I'll get you a twelve-cylinder automobile and a home on the best street.

But I am exacting. I am a jealous mistress. Some times you appear hardly to appreciate me at all. In fact, you make slighting remarks about me at times and neglect me.

Considering the fact that you need me, not only for the material things of life, but spiritually as well, I wonder, sometimes, that you neglect me as you do.

What if I should get away from you? Your happiness would flee for a time at least, and your friends would worry and your bank account dwindle.

So, after all, I'm pretty important to you.

I'm your job!

Cherish me. Take good care of me, and I'll take good care of you.

Bird Immigrants.

The Cunard liner Andania on a recent trip from Southampton to New York listed no less than 8,000 canaries and 2,000 cockatoos among its passengers. The steamer's storerooms were piled high with wicker cages, in which many of the songsters sang gaily as the deck hands unloaded the cargo. Four attendants took care of the birds during their voyage, and the little feathered passengers proved their good spirits

by eating 4,000 pounds of seed, from port to port.

Alcohol As Motor Fuel.

Sweden by an import tax of about 5½ cents a gallon on gasoline, proposes to encourage its native motor oils, including shale oils and sulphite alcohol. A Swedish car recently won a race against an American car, the

former consuming sulphite alcohol and the latter gasoline. This alcohol is a by-product of the chemical wood pulp mills in Sweden, whose annual output of 100 per cent. alcohol is about 52,800,000 gallons.

The easy buyer may look all right to the salesman, but to the credit manager he does not look so good.

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Berkey & Gay Furniture Company

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The Company has net assets of \$2,895,810 equal to \$5,791 for each \$1,000 Note and net current assets of \$1,687,813, equal to \$3,375 for each \$1,000 Note.

Current assets are over 7 times current liabilities.

The Company's unique trade position, exceptional record and credit standing entitle these Notes to a high investment rating and we accord them our recommendation as a sound investment.

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HOWE, SNOW & BERTLES INC.

Investment Securities
GRAND RAPIDS

New York Chicago Detroit

THREE GREAT PROBLEMS.

Why I am a Member of the Izaak Walton League.

Some people do not well know that God is out of doors. How well I remember that when a small boy I used to wander away in the early mornings before school or on Saturdays and Sundays, to meander about the Rapids of the Grand river or miles down stream away from traveled roads or beaten trails or sometimes threading my way through the forests to some land locked pool which thrilled my heart by the magic of nature's wonders.

My father, a good Methodist, did not try to correct this Sunday morning habit; for he, too, saw God in the dusks and dawns and twilights and noons indoors and out, at toil and on holidays. Thus I found where the fringed gentian and the Indian pipe grows and where the sycamore stands in winter and where the ducks wing like ghosts through the night skies, heard but unseen; the trees where the birds nest and the birds that nest there; the white sea gulls and the robin with its song; the high sand dunes on the border of the fresh water sea and the marshes where the wild rice grows and the river is asleep. They all belong in God's out-of-doors and God is out there looking his premises over, and as I looked His way to ask him if I may go, He looked my way saying, "Come on, boy, let us go into My outdoors." And using a green willow for a fishing pole I whipped the stream for hours and listened to the voices of the river bank trees; the chirp of the wren; the notes of the redbird; the shrill cry of the kingfisher, but what a thrill when I landed a big black bass. What matter if the big one did get away when the cotton line snapped. Every boy from the days of Izaak Walton has met this defeat from the big bandit of the pool.

Those were days of boyhood. In the flight of years I have become a sort of a sleepy second number of Rip Van Winkle. There are other bare-footed boys—lots of them—seeking the outdoors. They realize something terrible has happened to the far-away water. Loved stream of my youthful days, the forests that once bordered its winding shore on either side are gone. The great white sycamores, the crab apples and thorn trees, the water maples with their festoons of grape vines; the wide spreading butternuts; the stream itself that was clear and sparkling has lost its charm. It has become but an open sewer to carry away the filth of the valley.

The Izaak Walton League is dedicated to the proper outdoor education of all Americans. Physical educators tell us that the best way to train the boy and girl is to train the senses by live moving pictures, by living birds, wild flowers, trees; and talking life over with the brook or, it may be, by creating things with tools—expressing one's mind with the pencil and paint brush; hiking through the hills, paddling the canoe on lake and stream, where the arm and leg muscle work

with the brain to cultivate friendship, keeping on good terms with one's self. But how are we going to get this sort of education for our young people if we continue on at the pace we have been going the past half hundred years.

The League is a protest against the ignorance that would destroy the natural resources of America. It is a patriotic and unselfish endeavor to save for the future generations their great outdoor heritage, that they may have the priceless memories of days spent on clean waters and nights in fragrant forests, to practice true sportsmanship in hunting and fishing. The League is pledged to use all fair means to restore for posterity the outdoors of America for coming generations.

Few people realize that constant

covered by every one who wishes to build a house and who finds the cost of lumber so increased that a limitation has been put on the building of homes by people of moderate means. Lumber for use East of the Mississippi river is to-day almost universally shipped from the Pacific coast. The forests there seem illimitable, yet according to the Government reports they will be exhausted commercially within thirty years.

The Southern pine and cypress, which constitute almost the entire stock of standing timber in the South will, according to the same authority, be exhausted in the next twenty-five years.

In the New England states, nothing is left but the pulp wood for the manufacture of paper.

burned as to be classed "unproductive waste."

The aim of the Izaak Walton League is to secure some form of control over the forests we still have to enforce replanting by lumbermen as they take out the timber.

Germany has controlled her forest land for many years. Not only are the forests constantly renewed, but private land owners are compelled to plant a tree whenever they destroy one. Even the demand for timber caused by the kaiser's war did not lead the German's to break this rule, and its forests to-day are the most valuable of its public assets.

Since the close of the Civil war in 1865 the American people have permitted the exploitation of its resources as have no other people in the history of the world. We have now awakened to this most difficult problem, which only the people themselves can solve, by putting their rivers, lakes and wild life into hands capable of caring for them. We have arrived at the bend of the road, where we can see the grind which is steadily driving out all wild life in America. If this is the right thing to do, then let America commercialize itself off the face of the earth.

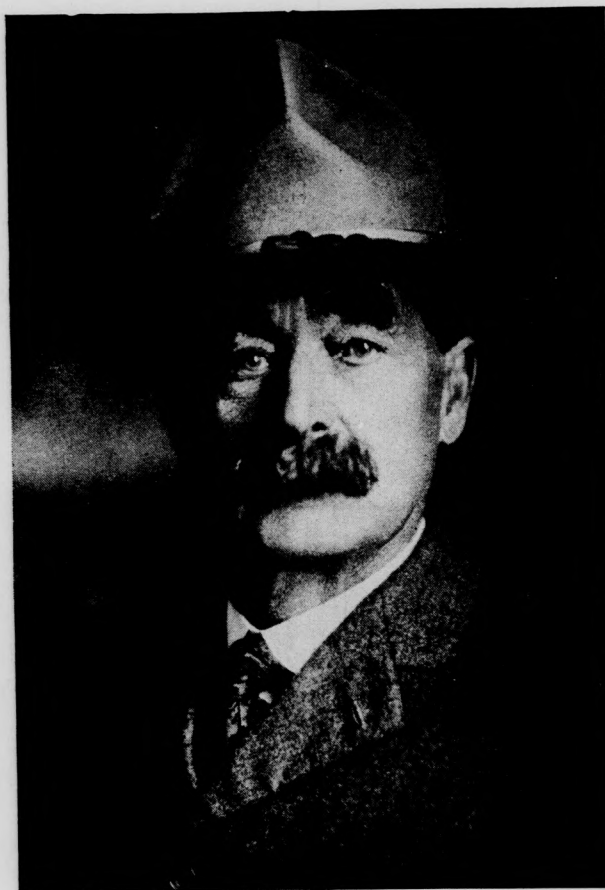
The great policies for which the League is directing its principal energies is, first, the proper solution of the problem of the pollution of our inland waters. Human life is directly involved in this subject, which is a terrible menace to the public health. More than three-fourths of our streams are poisoned waters and the percentage is increasing each year.

The next great question is reforestation and the prevention of fires, a problem which concerns the whole Nation. The fag end of a "coffin nail" thrown out of an auto is often the cause of fires along the public highway which destroy the growth of many years and which are often the toil of men's life time. The child will play with matches and burn the home; the man will heedlessly go away from his camp fire and leave it to spread to the homes of all the wild life of a hundred acres.

The American born man takes as naturally to the streams and the woodland as did the American Indian. Before the days of the auto, city folk contented themselves with a bench in the public park. Nowadays they seek the wooded hills, the land locked lakes, the swamp lands where the wild roses bloom, the grass plot on some quiet river bank nook where the children can play while the father casts a line for a bass. It causes me to ask myself, "Was the Indian of the valley really a savage?" He did not slaughter the forests; did not pollute the stream, but he saved these things for his children. Will we white folks merit the odium of our children and their children or will we join with the Izaak Waltons in their National policies?

Charles E. Belknap.

If the money getters would line up behind the knowledge getters, and all pull together in a definite, well-organized plan, we'd raise the standards of human life higher than the most fantastic imagination ever dreamed they could be raised.



Hon. Charles E. Belknap.

vigilance is the price we must pay for actions which have preceded us in this the stupidity and greed of the generation most beautiful of all lands in the world.

Any traveler over a Michigan railway or motor highway cannot fail to notice the large amount of package freight, the substitution of pasteboard boxes for the old time lumber packing cases. The reason for this is, of course, the increasing cost of wood of a size and kind for making packing boxes, and the fact that small trees, shrubs and even straw can be put through grinding machines and turned into box board.

This is one of the lesser but daily notices of the disappearances of what was but a few years ago thought to be the inexhaustible forests of America.

A more serious symptom is dis-

There never has been a people so wasteful of the natural resources of its country as the people of the United States, unless it be China. China is to-day in the position that the United States will be within a century unless some active method for the replanting of our forest lands shall be adopted. But China had uncounted centuries during which to reduce the face of its country to a barren waste.

Once forests covered China, as they did Michigan, but gradually the trees were cut away without replanting. Fire followed the man with the axe; floods swept away the top soil, so that today crops of any kind are produced only by the aid of fertilizer. If there is one crop in seven years the people are fortunate.

The United States now has 81,000,000 acres so severely cut over and

The Problem of Michigan Cut-Over Lands.

Petoskey, Aug. 5—When E. A. Stowe, editor of the Michigan Tradesman, asked me to write an article for his magazine on this subject, my understanding was that he wanted a suggestion for the solution of this problem, rather than a reiteration of its difficulties. A few scattering ideas immediately passed through my brain about how reforestation could be accomplished—by complete fire protection. Work along that line has been good so far, but more money is needed in order to make the protection adequate. Also there should be a law making it a finable offense to cut a tree under six inches in diameter.

These were my first thoughts on the subject, but after giving the matter more careful study, I believe what we need most is, first, to create a real and earnest desire in the hearts of the people of our State to bring back the greater portion of 12,000,000 acres (one-third of the State) waste land. Of course, we have our annual Arbor Day, when a few enthusiasts and school children plant some trees, but the next day after that event the subject is straightway forgotten until another year. Later Christmas comes along and more trees are cut and ruthlessly destroyed than the number planted on Arbor Day.

In all our public schools a few minutes of each day should be devoted to the study of fire protection and conservation of our forests. This would impress upon the minds of our younger population the advisability and necessity of present guardianship and care of our trees for future generations.

We need to instill a sentiment about reforestation into the people generally, and especially in Michigan. So far it has been a case of lack of universal knowledge and interest in the subject. Very few are so devoid of an artistic tendency, not to enjoy the beauties of

the forest, and those who may be without that artistic understanding can at least be appealed to on account of the personal comfort derived from a shady nook in a wooded glen.

I believe if the actual conditions regarding the present status of these cut-over lands were kept constantly in the minds of the people through the newspapers and in popular magazines with comparative illustrations showing the deserted farms and school houses, and possibilities prevalent when reforestation is accomplished, and do this for a period of two years with the same measure of publicity that is being given to Leopold and Loeb, then the next step could be taken that would bring results.

I wish every citizen of the United States could read Charles Lathrop Pack's "Trees as Good Citizens." This book imparts a knowledge about trees in such a pleasing and convincing manner that the reader is at once converted to their protection and preservation. American Forests and Forest Life, the magazine of the American Forestry Association of Washington, D. C., is good reading for reforestation enthusiasts and, by the way, the August number has an article with interesting statistics about cut-over regions of Michigan.

During the Kaiser's war we had "special drives" for one thing and another, and do you remember how we went over the top every time? This never could have been accomplished if the people had not first been educated to the fact that they were doing it for their city, their county, state and country. Thus, in the same manner after we have had our publicity campaign on reforestation, we can inaugurate a special drive to raise money for the purpose in view. Nature will help in this wonderful plan, and while our campaign progresses, seedlings will be growing, and meantime let us each advocate the preservation of trees we

have and extend our influence and efforts toward ultimate reforestation.

John L. A. Galster.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 12—It is a long time since we heard from Charles Hass, but as he is back on his old job again with the National Biscuit Co., covering his same territory, we may hear more from him later. Charles has resigned as traveling salesman for the Franklin McVeigh Co., after serving over one year. He succeeds Harry Wyman, who expects to be transferred to Lower Michigan to continue with the National Biscuit Co.

S. D. Newton, of the firm of Booth & Newton, returned last week from Detroit via the Great Lakes Steamship Co. S. S. Octorora. He is very much enthused over the trip, which was far beyond his expectations, and writes a column of the trip for the Soo Times. Commencing at Sarnia, he says, the fun starts. Dancing is an every evening pastime, with polite attendants seeing that there are no wall flowers. After each meal the highland bag pipe band leads the grand march seven times around the promenade deck, which measures one mile. At Duluth the passengers are escorted around the city in autos and at some of the other ports the passengers spend a day picnicing, bathing, picking daisies, etc. They are all expected to meet the chief engineer, chef, captain and the other officers of the boat, and if one is not made to feel at home it is his or her own fault.

R. S. Stearns, of Swift & Co., Chicago, accompanied by his son, Billy, spent a few days here last week, angling for trout in the Rapids. Last year Mr. Stearns caught one of the largest trout of any in the party, but this year his son was the first to catch a three and one-half pounder.

The steamer Islander, of the Arnold Transit Co., began regular trips be-

tween St. Ignace and Mackinac Island last week and expects to continue for the remainder of the season.

An optimist is a man who can make a molehill out of a mountain of trouble. The handle factory of the D. A. Stratton Lumber Co., formerly the Jones handle factory, was re-opened last week, employing twelve men at the start, which will be increased as the production demands. The capacity will be about 10,000 broom handles per day. The Civic and Commercial Association was instrumental in having the factory locate here, as it was decided at first by the officers of the company to dismantle the mill and remove it elsewhere. It was shown the officers, however, that the Soo was an ideal location for the manufacture of woodenware, being close to the source of material and with good facilities for moving the products away from the Soo.

Pedestrians don't make very good shock absorbers.

The large number of auto tourists who are arriving daily is building up a little tent city at the camp site and the merchants notice a marked increase in the trade. From what the tourists tell us, we have the best camp site in the State.

H. J. Morris returned from a visit to Green Bay last week where he attended a social function. Harvey made the trip by auto.

William G. Tapert.

Not Very Inviting.

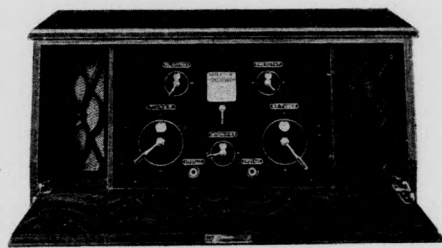
Guest (to hotel clerk)—How much do you charge here by the month?

Clerk—Hum—ha—well, really, sir, I don't know, but I'll ask the manager.

Guest—Don't know! What do you mean?

"Well, sir, you see, nobody has ever stayed here over a week yet."

The Most Beautiful Radio Receiving Set



MICHIGAN MRC-4

"The most beautiful set in America" is the unanimous opinion of everybody who has seen this powerful four tube set. And added to its beauty—Radio Reception of unusual quality.

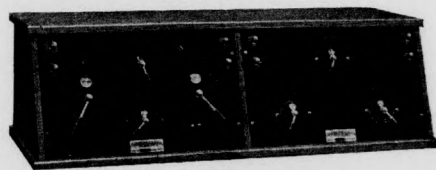
The Michigan Lever controls give the closest vernier adjustment obtainable; greater selectivity; longer distance; unusual simplicity of operation. The same stations can always be brought in at the same positions of the dials. Logging is simple and sure.

The beautiful mahogany case has an inlaid drop panel which locks when closed, a built-in loud speaker, and ample room for dry cells, and B batteries. The set and accessories are self-contained.

The loud speaking unit is adjustable to meet all strength of signals and has an unsurpassed and pleasing tone quality.

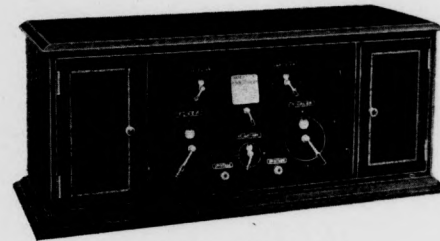
The set is non-radiating and operates equally as well with standard 6 volt or dry cell tubes. Different styles and types from \$27.00 up equally as beautiful and reliable.

Send for illustrated folder. Ask your dealer for a demonstration.



MICHIGAN MRC-12

3 tube Regenerative Detector and 2 stages of amplification. \$57.00.



MICHIGAN MRC-3

3 tubes in handsome case with inlaid panel door, and compartments for batteries, head-phones, etc. \$87.50.



MICHIGAN MIDGET MRC-10

1 tube Regenerative Long distance wonder \$27.00.

Licensed under Armstrong U. S. Patent 1113149 and pending Letters of Patent 807,368

MICHIGAN RADIO CORPORATION
GRAND RAPIDS, MICHIGAN



Michigan Retail Dry Goods Association.
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 First Vice-President—Geo. T. Bullen, Albion.
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 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Novel Sports Garments Selling.

Early buying of women's novelty sports wear has been greatly stimulated by the recent style show, and indications are that it will soon be in full swing. A marked influence on this buying is attributed to a policy, which is said to be especially prevalent in the West and Middle West of forcing business by running August "Fall sales." A three-piece sports costume in a leading line is proving attractive to buyers. The dress buttons closely around the neck and has snug sleeves. Pockets break the sweep of the straight lines of dress and coat, and the dress is trimmed with lines of buttons. The coat has a fur collar and cuffs of fur, and the dress has a fur band of the same color at the bottom. Sometimes these bands are put on the bottom of the coat instead. The coats have plaid linings and are designed to be worn separately for Winter as well as with the dress.

Designs in Umbrellas.

Women's umbrellas to match garments are going strong. The predominating model for the Fall and holiday trade is the short "country club." The styles are changing toward smaller size, with new designs in handles. The handle style which is selling best is of natural wood, with amber effects and cord wrist loop. Colors, especially navy, purple, a lot of brown and considerable garnet red, are doing better than blacks. Business has not been active since June, but has been gaining recently, and a marked acceleration in ten days or so is looked for. Retailers are said to have been in a position of advantage of late because of the dullness and to have been able to buy very low owing to the desire of manufacturers to do business. Prospective further advances in silk prices and the natural increase due to a heavier demand which is expected soon lead the trade to believe that prices will be higher in a month.

Women's Coats Not Yet Active.

Business in women's coats is ten days or two weeks behind, but manufacturers and jobbers are looking for a big rush when cooler weather sets in, probably in September or October, which will make up for the slowness of the early part of the season. The general conservative policy on the part of retailers is thought to be largely responsible for the present lack of enthusiasm. Sport coats continue to

hold their own in the business that is being done, with tan, gray, reindeer and brown as the most popular colors. Both fur trimmed and self trimmed models are in demand. Straight line coats are also going well. Shades which are selling well include black, brown, taupe, gray, green, lipstick red and reindeer. Squirrel, jap mink and beaver trimmed garments are going well.

Higher Priced Garments Taken.

In the higher grades of women's coats there is less buying than there was last year at this time, but the business going on is in higher priced garments, and, consequently, manufacturers are not doing so badly financially as compared with the profits up to this time a year ago. In some cases they are further ahead in monetary returns than they were then. A lively business by labor day or shortly thereafter is forecast. The demand is more for dressy goods than sporty effects. Straight lines predominate in these garments, and draped-on-the-side patterns. Practically all are fur trimmed, with revers in much demand. Jap minks and squirrels and beavers are the outstanding furs. Cashmanna is the most favored cloth, with penny brown, kaffir and lebanon as the volume colors.

Women's Belts Much Varied.

The present uncertainty about the size and location of the waistline is reflected in the women's belt industry by the variety in output and the orders placed. While advices from Paris show a preference by dress designers for the wide leather girdle, the narrow one is not out of favor in this country, and the demand is about equally divided between the belt of three inches or over and that of about an inch. The wide belts which at first were worn around a lowered waistline are now making their appearance snugly adjusted to a normal waist, and some advance styles from Paris show belts at a high Empire waistline. These style factors, it is pointed out by the United Belt League of America, contribute to a big and varied volume of business.

Vogue of Button Effects.

The vogue of button effects for women's dresses for this Fall is expected to give some much-needed stimulation to the button business. It is believed that by September the effects of the new style trend will have reached the button manufacturers. Profits have been poor lately, and competition is said to be so strong that there is very little money in the business, no matter how active it may be. Prices are at rock-bottom and the prospective increase in the demand is

expected to send them up in a few weeks. The style trend is toward small buttons throughout where they are used for trimmings and to have them match the materials.

Skirts That Are Selling.

Wrap-around skirts are going best in the sports line. A good demand for pleated skirts is reported, but is affected by the heaviness of the materials which are being used, it being found that they cannot be pleated very well. Novelties are the big thing for what promises to be a good skirt season. Flannels are among the most favored materials. The trend is toward a moderate style and color tone, with a certain degree of snap in effect. Plaids and stripes are both selling well. Buying is fair, with indications of a lively business by the middle of this month. Popular prices prevail and seem due to remain at about the same levels as last year.

Fall Trends in Neckwear.

The bulk of the present neckwear business is being done in bandings, scarfs and made pieces. Alencon lace, especially when combined with other laces, continues a favorite for vests. Bandings show a liberal use of heavier laces combined with Valenciennes and net. These are used for the long panels which are applied to the straightline dress and matched with rounding yard goods for the neckline. A good demand for scarfs is indicated for the coming season. These show a tendency toward elaboration for evening wear, as the fur scarf will compete with the silk one for street wear.

WOMEN ARE ASKING FOR SPECIAL SIZE HAIR NETS

We have them—

A new shape that conforms to the bobbed and shingled head. Meet this demand—stock up on the new

Duro-Belle
"BOB"

TODAY'S HAIR NET

It's the ideal hair net for bobbed hair. The same quality that has distinguished the Duro Belle as the best hair net made is embodied in the new, special bobbed hair size. Strength and resiliency—extra long wearing qualities—true colors that blend perfectly with the human hair.



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HOLIDAY MERCHANDISE

Our Salesmen are carrying the most complete line of novelty goods we have ever carried. Let us book your order for Delivery during October and November. Pick your requirements from the following:

Turkish Towels
 Turkish Wash Cloths
 Boxed Towel Sets
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 Novelty Blankets
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Ladies' Knit Gloves

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 Infant's Novelty Knit Goods
 Men's Mufflers
 Bandeaux and Brassieres
 Boudoir Caps
 Men's and Boys' Novelty Neckwear
 Men's and Boys' Dress Shirts
 Ladies' Novelty Aprons
 Ladies' Novelty Sweaters

BE PREPARED

GRAND RAPIDS DRY GOODS CO.
WHOLESALE ONLY

Meeting Seasonable Demands

In most any business, at certain seasons, one looks for something NEW to replenish their stock. This FALL SEASON, especially, we have a well selected line of **PIECE GOODS.**

36 in.—Blackburn Suiting
 36 in.—Blackstone-Lonsdale and Berkeley Madras
 36 in.—Pacific Plisse Crepes
 27 in. and 54 in.—Wool Flannels—All Colors
 36 in.—Plain and Fancy Outing Flannel
 36 in.—Soiesettes—All Colors
 36 in.—Fancy Dress Goods
 32 in.—Fancy Dress Gingham
 (in full pieces or bdl.)

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Michigan

Call For Raised-Face Fabrics.

The demand for raised-face fabrics has grown so great that mills producing these materials have been operating night and day for several weeks. While orders for these goods in general are numerous and for goodly quantities, the higher price merchandise is selling especially well, and it is on the production of this class of material that manufacturers are concentrating. Dukana and princette are running heavily for cloaks and outer wraps, while bolossy, a new fabric, is also making a big hit. The demand for sealo is good this season. Wrapper models of coats in the raised-face fabrics, with muskrat, red and brown fox or squirrel trimmings, are popular. The trend is toward the use of lighter weight fabrics of this type for three-piece and ensemble effects. Hats also are being made of these materials, some milliners making a specialty of matching garments with the same kind of goods. Next Spring will see many new designs in the raised-face fabrics, in material and color.

Better Buying of Rompers.

Buying of rompers has picked up noticeably recently, but this week has been slower than any in the last month or so. All in all, according to a leader in this business, conditions, from the manufacturer's point of view, are now about the worst in twenty years, although they have not been good for several years. Factors in the situation are believed to be a somewhat lessened consumption in general and a large proportion increase in the number of producers. It is noticed that there is practically no exportation to Canada now, although in the past a good business was done there. Most rompers that are selling now are of cotton, although there are many of silk. Medium color tones are doing best, with various shades of brown especially strong. Checks in gingham are not wanted at present, being in the course of a periodical wave of unpopularity, but are expected to come back again. Fine button trimmings are in much favor for the early Fall trade.

Trends in Millinery Abroad.

A direct result of the recent Spanish fad in France, according to radio advice to the Millinery Bulletin, is the duenna hat. This, it is reported, is built high like a Spanish comb and made of a felt hood, draped with a large lace veil and trimmed with a bit of ribbon, a flower or an ostrich tip or two. The Spanish note has become very evident in hat and scarf sets, such as Spanish shawl effects worn as a scarf with the hats, or as lace drapes off the side of hats, or in the high comb mantilla effect. For Deauville wear, Reboux has prepared large hats, among them square crowned sailors with bands and cravat bows of velvet ribbon. Velvet effects, very similar to the directoire shapes sponsored by Reboux but having brims four or five inches wide, are likewise a feature of this atelier.

Underwear Prices To Be Higher?

Underwear jobbers and mill men seem to be unanimous in their belief that the present prices of heavyweight underwear will not hold for long and that revisions upward are on the way.

This accounts for the fair volume of business placed during the past week, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers. The orders have been small but they have been plentiful, it is pointed out, with here and there one of substantial proportions. It is believed that jobbers and retailers have covered about 50 per cent. of their needs and that a substantial pick-up in business will materialize late this month. A post-labor day date for lightweight openings is being regarded with increasing favor.

New Types of Handbags.

Brisk buying has developed in women's bags. Under-arm bags are moving well, but there is a big demand also for pouch bags. In the flat style is offered a novelty bag with the entire surface of jet and steel beads. It is fitted with an attached mirror which can be taken out but not dropped, and has a silk lining. There are three sizes. They sell for \$6.50 and \$7.50 wholesale. Another specialty is solidly covered with steel beads. A pouch bag specialty has a hand-painted and hand-carved celluloid frame and comes in high colors. Bags for children up to 14 which are making a great hit are solidly beaded, are in high colors and have a frame and chain of celluloid.

Swinging To Better Garments?

In some quarters of the women's garment trade the opinion is held that consumers are now swinging back to better-grade merchandise. Price has received emphasis so strongly in recent months that this feature is thought to be approaching its end and that the time is now ripe for better-grade merchandise to have a wider demand. Part of this reasoning is weakened, however, by the doubt that consumers can readily increase the allowances they are now making for apparel purchases. There is also the consideration that the recent demand has not been so much for cheap merchandise as it has been for good merchandise at a price.

Men's Neckwear Trade Improving.

In men's medium and fine neckwear a gradual improvement is reported after a halting period of several months. The business that is being done is spotty, and manufacturers have to stimulate the trade appetite of buyers if they wish to do very much selling. The prospects are that greater activity will develop later in the year, perhaps by next month. Novelty ideas in colors and stripes are prevailing and it appears that this Fall will be a strong stripe season, with rich figured effects coming on when colder weather arrives. Warp prints are in strong demand now in fine goods for later delivery.

May Price Bathing Suits Late.

The disposition exists among bathing suit manufacturers to delay the opening of their 1925 lines until September, although some firms may open by Aug. 15. A late opening is considered advisable, because no advantage is seen in rushing the new season with market conditions as they are. Prices on the new lines are not likely to change, and styles are expected to be much the same as those now in

vogue. Summer business indicated by the duplicate orders received by manufacturers and distributors leads to the belief that carryover of stocks will not be a material factor in the business to be done in the coming season's lines.

Headgear For Men and Boys.

A new specialty offered this year by a leading hat maker is a rolled brim hat for small boys. It comes in tan or gray polos and with or without bands. Softings, tweeds and some suitings are the favored materials. Another special style for small boys is a miniature of a model worn by men, with a small peak and in a variety of shapes and colors. Men's caps are selling much better than usual. In some instances, about one-third more business is being done in this line. The best selling type has eight sectors with a small button at the top to match. Peaks are smaller. Many caps of softings are being sold.

More Doing in Chiffon Velvet.

Chiffon velvet is doing excellently now, business having developed within the past week to a pace better than had been struck for some time. The peak of buying is looked for in the early part of next month. Mills having curtailed production before the boom was in sight, the market is poorly supplied and a big shortage is predicted within a few weeks. All colors are going well, but blacks, greens and hennas stand out, with lighter shades also in good favor. Three-piece suits and also dresses are being made of this fabric, with darker hues being used for suits and day dresses and lighter colors for evening wear.

German Dolls Coming Back.

A feature of the return of imported toys to some of their previous popularity lies in the demand for German dolls, which is stronger among Pacific Coast buyers than those of other sections. A large, fully-jointed doll from Germany is the subject of marked interest on the part of buyers at present. It will sell at retail for from \$1.50 to \$2, and, as this is said to be below what its nearest American competitor can be purchased for, a wide sale of it is expected. Several specialties in dolls offered by a leading manufacturer are bringing a good general response.

New Kind of Animal Toys.

A collection of dogs, cats, barnyard and other animals and birds, in stuffed leatherette, offered by a leading toy house, is meeting with an excellent response. These toys are washable, hand painted and hand stitched and each has a "natural" voice, whether it be an elephant or a lamb. The sellers emphasize the sanitary advantages resulting from the washability of these animals and birds and also stress the attraction offered by their colors.

Capes Not Taken Up.

Though it is reported from Paris that the cape is coming back strong there, the local market does not reflect this return to popularity as yet. Few are being shown here and there is hardly any sale of them, the condition being much the same as for the last two seasons. A few cape coats are being sold.

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EGG STANDARDIZATION.

National Program For Its Accomplishment and Its Value To the Industry

Roy C. Potts, specialist in charge of Division of Dairy and Poultry Products, Bureau of Agricultural Economics, U. S. Department of Agriculture, has prepared an article entitled substantially as above, which is being widely circulated among agricultural extension departments of the various state agricultural colleges and universities. It is Mr. Potts' purpose to awaken among these educational and influential departments, which come closely in touch with the producing end of the poultry and egg industry, a full appreciation of the importance of egg quality standardization as the most important and effective means of its progress.

The Michigan Tradesman takes pleasure in presenting Mr. Potts' able discussion of the subject for the benefit of the trade in general. The article follows:

Egg standardization has been greatly neglected in the past in the commercial marketing of eggs especially by producers and country buyers. Carlot egg shippers and dealers in the distributing markets have sought, in a way, to obtain the benefits of standardization but by them it has been developed on an individualistic rather than a National basis. The result has been that egg producers, except in isolated cases, have not received the benefits which standardization brings. Furthermore, the whole egg industry has been greatly handicapped, for National standardization of the products of any industry facilitates distribution, widens the market, increases demand, increases prices, decreases costs of distribution, and makes conditions favorable for larger profits by a general lessening of risks all along the line. Standardization would be of great benefit to the egg industry.

Egg standardization consists essentially of: (1) The establishment of standards by which differences in the commercial quality of eggs may be determined, and (2) classification of eggs into grades which represent actual differences in commercial value based on established quality standards. A program of egg standardization consists in bringing these standards and grades for eggs into recognition and use by the egg industry. Such a program must of necessity be largely educational and demonstrational prior to the general acceptance and use of the proposed standards and grades. It should be National in scope for the surplus production of eggs in most communities must seek a market in a distant city, often in a distant state,

egg marketing being National in scope and not solely local or regional.

That a program of egg standardization should be National in character and not regional, state, or local, is readily obvious. National standardization signifies simplification and unification, while regional, state or local standardization means a multiplicity of standards and grades with attendant confusion, misunderstanding, and retarded action. There can be no doubt that practicable and workable national standards and grades for eggs are greatly to be desired. National standardization, therefore, is a proposition in which the Federal Government can be of great assistance to state agencies in forwarding the program. Also the Federal Government can be of great service in those markets of the United States in which a Federal inspection on eggs is desirable and in those states where a shipping point inspection service is conducted jointly with a state agency.

How a National Egg Standardization Program May Be "Put Across."

The putting across of a National egg standardization program is a big undertaking for the egg industry extends into every or nearly every county in every state. If it could be confined to the large terminal markets it would be a relatively simple matter, but it must involve more than the terminal markets. It must include the country shippers for by the candling, grading and packing operations performed in their packing houses they largely determine the grades of eggs received on the terminal markets.

There are two agencies which must be considered before eggs reach the country shipper and these are the country merchant and the producer. These are very numerous for the merchants are at every crossroads village and the producers are in the country everywhere. Fortunately they can be reached in most states by the county agents and therefore when egg standardization becomes a part of the work of the county agents it should be possible to bring to the producer the benefits of National egg standardization.

In order that county agents may do this work, it is desirable that they receive instructions in the candling and grading of eggs according to the established National standards and grades and be able to instruct others, especially egg buyers in candling and grading eggs properly. This may require that egg grading schools be held by the poultry extension specialists for the instruction of county agents. Also schools for egg candlers employed in country egg-packing plants and in the city markets would be very de-

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Significant Factors for Consideration of Flour Buyers

Enormous quantities of wheat are being absorbed by the elevator trade at terminals. In Kansas City, for example, it is estimated that over 75 per cent of the near record arrivals of 6,368 cars last week were purchased by the larger elevator trade. The remarkably attractive premium basis was the factor in the broad absorption of wheat, in which mills also were active.

Incidentally, this is a significant fact for the flour buyer. While the futures market has recorded sharp gains in the past few weeks, cash premiums have receded from an abnormal differential to the lowest basis in some years.

In addition to the low premiums as an argument for buying flour, the baker or grocer who is weighing the various influences affecting prices should also consider the abnormally high prices for clears and cheaper grades, now selling at the highest level in several years. The higher clear basis adds to the advantage of the domestic consumer who is buying short and standard patent.

Feedstuffs values also have recorded important gains since the start of the crop year, the present basis being fully \$8 above the level at which the first new crop transactions in feed were made.

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sirable and helpful in standardizing their work and in bringing about a proper understanding of the application and use of National standards and grades for eggs by shippers in egg packing plants.

Besides the work which the state agricultural extension departments may do through the county agents, it is possible for the United States Department of Agriculture, also trade organizations such as the National Poultry, Butter and Egg Association, the various state egg and poultry shippers' associations, wholesale egg dealers' associations in terminal markets, and others, to forward the program in many ways.

Of What Value Would Egg Standardization Be To the Egg Producer?

The market quotation of eggs in practically every wholesale market evidences the fact that eggs of the higher qualities command a higher price. This price at different seasons may range from 5 cents to 15 cents per dozen above the price of edible second-shell eggs of inferior quality.

The practice of country merchants in most country villages and towns of paying a flat market price for all eggs regardless of quality can never be satisfactory for it discriminates against the producer who is careful and delivers eggs of good quality and gives a premium to the producer who is careless and indifferent and delivers poor quality. At the same time, it lowers the general average price paid to all producers because it offers no incentive for the production of high quality eggs. Rather it encourages the production of eggs of low average quality and value.

So unsatisfactory has the flat price methods of buying been to many producers of fancy white or brown eggs that there is to-day an increasing tendency among large flock producers to ship their eggs direct to terminal market dealers who recognize quality and are willing to pay for it. Not all producers who are willing and desire to produce high quality eggs, however, are so situated that they can ship direct to the terminal market. Their flocks may be rather small; transportation service may not be readily available or where it is available the costs of transportation on small shipments may be prohibitive. Consequently they are obliged to patronize a local buyer and to accept a flat price.

Such conditions are not encouraging and are a distinct handicap to the industry. The producer is not encouraged as he should be to produce a quality product. If he does produce a quality product he is discriminated against in the local market, the producer of inferior quality eggs being favored at the expense of the producer of best quality.

The costs of marketing eggs which are irregular in quality are increased by charges for rehandling and packing which must be incurred in grading out the inferior quality eggs before those of better quality eggs can be obtained for delivery to the retailer. An undue profit must be taken by middlemen distributors on the eggs of good quality in order to overcome their losses on the poor quality. Often much of the poor quality product reaches the consumer through unscrupulous or in-

different distributors and retailers and, of course, it is not satisfactory to them for table use. The result is that egg consumption is thereby reduced. The industry suffers in many other ways. In fact, if there are any benefits or advantages which producers may obtain from a flat price basis of selling eggs, they are many times overbalanced by the advantages of a quality or graded basis of selling.

A Concluding Statement.

The producer of good-quality eggs should be vitally interested in aiding to carry through to success a National program of egg standardization. National egg standardization should reach from market or consumer clear back to the producer for the producer to profit from it. The producer should be taught and he should have a knowledge of National egg grades, not only that he may market his eggs intelligently on a graded basis but that he may understand what is required in eggs of good quality and may employ proper methods of production and may give his eggs such care that when he sells them they will be of that grade or quality which commands the highest market price.

The task of "putting over" such a program is a big one. But it is worth doing—difficult though it may be—for the egg marketing system of to-day so far as it relates to the farmer is but little improved over what it was ten, twenty or thirty years ago. The egg and poultry industry require improvement. The producer of high quality eggs demands a better price. The consuming public is entitled to more and better eggs. A national program of egg standardization successfully put over with producers, country buyers, carlot egg shippers, terminal market wholesalers, jobbers and retailers, will begin with the producer and country egg buyer. And here is a real opportunity for service by the county agent and all educational agencies interested in better egg marketing, and the obtaining for the producer of a better price for his eggs.

Brief Digest of the More Important Facts.

1. Egg standardization is a very important subject to the egg industry.
2. National standardization of eggs is preferable to regional, state or local standardization.
3. Standardization consists of the establishment of "quality standards" and "grade classes."
4. An egg standardization program at first must be largely educational and include all agencies in marketing channel from producer to consumer.
5. The Federal Government can be of great assistance to all educational agencies in "putting across" an egg standardization program and in establishing inspection services at shipping points and in terminal markets.
6. The state agricultural extension departments and the county agents can do a most useful and valuable work in egg standardization in educating producers, country buyers and others to apply and use National Standards and Grades for eggs.
7. Egg candling and grading school for the benefit of employees in country egg packing plants would be most valuable.

8. Egg standardization implies marketing eggs on a quality or graded basis with the higher qualities or grades bringing higher prices.

9. Standardization of eggs would eliminate risks and reduce costs in marketing eggs.

10. Standardization would increase egg consumption and permit further profitable expansion of egg industry.

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The Various Stages of Paint Salesmanship.

Written for the Tradesman.

While right now is a sort of slack time between the spring paint campaign and the fall trade, there is never a season when it is not timely and profitable for the wide-awake salesman to consider improved methods of selling, or to get a stronger grasp on the fundamentals of paint salesmanship.

To one who has closely watched the gradual improvement which has come in paint salesmanship of late years, it would still seem that a great many good salesmen are missing their strongest argument.

Analyzing the question, it becomes apparent that the first step in creating business is to convince the prospective customer that he needs paint—some kind, any kind.

When that point has been carried, the salesman can proceed to demonstrate that the paint he handles is the very best for the purpose. After the first step, the second step is comparatively easy.

This applies, of course, only to cases where the salesman has to create a demand. When the customer has already decided to do some painting, the dealer can devote his whole time to hammering home arguments to prove the excellence of his lines.

But, after all, only a small proportion of paint prospects are absolutely sold on the subject of paint at the start. With many, the paint idea exists merely in a half-hearted state. Paint is a good thing; but painting is a job that can be postponed—often from year to year over a long period. The paint faith of such prospects is the sort of faith that takes a long time to crystallize into works.

And there are other paint prospects who before they come to the point of purchasing have to undergo the complete process of paint education.

In creating a demand for paint, there are certain definite stages just as there are, for instance, in tilling the soil. The seed cannot be planted before the ground is broken and prepared.

In selling paint, the crust of the customer's indifference has to be broken before the salesman can proceed with the arguments which will clinch the actual sale.

In convincing a man that he should buy paint, there are numerous arguments to be used. With different men, different arguments will be most effective; but there is no one line of talk which will appeal to all, rich and poor stingy and extravagant, alike.

The nearest the salesman can get to a common vulnerable point is the pocket. Appeal to the customer's pocket, show what paint means in actual dollars and cents, and you are on a fair road to getting results. But even here the method of attack must be differentiated according to the individual prospect.

At first glance, it probably looks as though the man who buys paint is spending money. This is the view the average customer takes. Painting appeals to him as an expenditure for which he will undoubtedly get some returns in the shape of the improved appearance of his property, but which is not absolutely necessary and which (he always has this reservation in mind) could be left off for another year.

This is the attitude of the average customer. He has not given the fundamentals of painting a great deal of thought, and his attitude toward painting is a perfectly natural one. It devolves upon the salesman to put him right.

Paint is an investment with the surety of substantial returns. In the first place, it improves a house to a very marked degree and increases its value. The pleasure that the owner gets from the increased attractiveness of his home is sufficient return for his outlay.

If it is a house which he desires to sell or rent, his chances of doing either are materially increased. A new coat of paint enables a man not only to sell his house more readily, but to realize a better figure. And of two houses for rent which are otherwise equal, that which is newly painted is bound to get the preference every time.

But the improvement in appearance is, after all, the least important of the results. Paint is insurance. It insures against decay and a too-rapid depreciation. It protects the woodwork from the effects of cold, damp and heat. This is a phase of the paint business which few customers appreciate as it should be appreciated; and it is, therefore, one of the arguments upon which the salesman should bear most heavily.

Take two houses, one of which is painted regularly while the other is allowed to go for years without attention. It is no exaggeration to say that the former will be in good repair when the latter is literally falling to pieces. What is more, the money paid out for repairs on the first house will be very much less than the ultimate repair bill on the other.

It is not difficult to substantiate these claims. Cases can be found on almost any street where a certain house is well looked after while those on either side go paintless; and to

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look at these houses and the contrast they present is the surest way to become convinced that paint is a profitable investment.

It is not possible to present accurate figures; but this much is certain. The man who neglects to paint his property makes an immediate saving of a few dollars but in the end he loses hundreds. If he could be induced to look at the matter in this light, his haste to purchase paint would be nothing short of precipitate; and his return visits with paint re-orders would be both regular and frequent.

The average man does not hesitate to insure his property; the uninsured property is the rare exception. He does not like to pay the money; but he is convinced that it is a necessary and wise precaution; and the thought that he can postpone insuring for a year or two never enters his head.

If he could only be just as firmly convinced that paint is valuable insurance, there would be benefit all around. More paint would be sold, and there would be less ultimate irreparable property depreciation.

It should not be a difficult proposition to convince the property owner that in buying paint he would be putting money in his own pocket as well as in the dealer's cash register. The facts are there, and they cannot be disputed.

To hark back to our beginning, this is the first stage of salesmanship in creating a demand for paint. The prospect must be convinced that he needs paint, and that it will pay him to invest in paint.

The next step is to show him that he should buy good paint. Here the same arguments will apply.

The best paint will do the best work and last longest. Therefore, it will put more money in the pocket of the purchaser; give him greater insurance value for his outlay.

Even if the higher cost of the quality paint represents the same outlay, for paint, for a given number of years, there is a saving in the fact that he does not have to paint so often.

If the salesman convinces his prospect on the first point, that paint will not merely save him money but make him money, it is possible, may, quite easy, to convince him that good paint will pay him better.

There is one point to be remembered. The salesman who sets out to talk paint results must be prepared to talk quality paint. By selling a poor grade of paint, he would pave the way for the refutation of his arguments. The paint would fail to do what he declared it would, and the store would lose, not only the immediate customer, but probably a good many more.

The third stage of paint salesmanship is to talk the line of paint that the salesman carries.

Some dealers reverse the order of things by talking good quality paint or their particular brand of paint to the customers before the latter have been convinced that they need or want paint at all. This mode of procedure is neither logical nor effective. Proper paint education may take more time; but it lays a firm foundation, not merely for the immediate sale, but for future business. Victor Lauriston.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Aug. 1.—In the matter of Nicholas Jours, doing business as the Central Candy Co., bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office, and the trustee's final report and account, showing total receipts of \$965.78, and disbursements of \$155.24, balance on hand of \$810.54, were approved and allowed. The trustee's report of exempted property, allowing the bankrupt the sum of \$157.30 in lieu of his specific property exemptions, was confirmed, and the trustee was directed to pay the same to the bankrupt. A final dividend of 10.8 per cent. was declared and ordered paid within ten days. The final dividend list of creditors was filed. The final administration expenses were ordered paid and the final order of distribution entered. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be made. The meeting was adjourned without day.

In the matter of Pauline Hand, doing business as the Little Green Tea Pot, bankrupt, of Kalamazoo, no cause to the contrary being shown and no creditor requesting a trustee be appointed, an order was entered by the referee closing the estate, and recommending the discharge of the bankrupt. The record book and files were returned to the clerk's office.

In the matter of Cora Speyer, bankrupt, of Kalamazoo, doing business as the Bandbox, the trustee filed his supplemental final report and account, showing the distribution of all the funds of the bankrupt estate, whereupon orders were entered closing the estate and recommending the bankrupt's discharge. All records and files were returned to the clerk's office.

In the matter of Walter C. Jones, Ernest Stanard and the Farmers & Merchants Bank of Jones, a co-partnership, bankrupt, the trustee was directed to file his final report and account, within the next thirty days for the purpose of calling a final meeting of creditors, the declaration and payment of a final dividend and the payment of administration expenses.

In the matter of the Smith Tire & Supply Co., a corporation, bankrupt, of Kalamazoo, Trustee Kennedy filed his supplemental final report and account, with request that the estate be closed and he be discharged as trustee. It appearing that all funds were disbursed, orders were made by the referee closing the estate and recommending that the bankrupt be granted its discharge.

Aug. 2. In the matter of Elmer Davidson, bankrupt, of Kalamazoo, an order was made by the referee calling the first meeting of creditors at the latter place on August 12, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

Aug. 4. In the matter of Joseph Schensul and Birt Kitchen, doing business as the College Inn, a co-partnership, bankrupt, of Kalamazoo, the trustee filed his supplemental final report, showing all funds have been disbursed in the individual estates, also the co-partnership estate, with request that he be discharged as trustee, and his bond cancelled. Pending the return of the cancelled vouchers, no action was taken on the report.

Aug. 5. In the matter of the Michigan Fruit Packing Corporation, bankrupt, of Bangor, the adjourned first meeting of creditors was held at the referee's office, and Fred D. Bryant, of Grand Rapids, was re-elected trustee, his bond being fixed at \$1,000. Clifton Charles, Abram L. Robbins and Charles E. Cross, of Bangor, were appointed appraisers. The examination of the officers of the bankrupt were continued for a period of three weeks, pending the hearing upon the receiver's claim to be heard before the district judge, relative to certain property. The trustee upon his qualification and the inventory and report of appraisers being filed was directed to sell the personal property of the bankrupt estate.

Aug. 6. In the matter of the Superior Motor Sales Co., a corporation, bankrupt, of St. Joseph, the referee entered an order denying the claim of Emil Schadler to priority of payment over other creditors upon judgment taken against the bankrupt ten days prior to the bankruptcy, and upon which certain funds deposited to the credit of the bankrupt, in the Union Banking Company, had been garnished. The Union Banking Company was directed to release to the trustee the funds garnished.

In the matter of the Michigan Fruit Packing Corporation, the trustee filed his bond, which was approved by the referee whereupon he was directed to proceed with the inventory and appraisal of the assets.

Aug. 7. Ernest Owen, of Kalamazoo, a wage earner and formerly engaged in farming in Paw Paw township, Van Buren county, filed a voluntary petition and was adjudged bankrupt. The matter was referred to Referee Banyon. The schedules of the bankrupt disclose no assets over and above his statutory ex-

emptions and the following are listed as creditors:

Wolverine Barrel Co., Bangor	\$441.00
Fruit Growers Exchange, Bangor	164.05
Albert Squire, Paw Paw	19.00
Lawrence Co-operative Association, Lawrence	55.00
Fruit Growers Package Co., Paw Paw	45.00
H. C. Waters, Paw Paw	200.00
Paw Paw Ice & Fuel Co., Paw Paw	7.75
Dell Rich, Paw Paw	25.00
Arthur Wakeman, Bangor	56.17
Standard Oil Co., Grand Rapids	361.85
E. J. Merrifield, Bloomingdale	35.00
Henry Pompey, Paw Paw	20.00
John W. Free Lumber Co., Paw Paw	44.00
Warren Wicket, Bloomingdale	21.00
Bangor Produce Co., Bangor	45.00
James Marcelletti, Paw Paw	400.00
Theodore Kristoff, Kalamazoo	1,200.00
S. H. Abrams, Paw Paw	230.00
Frank Connors, Paw Paw	5.00
Co-operative Ass'n., Paw Paw	400.00
Dr. J. E. Gilkey, Paw Paw	50.00
Michigan Mutual Hail Insurance Co., Lansing	30.00
Hanselman Candy Co., Kalamazoo	30.00
W. A. Weatherwax, Paw Paw	300.00
Claude Snow, Paw Paw	100.00
Peoples State Bank, Bloomingdale	74.00
First National Bank, Paw Paw	300.00
Home State Bank, Lawrence	80.00
Smith-Bosch, Paw Paw	31.07
O'Grady Bros., Paw Paw	40.00
Shelby & Son, Paw Paw	25.00
Frank Thompson, Lawrence	55.00
	\$4,978.89

Request has been made for the deposit of costs to pay the actual expenses of the referee's office, and upon receipt of the same, the first meeting of creditors will be called to meet at Kalamazoo.

Aug. 8. In the matter of Isaac Goldman, bankrupt, of Kalamazoo, the adjourned first meeting of creditors was held at the referee's office. The trustee's first report and account, showing total receipts of \$2,835 and no disbursements was considered and approved and allowed. Upon recommendation of the trustee a first dividend of 20 per cent. was declared and ordered paid within ten days. The first dividend list of creditors was filed. Administration expenses were ordered paid to date and the first order of distribution entered, whereupon the meeting was adjourned for three months.

Aug. 8. In the matter of Nathan Cooperman, bankrupt, of Dowagiac, the bankrupt filed petition to be allowed the sum of \$250 cash in lieu of his specific property exemptions from the funds received by the trustee at the suit brought against George Little. The referee made an order for a special hearing upon the petition at his office August 14, and the bankrupt was directed to show cause why the petition should not be denied, for reason of no claims having been made for any exemptions in the original petition and schedules filed.

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If we work upon marble, it will perish; if we work upon brass, time will efface it; if we rear temples, they will crumble into dust; but if we work upon immortal souls, if we imbue them with immortal principles, with the just fear of God and love of fellowmen, we engrave on those tablets something which will brighten all eternity.

Daniel Webster.

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Grande Brick Co., Grand
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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.



NOT AN EXPENSE ITEM.

Freight Should Not Be Considered in Figuring Costs.

Written for the Tradesman.

B. Balchowsky & Sons, "Retailers of Everything," Frankfort, Illinois, write thus:

"In a recent analysis of a business statement in the Tradesman, you write, 'We would like to know by what process of reasoning the items of freight, cartage and express are carried into the expense account.' What we wish to know is, how else shall it be considered? Freight, etc., is an expense as well as a telegram or postage stamp, and if we were selling one item only or such items that the carrying charge could be figured in, then you could add the freight to the cost and thereby have a delivered cost. But when you buy a mixed bill, how can it be so added. We would like to hear more about this matter."

I might almost answer this question with another one: Do you not figure a delivered cost when you price merchandise? If you do, how do you arrive at such figure on mixed lots? And if you do this and have a process of arriving at such a figure as you feel practically approximates the facts, how can you then put the transportation cost into expense, seeing you have already absorbed it directly into cost?

In the simplest business, accounting is carried on only to keep records in case of fire: for a man who deals in carloads of feed, say, and nothing else, can put every expense directly on his merchandise and thus recover it without any accounting whatever. So, also, in Balchowsky's case where single items arrive, like a case of men's socks of one grade. Here the freight can be—and is it not actually?—added to the invoice cost to get laid in cost.

But in any intricate business, like retailing, especially "of everything," many items cannot be set against specific merchandise. So accounting puts such items into expense, replacement and repairs, wages and other subdivisions. These items are estimated at the beginning of each business period on the basis of experiences with the last period and these are corrected again at the end of the succeeding period. This process is followed for the very reason that these items cannot be charged directly to specific articles of merchandise. These must always be more or less exact estimates in the nature of things.

But nobody puts into general expense anything which can be put into a definite department of expense, and no wise merchant runs anything into the indefinite department of expense

which can be put definitely against specific merchandise. The entire object is to recover all items of cost as directly and immediately as possible: and transportation always can be so recovered.

Specifically to handle Mr. Balchowsky's question about mixed lots:

These can only be handled on a percentage basis, except as experience helps us be more exact. Given, say, a case of assorted items— notions, perhaps—consisting of fifty articles and classifications of anything from hair nets to common pins, valued at \$97.50 with a freight bill of \$18.50 and cartage of \$1.25. Here you have a charge so near to 20 per cent.—the smallest fraction over, in fact—that we may consider 20 per cent. as amply accurate. But if the transportation happened to be very little more, the same thing would be to add 21 per cent. to each cost.

That is the simple, logical way to handle the transportation cost on a mixed lot. It has the advantage of being the practice followed by the biggest "sellers of everything," the department stores.

But it is not well to stop at that system: any longer than it cannot be avoided. It is most desirable to know exactly what each thing costs, laid in ready to sell in normal and abnormal circumstances.

For example, in that mixed case may be two dozen men's suspenders, put in to fill out your stock where it is thin on one number. The mixed case may come first class, because mixed, whereas suspenders alone may travel under third class. It's well, in this case to consider whether such an excess should be charged to the suspender cost, or spread around among the notions. Sometimes it is properly felt that a certain line or two "can stand" a bit extra cost; but it is always well not to play with costs, even with your eyes open, for another time is coming when such figures may be very wide of the facts.

Or let us assume that ten dozen of suspenders were included in this order to make weight so the notions should not have to carry excessive charges. In this case, it is perfectly proper to charge only normal rates against the suspenders and let all excess rest on the notions—spread out in a percentage charge as detailed above.

Finally, there are rare circumstances in which freight or express is an expense item. That is detailed fully in the last chapter of Paul Findlay's Book for Grocers, where the story is told fully. Incidentally much more of this question is covered there. But, briefly, if the item that comes in under

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Grand Rapids Time

From Chicago

7:45 P. M. Daily. Chicago Time

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Boat Train Leaves Grand Haven
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Route Your Freight Shipments

THE GOODRICH WAY

"Operating Steamships Every Day in the Year," and

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With Consolidated Railroad Ticket
Offices
Citz. Phone 64509, Bell Phone M. 654

W. S. NIXON,
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Phones Citz. 65671, Bell Main 671
L. A. GOODRICH,
Traffic Mgr.

CODY HOTEL

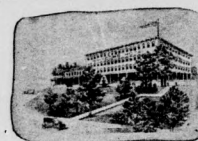
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RATES { \$1.50 up without bath
 { \$2.50 up with bath
CAFETERIA IN CONNECTION



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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 publicate 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.



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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.
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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

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The Durant Hotel

Flint's New Million and Half
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300 Rooms 300 Baths

Under the direction of the
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Columbia Hotel

KALAMAZOO

Good Place To Tie To

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.

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.

unusual charges is brought in not merely for its own sake but for the sake of the business as a whole, then the excess charges must be set against either expense or advertising.

For instance, suppose you have one line of socks which are so closely related to your business as to be a staple in constant demand, and you run short of that item. Perhaps the sock business might survive by itself if you were to be out for a few days; but the entire business might suffer thereby. So, to protect your entire business, you order five cases, one to come express. In this case you will charge freight only against cost of the socks, freight being the normal charge. You will charge the excess to expense, to spread it on the entire business, or to advertising, depending on the special circumstances.

But in any event, however you may modify it in special circumstances, transportation of all kinds to get goods in your store, ready to sell, is part of direct cost and is to be ascertained and so charged.

As I have mentioned my book, I have another thing to mention. I sent out a return postal offering to a list of names I have and the first edition was exhausted in three weeks. But one return card came from St. Louis with the notation penciled across its face: "Not interested," but unsigned. By some mishap, another card was sent to that address, for again the return card came back the same way, same notation, same absence of signature.

Now, it is not likely that the man who returned that card will see what I now write; but I should like him to know that I should feel very much distressed and quite embarrassed to think he had my book. I should not wish such a man to have it. I do not want his money for it and if it came—and I knew it—I should decline to fill the order.

Neither do I expect to obtain his name by thus writing, although that is what I am after, for I should like to obliterate it from all my lists. But I probably shall not know it, he quite evidently being ashamed of it, unless by some accident. I wish I might find out who he is so that I may not send him anything more.

Not every one to whom I sent the card ordered the book. I did not expect any such thing. Many have never sent back the return card. Others have been courteous enough to return it and state that they do not want it. Many—wonderfully gratifying, these!—have written that they already have the book, that it is great stuff, and that it is worth many times its price.

So things work out rather well on the average. The world is pretty good to live in, even if there are yet in it a few with such microscopic souls as must be that of the man whose name I wish to get rid of!

Paul Findlay.

Thoughtful.

"I see this woman of fifty, who married a boy of seventeen, has just had a baby."

"She probably wanted someone to play with her husband."

Keep your head and it will keep you.

An Example For Other Hotels To Follow.

Under the present regime the Tradesman has nothing but praise for the Hotel Chippewa, Manistee. Manager Nelson is proving to be most remarkably efficient. Under his supervision the housekeeping is excellent and the food and service are in advance of any hotel in Michigan, considering the price. Mr. Nelson is serving evening dinners for 75 cents which eclipse the evening menus of many hotels which charge \$1, \$1.25 and \$1.50. Mr. Nelson insists that he is making money for his hotel on these dinners and exhibits the certified report of an expert accountant to sustain his claim. If he can do this, other landlords should make a pilgrimage to Manistee and sit at Mr. Nelson's feet until they have learned to do likewise. The Tradesman herewith reproduces two dinner menus—one on Sunday and one on a week day—in support of our claim that the Hotel Chippewa is in a class by itself:

Special Sunday Dinner.
 Cream of Tomato Soup, Island Float
 Chippewa Garden Young Onions
 Chilled Kalamazoo Celery Hearts
 Roast Spring Chicken a la Stanley with
 Pennsylvania Dressing
 Virginia Ham, Currant Jelly
 Prime Native Rib Roast of Beef, au jus
 Roast Leg of Veal, Shire Sauce
 Chippewa Garden Head Lettuce,
 Thousand Island Dressing
 Baked New Potatoes, Steamed Potatoes
 New Potatoes, Parsley Butter
 Fancy Sweet Peas
 Chippewa Buttered Beets
 Hot Parker House Rolls
 Fresh Cherry Pie
 Ice Cream and Cake
 New England Plum Pudding
 Raspberry Shortcake, Whipped Cream
 Coffee Postum, Milk
 Green or Black Tea, Iced Tea
 We specialize daily in fresh fruits and
 vegetables from Chippewa gardens.

Dinner Aug. 12.
 Cream of Corn Soup
 Sweet Relish
 Broiled Lake Trout, Lemon Butter
 Roast Leg of Pork with Pan Gravy
 Grilled Veal Chops, Tomato Sauce
 Baked Ham, Fresh Garden Spinach
 Beef Stew with Vegetables.
 Head Lettuce Salad
 New Potatoes, Parsley Butter
 Escalloped Potatoes
 Succotash
 Hot Tea, Biscuits
 Raspberry Pie
 Ice Cream, Home Made Cookies, Milk
 Coffee Postum
 Green or Black Tea, Iced Tea

Battle Creek-Kalamazoo Outing at Goguac Lake.

Kalamazoo, Aug. 12—Kalamazoo Council, No. 56, and Battle Creek Council, United Commercial Travelers, will hold their annual joint picnic at Goguac Lake, Battle Creek, Saturday, Aug. 16. The outing will be an all-day affair and all members and their families and friends are invited. Transportation will be provided all who have no machines. The principal feature of the picnic program will be the ball game between the Battle Creek and Kalamazoo councils. Much rivalry exists between the two Councils over the ball game honors and each year this contest claims the center of attention. A program of athletic contests will be presented during the day. A basket dinner will be served at noon. There will be entertainment for the kiddies.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 12—Harry M. Royal, chairman of the Publicity Committee of the Michigan Cannery Association, is touring Michigan and Ohio, calling on cannery and those interested in the canning industry. On his return to his home in Shelby he will begin a series of articles for publication in the Tradesman on the subject of Michigan canned goods.

John H. Hoffman, who failed in the restaurant business at Holland and Grand Rapids after suing the Trades-

man for \$25,000 damages for alleged libel, is now cooking in a small restaurant in Milwaukee. The suit against the Tradesman was allowed to go by default.

Byron S. Davenport (Judson Grocer Company) started out on the road again this week. He is not as handsome as he was before he had an interview with a blazing gasoline stove, but time will probably restore his good looks and his contagious smile. It is now conceded that if Byron had not had his spectacles on he would have been totally blinded.

The spectacular rise in the exchange value of the pound sterling is a sign of the times, the not unnatural result of the progress toward a European settlement made at the London conference. The cheapness of money in New York also has a tendency to push the pound up. And now that the Federal Reserve rediscount rate has been lowered to 3 per cent, making it the lowest bank rate in the world, more dollars will go to London to earn more. The possibility of the pound reaching parity, which means an additional rise of thirty-odd cents, is still remote, and many British financiers and economists view it with alarm. But, with Germany about to put its currency upon a pure gold basis through the working of the Dawes program, it is difficult to see how the British can afford to keep the pound at a depreciated value, for German gold marks would have an enormous commercial advantage over the paper pound. There is some indication that the sounder economists in England have seen this point, and it would not be surprising if the government has actually started a movement to push sterling to parity.

The world cannot afford to be uninformed about conditions in Russia and the aims and methods of the soviet government. The Russia of twenty or thirty years hence will, bar-

ring an unforeseen territorial break-up, be one of the most powerful nations of the earth; and even though what we know as Bolshevism gives place to something different and more normal, the machinery that is being built up in Moscow to-day will probably fall into the hands of the succeeding regime and be put to use. The idea of world revolution may in time turn into one of world imperialism; the government may become reactionary and nationalistic. But no change in viewpoint will alter the fact that Russia will be a powerful foe in the international arena. This situation must be taken by the rest of the world as a basis to work out a modus vivendi with the Russia of the future. For, unfortunately that Russia cannot be eliminated by ignoring it.

When you're a candidate you are expected to do all sorts of things that are out of the ordinary, such as riding in the cab of the locomotive that has drawn your train from place to place. Mr. Davis has already been photographed "at the throttle" of an electric engine in Long Island, a feat which did not involve overalls, or gloves to protect his hands from heated and grimy levers. This is only the beginning of the "stunts" he will be compelled to "pull off." Just how that sort of thing is expected to influence voters is not fully explained. Mr. Roosevelt used to shake hands with the locomotive engineer every time he arrived at his destination after a train journey. Maybe this accounts for the unwillingness of the rail brotherhoods to take sides for or against the candidates.

"Carry yourself with a self-confident air, an air of self-assurance, and you will not only inspire others with a belief in your strength, but you will come to believe in it yourself."

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

European Plan
New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit, Dine or Dance in this new and Beautiful Center of Hospitality.

400 Rooms—400 Baths

At Rates from \$2.50

Menus in English

W. C. KEELEY, Managing Director.

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.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

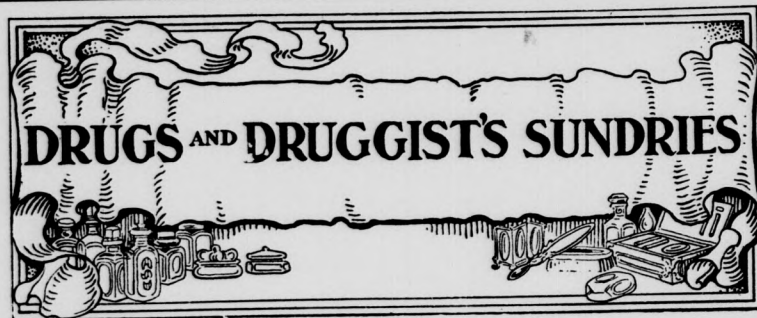
Luxurious Rooms
ERNEST McLEAN, Mgr.

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



COUNTRY DRUG STORE.

Fertile Field Which Awaits the Pharmacist.

Keen and clever competition in the city has caused many of us to cast a longing glance to the store we saw last summer near a pleasant village green. Not so far away we could view the old pump which in former days we laughed about and next door near the apothecary shop that caught our eye we saw one fat, some lean and lanky farm hands sitting on cracker barrels and soap boxes awaiting the coming of the mail. They were chewing Gum, rye straws, and now and then the old plug of best Kentucky strap-leaf was passed around. We happened to need a tube of tooth paste and paid just twice as much for it in that town as we sold it for in the city. That is what cause the little "think bug" to flit about in our brain. Gosh, here was a fellow whose profits were rich. Such a store must be a little gold mine. And, how we could fix it up. Look at the moss and spider webs in his windows, some different from our city show fronts. See that box of moth balls in the candy case. How could anyone buy such flavored sweets? A customer who bought a bag of peppermints fished a moth ball out and tossed it back across the counter just as if nothing had happened. Wonder if it would have made any difference had he taken a bite of it, or presented it to his best girl? What a chance to educate these people to a real city store. I have been thinking, shall I buy? Moth balls and bonbons are separate and distinct merchandise we were taught.

Druggists are not the only class in the cities who may be casting longing glances toward the land and pine trees. Plenty of others do. Many have already located rurally. Who will sell them the merchandise they have been used to find at drug stores? It will have to be the druggist with a city training or knowledge of city methods. He will be the one that diverts this business from the mail order department of the city department store to the home town merchants. The country needs the city druggist and it is certain sure the city druggist wearied with competition and cut prices needs the country. It wouldn't be proper to state in this article that he needs the air, that is much too slangy, but its just what he does need. I need it and all of us do.

If one has not found the right spot suiting exactly his wishes and requirements he should be careful when he does decide not to select a town too

near a large city. There are many advantages to such a place it appears at a first glance, but the disadvantages are greater, one finds out later. In the suburban district towns one will find all the disadvantages of the city cut prices multiplied with the fewer customers feature of the small town. Either get out of the city, away out, or stay in. Every piece of merchandise a certain ten miles out druggist tacks a price card on he hears the worst lament of his life time. He is told what a robber everyone says he is and always his customer taunts, "Why I can buy it for half that in the city." Should he place his price at exactly cost or below the jobber's figure, still it would be the same argument. "You want twice as much as the Big Town merchants charge for it." Druggists cannot make up cut price losses by rapid turnover methods for in these towns nothing is rapid, not even the hourly street car. The only big rush is when tired papa returns from his days work in the city with the family wants for the next day under his arm purchased at cut prices in town.

Thinking of locating in the country? Ask your jobber and his representative to watch out for something for you. No one is better fitted to locate a live one.

Of course there are brokers in drug stores too and they usually have some good ones to show. The tried and true methods of finding a well paying city store, such as counting the passing multitude and number of physicians in the neighborhood does not apply to the good country location. The best business in a certain Hudson River town is done by a druggist considerably out of the busy part. He gets his big trade by working his telephone. Such ideas as often come into one's mind can always be worked out where everyone knows you. One wouldn't get very far if he depended upon his telephone to bring him the greater share of his business in Grand Rapids.

The more forsaken and dead the country town location may seem when we first look it over, the better proposition it may turn out to be when stimulated with the wits and ambition of the druggist from the city. There are few stores in country towns that look like much at a glance. It is the getting down and mining them deep that brings out the best profits. It takes imagination I know, but you will agree that imagination pulls money out of many unexpected places. Ask the traveling man where these plums lie and he will pick one out of his belt for you. Perhaps it was a dead one to the fellow who last owned it but

that is neither here nor there to you or me. Probably the sidewalk in front of the show windows will have to be relaid. Perhaps the cellar has not been cleaned out in fifty years and the skeleton of one or more former owners will be unearthed there among the high piled packing cases. What if the store does handle lamp chimneys, putty and oil paints? There is money in selling those things as well as your city bracelet beads and teddy dolls.

There are those who will say and many will think that it takes a countryman to sell drugs in the country but that is just about as wrong as it is to say that no country boy can succeed in the city. As the sturdy farmer lad green from the farm pushes himself ahead in the city so does the city trained merchandiser get the small town trade. Do not take the case of the city fellow who tries to make a farm pay as the criterion, selling merchandise and keeping a good store has nothing to do with planting potatoes and keeping cows. It is true that few city bred men can make a success of a farm but wonderful prosperity seems to crown the efforts of any city fellow who will try out his Broadway window trims and "spiffy" soda drinks on the supposedly sleepy inhabitants of Pumpkin Hollow or Strawberry Bend. City methods of merchandising take in the country just as the seed grows best in the virgin soil of some forest land just reclaimed. As soon as the new shingle goes up over the store door that awe with which the ruralist has always regarded his city cousins trespassing in his village seems to fly. You are one of them and they are interested in seeing you. That is one of the big points in favor of Four Corners life, you are something and someone thinks you are. How is it in the big town? You are something but it is hard to make anyone believe it, in fact you often doubt it yourself. The training of a pharmacist places the druggist in high esteem in the smaller community. His rank, like the lawyer, doctor and professor is among the educated somebodies. The re-arrangement you effect in the store, the new show windows, wall cases and tile floor will not be regarded with suspicion as some have tried to tell you but with an admiration that goes with that proudness on the customer's part evidenced when says, "That's some drug store we have in our town," or "I ain't never see sich nice ice cream soddy in my life."

In the first place the druggist can expect to receive plenty of the right sort of co-operation from the physicians in his part of the country. They rely upon his abilities and education and also use plenty of medicines. There is not so much room for all the present day fads in healing that blossom so luxuriantly in the large cities. In the country seat or county town, it is the regular old time drugs and medicines that are used and not the laying on of hands. The country druggist can expect to receive real prescriptions to fill that will exercise his dormant pharmaceutical skill; and will be able to charge and receive a fair price for the same. Before the

doctor starts out on his round of visits over hill and down dale it is usually his custom to call upon the local druggist to fill up his medicine cases. Some cases too, ever see one of them? They will remind you of a chorus girl's wardrobe trunk. The city doctor's medicine case brings to my mind a modern vanity box, which is neither here nor there with the amount of proprietary medicine that is sold in the country towns, at full prices too.

Whether it is the annual distribution of almanacs or what, in rural districts the druggist disposes of quantities of proprietaries for man and beast that his city brother would deem a fairy tale. Hank Smith tells Hen Hopkins that Blood Blossom Bitters are best for whatever Hen seems to think ails him from his bald pate or bunion plaster pasture. It is a matter of humor and still a condition of statistics upon the records of Sam Simpin's village department store that the winter season is the time when some of his customers try one of each and every bottle on his shelves and report wonderful benefit from each one taken, the last, the best. Patriarchs who have not taken a pen in hand in twenty years do so then to describe the wonderful results they derived from simply rubbing Sam's liniment on a wooden leg. Took the stiffness all out, they swear, and the assemblage on soap and cracker barrels nod their heads in approval.

Having decided that a change is best, that it is better to be a live wire druggist in the country than a fish line druggist in the city do not lose precious time in getting busy on a location. In the country grass grows all the time, so does business. Country drug stores seldom if ever cut prices. The usual hours are eight in the morning until nine at night, no Sunday work but a slightly longer day on Saturdays. The requirements for registered help are not as strict as in the large cities. Rents are ridiculously low, this includes the home of seven to ten rooms for wife and family. It would take the profits of a dozen city stores to live like a country druggist can afford to do. He has a car and time for a spin in it in the afternoon or other quiet part of the day. He has his garden, his chickens and plenty of room for flowers or other hobbies. His kids can play ball without getting run down by some motor truck. Country people are ever on the lookout for new things and the new lines that a city druggist can by his experience and training get for them will always meet with their ready approval and they will buy. The countryman needs more things that the druggist has to sell than the cityite. Not that he is unhealthy and is a seeker of much medicine but that his cattle, his horses, his stock, his crops, his trees of fruit, everything he has is a ready user of things sold in drug stores. All the agricultural experiment stations are continually recommending for the farm sprays and solutions which the farmer has to obtain at the druggist's. This advertising costs the apothecary nothing; all he needs to do is carry the goods in stock

and reap the profits. A country druggist can carry anything, any line of merchandise and not be called unethical. If he stocks a line of wall paper, for instance, the folks are glad to buy it and will not make a bit of difference in his sale of fishing poles. In the country the drug store is considered the best place to buy anything if it is carried in stock from gum drops to

red barn paint. If the country druggist says a tooth paste is good his customer takes his word for it, does not turn around and say, give me some other kind. George N. Hoffman.

Until each and every citizen consistently exercises his franchise rights of ballot—the Government will be of the minority.



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**



Mr. Jones, please send
me another package of

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

and you may tell all my friends it's the biggest value in paper we ever received. And tell the KALAMAZOO VEGETABLE PARCHMENT COMPANY at Kalamazoo, Michigan, that we can't keep house without their papers. Yes, all the kids, and Daddy and I, use that writing paper. Send the 5 pound pack at a dollar this time, the 2½ pound is only a sample.—Mrs. U. S. America.

YOUR STATIONER OR DRUGGIST HAS IT.



Do You Want a Real Live Sign for Your Place of Business?

If So, Look Young's Patent Lens Electric Signs over

M

Size 8x2½ feet, 12 in. Letter, Double Faced, Both Sides Alike, Aluminum Letters, Panel Edgings and Raised Ornaments. Attractive 24 hours every day. Made of Galvanized Steel and lasts for years. We have sold hundreds in Michigan. The lettering can be changed to "Soda" or any other lettering. If you want a good Sign like the one shown above, remember the

Price of this Sign,
Ready to Hang

\$63.75

W

HAZELTINE & PERKINS DRUG CO.

Manistee

Michigan

Grand Rapids

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	6 50 @ 6 75	Colchicum	@ 2 10
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubebs	@ 3 00
Carbolic	45 @ 51	Linseed, bld. bbl.	@ 1 09	Digitalis	@ 1 80
Citric	59 @ 70	Linseed, bld. less 1	16 @ 21 29	Gentian	@ 1 35
Muriatic	3 1/4 @ 8	Linseed, raw, bbl.	@ 1 07	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less 1	14 @ 21 27	Gualac	@ 2 20
Oxalic	20 1/4 @ 30	Mustard, artifil. oz.	@ 60	Gualac, Ammon.	@ 2 00
Sulphuric	3 1/4 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga,	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 13	Olive, Malaga,	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/4 @ 13	Orange, Sweet	4 50 @ 4 75	Myrrh	@ 2 50
Water, 14 deg.	6 1/4 @ 12	Origanum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00 @ 3 25	Opium, Camp.	@ 35
Balsams		Peppermint	6 00 @ 6 25	Opium, Deodor'd	@ 3 50
Copaiba	60 @ 1 00	Rose, pure	10 50 @ 10 90	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	Paints	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	10 00 @ 10 25	Lead, red dry	14 1/2 @ 15
Peru	3 00 @ 3 25	Sassafras, true	2 50 @ 2 75	Lead, white dry	14 1/2 @ 15
Tolu	3 00 @ 3 25	Sassafras, art'l	80 @ 1 20	Lead, white oil	14 1/2 @ 15
Barks		Spearmint	4 00 @ 4 25	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Sperm	1 80 @ 2 05	Ochre, yellow less 2 1/2	@ 6
Cassia (Saigon)	50 @ 60	Tansy	6 00 @ 6 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Tar, USP	50 @ 65	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Turpentine, bbl.	@ 1 00	Putty	5 @ 8
Berries		Turpentine, less	1 07 @ 1 20	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen,	6 00 @ 6 25	Whiting	5 1/2 @ 10
Fish	25 @ 30	Wintergreen, sweet	3 00 @ 3 25	L. H. P. Prep.	2 80 @ 3 00
Juniper	7 @ 15	Wintergreen, art.	80 @ 1 20	Rogers Prep.	2 80 @ 3 00
Prickly Ash	@ 30	Wormseed	7 50 @ 7 75	Miscellaneous	
Extracts		Wormwood	9 00 @ 9 25	Acetanilid	42 1/2 @ 50
Licorice	60 @ 65	Potassium		Alum	08 @ 12
Licorice powd.	@ 1 00	Bicarbonate	35 @ 40	Alum, powd. and	09 @ 15
Flowers		Bichromate	15 @ 25	Bismuth, Subni-	3 92 @ 4 12
Arnica	25 @ 30	Bromide	56 @ 82	trate	07 @ 13
Chamomile (Ger.)	20 @ 25	Bromide	54 @ 71	Cantharades, po.	2 00 @ 2 25
Chamomile Rom.	1 75	Chlorate, gran'd	23 @ 30	Calomel	1 74 @ 1 94
Gums		Chlorate, powd.	16 @ 25	Capsicum, pow'd	48 @ 55
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Carmine	6 00 @ 6 60
Acacia, 2nd	45 @ 50	Cyanide	30 @ 50	Cassia Buds	25 @ 30
Acacia, Sorts	22 @ 30	Iodide	46 @ 42	Cloves	50 @ 55
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Chalk Prepared	14 @ 16
Aloes (Barb. Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chloroform	57 @ 67
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Chloral Hydrate	1 35 @ 1 85
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Cocaine	10 60 @ 11 25
Asafoetida	65 @ 75	Roots		Cocoa Butter	55 @ 75
Pow.	1 00 @ 1 25	Alkanet	25 @ 30	Corks, list, less	40 @ 50
Camphor	1 20 @ 1 30	Blood, powdered	35 @ 40	Copperas	23 @ 10
Gualac	@ 60	Calamus	35 @ 60	Copperas, Powd.	4 @ 10
Gualac, pow'd	@ 75	Elecampane, pvd	25 @ 30	Corrosive Sublim	1 43 @ 1 64
Kino	@ 85	Gentian, powd.	20 @ 30	Cream Tartar	30 @ 35
Kino, powdered	@ 90	Ginger, African,	30 @ 35	Cuttle bone	40 @ 50
Myrrh	@ 60	powdered	30 @ 35	Dextrine	5 @ 15
Myrrh, powdered	@ 65	Ginger, Jamaica	60 @ 65	Dover's Powder	3 50 @ 4 00
Opium, powd.	15 @ 15 42	Ginger, Jamaica,	60 @ 65	Emery, All Nos.	10 @ 15
Opium, gran.	15 @ 15 42	powdered	55 @ 60	Emery, Powdered	8 @ 10
Shellac	90 @ 1 40	Golden seal, pow.	5 50 @ 6 00	Epsom Salts, bbls.	@ 3
Shellac Bleached	1 00 @ 1 10	Ipecac, powd.	@ 3 50	Epsom Salts, less 3 1/2	@ 10
Tragacanth, pow.	@ 1 75	Licorice	35 @ 40	Ergot, powdered	@ 75
Tragacanth	1 75 @ 2 25	Licorice, powd.	30 @ 40	Flake, White	15 @ 20
Turpentine	@ 25	Oris, powdered	30 @ 40	Formaldehyde, lb.	14 1/2 @ 30
Insecticides		Poke, powdered	35 @ 40	Gelatine	1 20 @ 1 50
Arsenic	15 @ 25	Rhubarb, powd.	1 00 @ 1 10	Glassware, less 55%	
Blue Vitriol, bbl.	@ 07	Rosinwood, powd.	@ 40	Glassware, full case	60%
Blue Vitriol, less 8 1/2	@ 15	Sarsaparilla, Hond.	@ 40	Glauber Salts, bbl.	@ 03 1/2
Bordeaux Mix Dry	14 @ 29	ground	@ 1 00	Glauber Salts less 04	@ 10
Hellebore, White	20 @ 30	Sarsaparilla Mexican,	@ 60	Glue, Brown	21 @ 30
powdered	20 @ 30	ground	@ 40	Glue, Brown Grd	15 @ 20
Insect Powder	75 @ 85	Squills	35 @ 40	Glue, white	27 1/2 @ 35
Lead Arsenate Po.	26 @ 35	Squills, powdered	60 @ 70	Glue, white grd.	25 @ 35
Lime and Sulphur	8 1/2 @ 24	Tumeric, powd.	17 @ 25	Glycerine	23 1/2 @ 45
Dry	32 @ 48	Valerian, powd.	40 @ 50	Hops	65 @ 75
Paris Green	32 @ 48	Seeds		Iodine	6 15 @ 6 55
Leaves		Anise	@ 35	Iodoform	8 00 @ 8 30
Buchu	1 35 @ 1 50	Anise, powdered	35 @ 40	Lead Acetate	18 @ 25
Buchu, powdered	@ 1 50	Bird, Is	13 @ 17	Lycopodium	50 @ 60
Sage, Bulk	25 @ 30	Canary	10 @ 15	Mace	@ 1 00
Sage, 1/4 loose	@ 40	Caraway, Po.	50 @ 60	Mace, powdered	@ 1 10
Sage, powdered	@ 35	Cardamom	35 @ 40	Menthol	15 50 @ 15 80
Senna, Alex.	75 @ 80	Celery, powd.	45 @ 50	Morphine	10 58 @ 11 33
Senna, Tinn.	30 @ 35	Coriander pow.	35 27 @ 30	Nux Vomica	@ 30
Senna, Tinn. pow.	25 @ 35	Dill	12 1/2 @ 20	Nux Vomica, pow.	17 @ 25
Uva Ursi	20 @ 25	Fennell	25 @ 40	Pepper black pow.	32 @ 35
Oils		Flax	07 1/2 @ 12	Pepper, White	40 @ 45
Almonds, Bitter,		Flax, ground	07 1/2 @ 12	Pitch, Burgundry	10 @ 15
true	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Quassia	12 @ 15
Almonds, Bitter,		Hemp	8 @ 15	Quinine	72 @ 1 33
artificial	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Rochelle Salts	28 @ 35
Almonds, Sweet,		Mustard, yellow	15 @ 25	Saccharine	@ 30
true	80 @ 1 20	Mustard, black	20 @ 25	Salt Peter	11 @ 22
Almonds, Sweet,		Poppy	22 @ 25	Selditz Mixture	30 @ 40
imitation	60 @ 1 00	Quince	1 75 @ 2 00	Soap, green	15 @ 30
Amber, erude	1 50 @ 1 75	Rape	15 @ 20	Soap mott cast.	22 1/2 @ 25
Amber, rectified	1 75 @ 2 00	Sabadilla	23 @ 30	Soap, white castile	@ 10 80
Anise	1 00 @ 1 25	Sunflower	11 1/2 @ 15	less, per bar	@ 1 30
Bergamont	5 75 @ 6 00	Worm, American	30 @ 40	Soda Ash	3 1/2 @ 10
Cajeput	1 50 @ 1 75	Worm, Levant	6 50	Soda Bicarbonate	3 1/2 @ 10
Cassia	3 50 @ 3 75	Tinctures		Soda, Sal	03 @ 08
Castor	1 85 @ 2 10	Aconite	@ 1 80	Spirits Camphor	@ 1 35
Cedar Leaf	1 75 @ 2 00	Aloes	@ 1 45	Sulphur, roll	3 1/2 @ 10
Citronella	1 50 @ 1 75	Arnica	@ 1 10	Sulphur, Subl.	04 @ 10
Cloves	3 00 @ 3 25	Asafoetida	@ 2 40	Tamarinds	20 @ 25
Cocanut	25 @ 35	Belladonna	@ 2 10	Tartar Emetic	70 @ 75
Cod Liver	1 55 @ 1 75	Benzoil	@ 2 55	Turpentine, Ven.	50 @ 75
Croton	2 00 @ 2 25	Benzoil Comp'd	@ 2 55	Vanilla Ex. pure	1 75 @ 2 25
Cotton Seed	1 40 @ 1 60	Cantharadics	@ 2 85	Witch-Hazel	1 46 @ 2 05
Cub-ts	8 50 @ 8 75	Capsicum	@ 2 20	Zinc Sulphate	04 @ 15
Eucalyptus	1 25 @ 1 50	Catechu	@ 1 75		
Hemlock, pure	2 00 @ 2 25				
Juniper Berries	2 25 @ 2 50				
Juniper Wood	1 50 @ 1 75				
Lard, extra	1 25 @ 1 35				
Lard, No. 1	1 15 @ 1 25				

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

Beachnut Bacon
Fancy Mackerel
Starch
Some Coffee
Some Condensed Milk
Some Cheese

DECLINED

Candy

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

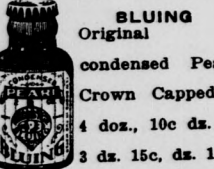


AXLE GREASE
48, 1 lb. ----- 4 60
24, 3 lb. ----- 6 25
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

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.

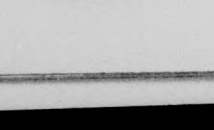


Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium ----- 3 25
Sliced beef, large ----- 5 10
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 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 ds. 85
3 ds. 15c. ds. 1 25

BREAKFAST FOODS
Cracked Wheat, 24-2 3 85
Cream of Wheat ----- 6 90
Pillsbury's Best Cerl ----- 2 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branos ----- 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
Scrub ----- 1 80
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@4 50
Apple Sauce, No. 10 7 75
Apricots, No. 1 1 35@1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 2 60@3 75
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 9 25
Blueberries, No. 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 80
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 10@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 10 Mich 5 50@6 50
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2, sl. 2 80@3 00
Pineapple, 2, cru. 2 75@2 85
Pineapple, 2 1/2, sl. 3 80@4 25
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 75@4 25
Plums, No. 2 ----- 1 50@1 75
Plums, No. 2 1/2 ----- 2 75
Raspberries, No. 2, blk 3 25
Raspb's, Red, No. 10 13 00
Raspb's, Black, No. 10 ----- 11 50@12 50
Rhubarb, No. 10 ----- 4 75

CANNED FISH.
Clam Ch'dr, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Mince, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 2 70
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 6 25@7 00
Sardines, 1/4 Oil, kless 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@23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT.
Bacon, Med. Beechnut 2 25
Bacon, Lge. Beechnut 3 40
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle all 1 25
Beef, No. 1/4, Qua. all 1 75
Beef, 5 oz., Qua., all 2 50
Beef, No. 1, B'nut, all 5 10

Beefsteak & Onions, s 2 75
Chili Con Can., 1s 1 35@1 45
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@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@12 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20@1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan. 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 65@1 80
Peas, No. 2, Sift. ----- 1 90@2 10
Peas, No. 2, Ex. Sift. ----- 2 60
E. J. ----- 3 60
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35@1 75
Spinach, No. 3 ----- 2 00@2 40
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 40@1 60
Tomatoes, No. 3 1 90@2 25
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 10 6 50@7 00

CATSUP.
B-nut, Small ----- 2 25
Libby, 14 oz. ----- 2 50
Libby, 1/2 oz. ----- 2 35
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 45
Paramount, 24, 3s ----- 1 75
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 50

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 ----- 24
Longhorn ----- 24
Michigan Full Cream 23
New York Full Cream 26
Sap Sago ----- 30

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

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

COCOA.
Bunte, 1/4s ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, 1 lb. ----- 32
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 36
Huyler ----- 28
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Runkles, 1/4s ----- 32
Runkles, 1/2s ----- 36
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

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

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

COFFEE ROASTED
Bulk
Rio ----- 25
Santos ----- 33@35 1/2
Maracaibo ----- 37
Gautemala ----- 39
Java and Mocha ----- 44
Bogota ----- 41
Peaberry ----- 35 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 50
Carnation, Baby, 8 dz. 4 40
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 50
Pet, Baby, 8 oz. ----- 4 40

Borden's, Tall ----- 4 50
Borden's Baby ----- 4 40
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 ----- 95 00
Webster Plaza ----- 110 00
Webster Belmont ----- 125 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 ----- 75 00
Specials, 1-20, per M ----- 75 00
Qualitiy First Stogie ----- 18 50

CONFECTIONERY
Stick Candy Pails
Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy
Kindergarten ----- 18
Leader ----- 17
X. L. O. ----- 14
French Creams ----- 19
Cameo ----- 21
Grocers ----- 12

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A ----- 1 80
Nibble Sticks ----- 1 95
Primrose Choc. ----- 1 25
No. 12 Choc., Dark ----- 1 70
No. 12, Choc., Light ----- 1 75
Chocolate Nut Rolls ----- 1 75

Gum Drops Pails
Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior, Boxes ----- 24

Lozenges. Pails
A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 20
Malted Milk Lozenges 22

Hard Goods. Pails
Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 19

Cough Drops Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods
Creamery Marshmallows 4 oz. pkg., 12s. cart. 95
4 oz. pkg., 48s. case 3 90

Specialties.
Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 31
Silver King M. Mallow 31
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Can., 24, 5c ----- 80
Pal O Mine, 24, 5c ----- 80

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

CREAM OF TARTAR
6 lb. boxes ----- 38

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 15

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

Citron
10 lb. box ----- 42

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

Peaches
Evap., Choice, unp. ----- 15
Evap., Ex. Fancy, P. P. 18

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

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

California Prunes
70@80, 2 5lb. boxes ----- 08
60@90, 25 lb. boxes ----- 09
50-60, 25 lb. boxes ----- 17
40-50, 25 lb. boxes ----- 17
30-40, 25 lb. boxes ----- 17
20-30, 25 lb. boxes ----- 17

FARINACEOUS
Beans
Med. Hand Picked Cal. Limas ----- 1
Brown, Swedish ----- 03 1/2
Red Kidney ----- 03 1/2

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

Hominy
Pearl, 100 lb. sack ----- 4 00

Macaroni
Domestic, 20 lb. box ----- 09
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 ----- 65

Peas
Scotch, lb. ----- 07 1/2
Split, lb. yellow ----- 08
Split, green ----- 10

Sago
East India ----- 11

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

FLAVORING EXTRACTS



Doz. Lemon
1 20 ----- 1 65
1 65 ----- 2 20
2 75 ----- 3 60
2 40 ----- 3 30
4 50 ----- 6 00
7 75 ----- 10 90
15 00 ----- 20 00
29 00 ----- 38 00

Doz. Vanilla
1 65 ----- 1 65
2 20 ----- 2 20
3 60 ----- 3 60
6 00 ----- 6 00
10 90 ----- 10 90
20 00 ----- 20 00
38 00 ----- 38 00

Arctic Flavorings
Vanilla or Lemon
1 oz. Panel, doz. ----- 1 00
2 oz. Flat, doz. ----- 2 00
3 oz. Taper, 40 bot. for 6 75

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.
Mason, pts., per gross 7 70
Mason, qts., per gross 9 00
Mason, 1/2 gal., gross 12 05
Ideal, Glass Top, pts. 9 20
Ideal, Glass Top, qts. 10 80
gallon ----- 15 25

FRUIT CANS.
Mason.
Half pint ----- 7 10
One pint ----- 7 55
One quart ----- 8 85
Half gallon ----- 11 10

Ideal Glass Top.
Half pint ----- 9 60
One pint ----- 10 10
One quart ----- 10 90
Half gallon ----- 15 10

Rubbers.
Good Luck ----- 75@80

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
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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
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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.	25 1/2
Nucoa, 2 and 5 lb.	25

MATCHES

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

Safety Matches

Quaker, 5 gro. case	4 75
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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	6 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, roasted	15
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	17
Jumbo	23

Shelled.

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

OLIVES.

Bulk, 2 gal. keg	3 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.	
20 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



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

PETROLEUM PRODUCTS

Perfection Kerosine	12.1
Red Crown Gasoline	
Tank Wagon	16.7
Gas Machine Gasoline	36.2
V. M. & P. Naphtha	20.6
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.2



Iron Barrels.

Light	59.2
Medium	61.2
Heavy	64.2
Extra heavy	66.2
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



Semdac, 12 pt. cans	2 80
Semdac, 12 qt. cans	4 15

PICKLES

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

Sweet Small

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

Dill Pickles.

600 Size, 15 gal.	11 00
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PIPER

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

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

Cows.

Good	12 1/2
Good	12
Medium	10
Common	9

Veal.

Good	14
Top	16
Medium	12

Lamb.

Good	26
Medium	23
Poor	18

Mutton.

Good	14
Medium	12 1/2
Poor	8

Pork.

Heavy hogs	11
Medium hogs	12 1/2
Light hogs	13 1/2
Loins	25
Butts	19
Shoulders	16
Hams	20
Spareribs	19
Neck bones	15

PROVISIONS

Barreled Pork	
Clear Back	25 00@26 00
Short Cut Clear	24 00@25 00
Clear Family	29 00@30 00

Dry Salt Meats	
S P Bellies	18 00@20 00
Lard	
Pure in tierces	16
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 1/4
3 lb. pails	advance 1/4
Compound	15 1/2

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

Smoked Meats	
Hams, 14-16, lb.	25@ 27
Hams, 16-18, lb.	28
Ham, dried beef	
sets	38 @39
California Hams	13@ 14
Picnic Boiled	
Hams	30 @32
Boiled Hams	35 @38
Minced Hams	14 @15
Bacon	18 @30

Boneless Beef	
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	
1/4 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
1/4 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skeln	1 75@2 00

RICE	
Fancy Blue Rose 7 1/4@7 1/2	
Fancy Head	8@9
Broken	3 1/2

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Pam.	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.	
Brand	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

SALERATUS	
Arm and Hammer	3 75

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, doz.	1 40
Wood boxes, Pure	28
Whole Cod	11

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

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

Lake Herring	
1/2 bbl., 100 lbs.	6 50

Mackerel	
Tubs, 100 lb. fancy fat	16 50
Tubs, 60 count	5 00

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING.	
E. Z. I. 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, doz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, doz.	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, 2 lb.	95
Log Cab., Iodized, 24-2	2 40
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice cream, 100 lb., each	75
Butter Salt, 280 lb. hhl	4 50
Blocks, 50 lb.	47

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

SOAP

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 Naptha, 700 box	5 00
Grma White Na. 100s	4 00
Rub No More White	
Naptha, 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
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	5 95
Pumino, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm. 2 00	
Grandpa Tar, 50 lge. 3 45	</

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 6.—In the matter of Roy M. Hurd, Bankrupt No. 2535, the funds for the first meeting have been received and such meeting has been called for August 18.

Aug. 7. In the matter of John A. Bellegraph, Bankrupt No. 2526, the trustee has investigated the value of the assets of the estate and has reported that the same are encumbered for far more than the value on sale of the property and has recommended that the property be abandoned as worthless to the estate and the estates be closed. An order was made that the property be abandoned and the case has been closed and returned to the district court as a no asset case.

On this day also was held the first meeting of creditors in the matter of William F. Rea, Bankrupt No. 2530. The bankrupt was present in person and by attorneys, Cornw & Norcross. One creditor was present in person. One claim was proved and allowed. The bankrupt was sworn and examined without the reporter. There being no assets over and above exemptions an order was made confirming the exemptions to the bankrupt and no trustee was appointed. The case will be closed and returned to the district court as a no-asset case. The first meeting was adjourned without date.

On this day also was held the first meeting of creditors in the matter of Raymond Ripberger, Bankrupt No. 2531. The bankrupt was present in person and by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The case being one without assets was closed without date and returned to the clerk of the district court.

On this day also was held the first meeting of creditors in the matter of Orville E. Hoag, Bankrupt No. 2532. The bankrupt was present in person and by attorney. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The case was then adjourned without date and the files closed and returned to the district court.

Aug. 9. On this day were received the schedules in the matter of Peterson Beverage Co., Bankrupt No. 2517. The schedules are filed in response to an order of the court in an involuntary case. The list of assets and liabilities filed with the schedules show assets of \$38,911.35, with liabilities of \$81,123.39. The first meeting of creditors has been called for August 25. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids, taxes	\$2,053.84
Chas. Rathbun, Grand Rapids	245.00
Herman Weidenfelder, Grand R.	65.25
Mary D. Murphy, Grand Rapids	5,000.00
Anna Just, Grand Rapids	6,000.00
Commercial Savings Bank, G. R.	10,000.00
Michigan Litho. Co., Grand Rap.	390.15
Hake Coal & Coke Co., Grand R.	26.41
Morehead Mfg. Co., Detroit	266.00
Jos. Kortlander, Jr., Grand Rapids	201.39
Himes Coal Co., Grand Rapids	115.30
M. R. Rubber Co., Grand Rapids	510.89
American Products Co., Detroit	40.00
Seidman & Seidman, Grand Rap.	2,601.39
Detroit Beverage Co., Detroit	14.05
Wm. Metzgar, Grand Rapids	78.90
Hostler Coal & Lbr. Co., Chicago	39.30
Kent Storage Co., Grand Rapids	11.75
W. H. Hutchinson & Sons, Chicago	152.03
C. A. Schueffler, Grand Rapids	3.40
Ellis Bros., Grand Rapids	1.50
Ackerman Elec. Co., Grand Rap.	469.00
Newman Bros., Pittsburgh	50.00
American Tansul Co., San Francisco	40.00
E. W. Jeffres, Inc., Detroit	43.71
Chas. J. Rathbun, Grand Rapids	23.40
American Antiformin Co., Brooklyn	538.25
Northwestern Extract Co., Milwaukee	1,500.00
Harlan Berry, Grand Rapids	304.66
Richards Mfg. Co., Grand Rapids	1,696.10
Crown Cork & Seal Co., Baltimore	162.07
Indian Refining Co., Philadelphia	120.43
Charles Koss & Bros. Co., Milwaukee	633.24
Clapperton & Owen, Grand Rap.	7,000.00
L. A. Powell, Grand Rapids	1,507.20
Ladish Stoppenbach Co., Milwaukee	214.00
Peake-Vanderschoor Co., Grand R.	.64
Postal Telegraph Co., Grand Rap.	39.90
Thomas Daggett Canning Co., Grand Rapids	4.15
H. E. Barclay, Grand Rapids	11.52
Alden & Judson, Grand Rapids	30.84
City Coal & Coke Co., Grand Rap.	66.70
Leitelt Iron Wks., Grand Rapids	50.00
General Carbonic Co., Detroit	47.67
International Harvester Co., G. R.	5.40
P. B. Gast Soap Co., Grand Rap.	11.75
W. H. Hutchinson & Co., Chicago	2.60
F. H. & D. Co., Grand Rapids	19.30
Reichel Korfman Co., Milwaukee	13.26
Rysdale Candy Co., Grand Rapids	42.25
P. & G. Bottle Exchange, Detroit	2.10
Foot & Jenks, Jackson	225.78
Frank L. Pasch Co., Milwaukee	25.00
Witt Bros. Transfer Co., Muskegon	31.97
Westorlin & Campbell, Chicago	1.50
Willis Transfer Co., Grand Rapids	4.00
Leslie-Judge, Chicago	17.10
White Co., Chicago	13.20
Dept. of Public Service, Grand R.	16.50
Battjes Fuel Co., Grand Rapids	

Barclay, Ayres & Bertsch, G. R.	5.48
Cluchey Russel Radiator Co., Grand Rapids	2.90
G. R. Gas Light Co., Grand Rap.	3.99
G. R. Forging & Iron Co., G. R.	16.80
Furniture City Fuel Co., Grand R.	18.13
Jeffers & Co., Grand Rapids	82.16
C. J. Litscher Elec. Co., Grand R.	11.00
Standard Auto Co., Grand Rapids	18.50
Universal Car & Service Co., Grand Rapids	1.75
Vrana Auto Top & Trim Co., Grand Rapids	8.85
M. Thomas Ward, Grand Rapids	280.00
James A. Lombard, Grand Rapids	186.00
Knappen, Uhl & Bryant, Grand R.	163.90
Hilding & Hilding, Grand Rapids	144.45
Rodgers & Rodgers, Grand Rapids	34.00
Amer. Sales Book Co., Grand R.	83.05
American Huhn Metallic Packing Co., Grand Rapids	65.00
M. Braudy & Sons, Grand Rapids	90.86
O. Bettin, Grand Rapids	37.40
Bishop Babcock Co., Chicago	215.60
Baumbach-Reichel Co., Milwaukee	19.80
Boydland Creamery Co., Grand R.	8.80
S. L. Burton, Grand Rapids	11.55
R. J. Cleland, Grand Rapids	83.00
Citrus Products Co., Chicago	23.00
Chic Mint Gum Co., Wilmington, Del.	25.00
Detroit Paste & Glue Co., Detroit	40.14
G. R. Insurance Co., Grand Rapids	34.30
G. R. Store Fixture Co., Grand R.	24.50
Howdy Co., St. Louis	314.63
Hershey Chocolate Co., Hershey	95.72
Kindel & Graham, San Francisco	55.00
La Crosse Refining Co., La Crosse	168.55
A. Magnus Sons Co., Chicago	297.56
Bottling & Beverage Co., Muskegon	90.00
Mu'r Art Co., Chicago	26.25
McNeff Bros., Portland	94.63
National Bottling Wks., Grand R.	31.50
Pern. Refining Co., Cleveland	37.59
Pure Carbonic Co., Chicago	266.42
W. H. Rich Co., Chicago	13.75
Republic Coal Co., Grand Rapids	90.20
Self Propelling Nozzle Co., N. Y.	29.19
Tisch-Hine Co., Grand Rapids	7.00
Tisch Auto Co., Grand Rapids	11.85
Texas Co., Grand Rapids	24.12
United Auto Ins. Co., Grand Rap.	75.20
Viscosity Oil Co., Grand Rapids	22.50
Pacific Extract Co., Chicago	660.76
Southern Beverage Co., Galveston	233.60
O. N. Watson, Grand Rapids	8.94
Weny & Hills Co., Allegan	43.70
Julius J. Peterson, Grand Rapids	12,378.04
Phillips J. Peterson, Grand Rap.	13,989.27
Est. Geo. E. Ellis, Grand Rapids	6,950.00
Perolin Co., Chicago	126.00
Peter Rodenthaler, Grand Rapids	356.65
Herman Weidenfelder, Grand R.	45.00

Aug. 11. On this day was held the sale of the balance of the assets in the matter of Peter Schneider, Bankrupt No. 2491. The bankrupt was present in person and by attorney. One creditor was present in person. The interest of the bankrupt in the real estate was sold to J. N. Clark and Lena Clark for \$15. The Ford truck was sold to M. J. Kreisler for \$121. Both sales were confirmed. The meeting was then adjourned without date.

Aug. 12. On this day was held the first meeting of creditors in the matter of D. E. Clow, Jennie Cole and Cole & Clow, Bankrupts No. 2533. The bankrupt Jennie Cole was present in person and by attorneys, Clink & Williams. One creditor was present. Claims were proved and allowed. Fallie H. Show, of Ellsworth, was appointed trustee, and the amount of his bond placed by the referee at \$100. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date.

In the matter of Mamie Clark, Bankrupt No. 2504, the trustee of the estate has reported the receipt of an offer in the sum of \$450 from Charles Nelson, of Manton, for all of the property of the estate, except exemptions and accounts receivable, and consisting of ladies coats, dresses, notions, child's apparel, yard goods, underwear, hosiery, etc., all located at the village of Manton. The appraised valuation of the property offered for sale is \$903.06. The date of sale is fixed for August 22. All interested should be present at such time and place.

In the matter of Holland Theater Co., Bankrupt No. 2460, the trustee of the estate has reported an offer from G. Buis, of Holland, of \$535 for the theater projecting machinery, decorations, curtains, carpet, sign, etc., all of which is located at Holland and appraised at \$1,256.50. The date of sale is August 22. All interested should be present.

Aug. 12. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Nathan H. Smith, Bankrupt No. 2540. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. His occupation is not indicated. The schedules list assets of \$1,200, of which \$1,000 is the face of a policy of insurance on the life of the bankrupt, in which the surrender value is doubtful, and also claiming exemptions of \$200. The liabilities are listed at \$1,663.37. The court has written for funds for the first meeting and upon arrival of 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:

Meech & White, Lakeview	\$185.00
Cantwell Bros., Lakeview	185.00
Frank Williamson, Lakeview	193.37
Peter Peterson, Lakeview	300.00
W. E. Charnley, Lakeview	145.00

HEKMAN

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

Delicious cookie-cakes and crisp appetizing crackers — There is a Hekman food-confection for every meal and for every taste.

Hekman Biscuit Co.
Grand Rapids, Mich.

HOLLAND RUSK



Made of whole milk, wheat flour and fresh eggs. Baked and toasted to golden crispness.

The moisture-proof wrapper keeps them always fresh and delicious.

Holland Rusk Company, Inc.

HOLLAND MICHIGAN

FOR RENT

NEW STORE ROOM DE LUXE
IN \$100,000 MASONIC TEMPLE
AT ANGOLA, IND.

Wonderful Store in prosperous town, 42 miles from Ft. Wayne, Department Store on same site, most prominent in town, for over 25 years. 5565 square feet, modern in every respect, extensive show windows, wonderful island case, Terrazo entrance. 65 x 80 basement, mezzanine floor 12 x 65.

Angola has a population of about 3000. Excellent schools, modern improvements, Seat of Tri-State College, with hundreds of students from all over the world, Center of the "Playground of the Middle West," Steuben County, with its more than ninety lakes. On transcontinental highway east and west, Custer trail north and south. Banks have deposits of \$1,615,000. Rich farming country. No extensive industries. Never had a boom, can not have a set back, but constantly a busier place and will continue to prosper as millions will ultimately be invested in permanent improvements at our unsurpassed lake resorts, just now coming into their own.

Call, Wire or Write.
Waldo Sheffer, L. N. Klink, A. C. Wood, Trustees.
Angola, Indiana.

Brooks
Valeur
BITTER SWEETS

Dr. L. E. Kelsey, Lakeview ----- 35.00
 Dr. E. K. Swift, Lakeview ----- 35.00
 Bolinger Bros., Lakeview ----- 385.00
 Samuel Lawson, Lakeview ----- 200.00

Aug. 12. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred W. Forrester, Bankrupt No. 2541. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a tile setter by trade. The schedules filed by the bankrupt list assets of \$542.60, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$5,319.77. The court has written for funds for the payment of expenses and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Builders & Traders Exchange,	
Grand Rapids	\$ 95.90
Wyoming Sand & Gravel Co.,	
Grand Rapids	16.88
Garrison Tile & Marble Co., Grand	
Rapids	13.50
Herald, Grand Rapids	4.20
Sparta Ceramic Co., Parkersburg,	
West Va.	20.28
Wolverine Brass Works, Grand R.	52.09
Eli Cross, Grand Rapids	1.50
Spielmaker & Sons Garage, G. R.	50.14
Wheel. Tile Co., Wheeling, W. Va.	129.61
American Encaustic Tiling Co.,	
Zanesville	51.24
Keller Transfer Line, Grand Rap.	67.20
Fred H. Hirth, Grand Rapids	1.05
Hermitage Garage, Grand Rapids	39.02
Standard Auto Co., Grand Rapids	9.20
U. S. Roofing Tile Co., Parkers-	
burg, W. Va.	125.00
Mosaic Tile Co., Zanesville	36.10
Battjes Fuel Co., Grand Rapids	15.72
Andres Stone & Marble Co., Mil-	
waukee	3,000.00
National Tile Co., Anderson, Ind.	800.00
A. Botting, Grand Rapids	40.00
Robert Ruchman, Grand Rapids	37.00
Mrs. F. F. Worth, Grand Rapids	200.00
Pittsburgh Plate Glass Co., Grand	
Rapids	19.09
White Steel Furn. Co., Grand Rap.	19.80
Kutsche's Hardware Co., Grand R.	8.59
S. A. Mormon & Co., Grand Rapids	286.26
Kelley Estate, Grand Rapids	73.00
Alhambra Tile Co., Newport	106.80

Natural Theology.

Were I to tell why I believe
 In a Supreme Omnipotent One
 I'd take a seed; who did conceive
 Its life obedient to the sun
 From year to year
 Nor ever fail to full adorn
 The harvest field--till those unborn
 Will hold it dear.

Were I to say why I believe
 In some Great Heart, I'd lift a prayer
 That with me could too perceive
 In every blade and flower fair
 The guiding hand
 Which shaped in beauty every line
 So intricate none but Divine
 Could thus command.

Were I to say why I believe
 In the Omnipotent, with worth
 Of starry hosts to yet conceive,
 I'd contemplate our humbler earth
 Revolving true
 To its appointed timed hour
 By superhuman tireless power
 The ages through.

Were I to show you why I believe
 In the eternal Master Mind
 I'd take a stone which aens leave
 For later coming man to find
 Through skill and art
 The bedded rock with fossil shell
 Which makes his home where he may
 dwell
 From storms apart.

Were I to prove why I believe
 In One Supreme and ever Good
 I'd ask my heart--"Will not deceive--
 For some one surely understood
 Who put within,
 To guard my footsteps every day,
 And warn me lest I go astray,
 The fear of sin.
 Charles A. Heath.

What Then?

Written for the Tradesman.
 I sat in an October sun--
 The mellow sadness of the year--
 When leaf and flower had courses run
 And frosts were hovering near.
 While in the air was a softening haze
 Like memory sweet which fondly plays
 With scenes long gone and dear.

I listened to October's sun--
 Was sure I caught its message true--
 As it revealed what it had done
 Since northward it had come anew
 It told of shocks in yonder field
 Of orchards bending neath their yield
 Of vineyards draped in blue.

And there I answered back the sun
 As it had talked the while to me
 "Are harvests all the victory won
 Or yet will there not be
 Ingatherings for the heart of man
 Beyond his brief allotted span,
 For immortality?"
 Charles A. Heath.

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.

Situation Wanted--Married man capable of taking entire charge of grocery department wants position in general store. Best of references. Address No. 685, c/o Michigan Tradesman. 685

FOR SALE--Three corner lots; fine new red crown filling station and grocery store combined. Only three months old. Good six-room house, garage, laundry room. Beautiful location at Central Park, three miles west of Holland on M-11, West Michigan Pike. Bargain. Inquire at once. S. Elferdink, R. R. 1, Holland, Mich. 686

For Sale--One Western Electric direct current motor, 7½ horse power, 220 volts, 1790 revolutions per minute. E. C. Pig-gott, Fowler, Mich. 687

BUSINESS OPPORTUNITY--For Sale--Profitable general merchandise business in excellent community near Coldwater. Suitable terms can be arranged as owner wishes to retire from active business. A real opportunity for profitable investment. Arrange for personal inspection. Address No. 679, c/o Michigan Tradesman. 679

For Sale--Potato warehouse in good location. Building also suitable for mercantile purposes. Selling at sacrifice. For particulars, write No. 680, c/o Michigan Tradesman. 680

FOR SALE--Drug store, town of about 2,000 population. Invoice stock and fixtures \$6,000 to \$6,500. Owner past 70 and wishes to retire.

Groceries, dry goods and notions, good country town of about 400 population; main line of G. R. & I. and M13. Doing fine cash business. Might consider city residence in exchange. Invoice about \$5,000. Address BRACE FARM AGENCY, Sparta, Mich. 683

FOR SALE--On account of failing health I offer the Tuttle House hotel in Alba for sale. This property is well worth the price asked. Terms to responsible parties. Mrs. C. B. Tuttle, Alba, Mich. 671

Wanted--Stock of general merchandise, clothing or shoes. R. J. Sweeney, Lancaster, Wisconsin. 674

Dickry Dick sells bottle caps 18c per gross, Budweiser, Stroh's, Blatz, Puritan Malt Syrup, and kegs and supplies. Muskegon, Mich. 676

Stationary engineer and machinery installations. Have machinery for cutting keyseats in line shafting without removing from shaft hangers. Machinery repairs and job work specialty. Wm. Geale, North Park, Grand Rapids, Mich. 678

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

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.

TYPEWRITERS

Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy.
 Thompson Typewriter Exchange
 35 N. Ionia Ave., Grand Rapids, Mich.

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 SPECIAL SALE EXPERTS
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 209-210-211 Murray Bldg.
 GRAND RAPIDS, MICHIGAN

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.

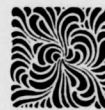
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 ZION, ILLINOIS

The Mill Mutuals

Agency

LANSING MICHIGAN

STRENGTH
ECONOMY



REPRESENTING THE
MICHIGAN MILLERS MUTUAL FIRE INSURANCE CO.
 AND ASSOCIATED COMPANIES

Combined Assets of Group \$30,215,678.02

20% TO 40% SAVINGS MADE IN 1923

Fire Insurance--All Branches

TORNADO - AUTOMOBILE - PLATE GLASS

MOBILIZE CREATIVE POWER.

Best Way To Ensure Peace and Prosperity.

We all understand—although the understanding may lie at the back of our minds—that creative power is greater than any other kind of power. Let us, therefore, on Sept. 12, take stock of our dynamic assets. While reviewing our forces of defense, let us review also the original sources of our strength—the creative energy that sustains defensive armies and pays the wages of the police.

Everybody knows (is it not full time to give the effect to everybody's knowledge?) that America is primarily an immense army of the arts, militant against the blind forces of nature and the natural difficulties of human existence on this inclement although not wholly inhospitable planet. Everybody knows that this life-sustaining army, which has built a thousand cities and subdued a continent, embodies the most prevailing force in the world. We have but to scan the headlines of to-day's newspapers if we would see sharp emphasis of the fact that Europe lies passive and submissive, eager to capitulate to the creative army of the United States.

At the back of the consciousness of every reflective man and woman lies the truth that the world's peace can be established only by a militant university—a mobilization of artistic and scientific power throughout the circles of commerce. The Peace Power, the Irenarchy, is a power pledged to a perpetual advancement of the practical arts and to the upkeep of the technical apparatus of civilization.

We all know these things. The time has come to put our knowledge to use.

On Sept. 12 in the city of New York and in every other city there should be meetings and processions to celebrate the rise of the greatest of the great powers; to-wit, the life-sustaining power of the United States.

In December, 1916, in the Engineering Societies' Building in New York, an association was formed to bring to the front of American consciousness this truth, that the American Commonwealth is a creative army before it is anything else, and that this army needs, drills, discipline and reviews. The movement thus begun has not ceased to expand and clarify its purpose. It is called the Technarchy. It has a headquarters at 1674 Broadway, New York City. But for all its protagonists care, it may be called by any other name, and have its headquarters elsewhere. What is utterly and instantly necessary is a name and a place in every American city for the recruiting and organization of creative power.

Obviously, our existing organization is not good enough, since it lacks a clear consciousness of its own existence. Every honest man and woman desires an improved social adjustment, a better apportionment of equipment in its relation to ability. Everybody desires functional reality—desires to mean more and to amount to more in the complex of civilized life.

The engineers who organized the Technarchy were moved to do it because they knew that the all-conquering life-sustaining power of the United States could be augmented manifold by specific forms of readjustment and reorganization. They conceived the idea of establishing permanent offices in the several cities and towns of the country, that should treat business purely as a creative process, and should enroll and advise individuals and working groups in such manner that they should be able to do better work for better pay, and might so use their investment power and buying power as to increase the worth of their money.

In short, the Technarchy was planned to give the American creative army reality and a roster.

This is what the country needs for the assurance of its peace and prosperity. What I propose, therefore, is that National Defense Day shall be made to signalize the beginning of a general enlistment of the American people in a life-sustaining army, a militant force, awake and aware of its mission.

Charles Ferguson.

Michigan Apple Prospects.

Fennville—This station will ship about 200 cars, which is 40 per cent. less than last year. The principal varieties are Jonathans, Grimes, Greenings, and Spys. As yet, it is too early for growers to name prices. However, it looks as though fruit will be of excellent quality this season. The outlook for containers is good, with barrels selling at 65c.

Hartford—The yield in this vicinity will be 75 per cent. below 1923. The condition of fruit is poor. About 20 cars of Baldwins, Spys and Greenings will be shipped. No sales have been made yet, but quality of the fruit will be the best.

Shelby—The yield is estimated at 50 per cent. less than last year. There will be about 50 cars of Baldwins, Duchess, Hubbardstons and Spys. The condition is fair. There is a good supply of containers, with barrels selling at 75c. It is still too early for growers to name prices.

Traverse City—Prospects here are for a yield 20 per cent. less than last year. This station will ship 100 cars of Baldwins, Greenings and Starks. The supply of containers is ample. There have been no sales yet, as it is still too early. It is not believed that Duchess will be an important factor because of poor quality.

Watervliet—The yield here is estimated at 40 per cent. of last year. There will be 125 cars of Transparents, Duchess, Jonathans, Baldwins and Spys. The outlook for containers is good, as barrels have decreased in price. Growers have not yet named selling figures. There is some scab even in sprayed orchards.

Pope said: "The proper study of mankind is man." He would have been entirely correct had he said: "The proper study of the salesman is man." Study human nature to learn salesmanship.

The bigness of a man is best demonstrated in his ability to do team work.

How the Anniversary Appeared To Mr. Tatman.

Clare, Aug. 11—After reading last week's issue of the Tradesman, which marks the beginning of its forty-second year without change of editorship, management or ownership, I must concede that you have certainly made a remarkable record; so much so that I really felt it a duty to express to you in a few lines my congratulations on such a wonderful achievement. I also enjoyed the splendid contributions to this, the first number of the forty-second year of the Tradesman, by its old and reliable friends for so many years, such as Charles W. Garfield and Lee M. Hutchins, whose lines radiate with usefulness in the making of a better and greater Michigan.

I enjoyed the reading of the two beautiful poems; one by Edgar A. Guest, Forty-one Years of Service; the other by Douglas Malloch, Forty-one Years. Each line of both poems carries a beautiful thought for the occasion. To be truthful about it, I felt like applying some of the goodness from these lovely poems to myself and my forty-two years' business career, knowing the generosity of Mr. Stowe, the good editor of the Tradesman, with all the good things he possesses.

The article written by Mr. Garfield on cut-over land problems contains many of the best suggestions ever offered in Michigan as to conservation and reforestation. This article alone should be placed in every school room in Michigan and taught to every boy and girl. Mr. Garfield has made this subject a lifetime study and I believe he is competent authority on this real vital subject which means so much to the life, happiness and prosperity of our State.

The article by Mr. Hutchins is truly a masterpiece. I have read it over and over and each time I read it I like it better—the Value of Purpose. Every school boy in Michigan should get a copy of this article and keep it before him all through school life.

Every business man should commit it to memory. It would help him to solve many of the difficult problems of a business career.

If every public official in our State and Nation would follow the teachings of this article our difficult problems would be solved with ease. Each politician in Michigan, in justice to his constituents, should read this article by Mr. Hutchins.

Charles Christensen's article to the business men of Michigan is a commendable one to every business man in the State and it ought to be read by all and the very valuable suggestions made by the writer should be a text book for every merchant.

These splendid letters from prominent men from all parts of the State in your first issue of your forty-second year make it one of the best Tradesmans I think I ever read and, in congratulating you upon this issue, I want to express the hope and the best wishes that each issue of the Tradesman for its forty-second year will be well filled with valuable thoughts and suggestions to all its readers, as it has been in the forty-one years just past.

J. F. Tatman.

Mutilations By the Films.

Detroit, Aug. 12—Having just come from a theater and sat through the picture version of "Tess of the D'Urbervilles," by Thomas Hardy, I must express my seething indignation at the outrage perpetrated on a much-loved book in the name of cinema genius.

I am not a "movie fan," but I am Dorset born, right in the Hardy country, and went to the celluloid presentation to see some of my beloved countryside on the screen. Instead I saw small shots exploited by the producer in his advance "puffs," a sickly melodrama as unlike Hardy's stark realism as moving picture brains, of course, would be.

All the old hokum—village maiden with marceled hair and Paris slippers, colored shots of biblical scenes, invariably in bad taste unless handled very carefully, added to a supper club scene of Hollywood manufacture. All that was needed to complete the idiocy was the bathing girls romping on. They were worked in on the village green prancing round a maypole, with obviously no training in maypole dancing.

When Hardy wrote the book the lassies and lads danced the maypole, but not in "Hardy-up-to-date," with motor cars, telephones and supper clubs.

It is against such false representations as these so-called "reproductions of great books" that something drastic should be done. The film producers are glorified barkers of a gigantic circus—no better—who, with specious promises, beguile the unsuspicious outside the sideshows by heralding these insults to intelligence as faithful presentations of masterpieces. A little masterpiece which was not heralded was a French film, "Old Bill," by Anatole France. One actor was named Maurice de Feraudy, who recently played repertoire in this city.

There are only two living classics—Anatole France is one, Thomas Hardy the other. No doubt the Sage of Wessex would give a satirical smile could he view his mutilated "Tess," being a cynic. I, being also Dorset born, and a humble admirer, write this protest.

Primrose Leigh.

Government Forces Salmon Packers to Reduce Output.

Secretary of Commerce Herbert Hoover has taken drastic action in curtailing the pack of Alaska salmon through the use of the power invested in him through the passage of the White bill. He has issued new regulations covering the fishing industry, effective immediately, of which the salient features are: Fish trap operation is prohibited in many sections of Alaska and greatly curtailed in others. The weekly closed periods have been extended anywhere from twelve to eighty-four hours, while in twelve localities fishing is prohibited altogether. In Southeastern Alaska a thirty day closed season is imposed, effective at a time when many of the largest catches are usually made. In notifying his broker of Secretary Hoover's ruling, one prominent canner remarks: "By many, the action is considered drastic and its effects far reaching. Quite naturally the packers are more or less in the air, many of them believing they have been hard hit and at this writing have withdrawn all prices pending a better understanding of the new regulatory laws. A few still continue to accept futures at going prices. Your guess is as good as ours as to what will happen to salmon prices. With prices temporarily withdrawn and a great curtailed pack in sight, we can see some tough sledding ahead."

Neck and Neck.

An elderly lady was visiting the University Hospital in Oklahoma City.

"Poor boy," she said to an ex-soldier who had been wounded, "you must have been through some pretty tight squeezes."

At this he turned a violet scarlet and stuttered, "Well, madam, the nurses here have been pretty good to me for a fact."