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MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 17, 1924

Number 2139



THE PLAINSMAN'S CREED

I WASTE NO THOUGHT ON MY NEIGHBOR'S BIRTH
OR THE WAY HE MAKES HIS PRAYER.

I GRANT HIM A WHITE MAN'S ROOM ON EARTH
IF HIS GAME IS ONLY SQUARE.

WHILE HE PLAYS IT STRAIGHT I'LL CALL HIM MATE;
IF HE CHEATS, I'LL DROP HIM FLAT.

OLD CLASS AND RANK ARE A WORNOUT LIE,
FOR ALL CLEAN MEN ARE AS GOOD AS I,
AND A KING IS ONLY THAT.

BADGER CLARK

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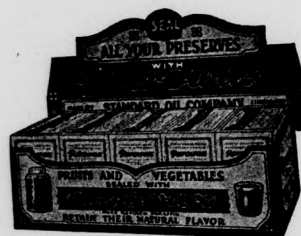
Parowax

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.

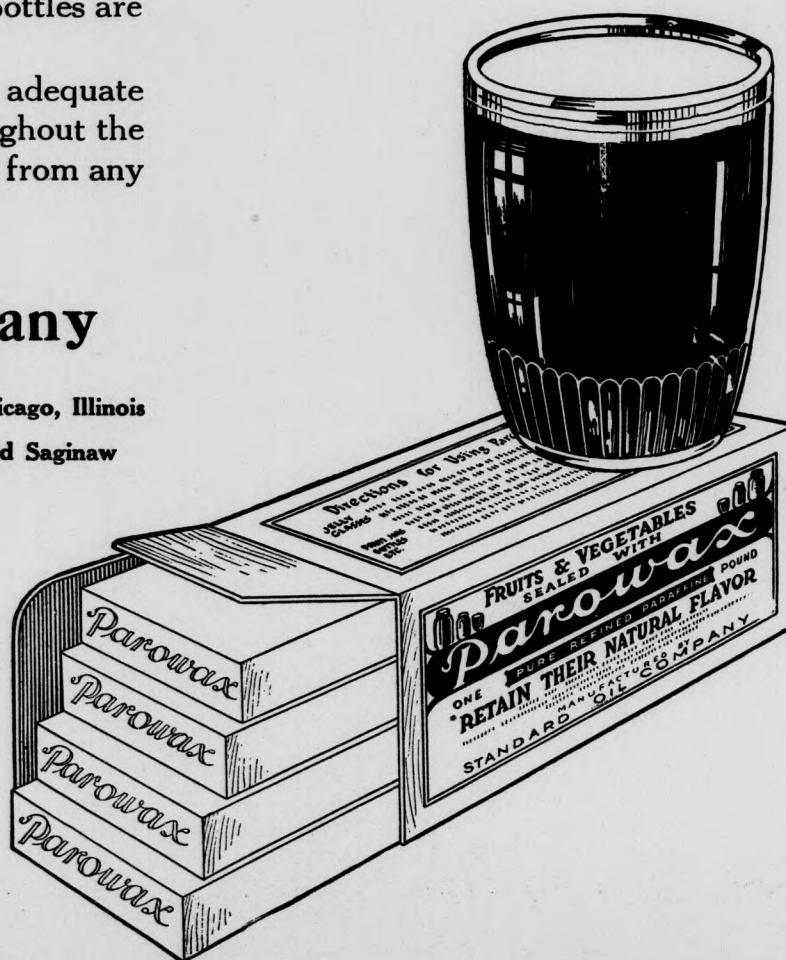
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 17, 1924

Number 2139

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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five years or more old 50 cents.Entered Sept. 23 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.**WRONGFUL USE OF FIGURES.**

It looks as though a long and tedious process is in store before the various trade associations will be advised how far they can go in imparting to their members information of general use. Quite a while ago a number of bodies of the kind used to act as price fixing organizations. Members furnished information as to output, cost of production, quantities available, sales and prices. At regular intervals prices were agreed to and schedules of the same sent to the trade. In a number of instances even territories were apportioned to certain members or groups, and it was agreed that none others would furnish supplies to buyers in such places. A buyer was unable to purchase except at certain fixed prices and on certain terms, no matter to whom he applied. This illegal and intolerable practice led to the institution of proceedings against the hard lumber organization, one of the conspicuous offenders, and the United States Supreme Court's decision put a stop to activities of the kind. Following the decision, Attorney General Daugherty was asked to give his interpretation of its scope, and he did so in an opinion which declared illegal the distribution of any data regarding production, sales, etc., irrespective of the purpose or consequence of the dissemination of the data. This was manifestly absurd and has been criticised by trade associations generally. It is now announced that Attorney General Stone purposes bringing a series of actions in order to clarify the situation. If so, it means a long delay. Sooner or later it will be established that it is not the gathering and dissemination of data which are illegal, but that it is the wrongful use of them that is criminal.

WRONGLY NAMED.

Last Friday by act of Congress and by proclamation of the President, this country celebrated its first National Defense Day. It was in no real sense

a "Mobilization Day." The regular army took part in the celebration in its posts or in nearby cities. The National Guard marched in full strength. The reservists, men and officers, gathered at their established mobilization points. Those citizens of patriotic inclinations who were moved to help in this double celebration of the sixth anniversary of St. Mihiel and National Defense Day had parts assigned them. To call this a "Mobilization Day" and compare it with the genuine mobilizations of the Old World is ridiculous. It is more like a prudent householder examining the revolver he keeps in the chiffonier. It is no more than a parade and inspection of the National police force.

Under the Dawes plan it is intended to put German currency on a gold basis. The mark is already stable and likely to remain so, but the feat of backing it with gold must be accomplished only by degrees, for if done rapidly, it would lead to a disruption of internal values. But the return of Germany to a gold basis is a question of even more significance outside of Germany than it is within the country. Any nation dealing with Germany will be at a disadvantage if its currency is not backed by metal. So it has been decided in Great Britain to bring the pound sterling gradually to par through financial maneuvering and then make it gold-convertible. That the first step will not be easy is shown in sterling's fall since the signing of the London agreements, especially as it followed a rather spectacular rise. In France there is no intention of bringing the franc to parity, but ultimately a gold basis must be provided at whatever value is decided upon. The inevitable movement toward gold is confounding the arguments of the paper money theorists, though it is merely a result of common sense and sound finance.

The scientific John Hodges, hedgers and ditchers, have never been so successful as they are to-day. Every day brings its discoveries. A Michigan professor has unearthed what may be the church built nearly two thousand years ago on the site where St. Paul preached: a French antiquarian has found the skull of Henry of Navarre; and an Italian explorer has run across the lost books of Livy's history of Rome, obviously a first edition. The ground of all Europe is full of these things and will continue to be full of them so long as the unsophisticated people of America have a craze for purchasing relics. The Holy Grail has not yet been located, nor Cinderella's slipper, nor the pot of gold at the foot of the rainbow. But there is hope that we'll get 'em all—maybe.

Generally speaking, we do best those things which we do easily.

WOMEN'S APPAREL.

The ensemble suit is still the strongest feature and is enjoying increasing popularity. Dress lines are still straight, and panel effects, both front and back, are in demand. As is customary, the manufacturers of more expensive gowns show a more simple treatment but the more popular priced garments show considerable trimming in contrasting and bright colorings and much fur is used. Colored collars and cuffs are shown and afternoon gowns appear with silk embroidery and evening gowns with metal embroidery and metal brocade.

Some flares are to be seen and more fullness in the skirt by employment of platings in panels is evident. The length of skirts is shortening somewhat, but 10 inches from the ground is best, though some advocate 12 and even as short as 15 inches from the ground. It should be remembered that if the skirt is shortened the coat of the ensemble garment must also be shortened as equal length is desirable and coats are 50 inches long.

Coats are straight in line and much fur is used on collars, cuffs and at bottom. Considerable bengaline is used for lining and also figured prints, giving a bright contrast.

Tunic blouses are becoming more popular. These are shown in the lighter weight silks, such as chiffon, georgette, crepe de chine and printed fancies.

COTTON GOODS.

In this market there is little activity. The retailer and jobber are buying only necessities. The present day price of raw cotton is so high that the manufacturer will not risk purchase and manufacture, therefore the mills are curtailing production and in some instances discontinuing all production.

The retailer's purchases do not encourage the jobber to place orders sufficient to warrant the manufacturer to proceed in production, and the explanation is that the retailer will not pay the price that present costs demand.

The manufacturer believes that raw cotton must drop to a price of from 21 to 23 cents before resuming normal production unless actual purchases indicate that the consumer will buy at prices based on present costs.

German military maneuvers were staged this year with dummy equipment—wooden cannon and rifles, canvas tanks and so on. The object of war games, of course, is to stimulate as nearly as possible conditions of actual warfare so that the men trained with "ersatz" equipment could easily step into the real thing if it became available. It will not seem strange to a world familiar with the Teuton mentality that the Germans, at the very

time when they should be demonstrating their abandonment of the old madness and showing some signs of sincerity in carrying out their treaty obligations, should be flirting on the very border line of the law with the possibility of military rehabilitation. But the Germans make use of dummy material in other places besides the maneuvering field. Their diplomacy is "ersatz" their world outlook is "ersatz" their very ideals are substitutes for the real thing. They simply cannot realize that the rest of the world is intelligent enough to see through their shams. Their superiority complex covers a magnitude of stupidities.

Something in the nature of a Dawes program for payment of the French war debt to the United States has been evolved by Edward N. Hurley, a member of the American Debt Commission. The main feature of the plan is the attempt to protect the French franc from the instability that large annual payments would be sure to incur. The idea is that France could afford to pay about \$100,000,000 a year for sixty-seven years, but could not afford to allow such an amount to leave the country. The United States, therefore, would ask the actual transfer of only half this sum, investing the remainder in private French industry, which is in need of capital. A transfer agent would see to it that French exchange values were not injured in the process. Two capital questions immediately arise: first, could the United States Government constitutionally make such investments, and, second, could French industry absorb so large amount of foreign capital each year? The objections are obvious.

The merger of the Pere Marquette and the Erie with the revamped and revised Nickel Plate assures another great rail system for the Eastern half of the United States. The consent of the Pere Marquette rounds out one of the greatest consolidations in rail history. The new system will have 14,000 miles of track, a capital value of \$1,500,000,000, and will link the Mississippi Valley and the Great Lakes with the Atlantic seaboard, through 9,000 miles of actual roadway. Approval of the merger by the Interstate Commerce Commission is expected and it is possible that under the commission's plans for further mergers the Lackawanna will be added to the Nickel Plate mileage. The Van Sweringens have accomplished a part of what the railroad world has come to expect of them. If they do not now proceed to take over a Western road that will carry them out to Spokane and Seattle and give the Nation its first transcontinental line, the rail world will be more or less disappointed.

To fill your job, let your job fill you.

MEN OF MARK.

F. D. Carter, General Manager of Reynolds Shingle Co.

There is truth in mythology. Fables are wisdom in the guise of fancy. So in the myth of Anteus is the lesson of the wholesomeness of the soil. Anteus was said to renew his strength every time he touched the earth. The lesson might be phrased in more prosaic language. It is doubtful, however, if its underlying facts thus would be more persuasive. We are all earth folk. The strength of us is out of the soil. The strong men of our Nation are men who have tilled the fields and garnered the harvests. The very prototype of all that is best in Americanism is Abraham Lincoln. He remained close to the things of the soil until the end. More than once in the evolution of civilization great leaders, as Cincinnatus in the old Roman days, have been called from the plow to the councils of state. People who come direct from the land have sturdy principles. They know the value of toil. They have learned to earn the right to live by the exercise of brain and brawn. Their instincts are more highly developed than those of urban dwellers. Wherefore, they are quicker to detect pretense and false ideas.

An endowment of this kind is a possession not transmitted from fortunate ancestors but won by dint of personal striving. In this respect the subject of his sketch has an advantage which is more to be desired than much gold and many precious stones. He comes from the soil. His early years were spent in close touch with the brawny workers of the fields. The training which he received there was of great service to him. Through it he was enabled to visualize some of the tremendous possibilities of knowledge as applied to the fundamentals of life. He found that science when united with effort overcomes centuries of ignorance and incompetence. The dull plodding and back breaking labor, with its comparatively meager returns, have been changed through the agency of technical education to relatively easy toil and greater yields with ever increasing mechanical comforts.

Frank D. Carter was born on a farm near Marion, Ind., Oct. 20, 1883. His father was of Scotch descent. His mother was a Quaker from Pennsylvania. He attended country school and completed his scholastic education in the public schools of Marion. His first employment on his business career was as billing clerk for the Osborne Paper Co., of Marion. A year later he took the position of bookkeeper for the Citizens State Bank of Hartford City, Ind. He retained his connection with the bank three years, when he resigned to become office manager of the Wayne Paper Co., in the same city. This concern manufactured box board and he remained with that company seven years. Finding he had a liking for the roofing business, he took the position of sales manager for the Philip Carey Co., with a factory at Cincinnati and a distributing house at Chicago. He divided his time between Cincinnati and Chicago, retaining this connection four and a half years, when he joined

forces with the W. S. Nott Co., which had the Northwestern sales agency for the Reynolds Shingle Co., with headquarters at Minneapolis. He put in five years with this house, when the agency for the company was transferred to him. He continued this arrangement two years, when he was summoned to Grand Rapids to take the position of sales manager for the Reynolds Shingle Co. He continued in this capacity until Sept. 4, when he was made general manager of the business.

Mr. Carter was married Feb. 18, 1924, to Miss Ellen MacDonell, of Rochester, N. Y. They reside at Oakwood Manor.

Mr. Carter is not a member of any church or fraternal organization. His

self-control which holds him tranquil under every stress and strain. This accounts for the quiet efficiency of the man. Friends like him because his disposition never varies.

A trait of Mr. Carter's character which deserves to be emphasized is his patriotism. His love of country is not merely sentimental. It is practical and positive. He has no patience with those who are constantly finding fault with American institutions. The benefits achieved for the people by our system of government are overwhelmingly greater than its imperfections. Wherefore, he believes in placing the stress upon the good in our Nation and thus educating the people to the practice of better citizenship in their relation to one another.



Frank D. Carter.

only social connection is a membership in the Cascade Country Club. He fishes, hunts, plays golf and drives an automobile. He believes in the efficacy of hard work and has large plans for the extension and development of the Reynolds Shingle Co., which will be disclosed as his ideas are worked out.

Mr. Carter contrives to keep himself physically up to the exacting requirements of his work. It is true that men have accomplished big things in business, art and statesmanship despite the handicap of bodily infirmities. Alexander Pope, Napoleon and Steinmetz might be mentioned as examples. But Nature's law of "a sound mind in a sound body" is seldom violated with impunity. Not only does Mr. Carter maintain his vigor by proper exercise, but he conserves it by practicing a

How Much Is One Worth?

This is a much discussed subject these days.

A bright young man applied for a position in a bank, and valued his services at \$1,500 a year. Whereupon he was told by the president that he wasn't worth it, and proceeded with pencil and paper to show him why.

"There are 365 days in the year, but you work only eight hours a day which amounts really to only 122 days. Subtract from that 52 Sundays and we have 70 days left. Neither do you work on Saturday afternoon, that's 25 days more to be deducted, leaving a remainder of 44. You receive a two weeks' vacation, which reduces it to 30 days. The bank is closed on eight holidays, which leaves only 22. You

are allowed a half hour for lunch, which amounts to 15 days, and the net remainder is seven days. Now don't you think \$1,500 for one week's work is entirely too much.

"I get the idea," said the bright young man, "you have figured only the debit side. We will now check up the credits."

"You will agree that there are 305 working days in the year, exclusive of Sundays and the eight holidays. I shall arrive 15 minutes before time and leave 15 minutes after hours each day, which reduced to hours and divided into eight-hour working periods amounts to 19 days. Although I am supposed to work only eight hours a day I shall spend three hours out of the remaining sixteen, studying to make your business better. This will aggregate 115 additional working days—then I shall spend one hour a day worrying for fear I may lose my job, which amounts to 38 days more. Sunday I shall pray four hours for the success of your business, which would amount to an additional 26 days. Now strike a total and you will observe that I shall actually put in 560 working days for you, which is slightly over 63 per cent. more than the usual accepted working year of 308 days."

"Young man," remarked the president, stroking his chin thoughtfully, "I perceive that you have a peculiar talent for figures. I shall take you on and put you to work figuring up the interest due us from our customers."

Parisians Sponsoring High-Crowned Hats.

There will be no dearth of millinery novelties this season, judging from cable information from Paris that has lately reached the Retail Millinery Association of America. The current bulletin of the Association describes the offerings of many of the leading French modistes.

"Georgette makes seven-inch crown hats of supple shell-brown felt with Napoleonic brim as high as the crown," its says. "These hats have a decided cylindrical bulge at the center front, and are trimmed with a band of gazelle fur extending from the top of the crown over the right side-front of the brim and terminating in a buckle of tortoise shell."

"Suzanne Talbot's latest idea in evening turbans has a very high pagoda crown, with folded rolls of black satin printed with gold arabesques around the top of the straight portion. The crown peak is topped with a small bow of this figured satin. Maria Guy's newest hats have high, rounded crowns and rather wide rolling front brims which are short in the back. They are upturned and slit to show the 'grege' ribbon that passes around the crown and forms a star-shaped bow that is placed at the widening of the brim toward the right side-back."

"Jane Arset makes a black felt hat with high, round crown and wide front trim that is turned straight up and bordered by jade ribbon. A plaque of jade is placed at the left side near the top of the crown. Lewis is trimming some of his best hats with shaped pieces of fur, which are outlined by metal thread or tiny ribbon frills or bindings."

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

A new counterfeit \$10 National currency note on the Federal Reserve Bank of Chicago has been discovered by the Treasury Department. The check letter which should appear in the upper right and lower left ends of note is missing. It is a photographic production on two pieces of paper between which a few silk threads have been distributed. No attempt has been made to color the seal. The back of the bill is blue instead of green and the counterfeit should be readily detected.

A counterfeit \$100 Federal Reserve note on the Bank of San Francisco, discovered by the Treasury Department, is printed from photo etched plates on three pieces of thin paper with coarse fibre between the two next to the face of the note. The color of the seal and number is good and in general appearance the note is fairly deceptive. This is series No. 1914.

The Federal Trade Commission recently ordered the Smith-Kirk Candy Co., of Toledo, to discontinue the sale of candy upon the wrapper of which is any inscription or illustration representing other than the true composition of the candy. The Commission charges 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.

The use of the word "Havana" in connection with the advertisement and sale of cigars made of tobacco not grown on the Island of Cuba is questioned as an unfair method of competition by the Federal Trade Commission in a complaint issued against Harry Blum, a cigar manufacturer of New York City. According to the Commission's citation the trade and consuming public are misled and deceived into the alleged erroneous belief that the respondent's cigars are manufactured entirely of tobacco grown on the Island of Cuba. This impression is caused it is alleged by the respondent's use of the words "Havana" or "Habana" both on his labels and in his advertising matter in connection with cigars not made wholly of Havana tobacco.

The Federal Trade Commission has issued a complaint against the Knickerbocker Knitting Mills Co., of Cleveland, charging unfair methods of competition. The company is engaged in selling knit goods to retail dealers located throughout the United States. According to the complaint the respondent in connection with its name "Knickerbocker Knitting Mills Company" causes to be prominently displayed the statement "Manufacturers of Knitted Outerwear." The complaint alleges that respondent neither owns, operates nor is interested in any knitting mills whatsoever but buys the goods which it sells from other per-

sons and manufacturers thereof. The complaint further alleges that respondent's use of the statement "Manufacturers of Knitted Outerwear" in connection with its company name misleads and deceives the general public into the belief that persons buying from it are dealing direct with the manufacturer and are saving the profits of middlemen, when as a matter of fact, the complaint states, respondent receives the prevailing wholesale prices usually received for such goods in the ordinary course of trade.

In an unfair competition complaint issued by the Federal Trade Commission, the Double A. Platinum Works, Inc., of New York City, is charged, with misbranding certain of its products. The firm is a manufacturer of unfinished metal jewelry pieces known to the jewelry trade as "findings." Such "findings" the citation states, are made of platinum alloyed with other metals. Respondent's "findings," the complaint recites, are branded and stamped with the words "Double A. Platinum," "A. A. Plat." and other similar wording. The complaint alleges that such branding and stamping has a tendency to mislead and deceive the trade and purchasing public into the belief that respondent's "findings" are composed of pure platinum and not alloyed with other metals as alleged.

Medina, Ohio, Sept. 15—I have to report that I, among others, have been swindled by two persons—J. C. Williams and C. Edwards—who represented the W. & H. Merchandise Co., Inc., of Pittsburgh, Pennsylvania, and collected checks and money and delivered sugar in bag lots, but have not fulfilled all, and have disappeared since Saturday, Sept. 6. They do not know where or anything of them at the Miller House, Medina, Ohio, their headquarters. This leaves me out \$129 and no sugar. Wm. Franz.

Weather Helps Tailored Blouse.

The cooler weather of the last several days has brought out the two-piece tailored suit again, and with it has come a revived demand for the tailored blouse of hip length. Although the tunic blouse still is far ahead of all the other styles, the call for the tailored garment has reached proportions that are beginning to attract attention in the trade. English broadcloth, in the same pastel shades that were favored last Spring, is seen in the models now being taken by buyers, but the garments themselves show various changes in cut and trimming details. Fall blouses also exploit the long sleeve that frequently is made with the mannish turned-back cuff, which is fastened either with regular cuff links or with large pearl buttons.

Might as Well.

A wealthy old lady, falling ill, called a lawyer to assist her in making her will. She tried to go into a good deal of detail in her instructions, and the lawyer said soothingly:

"Now, then, don't you worry about disposing of this property; just leave it all to me."

"Well," answered the old lady, "I guess I might as well. You'd get most of it anyway."

TIME TO CHECK UP

IN DISCUSSING a well known department store in one of the Metropolitan cities recently our attention was called to the difference between the clerks of to-day and the clerks prior to the period of advancing prices and inflated business.

This matter keeps coming to the attention of business men in connection with the sales end of their business. Criticisms are common on the part of the buying public of the lack of knowledge on the part of the present day clerks, of the lack of tact in meeting the buyer and the lack of interest in the buyer's needs, to the point that some well known stores and well established businesses are gradually losing their foot-hold without seeming to realize the reason.

This brings to our mind the questions, How does this effect the business of each individual? Is the selling service of your organization, including the proprietor and the clerks, the kind that it used to be? Are you studying values and discussing values as you used to do? Is your organization making the same effort that it used to, to please the consuming public? Are you keeping your store as attractive as it should be, to keep pace with the present day competition?

To-day's dollars must be well spent, and to-morrow's dollars must be better spent. And the question is whether you are helping your customers to get the most for their money—the most real value—QUALITY considered.

It is time for us to check up and time for most of us to put more thought and care into the selling side of our business. This means better looking stores, better bought merchandise and many times better clerks and better bosses.

Let us check up to-day.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movements of Merchants.

Muskegon—Peter Dubois succeeds Pattison's Market, 132 Pine street.

Burton—Archie Cuvrell succeeds George K. Rose in the grocery business.

Grand Rapids—A. S. Bennett, grocer at 1823 Plainfield avenue, has sold his stock and removed to Lowell.

Detroit—Rothstein & Oshinsky, shoe dealers, are reported offering to compromise with their creditors at 25 per cent.

Detroit—The Advance Lumber & Shingle Co., 1103 Majestic building, has decreased its capital stock from \$200,000 to \$5,000.

Detroit—The Detroit Amalgam Fuel Co., 418 Lexington building, has increased its capital stock from \$25,000 to \$25,000 and 500 shares no par value.

River Rouge—The Bourdon & Belisle Motor Sales Co., 10293 West Jefferson avenue, has changed its name to the Belisle & Noonan Motor Sales Co.

Kalamazoo—Fred W. Ryder has purchased the Coffee Shop, Exchange Place, of Ernest Trafford and will continue the business under the same style.

Shelby—The Shelby-New Era Co-Operative Association has changed its capitalization to \$50,000, of which amount \$23,585 has been subscribed and \$17,430 paid in in cash.

Ann Arbor—The City Pastry Shop, 516 East Liberty street, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Corunna—The new Corunna Brick Co. has started rebuilding its plant here. The building was destroyed by fire two months ago, with a loss of \$100,000.

Detroit—The Michigan Feather & Down Co., 4751 Hastings street, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—Fuel Oil Burners, Inc., 5814 Cass avenue, has been incorporated with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and \$9,000 paid in in cash.

Detroit—The Detroit Auto Light & Signal Co., 312 Moffat building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$5,020 has been subscribed and \$1,520 paid in in cash.

Detroit—The Berman Furniture Co., 13137-39 East Jefferson avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,000 paid in in cash and \$1,000 in property.

Chesaning—The Chesaning Farmers Elevator Co. has merged its business

into a stock company under the same style with an authorized capital stock of \$40,000, \$31,865 of which has been subscribed and paid in in cash.

Stittsville—The largest white pine tree in Michigan stands near Stittsville. Standing about 160 feet high, it is estimated the tree would cut 7,000 feet of 4 inch deal and common lumber. The tree is about 700 years old.

Jackson—The Iron Solder Co., 417-20 Rogers building, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The Baker-Strong Motor Car Co., 8510 Twelfth street, has been incorporated to deal in autos, accessories, parts, tires, etc., with an authorized capital stock of \$10,000, \$4,500 of which has been subscribed and paid in in cash.

Detroit—The Lorraine Sales Co., 64 West Baltimore street, has been incorporated to deal in auto lenses, headlamps, safety devices, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Byron Center—The Byron Center Farm Bureau Co-Operative Association has changed its name to the Byron Center Co-Operative Co. and increased its capital stock to \$50,000, \$3,550 of which has been subscribed and \$3,350 paid in in cash.

Detroit—The Stephen G. Paster-nacki Co., 4750 Woodward avenue, has been incorporated to deal in furniture, Baldwin pianos, etc., with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Norris Coal Co., 677 Lynde street, has been incorporated to deal in fuel, builders' supplies, etc., with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in, \$5,000 in cash and \$15,000 in property.

Grand Rapids—The Wolverine Lubricating Co., 624 Watson street, has been incorporated to deal in oils, greases, gasoline, auto accessories, with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in property.

Grand Rapids—Rottschaefer Bros., Inc., 1535 Kalamazoo avenue, S. E., has been incorporated to deal in coal, wood, coke, feed, produce, and builder's supplies, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Grand Rapids—The Silver Creek Fuel & Feed Co., 1535 Kalamazoo avenue, S. E., has been incorporated to deal in fuel, feed, produce and builder's supplies, with an authorized cap-

ital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The S. & Z. Specialty Co., Inc., 105-9 West Main street, has been incorporated to deal in women's ready-to-wear apparel, millinery, etc., with an authorized capital stock of \$10,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Clark-Smith Sales Corporation, 128 Woodward avenue, has been incorporated to deal in autos, equipment, accessories, electrical goods etc., with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$2,000 paid in in cash.

Grand Rapids—The Broomhall Tire & Supply, 129 Michigan street, East, has been incorporated to deal in auto supplies, accessories and tires at wholesale and retail with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Augusta—From pickles and salt to sand and cement blocks—that is the transformation to come over the old pickle station at Augusta. W. E. Bowen & Son purchased the property of the Wilson Packing Co. and have organized a company for the manufacture of cement blocks.

Onaway—The D. & M. will not abandon its Indian River branch, running from Tower to LeGrand, at least not for the present. The Lobdell & Emery Co. still has 4,500,000 feet of standing timber along the branch which it is anxious to get out before the branch is abandoned. An agreement is said to have been reached whereby the track will be maintained at the expense of the Lobdell & Emery Co. The application made at the same time for closing the stations at Aloha and Tower is still pending.

Bay City—The S. S. Kresge Co. has purchased the three-story block on Washington avenue, now occupied by the Lambert Cigar Co. and is planning to make additions and changes which will incorporate this building with the Central block, purchased by the Kresge Co. several years ago. The property just bought by the Kresge Co. was owned by Mrs. William Sims and Mrs. Louise Crane Fowler, of Chicago, daughters of the late A. A. Crane, a former West Side lumberman.

Muskegon—The population of Greater Muskegon, which includes Muskegon, Muskegon Heights and North Muskegon, is 56,290, according to an estimate by R. L. Polk & Co., of Detroit, which recently completed a directory canvass here. This is an increase of about 3,000 over population estimates of a year ago. From 1910 to 1920 Muskegon was the most rapidly growing center in Western Michigan and the fourth fastest growing city in the State, as revealed by the last Federal census.

Ishpeming—S. D. Cohen, manager of the Paris Fashion, at Marquette and the Style Shop here, is conducting a closing out sale of the local stock and will discontinue the store here, removing some of the fixtures to Marquette where they will be installed in the Paris Fashion. The remainder of the store fixtures have been purchased by Louis Dubinsky, who will conduct

an exclusive women's ready-to-wear clothing store at the same location, discontinuing the handling of women's wear in his store in Heineman building and replacing it with men's furnishings.

Detroit—Merchandising tendencies, as related to both manufacturing and advertising will be discussed by four of the foremost leaders in their respective fields at a dinner to be given Friday night at 6:30 o'clock in the auditorium of the Detroit Board of Commerce under the auspices of the Retail Merchants' Association. Speakers will be Joseph B. Mills, publicity director, the J. L. Hudson company; Herbert H. Rice, president and general manager, Cadillac Motor Car Co.; E. F. Trefz, director, General Organization Co., and Jason Rogers, former publisher New York Globe. The banquet will be the first of a number planned for the winter months by the new officers and directors of the retailers whose activities for the new fiscal year have but recently started.

Manufacturing Matters.

St. Clair—The Comet Coaster Wagon Co. has increased its capital stock from \$60,000 to \$150,000.

Kalamazoo—The Rex Paper Co. is expending between \$40,000 and \$50,000 in additions and plant improvements. Clarence Buskirk is the new sales manager.

Cadillac—The Cadillac Veneer Co. is getting veneer logs from Stittsville, thirty-three miles from Cadillac. From two to three trips a day are made with a truck hauling from 1,000 to 15,000 feet to a load.

Detroit—The Detroit Pressed Steel Co., 6606 Mount Elliott street, has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000, all of which has been subscribed and \$200 paid in in property.

Kalamazoo—The Kalbfleisch Corporation of New York, one of the largest manufacturers of chemicals in the world, has acquired the plant of the Michigan Silo Co., with sidings on the Grand Trunk and Chicago, Kalamazoo & Saginaw railroads. The company is remodeling the plant and expects to begin active production about Oct. 1. The initial output will be satin white and rosin size, principally to serve the paper mills in the Kalamazoo valley district. The property includes 11½ acres of ground, ample for future development of the industry.

Bugs Menace Mankind.

Dr. Leland O. Howard, a Government scientist, lists bugs as among mankind's worst enemies, and says that every year they cause a loss of \$2,000,000,000 to American farmers. Figures prove that the United States loses more through the damage of insects than any other country, as here both climate and soil offer favorable homes to destructive species, most of which were originally imported. Seventy-five government stations of investigation, scattered throughout the country, are now diligently experimenting to find the most efficient means of combating the pests.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold granulated at 8c.

Tea—The market has put in a decidedly firm week. Everything desirable in black tea is strong and there is an advancing tendency due entirely to firmness in the primary markets. Tea bought to replace spot stocks in this country costs considerable more than present market here. Congou teas are also wanted at steady to firm prices. The war in China has not materially affected the market for China teas, which are already in good demand and at steady to firm prices. If the war continues the markets for all China teas will undoubtedly be affected. No material advance in spot teas sold for consumption has occurred during the week. The whole situation is firm.

Coffee—The market for Rio and Santos future green coffee, sold in a large way, has been somewhat easier during the past week, owing to a relaxation of the tension in Brazil. As to spot Rio and Santos coffees, the situation is also somewhat easier, but not as much so as in futures. The general line of Rio and Santos on spot green and in a large way is about the same as a week ago. Milds are also about the same. Roasted coffee sold in a jobbing way is active at about steady prices.

Canned Fruits—Primary markets indicate considerable strength among fruits of all sorts, with no pressure to sell any commodity. In fact, it is rather a seller's market. California items are wanted, especially in the grades which are customarily in the best demand, and now that it is realized that peaches are turning out as canners predicted, there is a disposition to cover on low grades of No. 10s as well as on the better lines in the No. 2½ can. There is also a better call for pineapple for immediate distribution on the spot and for shipment from the Coast. Apples at the source are also held with more confidence.

Canned Vegetables—The tomato market is as much of a puzzle as ever and as there are so few actual offerings, quotations are more or less nominal, although they are on a minimum of \$1 for No. 2s, \$1.40 for No. 3s and \$4.40 for No. 10s f. o. b. This week and next are regarded as the most critical of the season and will decide the pack definitely one way or the other. Canners say that the output will be short, the only question being the acuteness of the shortage. From a number of letters from canners all of them considered as reliable, it is learned that raw tomatoes are selling at 45¢@60¢ for ⅝ bushel baskets. The high prices of fresh stock are shown by the tenders made on contracts to canners as such tomatoes are coming in slack packed, indicating that growers are trying to spread over their offerings as far as they will go or have not enough to fill their contracts properly. Canners are in so much need of stock that deliveries of tomatoes from the field are being made at night. Color during last week improved somewhat but it is not up to last year's standard and what it will be from now on depends upon the kind of weather prevailing. Estimates are

now 50 per cent. or less of last year's output, with a tendency to cut down rather than to increase the anticipated pack. Tomatoes so far have ripened slowly and as they lacked sun and heat they have been half of their normal size. One canner says that with present conditions the crop will not mature until November, provided there were no frosts. As overhead has been heavy under such adverse packing conditions, canners who made early contracts at lower figures are losing money. There is a widespread buying interest for Southern tomatoes from Eastern and Middle Western markets. Corn quotations are more on paper than they are as reflecting actual trading. Few canners in any district are offering any grade as they also want to fill their present contracts and fear in many instances that they will not be able to do so. Peas are devoid of excitement as the market is not active by placing extensive additional buying contracts.

Dried Fruits—No important developments occurred in the dried fruit market this week. At the packing end firmness exists in what is left of carryover items, while new packs are not offered to any extent in California or the Northwest. There will be prunes and raisins to be sold later on, packers assure the trade, but the extent of subsequent offerings of peaches and apricots are doubtful. Northwestern 1924 prunes were advanced by one of the leading packers last week, the only one who has been open to much business of late. Outside of this change Northwestern and California new prunes were uneventful. There has been liberal buying of Oregon prunes this year as they established themselves last season. Crops in California and the Northwest are early in maturing but the crop estimates are not changed. There is persistent talk that peaches will be delivered short by packers, as the dried tonnage has not turned out as heavy as expected. This adds strength to an otherwise quiet market. Apricots are admitted to be short. Raisins are the best seller of the moment and are moving so well that leading packers are not anxious to quote new crop, which might disturb the orderly marketing of the carryover. Spot stocks of all varieties in boxes and packages are well maintained.

Canned Fish—Buyers are still hunting for cheap red Alaska salmon, but cannot find much except at top prices. Stocks in many buyers' hands are very low. The situation in red Alaska salmon is firm and all holders are very strong in their ideas. Pink salmon is dull, this grade is very far behind reds in activity. Prices, however, are steady. Maine sardines are unchanged and quiet, but steadily held at the primary points. Shrimp is scarce and steady to firm. Other canned fish is dull.

Beans and Peas—The demand for all varieties of dried white beans has been dull during the week, but with prices about steady. Some shading can be done in pea beans and also in most other varieties, although not in California limas. Green and Scotch peas dull and unchanged.

Syrup and Molasses—There is some fear that stocks of molasses may be

somewhat shorter this season than was expected. The situation is firm and prices are still high. Business at the moment is light, as buyers and sellers are apart in their ideas of value. Sugar syrup is quiet and unchanged. Compound syrup shows a very fair movement at steady prices.

Salt Fish—Mackerel has begun to sell, possibly on account of the early cool weather. News from Norway confirms the expectation that the catch over there has been very light. This has increased the demand for Irish mackerel, not only here, but abroad, from countries that usually trade in Norway. Irish mackerel are consequently firm and high. New shore mackerel of the larger sizes are coming forward and have a very fair demand.

Cheese—Cheese is firm and in fairly good demand for this season of the year.

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

Review of the Produce Market.

Apples—Duchess and Wealthy command \$1.25; Wolf River, \$1.75. The Michigan crop will be about 40 per cent. of what it was last year. This applies equally to early and winter fruit.

Bananas—6½¢@7c per lb.

Beets—New, \$1.25@1.50 per bu.

Butter—The market is steady, with prices about the same as last week. Pastures are good and the storage holdings are much heavier than this time last year. This would seem to indicate lower prices ahead; however, this may not materialize. Local jobbers hold fresh creamery at 39c and June packed at 36½¢; prints 40c. They pay 22c for packing stock.

Cabbage—60c per bu.

California Fruits—Bartlett pears, \$5 per box for either 135 or 150; Tokay grapes, \$2.75 per crate; Giant plums, \$2.75 for 4 basket crate; Honey Dew melons, \$3.25 per crate of either 6 or 8.

Carrots—\$1 per bu.

Cauliflower—\$2 per doz. heads.

Celery—Commands 40¢@50c per bunch.

Cucumbers—Garden grown command \$1.25 for fancy and \$1 for choice.

Eggs—Fresh eggs continue to be very scarce, owing to the moulting season. Weather conditions are favorable and this should increase receipts greatly. Local jobbers pay 36c for strictly fresh. They resell as follows:

XX	34c
X	30c
Fresh candled	40c
Checks	22c

Egg Plant—\$2 per doz.

Garlic—35c per string for Italian.

Green Corn—25¢@30c per doz.

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	\$8.50
Outdoor grown leaf, per bu.	\$2.00

Lemons—Quotations are now as follows:

300 Sunkist	\$7.00
-------------	--------

300 Red Ball	6.50
360 Red Ball	6.50

Onions—Spanish, \$2.25 for 72s and \$2.50 for 50s; Michigan, \$2.50 per 100 lbs.

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

100 and 126	\$8.25
150	7.75
176	7.75
200	7.75
216	7.00
252	6.00
288	5.25

Red Ball, 50c lower.

Osage Melons—Michigan grown are sold on the following basis:

12 x 12	\$2.50
11 x 11	2.25
10 x 10	2.00

Parsley—50 per doz. bunches.

Peaches—Elbertas from West Virginia command \$3.50 per bu. Some late varieties of home grown will come in later, but in very limited quantities.

Pears—Bartlett command \$2.25 per bu.

Plums—Lombards are coming in freely and finding an outlet at 75¢@1 per bu.

Potatoes—Growers are marketing their crop of early tubers at 90¢@1 per 100 lbs. The quality is fine and the yield large.

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

Heavy fowls	20c
Broilers	16¢@22c
Light fowls	15c
Stags	10c
Ducks	17c

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

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

Spinach—\$1 per bu. for home grown.

Sweet Potatoes—Virginia commands \$7.50 per bbl. and \$2.50 per hamper.

Tomatoes—Home grown fetch \$1.25 per ½ bu. for ripe and \$1.25 per bu. for green.

Veal—Local dealers pay as follows:

Fancy White Meated	16c
Good	14c
60-70 fair	11c
Poor	8c

Whortleberries—\$4 per crate.

Bean Crop of Nation.

Field beans, with an increased acreage up-State over last year, have suffered from the moist weather, and prospects have fallen off during the past month. Blight and insects have done some damage. The present forecast of production of 1,715,000 bushels, compared with 1,690,000 bushels last year, hinges on whether the crop matures properly. The other important bean States show decreases with the greatest falling off in California, where the crop was practically a failure. The United States crop, now forecast at 12,423,000 bushels, is only three-fourths as great as last year's crop.

Can You?

Can you make a rose or a lily—just one?
Or catch a beam of the golden sun?
Can you count the raindrops as they fall?
Or the leaves that flutter from the tree-tops tall?
Can you run like the brook and never tire?
Can you climb the vine beyond the spire?
Can you fly like a bird, or weave a nest,
Or make but one feather on a robin's breast?

Mary E. Folsom.

BURNED TO A CRISP.

The English Ruin Their Coffee By Roasting.

On the Atlantic, Aug. 27—One evening about twelve years ago I was roasting coffee when a student at the University of Wisconsin, a native of Brazil, asked me to roast some for him according to his directions. What he wanted was, from my standpoint, burned to a crisp. The aromatic oil, from which we get the delicacy of flavor was evaporated. Even the essential oil which gives body to the drink was gone. What was left was a black char. I could not imagine how anybody could derive satisfaction from it. Yet this boy was from the home of coffee, assured me that such was the way natives of Santos used it, and came many times for such special roasting.

This shows that we cannot safely pass judgment on anybody in matters of taste. We cannot say this is right or that wrong simply because either may not suit our taste or conform to our ideas. Perhaps it is extreme for me to exemplify by something that occurred during our travels, but I shall tell it anyway.

We were on a French dining car. There I saw something entirely new to me. It was a man who kept his hat on and yet was served without protest. That would go at one of our lunch counters, but in a country where one cannot sit in a 10 cent picture house and keep his hat on, I knew it could not happen. Two Americans sat across the aisle. After the meal I remarked on the incident to one of them. His comment I thought was excellent. He laughed, said he had noticed it; "but perhaps we are all wrong about our ideas—who knows?"

So also may we be all wrong about coffee—who knows? But, anyhow, the coffee one gets in Britain, with one or two blessed exceptions, evidently is roasted to a crisp. It comes to the table a black, strong looking drink, but it is only bitter. There is really no flavor to it. It is served with hot milk and it makes such a nauseous mess that one must practice long before he can stomach it. Eventually, he may take refuge in tea.

On the boat going down the St. Lawrence I met a Texan at the breakfast table—and he was drinking tea. "You from Fort Worth," I said, "and drinking tea for breakfast?" "Well, I have to drink something," he answered "and the coffee is too blank rotten." I did not fall so rapidly from grace, but by the time I got to Edinburgh, the over roast, execrable making, milk and chicory got me and I also went over to tea!

But, as the American said of the dining car, "Maybe we are all wrong in our notions about coffee."

This being a trip looked forward to for long, it was a holiday excursion primarily. But with me, it is a pleasure to look into grocery stores and interview grocers. It happened that my dates were in the British holiday season; and holidays in Britain are similar to the laws of the Medes and Persians, in that they are altered by nothing in the world. Therefore, my meetings with assembled grocers were incidents merely, not main issues.

One thing I regret exceedingly. That is that our good brother, Giles, of London, member of our Asparagus Club and close co-operator in all things of mutual benefit, was very ill, so I could not see him. Despite his illness, however, he extended many courtesies to me from his sick bed—more than I had any right to expect in the circumstances. I want to acknowledge them now and here.

I was immensely pleased with one thing that really surprised me. British merchants are careful, conservative and slow to grant intimate information to anybody. Yet I wanted to get some figures relating to expenses, mar-

gins, profits and other factors from men in all lines. I feared that this would be difficult. But I was given the information I asked for without reserve by some of the biggest men there. I shall use it properly, but I hope with benefit to my readers. I merely mention here my grateful acknowledgements to the heads of Britain's big department stores, and some of the most important co-operatives.

I also had several meetings with grocers, notwithstanding the holidays. But it was most interesting to me to run against the extreme caution of men who expected to stand sponsors for me. The "show me" attitude was far more pronounced than any I ever met with in any portion of Missouri; but I am bound to say, also, that when the confidence was once obtained it was given unreservedly.

A merchant who put me through the most rigid examination became my host to a splendid dinner—nothing too good for me—and he was only a sample of what I found everywhere.

My experience in Glasgow will illustrate my point. There I presented a letter of introduction that I felt should have vouched for me rather fully, but I had to go through a most searching cross examination. I had allotted an hour to the interview.

was there more like two hours, and then not done. But after I had apparently satisfied the gentleman on a other points, as to my knowledge of the subject and evident good faith, he asked me the final question, thus:

"Now, you know we are Scotch, and you will therefore understand why I ask the next question: What do you get out of this?" Well, there you are. My purpose in visiting Britain is explained. My credentials seem in order. I offer myself for the good of the cause and it appears that my work may do good and cannot do harm. Yet they insist on looking the gift horse in the mouth. Truly, it was an interesting experience.

But perseverance has its reward. I got from the merchants of Scotland and England the sidelights on conditions I wanted. I know them as well from the few meetings I had as if I had talked to fifty gatherings. I know the individual grocer and fruit merchant is of the same caliber as Americans, and the percentage of probable survival is only slightly higher than with us. The hope there, as with us, is among the young men who are coming forward, with serious intent to know their business, make it their life work and succeed in it.

Aberdeen is the original home of our family. It was interesting to me to meet with some twenty-four grocers there. It was rather difficult because I must talk somewhat different commercial language and use totally unfamiliar figures. Evidently it got across, for they stayed two hours. And I learned a lot, regardless of what they learned.

In Glasgow my audience was composed of fruit dealers. There were only about eighteen of them, but they stuck for two and a half hours, then expressed their regret that the janitor insisted on closing the hall. We adjourned to the sidewalk and—seeing that for once it was not raining—we talked there for another half hour.

But there is the same resistance to progress as with us. The woods are full of men who "can't." The only spark of response I got from two or three of my Aberdeen audience was when I told of the virtues of Oregon-Washington prunes. Those men said with conviction, "They won't go here." And they did not seem to get the idea when I said, "You mean to say they have not gone here yet!" Similarly, in Glasgow, I got vigorous resistance to my suggestion that bananas should always be sold by weight and that standardized apples should always be sold by the dozen or box.

There is too much play in Britain.

Enjoy the Best



Tasty, wholesome Zion Fig Bars are easily distinguished from the ordinary bars, because of their wonderful eating qualities.

Samples promptly sent upon request.

Ask your wholesale grocer today to show you the Zion Line of cooky specials.

Zion Institutions & Industries
ZION, ILLINOIS

This is the biggest month of all!

September practically closes the fruit season. But this last month is also a wonderful month for preserving. Grapes, apples, pears, peaches and many other of the most popular fruits are on the market—at reasonable prices and in huge quantities.

You can increase your sales vastly by making the final drive on **SAVE THE FRUIT CROP** stronger than ever before. Display and suggest **SAVE THE FRUIT CROP** everywhere. Windows well dressed with suggestions for canning and preserving will bring many sales to **YOUR** store.

Devote a window to **SAVE THE FRUIT CROP** and **Domino Granulated Sugar**. With a little sales effort, this month can bring the biggest business of the season.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Golden Syrup; Molasses

Men there regard their holidays really as holy days. They seem to have a religion about them. Even as work stops for ten minutes everywhere in the afternoon that Britons may drink tea, so does everything move aside for play times.

Abroad it has long been the fashion to sneer at Americans as "dollar chasers." I have another slant on that since I have looked about here. My conviction now is that we Americans work. We are industrious far beyond the comprehension of those folks over there. We have the truth of the philosophy that the best play is work and that the truest pleasure lies in work. And since work conquers all things, we have here the underlying reason why America leads the world. Ask me. I know.

This happens to be written in the middle of the Atlantic. We are half way between Glasgow and Quebec. And my holiday has accomplished wonders. Among others it has done the best thing any holiday ever could do for anybody. It has made me eager to get home again.

There are many reasons for this. There is the reason of accustomed things, which, like the dry well, manifest the crucial need of many things so common with us that they pass unnoticed.

Going from America last June, I knew well that I would not find things in Britain—and more so on the continent—as I had left them at home. I knew beforehand that hotels would be inadequate from an American point of view. I did not expect to find running water in hotel rooms, nor did I find it. I knew that coffee is a totally unsolved mystery in Britain and a thing abused beyond expression on the continent. So I was not quite surprised by what I did find of these shortcomings.

But I did expect to find good tea—and I failed. I did think that the cheaper restaurants of London at least would compare favorably with the Childs chain, but the shortcomings of those of Britain were so glaring, so palpable, so obvious and so utterly inexcusable in the case of any management which has any knowledge of the progress of the outside world, that I knew ours to be infinitely better. I did think to enjoy plenty of well made Welsh rarebit and Yorkshire pudding, and I expected to find an ample supply of good kippered herring properly cooked and served in the region where it is produced in abundance and where it originated; but in all instances I failed.

I got some quite good Yorkshire pudding in London, but I could get none at all in York. We found one place in Chester where really delectable Welsh rarebit was made. The place is Bolland's. Go there if ever you go to Chester and eat Welsh rarebit. It is literally worth going miles to get.

If you try to eat kippered herring as it should be eaten in its native habitat of Dundee and Aberdeen, you will be disappointed. It properly should be caught today and cured, touched with smoke and served fresh to-morrow. When this is rightly cooked and served hot, it is a dish for the gods. But though Dundee and Aberdeen are seaports and herring are caught there by millions, though both towns are set thick with curing houses, I got this fish in perfection only in Smith's, in Glasgow, opposite the central station. Go there if you want "kippers" in perfection.

The unsalted butter of Britain is rather catchy as a novelty for a week or so, but it soon palls. This is brought out by the unsalted bread and pastry, the "flat" cooking of everything. Soon one longs for butter with a snap to it. Salads are virtually unknown. Fruit is at a premium, and this is literally starvation in the midst of plenty, for the market supply is

abundant. Vegetables are universally ruined in the cooking, all coming soggy and utterly tasteless to the table. I had a thought that English bacon would have a flavor all its own. It has, but it is a punk flavor. We have forgotten more about flavor than these folks will learn in two or three more generations.

I shall have more to say in detail of these things, for I observed widely and I trust fairly. But we are glad, glad, glad to get near home again, believe me! Paul Findlay.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 16—H. E. Fletcher, Cashier of the Sault Savings Bank, attended the bankers' convention held at Ishpeming last week, returning Sunday. He was accompanied by his wife, also Mr. and Mrs. Isaac DeYoung. The latter stopped off at Marquette.

Now that gasoline has declined 3 cents, let's go to DeTour for Sunday chicken dinners.

Roy Barnes, from Texas, has succeeded Charles Haas as traveling salesman for Franklin McVeigh & Co., wholesale grocers. Charles is back with his first love, the National Biscuit Co.

The Soo put out four companies in parade on defense day. Hon Judge Fead, of Newberry, made the principal address at the high school in the evening.

The sawmill of the Cadillac-Soo Co. will start up again after a three weeks' shut down. It is expected operations will continue for the remainder of the season. The company also expects that the chemical plant which was destroyed will be rebuilt and ready to start again within a short time, so that this busy industry will soon be running as usual.

The State troops returned from Camp Custer last Saturday in command of Major Jones. This will add over 250 soldiers to the Fort Brady barracks and mean considerable extra business for the merchants and movies here.

A provincial is a man who tips too heavily in an effort to conceal his provincialism.

The many friends of Percy J. Wines, formerly Assistant Cashier of the Central Savings Bank are pleased to hear of his success since moving to Detroit, where he will be given the management of the first branch of the Springwells State Bank, at Detroit, which is just being opened. The new branch is located on Warren avenue and is the first step of expansion on the part of the parent bank. It is located in the heart of a growing manufacturing and commercial center, near the site of Ford's River Rouge plant and the Paige-Jewett factories.

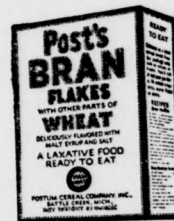
Fred Shaw, of the Gamble-Robinson Shaw Co., is entertaining Carl Stouffer and family, of Muskegon, this week. They partook of one of those Whitefish dinners at Salt Point on Sunday, where the fish come direct from Lake Superior, which is a real treat to the lovers of a whitefish dinner.

A great man is one who wears that painful smile when photographed for the news reel.

E. A. Latarneau, the new Swift & Co. soap salesman, is calling on the trade here this week. This is his second visit here. He tells us the Soo is one of the best cities in his territory. It is reports like that we like to hear of our old home town.

There is nothing like a resort town after the season is over, except a cold fried egg.

Mr. DeBoer, of the firm of Marselle & DeBoer, has sold his interest in the meat market and grocery stock to K. Maze and continue as heretofore. Mr. The firm will be known as Marselle & Maze and continue as heretofore. Mr. DeBoer will devote his entire time to the cartage line. William G. Tapert.



As "an Ounce of Prevention"

Everybody eats Post's Bran Flakes as an "Ounce of Prevention." Keep this great national food success prominently displayed in your windows and on the shelves. It will make profits for you every day.

POSTUM CEREAL COMPANY, Inc.
Battle Creek, Michigan

Makers of Post Health Products: Post Toasties, Post's Bran Flakes, Postum Cereal, Instant Postum and Grape-Nuts.



Recommend to Your Customers

for canning purposes

**FRANKLIN GRANULATED
SUGAR**

in 2 and 5 lb. cartons and 2, 5, 10
and 25 lb. cotton sacks.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

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

THE DRY GOODS MARKET.

Prosaic as it may be, the biggest recent influence in helping general business was the advent of cool weather. As noticeable a feature as any was the sudden disappearance of the straw hats which, by an unwritten law, are doomed to the discard on Sept. 15. Ordinarily, because hot weather lingers after that date, there is a good deal of resentment displayed in following the usage. This year, however, the public in general took the matter in its own hands and, to the great satisfaction of the hatters, discarded straw hats a week ahead of the usual time. This was merely a typical instance. Other articles of Fall wear for both men and women suddenly came into demand and helped to give a fillip to trade generally. Patronage of the local stores is now in full swing and bears out the predictions of a good season. Reports from elsewhere through the country show similar conditions. As a result the influx of buyers from out of town who are seeking seasonable merchandise reached a high peak during the past week. Their purchasing is of a most varied character, although the individual orders are small in many instances. There are plenty of evidences that the initial buying for the season was much more conservative than the general conditions called for and that there are gaps which must be filled.

Effects of the renewed buying at retail are showing themselves in the wholesale markets. Not only is a better tone apparent, but there is an increased confidence of a broader disposition of merchandise to continue over into the Spring season. Advance orders give token of this, as do also the more general enquiries. Belated Fall wants, especially in the garment trades, are rather wider in scope than was looked for. In the primary markets there are still evidences of hesitation, buyers being timid about stocking up in advance of real orders. But the hesitancy is less than it was a short time ago, and a tendency is developing to take more chances. This is due to the growing realization of greater stability of values, which makes the risk less than it was, and of the better outlook for trade which works in the same direction. As a whole, the middle of the month finds matters in much better shape than was the case at the beginning of it. Not the least of the favorable signs is the more optimistic condition of mind by producers and distributors alike.

WOOLS AND WOOLEN GOODS.

With wool, as with cotton and other raw materials, high prices and threats of scarcity are bound to lead to increase in the supplies. In Australia, for example, the clip this year was 2,000,000 bales, or 300,000 more than last year. A strong movement is on foot in South Africa to increase the quantity of wool grown there, and similar efforts are being made elsewhere. Some little attention may also be diverted to Peru in this matter. In that country a systematic effort is in progress, under official auspices, to attain high rank among wool producers. Stud sheep were imported to be bred to the degenerate Spanish merinos there, and the flocks are in the care of experienced Scotch shepherds.

As a result it is claimed that the Peruvian wool industry will attain, in no long time, enormous and world-satisfying proportions." In this country prices are at a somewhat lower level than those prevailing abroad, and this has led to more re-exports of foreign wools. Not so much wool is needed here in view of the curtailed operations of the mills. Thus far the orders for Spring fabrics have been rather spotty and not up to the mark expected. Within a week or so the opening will be had of the American Woolen Company's women's wear fabrics, and this will be followed by those of other organizations. Meanwhile the corporation dress goods have been opened at prices practically without change. Clothing manufacturers have been doing quite well on their Fall offerings and a substantial amount of business resulted from the holding of the exposition during the past week. Sales for Spring are halting, pending the results of retail sales for Fall and Winter. Garment sales, both at wholesale and retail, have been above the average, and shipments by express of such goods have been necessary because of an improved trade over the counters.

THE POISON OF HARD WORK.

"Hard work never killed any one" as a proverb and a rule of life has been accepted for ages without question. Now Raymond Pearl, a professor at Johns Hopkins University, after a long and careful investigation announces that the proverb is wrong and that those who work lightly outlive those who work hard, besides having more fun while they are here. Professor Pearl's percentages show the death rate for hard workers over light workers is 3.2 per cent. higher for those under forty-four years of age, 12.6 per cent. higher for those under fifty-four and 24.6 per cent. for those under sixty-four. The professor is now turning his attention to discovering the action of "fatigue poisons" resulting from hard work on the human system. It is reassuring to find that those periods that our elders were wont to denounce as times of indolence and procrastination were merely the result of natural efforts to throw off the effects of fatigue poisons. Until we learn the exact facts about these poisons it will be the duty of every intelligent man to spend as much time fishing and playing around as he can—that is, all those who wish to escape the poison of hard work.

HOSIERY AND UNDERWEAR.

The hosiery situation has not improved and buying is for filling in only. Silks are still most in demand and colorings are of darker shades than those in demand during the summer months. The glove silk hosiery and underwear markets are still quiet and the demand continues for cheaper grades rather than heavier, pure silk merchandise. The cotton knit underwear manufacturers report a fair business, but buying for the coming season is in small quantities only, though increased business is expected. The muslin underwear situation has changed little since our last report, and embroideries of the Belgian type are still in demand.

ORIENTAL RUGS.

In the countries from which these goods come, the supply of wool is limited and money exchange rates have advanced. The American importers seem to be short of large carpets, sizes 14 x 10 feet and up, in fine weaves such as Cashan, Lilihan, Sarouk, Kerman and Arak. There are plenty of the cheaper, more common grades, especially in small sizes and mats.

Oriental rugs vary in size, color and pattern, as all hand made goods do, but being of a larger, heavier type, perhaps the variance is greater. Therefore, as their size classifications are usually based on domestic rug sizes and as Orientals are sold on a square foot basis, the selection of sizes based on actual measurements is worthy of careful consideration. Rugs are grouped ordinarily for advertising purposes, in lots of sizes most nearly approaching regular Domestic sizes, but the rugs are sold on their actual measurements, therefore, if rugs measure a few inches short they are still in the same group, but group prices may be averaged lower for advertising and yet no misrepresentation made to the purchaser to whom a few inches may make little difference and who buys the actual measurement.

"Many women have ceased to be ladies and have not yet learned how to be gentlemen," is the drastic phrase with which the Rev. Dr. Bernard Idings Bell, president of St. Stephen's College, sums up a sermon on the decline in the restraining effect of public opinion. The doctor attributed this to the new economic freedom of women. It is true that women no longer govern their conduct by what their friends and neighbors say, and physically and mentally they are the better for it. That their new freedom in leading their own lives should have led them at first to extremes was natural. The mere fact that the reverend doctor found pews well filled with people eager to listen to his well-founded protest against ill manners is evidence that many see the need of higher ethics. The young women of the day are no longer clinging vines, entirely dependent upon their men folk. The Ruths, the Penelopes, the Griseldas have passed. In their places we have a robust womanhood that serves in every field. That there was an initial coarsening was bound to follow, just as there is following a realization that the "familiarities that young women now permit from men that men will not tolerate from each other," as the doctor says, are bad form and ill manners. But no matter how good women may become, men will never find them perfect. Every one knows that women to-day, as the English say, are not as good as their grandmothers—and never are.

The change in modern living conditions is sharply indicated by the report that Attorney General Stone is considering a proposal to establish an inferior or Federal Police Court to relieve the congestion in the Federal courts. This congestion results from recent legislation on prohibition, smuggling, thievery in interstate commerce and narcotics. Most of these offenses

were practically unknown in the Federal courts a decade or two ago. During that period the making and importing of spirituous and malt liquor have become crimes, the use of narcotics has grown to be a menace and petty thefts in interstate commerce and smuggling have largely increased. To place those offenses on the dockets of the Federal courts, already congested, where they cannot possibly be reached for a long period, serves to nullify the laws and acts as an encouragement to willing lawbreakers. The establishment of an inferior court, with power to deal sharply and summarily with such offenses, will give the necessary relief to the higher courts. Moreover, the efficiency which has always characterized the United States courts would be very likely to reduce the number of offenses.

Polish political methods show distinct signs of improvement, though progress toward perfect democracy in this much-partitioned and over-oppressed nation even yet leaves something to be desired. A little less than two years ago the Poles duly elected their first republican president. An unlucky turn of events brought about his assassination a day or two after his inauguration; but, nothing daunted, they immediately elected a successor. This was Stanislas Wojciechowski, who has remained unscathed in the presidential chair ever since December, 1922. Last Friday somebody threw a bomb at him as he passed through the streets of Lemberg. But this attempt against the president is worthy of notice, not to say commendation, upon two counts: First, the bomb did not explode until the presidential motorcar was thirty yards out of danger. Second, the bomb proved to be filled with nothing more lethal than "an evil-smelling chemical compound." These two signs of progress are not to be ignored. Soon the Poles may decide to adopt purely modern weapons in their attacks on their president—super-heated air for instance.

Mussolini is finding it much more difficult to bring Italy back to a constitutional basis than it was to win his revolution or govern with a dictatorship. The trouble is that he not only has to fight the elements that have all along opposed his regime and whose opposition has grown in strength since the Matteotti murder; he also has to fight the Fascisti themselves, who have waxed powerful under his dictatorship and will not easily surrender the official plum trees they have captured. But Mussolini has sense enough to know that the change must come; if not through peaceful, then through violent means. He has now appointed a council of fifteen experts to submit the constitution of 1849 to an overhauling, and it is significant that the majority of these fifteen are liberals. But even after a new constitution is drawn up it will have to pass a Fascist Parliament, and even after that the hundreds of thousands of Fascisti through the country will have to be dislodged or "taken care of." Mussolini must rival Dr. Frankenstein.

Recalling Old Indian Days on the Muskegon.

Grandville, Sept. 16—There were numerous redmen of the Ottawa tribe who cut a considerable figure among the inhabitants of that lumbering stream. A large village below the dam was long known as an interesting point for white visitation.

Indian Bill had the reputation of being honest. Such reputation for an Indian was something to be proud of. Bill's worst failure was in the line of intoxicants. The white man's firewater often overcame him even under the most favorable circumstances. More than once his recurring spree landed him in the Muskegon or Newwego jail.

Few white men cared to try titles with Indian Bill, drunk or sober. He was an athlete among the best a good hunter and all round fine Indian. As a boy I remember him, straight as an arrow, robust of limb and body, ready to do his duty at the drop of the hat. He was not quarrelsome—far from it—and he would take the side of the weak in a "frolic" when whites would hang back.

Poor old Bill! He was finally taken out of the world beneath the wheels of a street car at Muskegon.

Unlike many others of his tribe, he was not a working man. He was a hunter par excellence, but he shied at such work as appealed to others of his tribe, like working on the Big Drive, piloting lumber rafts to the mouth from upriver mills. His forte was strictly of the woods, hunting, trapping and the like.

Indian Pete was another Indian of considerable note. He was a river pilot and worked on the log drives every summer and autumn. He was tall, well built, not handsome, yet a likely looking fellow, and when under the influence of firewater a dangerous man.

There were no good templars among the redmen. Drinking and carousing came as a matter of course with the aborigines of Michigan.

Pete was a log driver and raftsman, none better, and he was constantly in demand with the lumbermen. Indian Jim follows, an entirely different character than either Pete or Bill.

Indian Jim was a famous hunter in his youth, but an untoward tragedy changed the whole trend of his life and made an austere and sober Indian of him. Firewater had no charms for him after a certain date in his career.

Out hunting not far from the winding Muskegon, his keen eye caught the white flag of a deer through the thickets. He at once raised his rifle and fired. As he ran forward to note the result of his shot he burst through the thicket to come upon a startling scene—a white man kneeling over the wounded and dying body of a young girl!

Death had come all too soon for the girl, and her lover was wild with grief. The bullet from the Indian's rifle had pierced her brain.

That incident changed the whole trend of Indian Jim's life.

He had been a happy-go-lucky young fellow, but the sight of the dying white girl slain by his bullet changed his after life completely.

The girl and her lover had been walking under the trees near the river bluff. Mosquitoes were plenty, and as the two sat down upon a fallen tree the girl flitted a white handkerchief about her face and neck to drive away the pests. It was this signal that Indian Jim accepted as the flag of a deer with fatal results.

The Indian at once surrendered to the authorities. An examination was held and Indian Jim set free. From that hour he was a changed man. In fact, he grew into a new life, a life of study and reflection. He became a Catholic priest and was soon known far and near as the Indian Priest.

The writer attended one funeral at which Priest Jim officiated, and was

impressed with the devoted nature of the man. The whole program was in the Indian language and was carried through by the priest with the aid of Indian helpers.

Indian Jim lived to a green old age, but never hunted again after that fatal affair on the Muskegon.

There were still other Indians of note in the valley. The Badows, for instance, French-Indian, and very good citizens. All Indians of that early day became American citizens and voters.

At the time of the Fremont and Buchanan campaign the Indians were out in force and voted for Fremont to a man. This served as an offset to the solid vote of a mill crew operated by Canton Smith near the Dam, who came to the polls in a body, casting a score of votes for Buchanan.

Politics in the woods warmed up as never before during that campaign. The Smith mentioned was a Grand Rapids man, afterward proprietor of the old National Hotel, and the father of Major I. C. Smith, of the 10th Michigan cavalry.

The Indians cut no small figure in the social and industrial life of the lumber woods. Joseph Troutier was a merchant and fur buyer at this time, a halfbreed Indian, yet a man of known integrity and splendid ability. He went to Washington as an interpreter during the Presidency of Andrew Jackson. He was afterward very fond of telling of his experiences at Washington and in the city of New York, which he visited on his return to Michigan.

Old Indian days have a halo of fascinating interest hanging over them and an old timer never tires of recalling them when opportunity offers.

The spirits of those dead and gone Indians still haunt the shadowy woods and vales along the Muskegon.

Old Timer.

Distribution of Knowledge Biggest Merchandising Problem.

I have been thinking over your question, "What is the greatest problem of merchandising to-day?"

My answer would be economical and efficient distribution. The most economical distribution might not be at all efficient and on the other hand the most efficient distribution might not be economical. It is a happy combination of the two that will solve the merchandising problem.

In the times of prosperity every one is content to go along the lines they are following. Just like in sailing if you have a good wind astern there is no use of shifting sails and changing course provided the wind is blowing in direction that you want to go.

When a fellow begins to beat back against the wind then he tries first one tack and then the other. It seems a good many manufacturers are trying new tacks, new plans. Those who have been going direct to the consumer are wondering if it isn't better to go some other way. Those who have been going direct to the retailer are finding overhead cost so great that they wonder if there isn't some other way better. Those who have been selling through wholesalers wonder if they can't increase their output by doing direct, etc.

In all of this distribution work the problem is to eliminate the lost motion. This is a slow process: a change is going on all the time. Elimination and change is constant, weak dealers can't stand the pressure of bad times; they are eliminated by failure. Other eliminations take place through consolidation. There may be too many retail-

ers, too many wholesalers and too many manufacturers in certain lines, but you can't resort to murder to get rid of them. If they are going to die they will have to die a natural death. The more staple the product the more distributors there are sure to be. For example, look at the number of distributors in the grocery business.

There are certain fundamental distribution costs that can't be gotten away from. It is going to take study and knowledge on the part of those in business to run their business successfully. Increasing this knowledge seems to me would be the solution.

We find the best way to distribute knowledge is through our salesmen. What you have to tell any one seems to soak in better if spoken by word of mouth. The printed word helps a lot but it really takes personal contact to get things across with thorough understanding. That's the reason I cannot help believing that the personal contact system through wholesaler and retailer is the most economical and efficient but it means the necessity of constantly sharpening the tools, that is, better educating the salesmen so that the true story comes through to the ultimate consumer.

John M. Townley.

Predicts Advance in Leather.

That the finer grades of calf upper leather must eventually cost more is the opinion of one of the leading tanning companies. Not only is there a world-wide shortage of the better grades of calfskins but higher prices for domestic calfskins also presage advances in the finished leather. Within the last four months, it is pointed out, raw calfskins in the Chicago market have advanced 5 cents per pound. As a pound of raw material makes about a foot of upper leather, the rise means an increase of about 5 cents a foot in the cost of producing it. American tanners have been losing money consistently for the last four years, it is further said, partly due to a buyers' market and partly to competition with European leather.

Stronger Bonds Needed.

A clergyman united in matrimony two of his parishioners, a stalwart woman and a small, weak man, not without inward misgivings as to the future happiness of the ill-assorted pair.

Nearly a year later the woman arrived at the parsonage in a state of fury. "You married us about ten months ago," she announced. "Well, my husband's escaped." What are you going to do about it?"

Having an ideal takes the drudgery out of life.



CHICAGO

One Way \$4.20

Round Trip \$7.30

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GRAND RAPIDS, HOLLAND
and CHICAGO RAILWAY
Freight and Passenger Line.

Leave Grand Rapids
Daily, 8:00 P. M.
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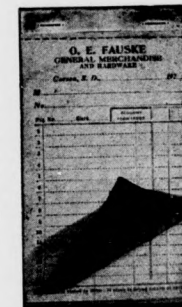
Fall Term Begins

September 23, 1924

Write for Bulletin.

C. P. Steimle, Registrar

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NOW IS THE TIME to order your Fall supply of Salesbooks.

We make all styles and sizes. Get our prices and samples. We also handle Short account registers to hold sales slips. We pay the freight. Ask us about it.

BATTLE CREEK SALES BOOK CO.
Room 4
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PROTECTION from RAIN and DUST

assured if you use

OILED COATS, JACKETS, HATS, TROUSERS, RUBBER APRONS, MITTENS, BLANKETS, WATERPROOFED TRUCK COVERS, WAGON and HORSE COVERS, IMPLEMENT COVERS

"Preservo"—The Canvas Waterproofing

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Both Phones

GRAND RAPIDS, MICH.



168 LOUIS ST.





American Manufacturers Lead in Style Creations.

Don't accept Paris too literally.

While noted for their style creations in hats, gowns and cloaks, French shoe designers and manufacturers have yet to surpass American shoe men for originality, design or workmanship, according to a National style authority who arrived home last week after a study of the season's latest offerings at Paris, Deauville and other resorts.

Mrs. Jessie Bracker Menin, style counsel of the Gotham Silk Hosiery Co., and recognized by the National Boot and Shoe Manufacturers' Association as a National authority on styles for women, in behalf of American manufacturers says: "Just because Paris has a few good shoe designers don't pay so much attention to them that you lose sight of your home talent."

American retailers and manufacturers who have looked to Paris as a shoe style leader in the past have been laboring under a false impression, according to Mrs. Menin, who made an unbiased survey and comparison of late models for women which in but a small measure may equal the offerings of a large number of American manufacturers this season.

"Watch Paris, of course," Mrs. Menin warns American manufacturers, "but temper your observations with what you know of the American woman's style preference. In your shopkeeping and shoe manufacturing you are miles ahead of Paris; so far ahead that if you keep on as you are going she will never catch up."

The necessity of considering Paris on the part of American shoe men is not as great as in the cloak and suit industry, and it never will be unless in their lack of appreciation for the genius America possesses the thoughts of our manufacturers here are turned toward the style center of France, she declares.

Thoroughly convinced that America's style offerings surpass those of Paris in many respects, Mrs. Menin asserts, "Remember, the grass looks green when it's far away."

For evening wear, blonde satin, cafe au lait and champagne colored satin slippers are being worn at the smart resorts around Paris.

Suede and kid in soft spicy tones of brown are being shown by the leading shops for daytime wear. Similar shades were introduced as early fall style colors by several Middle West manufacturers last month in advance of the latest Parisian models which arrived here last week.

The hosiery situation across the water remains much the same, with sheer hosiery dominating for all occasions. Contrasting stockings are

preferred to those that match, except in the case of gray where a perfect match is usually demanded.

Openwork clock in narrow patterns are smart. Skin toned stockings ranging from very light flesh for evening to darker skin tones for street wear will be worn. Most of the colors sold here the past six months have been duplicated in the stockings being shown abroad for fall wear, according to Mrs. Menin.

Anti-Fire Forces Will Ultimately Triumph.

Upon the observance of Fire Prevention Week this year the great body of fire preventionists should enter with sharpened enthusiasm, for a new spirit will attend the occasion. It is the spirit of victory, of success, not yet earned, certainly, but promised, conditionally. Before the long struggle against American fire-carelessness and ignorance shall have been won, many Fire Prevention Weeks and full years of unceasing work must run on and pass into history. Hence, it should be a whispered rather than a shouted hope. But that the anti-fire forces in this country ultimately will triumph can be prophesied with reasonable safety, in view of the slackened advance both in the recorded destruction for 1922 over 1921 and in the estimated loss for 1923. Some increase there was, indeed, in these years, but it was smaller than in any twelvemonth during the past decade, and in volume considerably offset, furthermore, by the heightened values of all burnable property. Quiet, hard-working optimism therefore may characterize appropriately the approaching Fire Prevention Week, an optimism both tempered and fortified by a strengthened resolve to fight on.

Not the least important of the reasons why the zealous co-operation of the press is being gained in the work of fire prevention lies in the unusual degree of harmony which prevails among the several participating organizations. Nationally and locally the campaign centering in Fire Prevention Week has been carried on for years with an almost total absence of friction and petty jealousies. Realization has been general and sincere that the cause itself is infinitely greater than any single or collective protagonist. Such an attitude, unaffectedly humble, hardly can fail to inspire confidence in every quarter and to command wide respect. That it has done so becomes each year increasingly evident, and not last of all on the part of the newspapers of the country. Theirs will be no small portion when the credit for turning the tide of American fire waste comes to be assigned.

Speakers, both radio and "face-to-face," as well as discourses in print, will discover a wealth of topics within the general catalogue of fire prevention from which to make selection for special emphasis. Such fruitful themes as the tremendous loss of life; the preventability of most outbreaks; the fire record of dwellings and schools, of hospitals and churches and other occupancies; the economic consequences of the \$508,000,000 loss; how this waste affects the individual; who, finally, "pays the bill," and why; the justice of personal liability for preventable fire; the abolition of the wooden shingle roof as a "convicted" conflagration breeder—these, and many others, afford plenty of material around which instructive and interesting discussions can be built.

Kansas May Have Retailer Governor.

Merchants at last are getting into politics in Kansas. At the recent primary election Ben. S. Paulen, of Fredonia, was nominated by the Republicans as their candidate for Governor of Kansas in the November election.

Paulen, his followers claim, is the Coolidge type of man, "doesn't have a great deal to say, but gets things done." A notable tribute was paid to him during the primary campaign. Thirty-seven merchants in his home town and adjacent cities devoted their advertising space one week to his candidacy. The advertisements varied in size from a few inches to a full page. In addition to Fredonia merchants, retailers from Neodesha, Altoona, Independence, Moline.

One of the page advertisements by Fredonia merchants read in part:

"Ben Paulen is a small town business man, which means that he has worked hard, for his own interest, his community's interest; that he has worked for the benefit of his neighbors and fellows as well as for himself; that he has been careful in his expenditures, honorable in his dealings, has given full value always, and has merited the confidence and respect of his acquaintances.

"We, the neighbors and life-long acquaintances of Ben Paulen want to endorse his candidacy for Governor and tell the people of Kansas that they will make no mistake in voting for him at the primary. We know Ben Paulen is equipped by ability, mind and training to make a real Governor."

Follow the Golden Rule, or it will follow you.

Flannel Demand Is General.

So marked is the demand for flannels for women's wear at the moment that even the mills which are known principally for their staple lines are getting all the call for these goods they can handle. Next in demand, these mills report, is the call for satin-faced cloths, both plain and striped. A steady business is being done in such staples as cotton-warp serges and kindred fabrics, and in the aggregate this demand is resulting in the movement of a considerable quantity of goods. From present indications not all of the makers of the so-called corporation lines will have formal Spring openings this year, but there is every indication of a satisfactory call for these goods when they are put on the market.

If you are not going to be able to take care of that financial obligation on time, take it up with your creditor before it is due.

There are more stars in the heavens than the naked eye can see. And more in life.

Sand Lime Brick

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

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

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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.

Bicycle Output Shows Big Increase.

The production of bicycles in 1923 showed an increase of 122 per cent. over the output of 1921, according to data collected by the Department of Commerce for the biennial census of manufactures. No less than 487,077 bicycles valued at \$10,564,000 were produced in 1923 as compared with 216,464 bicycles valued at \$6,218,394 in 1921.

If there is anyone who regards the bicycle as a back number he will revise his judgment after examining the figures presented by the Census Bureau.

Twenty-five establishments were engaged in producing bicycles in 1923 as compared with 24 in 1921. Persons engaged in the industry in 1923 numbered 3543 as against 2102 in 1921, an increase of more than 68 per cent. Wages paid in 1923 aggregated \$4,877,406 as against \$2,795,657 in 1921, an increase of approximately 75 per cent.

Of the 25 establishments reported in 1923, five were located in Massachusetts; 4 each in Ohio and Indiana; 3 each in New York and Illinois and the remaining 6 in Connecticut, Kentucky, Michigan, New Hampshire and Pennsylvania.

The motorcycle industry also scored a big advance in 1923, the output numbering 41,894 motorcycles, valued at \$10,024,570, as compared with 26,991 motorcycles in 1921, valued at \$6,438,706.

There was a big shrinkage in the number of establishments engaged in the production of motorcycles in 1923, the total being but 13 compared with 22 in 1921. This decline represents the general tendency toward concentration of industry which has been quite frequently noted in the figures for the biennial census for 1923.

Of the 13 establishments reported for 1923, 3 were located in Ohio; 3 in New York and the remaining 7 in Connecticut, Illinois, Massachusetts, Michigan, Pennsylvania and Wisconsin.

Deliveries Are Running Behind.

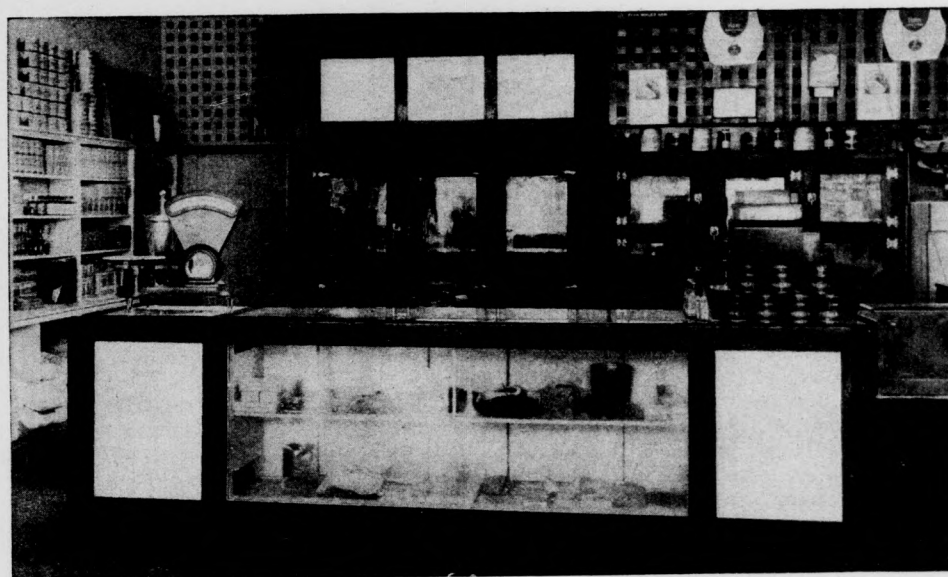
With brushed goods playing a prominent part in the business being done in knitted novelties for women, manufacturers of this merchandise are again facing the problem of speeding up production. Several leading producers of the goods are reported to be as much as four weeks behind in deliveries, with little chance of catching up for some time. Some of the mills are working two shifts in an endeavor to meet the demands of buyers, and are running their brushing machines an average of twenty hours a day. The machines are stopped only to permit them to cool off.

Not a Turnip.

A collector was trying to get a slow account settled and said sharply to the debtor: "Your bill should have been paid long ago. I must have the money at once."

"How can I pay when I haven't any money?" said the debtor. "You can't get blood out of a turnip."

But the collector was ready for him: "You're not a turnip—you're a beat," was his reply.



Interior of store of J. S. Lautzenhiser & Son, Wichita, Kansas, showing its fine McCray equipment including cooler, refrigerator and display case refrigerator.

LOOK FOR THE McCRAY NAME PLATE

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

"Our McCray Refrigerators More Economical to Operate"

Grocers and market men everywhere who use McCray refrigerators, display cases and coolers, will tell you that their cost of operating this equipment is exceptionally low. We have many letters giving actual figures which prove this—and it's true whether ice or machine refrigeration is used.

In-built **quality** assures you this saving with the McCray—**quality** developed in our 34 years' experience, **quality** that goes through to every hidden detail.

McCray equipment pays for itself by

- building more business for you;
- reducing spoilage to a minimum;
- cutting down operating costs.

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

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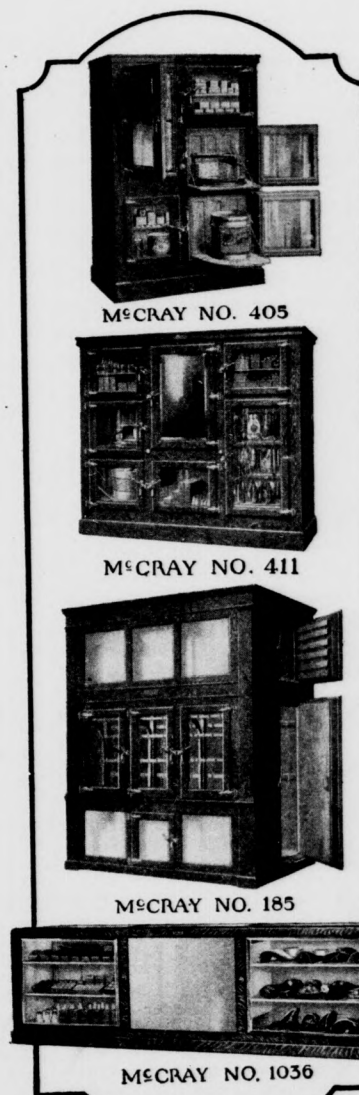
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Things Which Influence Merchants in Choice of Bank.

Why do people take their business to certain banks? Why not to other banks? Why does a man who wishes to open a bank account walk placidly past the doors of a banking institution which he knows is sufficient for all his banking purposes, is large enough and safe enough and in every other way sufficient for his needs? Why does he walk into some other bank differing apparently in no essential respect from the one he has passed open an account there, and continue to do business there? Or if he does not continue to do business with it, why does he leave and select a certain other bank?

The question is not easy to answer. Of course, there are people who go to a particular bank for particular reasons. Business necessity may take them there. They may know a man there, or belong to the same bridge club or religious or political organization as does somebody in the bank. Or they have reasons for believing that the particular bank will give more liberal credit terms or will extend some other form of special consideration which they might not receive in any other banking institution. And of course, there are the cases in which particular banks in particular locations are either so strong or so weak in the matter of general reputation that the burden of choice becomes easy for the customer. These cases are somewhat exceptional, and do not apply to the condition of the average man who wishes to open an account, nor to the average bank which wishes to select a correspondent in some of the large banking centers.

The selection in only a small percentage of the cases is based entirely upon the question of convenience, as frequently a half dozen banks in the same general class will occupy a comparatively small area in a city like New York or Chicago or Philadelphia or Boston, and any one of them would be near enough the customer concerned to serve all reasonable purposes of convenience. Nor is the selection based, to any considerable extent, upon the theory of safety. In the mind of the average business man, all banks are safe—that is, all banks with proper capitalization, properly supervised and inspected, as is common with national banks and the state banks of most of the states; and the fact of membership in the Federal Reserve System is, in itself, sufficient guaranty of safety.

Someone might say that the selection of a bank is based upon the theory of superiority in the service facilities provided by the particular bank. This,

however, hardly covers the case, as the methods and facilities in modern banks have become quite generally standardized. If the bank is to serve the business of the community, it will see to it that its facilities have proper reference to the requirements of that business community, and facilities in excess of this would be superfluous and wasteful. And how ridiculous to assume that any one bank in a community would understand the business requirements of that community better than all the rest, or that any one bank would be permitted to enjoy a monopoly in any particularly important or attractive facility of service; or that service departments in any one bank would be more highly developed than those in any of the other banks.

It would be equally ridiculous to assume that all the officers and employees of one bank would be more courteous and attentive or efficient than all those of another; or that the physical arrangement of service facilities in one bank would be much better than that in any other as to be the deciding factor. True one bank may excel in any or several of the details, but the man about to select a bank usually has had no chance to discover this fact, and must be guided by surface indications which may be true or otherwise; and while truth may be stranger than fiction, it need not be more attractive or more persuasive.

It is not easy to place your finger upon the particular fact which leads this man to the particular bank, and which, if the choice has been a wise one, keeps him there permanently. If it is not size, not safety, not convenience, not service—what then is it? Might we not say that it is some impression of unusualness which, in one way or another, has got into the mind of the individual as he thinks of the particular bank which he has selected or is about to select? Is he not apt to say, "Yes, such and such a bank is all right, well organized and managed, facilities right up to the mark, method; first class—but somehow, I feel that the so-and-so Bank is just a little different from the rest. I like the outfit," etc. The important consideration is that he "likes" it. That is sufficient, whether reasonable or not.

The serious, accurate business man may not be so serious or accurate after all, when it comes to the selection of his bank. Indeed, he may find, if he analyze his attitude, that he is just a human being and subject to impressions and in danger of being led in one direction or another by apparently unimportant considerations, just as other human beings are.

I recall the story of a man who found it necessary to select some New

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York bank for his account. He knew that there were many banks in the city which would serve his purpose, one as well as another. There was no particular point of convenience to be considered. Which one would he select? It was not easy. He submitted the problem to an intimate friend who had lived in New York many years earlier. This friend, upon learning of his difficulty said, "Why, I would call the problem dead easy. When I was a young man in New York, forty years ago, every man who wished to move in the best society was obliged to carry an account with the Blank Bank." The matter was settled at once, and our friend, the next morning, walked over to this particular bank and opened an account there. He knew that the reference of his friend was in the nature of a pleasantry, but in some ways, this delicate compliment to the traditional excellence of this particular bank turned the scales in its favor and controlled the question of selection.

It would seem, then, that with banks as they are and with the public as it is, the somewhat intangible quality which we shall call "unusualness" might exert a much stronger pull on the average individual than would the more definite qualities of intrinsic merit which might be susceptible of demonstration later on. The individual, from some source or sources, receives the impression that a certain bank is "unusual," "different,"—and that bank is almost certain to be the one he will select. He might not be able to say just why he selected it; but it suits him, which is the main point. Or after he has had some experience with a particular bank, he comes to feel that for some reason or another, he is not interested in analyzing his reasons for this bank holds it over other banks in such a way as to make him feel that he has made a proper choice. Of course, he may be disturbed in this mental attitude; something may go wrong in his experience with his bank which, working from within the institution, will tend to start him in the direction of another bank. Or the motive power may be furnished from the outside by some other bank, through some means or other, with the result that the bank he has selected rapidly loses the quality of unusualness upon which his selection was based, and retires into the discard in favor of some other really "unusual" bank. And in this he is apt to be just as "unreasonable" as in the original choice.

I am not underestimating the seriousness or the intelligence or any other quality of the average individual. I am trying to take people just as they are in the general average. We are not disposed to discount the value of what we have, whether it is a bank account, a business investment, a method, a policy, a small son, a wife: I have even known a man who would rather have his own mother-in-law than any other mother-in-law on earth. The thought is that human happiness or peace of mind would occupy decidedly unstable positions if we were constantly comparing the intrinsic value of what we have with the intrinsic value of what others possess.

Under such conditions, life itself would be something of a burden.

After all, the question is how or upon what basis shall our friend select his bank? By what means may he hope to detect in some bank this quality of unusualness which is to bear the burden of the choice? Simply by exercising his privilege of liking certain things and disliking others. He may recall that once when he went to a bank to have a check cashed, the teller, while exercising the ordinary precautions, looked pleasant instead of scowling. Or somewhere he heard a bank officer deliver an address which was decidedly unusual among bank officer addresses. Possibly he is able to recall an advertisement put out by some bank which was unusual. He attended a business convention and noticed the representatives of several banks. Most of them were talking about their own institutions, some actually soliciting accounts around hotel lobbies. One of them, however, seemed to be just attending the convention, and taking his cue from the business men whose convention it really was. Any one of these might be sufficient to impress him with the unusualness of the particular bank. If all of them happen to refer to a particular bank, the pull towards that bank would be irresistible.

But you may ask, does this sort of thing happen in real life? Can a bank impress the public as unusual in its class, a public which has not had opportunity to utilize its services, study its methods, meet its people? The answer is, Yes. It can accomplish this just as an individual can. Institutions, like individuals, can have general reputations and this is particularly true of banking institutions, whose whole stock in trade consists of human beings. Select at random any dozen well-known men with whom you are not intimately acquainted, and you will find that somehow each one of them occupies a rather definite position in your mind. Select any dozen well known banks with which you have had no actual experience, and you will find that they too classify themselves in your mind, each one in terms of some characteristic which makes it appear different from the others. You may not be particularly interested in either individuals or banks, but you will find that the process of classification has gone on in your mind regardless of this.

The average business man who has been attracted by some particular bank probably never has analyzed his attitude sufficiently to discover that it is the theory of unusualness which has influenced him. This lack of analysis is unimportant. But just imagine the case of the banker who did not recognize in his own institution the basis of something unusual. Yet there are such bankers.

Try this some time: Ask one of your high class banker friends in some of the great centers to tell you what is the predominant characteristic of his institution—that is, what quality of merit it possesses in a markedly greater degree than competing institutions. You will find that his answer, in nine cases out of ten, will miss the point altogether. He will talk about "capital" and "surplus" and "undivided profits"

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

and "deposits" and "correspondent connections" in this country or abroad. He will refer to the classes of business he handles or to the facilities available—no one of which, under any reasonable construction, could justify the claim of unusualness. And still, in all probability, his institution is unusual in some really worth while way.

Is it not clear that such a point of view cannot fail to find undesirable reflection in the impression which that particular banker makes upon the general public? In his answer he describes not his own institution but just an institution. Instead of advertising his own institution he has, in effect, only advertised all institutions in that general class. Remember that he is supposed to be talking to a man who knows nothing about his institution and whose attitude towards it will be influenced by the answer to the question. The public says, "What sort of a bank have you, anyway?" The banker, unless he can answer in terms which will suggest unusualness, must say, "Why, just a bank." And can you imagine a desirable institutional reputation being built upon such a representation? The bank man who honestly believes that his institution is "just a bank" is dead right as far as his representation of it is concerned. If he believes that his is "just as good" as other banks, he will not succeed in convincing anyone that it is better. If he believes that his bank possesses only the "usual" merit common to institutions of its kind, he must not be surprised if the public is "not interested."

Indeed, it would be difficult to imagine a more unsatisfactory manner of presenting anything to the public than by saying it is "just" something—just a man, just an institution, just a theory. This suggests the ordinary, the colorless. It is worse even than to say that the particular thing is "good enough." The latter suggests a certain quality of merit. The former suggests no merit of any kind. "Just a bank" is not much of a bank, and "just a man" is not the sort of man about whom other men will become enthusiastic. The usual is not good enough to appeal to the man who is to be impressed. It is the unusual which must carry the appeal. Business must be conducted upon a basis of competition and the institution or article or person who is to succeed in this atmosphere of competition, must push above the ordinary, the common, the usual—or at least, must appear to do so.

Bankers may not be an artistic lot, and still in their relations with the public, their most important work consists in painting pictures. They are at it constantly—pictures, always pictures—pictures, good and bad and indifferent—pictures which please and repel. And the best of it, as far as their banks are concerned—and it may be the worst of it, too—is that the pictures they paint are of their own institution. If these pictures could be just painted and packed away in the lumber room, it would be much simpler than it is, but this is impossible. They are constantly on display, and the public is under no obligation to be polite or respectful or favorably impressed.

This picture painting represents the one point at which all the people in any banking institution meet on terms of practical equality. They all paint pictures. The senior officers and the messenger who began work yesterday are both painting pictures, or rather both are painting the same picture—the picture of their institution. One can do it about as well as the other, and unfortunately, one can do it about as badly as the other. And in the meantime, the public stands around, not consciously interested, but still willing to be impressed. And the only banking picture which will impress this public is the one which will tell some consistent story of "unusualness."

G. A. O'Reilly.

His Own Valuation.

Weary Willie slouched into the pawnshop.

"How much will you give me for this overcoat?" he asked, producing a faded but neatly mended garment.

Isaac looked at it critically.

"Four dollars," he said.

"Why!" cried Weary Willie, "That coat's worth ten dollars if it's worth a penny."

"I wouldn't give you ten dollars for two like that," sniffed Isaac. "Four dollars or nothing."

"Are you sure that's all it's worth?" asked Weary Willie.

"Four dollars," repeated Isaac.

"Well, here's yer four dollars," said Weary Willie. "This overcoat was hangin' outside yer shop and I was wonderin' how much it was really worth."



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Suggested Fire Prevention Talk For Agents and Others.

Once again the President of the United States has called upon us to pause and reflect upon the fire loss in this country, upon its immensity and upon its manifold effect on the lives and fortunes of 110,000,000 people. Especially are we asked to remember in what degree this continuing loss is preventable and to consider how it may be curtailed. It is imperative that we should heed this call. Let us understand clearly the reasons.

They are many; and the first is the stark fact, indisputable, that the aggregate toll of fire in this country still is mounting year by year. In 1921 it stood at \$485,000,000, by 1922 it had risen to \$506,541,000, while the destruction last year, conservatively estimated by the Actuarial Bureau of the National Board of Fire Underwriters—the official agency for the collection and tabulation of American fire loss statistics—approximated \$508,000,000.

Although the actual increase in 1923 over 1922 was smaller than it has been our fortune to observe for a number of years, it still remains true that no such fire loss as \$508,000,000 ever has been recorded before in the United States or elsewhere in the course of a single twelvemonth, except in 1906, the year of the threatened effacement of San Francisco. In 1923 no outstanding conflagration swelled the total; the loss grew steadily, by the day, by the hour, by the minute, until it had rolled up this appalling sum of \$508,000,000.

Let us take a moment to analyze this figure in order that we may grasp its magnitude. It represents an average toll of \$1,391,780, daily, and for each minute throughout the whole year one of \$966.

It is, for instance, only a trifle less than the country at present is expending on all forms of National defense; the Government received little more in revenue from customs during 1923 than was consumed by fire in the identical period; \$508,000,000 would have paid the personal income tax in 1923, with millions of dollars left over; at an average cost of \$75,000, the money representing America's 1923 fire loss would have sufficed to eliminate 6,773 perilous railroad grade crossings.

Invested at a conservative rate of interest, say 4 per cent., \$508,000,000 would yield in a year upwards of \$20,000,000. Think how many miles of National highways that money would lay; how many public institutions it would conduct over a period of years; or, if you will, regard its effect if, along with the principal, it could be thrown into one or more of a hundred Federal or state programs of constructive effort!

Yet after all, such rosy speculations as these are vain; the money has gone beyond reclaim; those millions have been far worse than wasted. Had it been possible, instead of burning these millions, to load them together on lighters, to tow them out to a depth of a hundred fathoms and there to consign them to the ocean floor; if that had been possible, fantastic as is the notion, it would have been, comparatively, an act of guarded thrift. For so disposed, only the actual dollars would have been wasted and all

the other incidental costs and losses happily escaped.

Having contemplated, briefly, the proportions of the annual loss that we must set about combating, we may note how that wastage affects us, individually and as a people. Plainly, every dollar's worth of property that is reduced to ashes represents a loss not only to the immediate sufferer but to the entire United States, in National wealth.

And whatever affects the Nation as a whole affects, of course, every citizen without regard to station. As individuals we can no more escape the calamities that befall our country than we can fail to share in the benefits which our collective industry showers upon us. Nor is this remote theorizing; it is solid and very present fact.

One fundamentally serious loss resulting from every fire is that represented by the wasted raw materials, many of which, for rebuilding, must be drawn from already slender, or at least steadily diminishing, natural resources within our boundaries. Take lumber. Despite the increasing use of incombustible material in structural work, wood, as everyone knows, remains in heavy and constant demand. Every fire, therefore, which consumes wood in some form necessitates the making of fresh inroads into our timber supply. Hence, in a very real sense, the fire alarm is echoed in the ring of the woodman's axe—in which assertion, alas! there is a deal more of solemn truth than of fancy.

However, there are other ways still in which the burden of a monstrous fire loss falls upon us individually. It enters into the cost of every purchase we make, however trivial, since the expense of insurance protection is incorporated, by common practice, along with other items of "overhead," in the price set by the seller upon his commodity or service. And as insurance rates are invariably an index to a community's fire loss ratio, it follows that the higher the loss the greater the premium that the public, both directly—for its own insurance—and indirectly—through its commodity purchases—must pay. So we see that by increasing measurably the cost of living the fire waste is a burden which rests squarely upon our shoulders—upon yours and mine.

Again, it must not be forgotten that when industrial plants are attacked by fire, hundreds, sometimes thousands, of men without a moment's warning are thrown out of work. Sudden unemployment on such a scale inevitably disturbs the whole community in a number of unpleasant ways, not the least of which is the reduction of its purchasing power and the attendant lowering of the standards of living for a part of its inhabitants. Nor is this a misfortune which occurs at long intervals. Seldom does a day pass without being marked by one such fire, with its far-reaching consequences; often many are recorded in a single twenty-four hour period.

Now consider this: Destroyed buildings pay no taxes—that is an established principle in city government everywhere. From the date of its destruction property is removed automatically from the assessment rolls and only replaced when restoration

has been completed. Yet this anticipated revenue for the community budget requirements cannot be dispensed with; it must come from some source, and so it is added to the taxes of those whose property remains standing. On a loss of \$508,000,000 this additional charge aggregates many hundreds of thousands of dollars and it is carried by those of us who have escaped the attack of fire—often through our own far-sightedness, which thus is unjustly penalized.

Furthermore, let us not overlook the expense of public fire protection. To maintain a municipally-paid fire department, together with an efficient alarm system, requires money, much money. To protect from the ravages of fire the city of Greater New York alone its residents pay annually some six millions of dollars. Lesser, but still considerable, sums are appropriated by hundreds of cities in the United States year after year. Do not misunderstand me. Collectively, our fire departments constitute our standing army prepared to resist the incursions of the Red Enemy. I am as far as possible from urging retrenchment by so much as a dollar from these expenditures. Truly there is no single public outlay more

vitaly necessary and no one division of city government wherein attempted economies are more certain to result disastrously. I merely wish to point out that in footing up the ultimate cost of our gigantic fire loss, this item of protection must be reckoned.

Thus far in this short summary of the immediate consequences of our colossal annual tribute to Fire, we have taken no notice of the saddest, the least excusable of all wastes. I mean the loss of life. Last year not less than 15,000 Americans lost their lives as a result of fire—an average of one every half hour! Seventeen thousand more, in the same period, were crippled or otherwise permanently disfigured by the flames. Hundreds of these unfortunates in this manner were deprived of the ability to earn a living and ultimately may become public charges.

Apart from the horror with which we must contemplate such a mode of death, the sacrifice of these lives cannot fail to strike us in another way. Is it not true that these people were useful to the country, that even the humblest of them contributed something, very definitely, to society?

(Continued on page 23)

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PEOPLE WHO NEVER DIE.

Their Number Is Never So Very Large.*

Dramatic and obvious is the work of the soldier who rushes to the defense of his country when war is declared and the life and liberty of the homeland is in peril; imposing and commendable is the work of the statesman who brings forth from the storehouse of garnered wisdom things new and old in that, by timely counsel, he may enhance the welfare and happiness of the largest number of his fellow citizens; constructive and vital is the work of the thinker, the publicist, the educator, who seeks by pen, by word of mouth, and by the impact of creative personality to disseminate the truth and sow the land with culture; brilliant and astonishing is the work of the inventor who perfects new instruments for science, new tools for industry and new time and labor-saving devices for everybody; but highest and finest of the things done under the sun are the achievements of our seers and prophets and forerunners of the better day. And of such was Frances Elizabeth Willard, the busy, persistent, resourceful and indefatigable prophetess of righteousness and peerless leader of womankind.

After a life of abundant and diversified activities as editor, pamphleteer and speaker, traveling up and down the land scores of thousands of miles and giving up unremittingly of her own inexhaustible spiritual dynamics, in the city of New York, Feb. 17, 1898, her militant spirit laid aside earth's armor. "How beautiful it is to be with God," she exclaimed softly, and fell on sleep.

It is with no inkling of apology and with no spirit of hesitancy that I participate in this memorial service and bring to you my sincere appreciation of the character and work of this prophetic woman who went through life with trumpet tones and with something like the glitter of a sword in her hand. From the orient to the occident, in every civilized land throughout the world, the things that this woman did and said will be told to-day as a memorial for her. Wherever little groups of thinking people are assembled to-night to stir up their minds by way of remembrance of Frances E. Willard, the white flower of her blameless life will somehow be esteemed as of more worth than anything she said or did. The spirit of Frances E. Willard lives on in the hearts of millions of envisioned women.

In our National temple of fame, the statuary hall of the House of Representatives at Washington, there is a marble figure of exceptional beauty and charm. Two circumstances combine to make this particular statue conspicuous. As a work of art it is pronounced by those capable of passing critical judgment in such matters to be far and away superior to many other effigies there assembled. It was done—and done well—by Miss Helen Farnsworth Mears, of Wisconsin. And for another thing, this figure, alone of the statues there assembled, represents a woman. On Feb. 17, 1905, seven years after the death of Miss Willard, the State of Illinois presented this statue of a woman who waged uncompromising warfare for good government and right living, and fought a good fight against social and political corruption.

Frances E. Willard was born in Churchville, N. Y., Sept. 28, 1839. In her veins coursed the blood of sturdy New England Puritan ancestors. Beginning early in the nineteenth century, as every student of American history knows, there was a perceptible mass movement of our population from the Atlantic seaboard states, and from New England particularly, to the romantic West. The seat of em-

pire was moving Westward with a vengeance. The Willard family was picked up by this migratory stream and borne along with many others.

In the year 1841 they removed to Oberlin, Ohio, then as now famous as a college center. Five years later, Frances being now seven years of age, the Willard family again heeded the call of the wild, removing this time to Janesville, Wisconsin. In this community they settled permanently and together with many other farmer colonists drawn thither from numerous and widely-separated sections of the East, began the arduous process of transforming the wilderness into rich agricultural country.

Happy are the children of the pioneers, for all out-of-doors is their playground. Blessed are the little folks born to those adventurous spirits who seek the frontiers where the population is sparse and the sunlight and fresh air are abundant.

In the vast, unchoked land of the romantic West; in earth's great open places where the ozone was uncontaminated and the winds of heaven unhindered; in a section of the country where winters mean frost and snow and stinging cold and summertime is a joy while it lasts, Frances grew strong and ruddy, with sinews and nerves as tough as whit leather. She loved to read, but she also loved to race and romp and play. She had a good appetite for her daily bread, but she did not fail to relish also that mental and spiritual food whereof the inner life is fed evermore. Many classics she came to know even as a growing girl, and of these the King James, or so-called authorized version of the Bible, she loved most. By its testimonies the adolescent mind of Frances E. Willard was directed in paths of wisdom, by its precepts her young heart was rejoiced, and by its commandments the eyes of her understanding were enlightened.

In pastoral simplicity, in rugged wholesomeness, close to nature and not far from nature's God, were spent the girlhood days of Frances E. Willard. The roses in her cheeks betokened perfect health and the vivid interplay of lights and shadows in her eyes indicated a keen and vigorous spirit. A real girl was Frances of the teen age period. She had a decided personality, intense likes and dislikes.

Household duties, for instance, she fairly loathed. She enjoyed reading and study, but the broom as implement of domestic industry appealed to her not in the least. She didn't mind feeding the pigs and the horses and the cows, and she could milk and even, on occasion, steer the gleaming plowshare down the fragrant furrow, but the very sight of a dishpan made her soul rebel. She loved to explore the countryside and range the wide fields and dream the long dreams of youth what time she listened the sad symphony of the wind in the tree tops; she could ride the horses, any of them, the cows as well, if the fancy struck her; but the impulse of the born homemaker was apparently no part of her original endowment, or if so, it somehow suffered atrophy.

As a young girl Frances E. Willard had a violent temper. With little provocation, it would seem, her cheeks could be made to flush and her eyes to flash with hot indignation. Then would she explode into language fitting the mood. She was regular little Katharina Baptista. But instead of letting a violent temper master her, thus confusing and dissipating her mental powers and eventually transforming her noble nature into something weak and foul and repulsive, Frances E. Willard acquired the highly difficult art of curbing her temper. Just how deeply the world is indebted to this woman because of her temper, perhaps eternity alone can tell. But the high point of interest here to note is that the temper that blessed the

world was temper controlled, chastened, and wisely directed.

Every good cutting blade has temper, but the man who wields a sword should keep the blood out of his eyes in order that he can see clearly both friends and foes. Temper is not unlike steam in the boiler of a locomotive but the skillful engineer knows how to watch the dials and gauges and manipulate levers and controls so as to keep the steam pulling rather than let it blow up the engine. As a leader in the broad field of moral and spiritual reform, as an organizer and inspiring leader of women, as a prophetess sent amongst a people whose eyes are rather slow to see and whose ears are somewhat dull of hearing, it was well enough, no doubt, that Frances E. Willard started her career with goodly supply of temper.

It is interesting to observe how the great, outstanding personalities of the ages are first of all trained and equipped for their work, and then thrust into the thick of it. When God was selecting a man to lead his people out of the land of bondage into the Canaan of promise, He didn't choose an ignoramus, but raised up and trained the man Moses for that difficult task. His early and later educational opportunities were the best his age could supply. Moses was the greatest scholar of his time. He was versed in all the science, philosophy and culture of Egypt. When God was selecting a man to carry the Christian evangel to the great gentile world, He didn't choose a man of mediocre talents and limited education, but laid his hands on Saul of Tarsus, a young man carefully trained in the schools and university of his native city, a man who had pursued post-graduate work under Gamaliel, one of the most brilliant and versatile educators of all time. When God wanted to combat English Deism and turn back the tide of atheism and breathe the vital spirit of creative religion into the dry bones of established formalism, he chose Charles Wesley. Charles Wesley was a finished scholar. His record at Oxford University has never been surpassed.

So, when God was looking for a woman to solidify the Christian womanhood of the world and hurl its tremendous force against wrongs long entrenched, He selected Frances E. Willard and then providentially supervised her training and equipment. This woman of destiny entered Milwaukee Female College in 1857, and it may be said that this circumstance had more bearing on the factual fame of that Western metropolis than the output of a certain beverage to which attention was called by Nationwide publicity. From this institution to Northwestern Female College, Evanston, Illinois, Miss Willard went in 1859. Having been graduated from this latter institution, she taught for some years, rising at length to a professorship, and ultimately becoming president of the Woman's College, at Evanston.

During all these years she was reading, writing and especially exercising what Carlyle has phrased, "the grand thaumaturgical faculty of thought." It was her preliminary discipline. The woman was in training for the great work which awaited her.

In the year 1874, at the age of 35 Frances E. Willard entered temperance work. Five years later she became president of the National Woman's Christian Temperance Union, and in 1888, president of the World's Woman's Christian Temperance Union.

Conspicuous and thrilling to a degree was the leadership of this frail little woman in the difficult and adventurous field of moral and social reform. The catalog of her labors is appalling. She went through the land like a whirlwind, and the lightning flashes of her brilliant mind burnt up the noisome gases of smug contentedness with licensed vice and supine in-

difference to social wrongs." How could she endure the physical and mental and spiritual strain inseparable from these exacting tasks? How could she speak and write and plan and drive, and not grow weary? How could she give out unremittingly of her abundant life and never exhaust, or seemingly diminish in the slightest degree, the reserve of her own spiritual dynamics?

For one thing, Frances E. Willard never worried. She lived one day at a time. Forgetting the distilled wisdom of the familiar saying, "sufficient unto the day is the evil thereof," many people are habitually borrowing trouble and crossing bridges before they get to them and finding themselves whipped to a standstill by the foes of to-morrow. Not so with Frances E. Willard. Her battles were fought one at a time. When she found herself outwitted, she didn't give up and quit, she reorganized her forces and planned a new surprise attack. Believing, as she did with all her mind and heart and soul and strength in the fatherhood of God, the brotherhood of man, and a great shining cosmos whose majestic trend is from worse to better, no setback could discourage, no incidental defeat could dishearten her. She believed in God, believed in the potential goodness of the human heart, believed in the ever-increasing kingdom of righteousness in the world.

And, for another thing—and this is important—this woman believed that she, Frances E. Willard, was called of God to help promote this kingdom of righteousness on earth. Some people to-day think that the world must get better, willy-nilly. I call your attention to the fact that human progress on this planet exhibits many illuminative instances of regression. A traveler in Egypt a little while ago saw a lad wandering around in the vicinity of Alexandria. Upon getting into conversation with the boy he found that he was absolutely illiterate. He said that neither he nor his father could read, nor his grandfather, nor any of his people. And yet that boy was squandering the golden hours of his golden youth on ground where once had stood one of the proudest universities of antiquity. Once that hallowed ground had resounded to the tramp of thousands of students' feet, and the lecture halls of college buildings long since turned to dust, had been thronged with eager students. One could dig down in the sand anywhere thereabout and find tablets upon which boys of a bygone age had written their exercises in language and worked their problems in mathematics. Squatting amid the hills along the banks of the river Nile in the vicinity of ancient Thebes and dotting the fertile valley there to-day are mud hovels in which a dull, thriftless population dwells. Their furniture is the crudest, and they eat out of earthen vessels. But only the other day explorers discovered a secret door to the underground tomb of one of Egypt's famous kings. Making their way into its secret chambers which have been sealed now for three thousand years, they have brought to light many costly and beautiful works of art. There are state couches of gilt wood with exquisite carvings, beds inlaid with ivory, royal robes richly embroidered and priceless art objects typical of one of the richest and finest periods of Egyptian culture. Look at these priceless things of the long past and contrast them with the crude furniture and furnishings of the mud hovels. Progress? Decidedly—but progress backwards.

Frances E. Willard believed in progress, but she also knew full well that humanity must work for it, otherwise it will not come. Her great epigram was: "The golden rule of Christ will bring the golden age of man." But she never for one moment imagined that the golden rule of Christ could auto-

(Continued on page 19)

*Paper read at anniversary memorial service of Frances E. Willard by Charles L. Garrison, of Danville, Va.



A better line and
a bigger field.

MERITAS LINENETTE TABLE COVERS

sell themselves to customers who buy little or no table oilcloth. They appeal to your best trade and meet the needs of popular priced trade.

Meritas Linenette Table Covers are truly the leading linen substitute. Original in design, attractive in colorings and unequalled in finish and quality.

Printed on a specially prepared surface which can be cleaned with a damp cloth.

**5/4 x 5/4 covers in rolls
of 9 covers**

**6/4 x 6/4 covers in rolls
of 8 covers**

Look for the Meritas Brand on each roll. Order some now from your wholesaler—this is a dandy line to add to your Christmas list of sure sellers.

*See your wholesaler
We'll move the goods*

THE STANDARD TEXTILE PRODUCTS CO.
320 BROADWAY, NEW YORK





Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Marshall Field Rebuked By Dress Manufacturers.

For some time it has been rumored in ready-to-wear circles that Marshall Field & Co. would buy from manufacturers only on a consignment basis. The matter was brought to a head recently when the Associated Dress Industries of America filed a complaint with the store.

In his letter to David N. Mosessohn, executive chairman of the Associated Dress Industries, F. D. Corley, merchandise manager of Marshall Field & Co. pointed out that the firm has made every effort to stop the practice among buyers.

"We do not doubt," he says in reply, "that our buyers have asked manufacturers to consign some lines and we understand that in some cases it is very desirable both from the manufacturers' standpoint and our own."

Mr. Mosessohn declared in his letter of protest that the dress body was contemplating calling a meeting of the trade unless the store was willing to stop the practice.

In another part he said: "The boldness with which some of your buyers have come into the New York and Chicago markets demanding merchandise to be delivered on consignment, that which is not sold to be returned, has become a by-word in the market."

"You will agree with me that there must be some sort of commercial morality; that the American business world must depend upon commercial sanity and commercial morality of its big men—and I appeal to you for definite and affirmative action on this outstanding cruel practice being performed more particularly by your representatives."

Mr. Corley's letter in reply follows:

Chicago, Sept. 10—We are sorry indeed that you should find it necessary to call to our attention the subject of consigned merchandise. We are constantly discouraging our buyers from this method of obtaining goods and realize that in most cases it is a very dangerous practice, and unnecessary. We are surprised to learn from you that the matter has been under discussion by your association, and assure you that it is our desire that our buyers shall deal with the people from whom they are buying goods in a manner that will reflect credit on our house.

We have gone into this matter very carefully, and find that the fault in most instances does not arise from our buyers but from the people from whom they are making their purchases.

They tell me that they are besieged

by manufacturers of garments to permit them to put their merchandise in our house on consignment. In fact, they say it is sometimes necessary to almost take drastic measures to prevent this being done.

We do not doubt that our buyers have asked manufacturers to consign some lines, and we understand that in some cases it is very desirable both from the manufacturers' standpoint and our own that such a course should be followed. You can readily understand that, even though our representative might ask a manufacturer to consign his line, the manufacturer is not compelled to do so. However, it is a practice which we do not believe in, and shall be very glad at any time if you will call to our attention the complaint of any of the members of your association that they are being unfairly treated by any of our people.

We thank you for calling this matter to our attention, and trust that the measure which we are taking will prevent any cause for complaint which members of your association might have had in the past.

F. D. Corley,
 Merchandise Manager.

Negligees Elaborate This Season.

Directoire models in negligees are being stressed this season. The distinguishing features of these garments are their long, draped lines and a blouse effect simulating a cape in the back. Sleeves are long and flowing, and marabou is frequently used for neck trimming. The tea gown is being shown again this season, and is made of cut velvet, as well as of chiffon. Other indoor garments now being offered to buyers are quilted satin robes and quilted breakfast jackets. The latter, which are seen in delicate colors and trimmed with lace, are worn over a fancy petticoat. The elaborate petticoat is also worn with long garments that open in front. Bright colors are much in evidence in nightgowns and combinations, according to a bulletin from the United Underwear League of America, and buyers are showing interest in the lace-trimmed models that are always favored for the gift season.

When Is a Sweater a Coat.

The old riddle about when a door is not a door may be paraphrased this season with the question, "When is a sweater not a sweater?" The answer, according to some ready-to-wear buyers is when it is of coat length. The point of the thing is that there is quite a squabble going on between buyers of coats and buyers of sweaters as to which should stock the three-quarter sweaters that are now so popular in the types made with the convertible "choker" collar. The coat buyers maintain that any garment which runs around 45 inches in length is a coat, and should be stocked as such. The sweater buyers hold the reverse, and ask why, if a garment of this kind, 28

to 30 inches long, is a sweater, it isn't still one because it happens to be a foot or so longer. Regardless of who is right, the longer garment is said to sell best when displayed with the other knit goods.

Brushed Sweaters in Lead.

The demand for brushed sweaters with convertible "choker" collars in both the thirty-inch and three-quarter lengths features the business that is now being done in novelty knit goods for women. In mohair yarns these garments may be had to retail around \$7.50 for the thirty-inch length, while the same length sweater made of vicuna yarns retails at about \$10. The three-quarter sweater retails from \$16.50 to \$35, according to the kind of yarn in it. Unbrushed two-piece knitted suits, smartly tailored and with brushed vicuna trimmings, are coming into vogue as a result of the cool weather. These retail from \$25 up. In the more expensive garments of this type imported Scotch marles with heavy fiber silk stripes running horizontally through them are much in favor. Suits of these materials retail around \$45.

Says Stout Girls Are Needed.

According to a man who has given many years of study to retail selling methods, a number of stores are losing money these days because they do not pay enough attention to filling the needs of stout women. Many of these stores have opened separate stout departments, but they have not taken the trouble to staff them with stout girls or women as clerks. Half the knack of selling stout garments, he further said, lies in the saleswoman's own knowledge of the particular needs of the customer, as well as being a kind of shining example of what stout garments can do in giving the customer a less bulky outline. In addition, he contended that there is a kind of psychological resentment on the part of the prospective customer toward a clerk with a more slender figure than her own.

Furniture Sales Somewhat Slow.

According to reports in retail circles the Fall sale of furniture has not started in a satisfactory way. The demand is spotty and retailers in some sections not experiencing good results in their department have enquired as to what was being done by retailers in other sections. No particular reason is set forth for the slowness thus far, excepting that the season has not yet had time to get well started. Retailers figure there is no real lack of consumer purchasing power, as bank deposits are growing, and believe that the present condition will shortly change. In quite a few stores, however, it is reported that the consumer is buying furniture with definite price limits in mind and that the instalment system is being used more.

Jewelry Business Is Improving.

Business in jewelry continues to improve slowly but the orders coming in could be substantially larger without indicating a boom condition. Office business keeps up fairly well from day to day, and a fair volume of orders is coming in from men now on the road. Most of them are from points in the

Middle West and South. Quite a little of the business received by makers of the more expensive goods calls for re-mounting or other special work. Platinum continues firm at \$120 an ounce for the soft metal, \$128.50 for the medium and \$137 for the hard.

Fall Underwear



While our stocks are complete, it will pay you to put in your **Fall Underwear**. Our lines have given years of complete satisfaction. Send now for prices and samples.

Vellastic, Springtex, Lambs-down, Wright's, Setsnug, Hanes, Elliot, and Van Dyke brands.

PAUL STEKETEE & SONS
 Wholesale Dry Goods
 Grand Rapids Michigan

When You Sell Our Line of Popular Priced Trimmed Hats

You are offering your customers big values for their money, and still maintaining a good margin of profit.

You are increasing your store prestige and gaining that mouth to mouth advertising which a store enjoys when its satisfies its customers.

Let us convince you. Write for an assortment.

CORL-KNOTT COMPANY
 Grand Rapids, Mich.

PEOPLE WHO NEVER DIE.

(Continued from page 16)

matically get itself incorporated into the thinking and living of humanity. It must be put there gradually and by means of the long process of education and training, begun by the mothers of the world at the cradles of the race and carried on through the schools and colleges to the universities and technical institutions; and this education and training must be Christian to the core. To inaugurate the golden age of man is no light task, no soft and easy thing to be brought about merely by pious wishing. It must be fought for inch by inch. There is organized opposition. There are powerful and determined forces set dead against this kingdom of light and life. Jesus knew this, and said to his disciples: "Behold, I send you forth as sheep among wolves." Paul knew this and said: "We wrestle not against flesh and blood, but against principalities, against the world-rulers of this darkness." Savonarola knew this, and hurled his scathing denunciations both at political reactionaries who were blocking the way of progress and at the degraded court of Rome which was making a mockery of religion. Frances E. Willard knew this, and that is the way she labored and pled and fought as no one, before or since, has done for temperance, equal suffrage, social purity, a broader educational program, and a finer, cleaner home life for all the people.

Anointed lives make the world richer. Home life is sweeter in America, and civic and national righteousness has acquired a richer content, because of Frances E. Willard. Not America alone, but the whole world has been blessed by the life and leading of this good woman. Women more gifted and brilliant in certain specialized fields of activity America has produced, and countless women of martyr timber have lived, and do now live—women who would die, if need be, for the sake of truth and honor and God and native land; but the thing that makes the name of Frances E. Willard a household word from the rising to the setting of the sun is the fact that in her three fundamental, creative forces met and fused at white heat: namely, an intellectual passion, an ethical urge, and spiritual dynamics. Mind without heart is sheer intellectualism—brilliant, it may be, but cold and uninviting; and those who have culture of the head but no culture of the heart cannot, if they would, minister to the world's needs. Heart without intellect leads to fanaticism and all manner of bizarre excesses whereof the world is sick and tired. Spiritual emotions undisciplined by the knowledge which comes through study and reflection leads to mystical vagaries and transcendental dreaming. To that prophetic kindling of her moral and spiritual nature which called for expression, Miss Willard added diligent study, thereby showing herself approved both unto God and unto people who think. Thus by the training and co-ordination of all the forces of her dynamic nature she became a world leader of the righteously-inclined and a holy terror to the workers of iniquity.

If it has seemed that the praise of this woman on the part of some of her more ardent admirers has gone a bit beyond the bounds of propriety, weigh these cautious words of one who was entirely unbiased:

"She was a woman of noble character, of splendid and enduring power, and one who left the world a legacy of accomplishment which is to-day maturing into the widest and most fruitful results." And to this add a just tribute from Congressman A. P. Nelson, of Wisconsin:

"In her ministrations she touched millions of lives and did more to elevate, sweeten, and change the moral purposes of mankind than any other

woman of her generation. Her desire was to touch the home and the child, the cradle of the Nation's safety and perpetuity. Many of the great reforms for which she plead and fought so heroically have been written into our Constitution and National statutes."

There are those who die, yet do they live, and speak with undying utterance. Choice spirits they, and the number of them is never large. Of these was Frances Elizabeth Willard.

Linen Outlook Is Bright.

The outlook for a good Fall business in linens is bright. If there is anything unusual concerning the present situation, according to importers and wholesalers, it is the continued unwillingness of retailers to place larger individual orders in the face of inevitably higher prices. One of the leading wholesalers in the market says that there is not a single item in the household linens carried by his firm that does not cost more to replace abroad than the price retail buyers are now paying in this country. The average retailer, it appears, is more willing to pay advances for the merchandise as he needs it than to carry what in other days would have been a normal stock. Not much is being done in dress linens at the moment, but wholesalers have taken them well for next Spring, in anticipation of a repetition of the excellent demand they met this Spring.

Hairline Worsteds Come Back.

A situation is said to be arising in the sale of hairline worsteds for the women's garment trade similar to that which recently marked the disposal of bolivias. Prices of these goods are hardening, garment manufacturers being willing to pay about 35 cents per yard more now than they were about two months ago. One selling agent turned down an offer which amounted to about \$2.35 per yard net, in the confidence that he will be able to get a better price later on. Hairline worsteds fell off sharply in demand following the poor suit season last Spring. The mills are credited with holding sizable quantities which have been in process of liquidation. It is believed that stocks now held are smaller and that these will be satisfactorily "cleaned out" between now and the beginning of Spring cutting activity.

Cool Weather a Great Help.

The cool weather is a marked factor in the good start which retailers of both men's and women's apparel are getting on the Fall season. Wholesalers comment that its influence is being felt by them to a very noticeable degree, in that retailers are now very anxious to speed up immediate delivery purchases. If the situation continues as it has been for the last two weeks, it will present very different aspects from the same time last year and even later, when complaints of lack of selling weather were very common. It is figured that the September figures of the department stores will show a healthy increase over that month last year. The figures for August now available indicate that that month was not particularly satisfactory for the stores, as the average shows a decrease.

Blacks Not So Good Here.

Although the present demand for the finer grades of women's silk hosiery runs strongly to blacks throughout most of the country, it is said that buyers generally are still placing orders for colors that are designated members of the fawn family. Second in the local demand was placed gun metal. It is especially strong with one of the prominent houses that make hose of this shade with black heels, which gives the whole stocking the effect of being black. Quite a run is reported on the so-called nudes that show an almost utter absence of pink. For evening wear buyers are stocking up especially well on hose of a silvery gray tone.

Pleased By Prospects For Lace.

With one of the best Spring and Summer seasons in many years behind them, wholesalers of lace profess to see an excellent business ahead in these goods. Much of the demand for the next few months will be for laces of the type that go into or decorate evening dresses, but with the coming of next Spring a general and larger call for the merchandise than for a long time is anticipated. Right now there is not much demand for laces, although road men are turning in some fair orders, but within the next few weeks a steady movement is expected of Chantilly and other "evening" laces. Metal laces are very well thought of both in silver and gold.

Suspender Sales Show Increase.

Manufacturers of suspenders report a considerably increased demand from many sections of the country since

wide, high-waisted and uncuffed trousers have come into vogue. It is explained that the belt does not afford the best means of supporting these English trousers, although the makers of belts scout any material falling off in sales for this reason. Lively colors are the new note in the lines of suspenders now being offered. The webbing is dyed in brilliant shades and often to match garters, in some instances sets of suspenders and garters being made up. An increased interest is also reported in the invisible suspender which has clasps that take hold on the inside of the trousers.

Short Gloves With Cuffs Lead.

While reports from abroad indicate that long black suede gloves are being worn in the style centers there, a similar trend has not manifested itself here, according to leading makers of women's gloves. Instead, the novelty short glove with French cuffs, known as the Biartz slip-on is by far the leading type in both fabric and leather merchandise. Black, a series of brownish casts and white are the leading shades. It is estimated that retailers so far have not placed orders for more than 40 per cent. of their requirements. This is said to be somewhat less than the figures covering orders for men's gloves to date.

The sign outside of an establishment tells something more than who operates the business. It tells, by its condition and appearance, what sort of business men exist within.

Success is the measure of a man's ability to do some one thing well.

On the floor

Mens All Wool Sport

Slip-Overs

Buff, White, Silver

Tasteful Neck Trimmings

\$36.00 per dozen

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.

The Men's Furnishing Goods House of Michigan

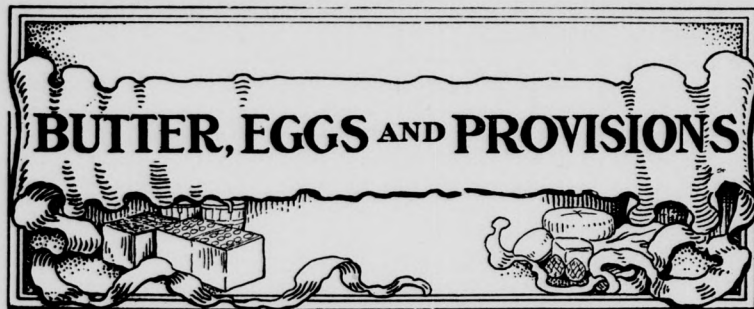
Notions

Now is the time to replenish your Notion stock with Gloves and Mittens, Yarn, Stamped Goods, Embroidery and Crochet Cotton, Fancy Trimming Buttons and Belts.

Our line of staple and fancy Handkerchiefs for the Holidays is very attractive and complete. Ask our salesmen to show you these samples or send us your mail orders.

GRAND RAPIDS DRY GOODS CO.

Wholesale Only



Crab Meat Shipped Mostly To America.

The 1923 production of canned crab meat in Japan was 137,000 cases of fancy and about 40,000 cases of other grades, making a total of 177,200 cases according to a report to the Department of Commerce from Commercial Attache Babbitt, Tokio. About 30,000 cases of fancy and 10,000 cases of other grades were destroyed at Yokohama in the earthquake and fire of September. In 1920 there were packed 123,038 cases; in 1921 the production was 120,000 cases, and in 1922 it was 135,000 cases.

Only a small proportion is retained for home consumption, the bulk of the exports going to the United States, with Great Britain taking the second largest quantities, and Hawaii, France, China and Canada buying smaller amounts.

Total imports of crab meat into the United States have been on the increase. In 1921 2,500,000 pounds valued at over \$1,000,000 were shipped in; the 1922 imports totaled 3,600,000 pounds valued at \$1,700,000; and the 1923 imports rose to 4,500,000 pounds, worth almost \$3,000,000. Practically all of this came from Japan and entered through San Francisco and Seattle.

The crab used in the Japanese industry is found in the waters of the Sea of Japan and the Sea of Okhotsk, but principally along the Northern and Northwestern shores of Hokkaido, the inner shores of Saghalien, the Siberian coast and the inner shores of Kamchatka and the Kuriles.

The method of catching is by nets of large mesh with sinkers at the bottom and floats at the top, the net thus being set in a perpendicular position, the crab becoming entangled in the large mesh while ambulating on the sea bottom. No bait is used.

The peculiarities of the packing of crab meat are that it must be done near the place of catch, and soon after the catch is taken into the boats. If kept too long in the boats a reaction occurs in which the meat turns color and loses its pure white attractive appearance.

Only the legs of the crab are used. The fisherman, if the grounds are within a few hours by boat of the canning factory, take the catch ashore, where fresh water can be obtained, and cook them in boiling water, thus preventing the meat from discoloring, and then take them immediately to the factory for packing. The cooked crab legs assume a red color much like lobster. The hard shell must be carefully broken and the meat removed whole. The sections of crab leg between the joints are fairly tubular, and this tubular shell is full of solid white

meat. A thin film of red on the outside of the meat and clinging to the meat when removed from the shell is left on when packed, as it gives the product an attractive appearance in the tin and shows up well in contrast to the pure white of the meat.

Difficulties of packing make crab meat an expensive product as compared with salmon.

The Japanese have fishing concessions in Kamchatka and there are a number of Japanese canneries on the Kamchatkan coast; others are located in Hokaido, Saghalien (Karafuto) Rishir Island. The canneries in most cases are financed by exporters, who thus naturally secure the fancy goods for foreign marketing. The labeling of the cans is usually done by the exporter at the port of shipment rather than at the cannery. Yokohama was the principal export market for crab meat before the earthquake disaster, but since that date Kobe has been handling some of the business.

A good deal of the output of the smaller factories is really inferior and some of it is packed under unsanitary conditions. These goods are marketed through jobbers and frequently exporting firms unfamiliar with the business are tempted to buy them up for export and consequently get into trouble due to their inexperience and their inability to get hold of the fancy goods, which, it is said, is practically all tied up by the people who finance the canneries, and who even go so far as to supervise the work of packing.

Some of the production in the past has been by floating canneries, which anchor handy to fresh water supply in the harbors or bays along the Siberian Coast and cook and pack the goods right on the spot.

Pickle Packers Adopt Standards.

Standards for pickles have been recently adopted by the National Pickle Packers' Association as follows:

1. The use of a chart showing the various shapes and sizes of cucumbers, photographed from life, illustrating straight, crooked and nubbin pickles.

2. No. 1 vatrunk pickles, in salt, shall consist of well shaped pickles, properly cured, natural color, 3½ to 4 inches and under, as the case may be, and contain not over 8 per cent. nubbins and crooked pickles—good and sound.

3. No. 2 large vatrunk pickles in salt shall consist of well shaped pickles, properly cured, natural color, good and sound, 3½ to 5 or 4 to 5½ inches in length, as the case may be—not over 5 per cent. nubbins.

4. No. 3 vatrunk nubbins in salt shall consist of crooked pickles and nubbins taken from No. 1 vatrunk, counting not less than 3,000 to 300 pounds.

Headquarters for THURMOND GRAY WATERMELONS GEORGIA ELBERTA PEACHES

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

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

Receivers and Shippers of All

Seasonable Fruits and Vegetables

FLOUR

*Are You Successfully
meeting competition with your
present brands? Does your flour
business show the proper growth
and expected expansion? If not,
there is a certain remedy - -*

FANCHON & RED STAR

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS, MICHIGAN

5. No. 4 extra large pickles in salt shall consist of pickles 5 inches and larger, good and sound, free from nubbins and yellow stock—not over 5 per cent. nubbins.

6. Machine assorted pickles shall consist of pickles that have been run through a machine and graded into sizes. Midgets, gherkins, smalls, mediums and large, fairly uniform in sizes—not over 8 per cent. nubbins.

7. Hand assorted pickles in salt shall consist of pickles that have been graded by hand into uniform sizes and counts; free from nubbins, crooked pickles and broken stock.

8. Fifty pounds of drained pickles is the weight established for a bushel of thoroughly cured salt stock. Pickles shipped inside of three months after salting—47½ pounds to the bushel.

9. A bushel of pickles shall be considered drained after it has been sapped from a tank or barrel with a coarse net into a wicker basket or box, barrel or barrow perforated with holes, so that the brine can run off freely. A barrel of pickles shall be considered drained as soon as the liquor stops running in a continuous stream, after the bung has been removed and barrel placed on side, so that the liquid has an unobstructed flow.

10. Salt pickles sold by the barrel; package should be well filled and contain 300 pounds of drained pickles to forty-five gallons. Three per cent. tolerance in weight allowed. On shipments in tank cars, a tolerance of 3 per cent. in weight is allowed.

11. Dill pickles, standard grade, should be evenly sorted, full count, good, sound stock, free from hollow and slippery pickles. Packages should be well filled, properly graded and stenciled as to sizes. Good, sound cooperage.

12. Sweet and sour pickles of standard grade should be evenly sorted as to size, full count, well filled packages, good and sound stock, free from nubbins. Good, sound cooperage properly marked.

13. In buying and selling pickles in salt samples should be submitted on small lots, single cars or less. Lots of two or more cars should be inspected at point of shipment unless too far distant—then samples will govern.

14. Finished product, sweet pickles, sour pickles and dill pickles in glass and bulk, should be sold on samples.

The Butter Surplus.

While the rate of accumulation of creamery butter has been slowing up very rapidly the past week we are still gradually adding to our reserve. In the twenty-six selected cities the total stock on Sept. 6 was 118,724,136 pounds compared to 118,285,161 pounds on Aug. 30. Last year during the first week of September stocks were being reduced daily, and it is apparent that whatever the excess in this year's total holdings might have been on September first, it was still greater on Sept. 6. If our estimate of a September 1 excess in the entire country of 51,689,000 pounds proves approximately correct we may expect a Sept. 6 excess of at least 53,500,000 pounds. This is based on an estimate that the Sept. 6 stock in the twenty-six cities represented 76.6

per cent. of the whole, and we would consider that a very liberal estimate.

It looks as if the interests of the industry would be best served by cultivating an export demand during the coming month, when only a moderate price reduction would be necessary to open up wider outlets. There is no assurance that European markets will be maintained as receipts from the Antipodes increase later in the year, and with the existing surplus here it would seem the part of wisdom to begin to unload where the present need is greatest. There is a good deal of bull talk of early frosts, a corn crop failure, higher priced feeds and other catastrophic happenings which might cut down fall and winter production. But most of these considerations are still merely possibilities. The tremendous excess of butter in storage is a reality.

Another Butter Definition Coming.

The announcement that the Joint Committee on Definitions and Standards for Food Products is about to make public a definition for "sweet cream butter" will be read with a great deal of interest by a large number of butter manufacturers and dealers. Butter sold under this designation has been coming into greater commercial prominence each year since the early tests of its keeping quality when made under the Navy specifications and since the house of Gude Bros., Kieffer Company first undertook to educate the butter trade to recognize its peculiar merits. As this butter attracted increased commercial importance the incentive to misuse the term increased, and this misuse became so prevalent that the mere fact that butter was so designated could not be taken as assurance that the product was in fact made from sweet cream.

There has been an insistent demand from such outstanding men in the "sweet cream butter" business as P. H. Kieffer for official recognition of this product, and a definition explicit enough to prevent as far as the Federal Food and Drugs Act can, the branding of butter made from sour cream as the product of sweet cream. If the forthcoming definition can be of assistance in preserving the individuality and integrity of butter represented as manufactured from fresh sweet cream it will undoubtedly prove a benefit to all interested in its production and distribution.—New York Produce Review.

Cheese Excess Holds.

It is difficult to find basis for recent and prospective cheese price advances in the statistical position of the market. We are still accumulating cheese whereas a year ago stocks were gradually reducing. On September 6 holdings in the twenty-six selected cities were 61,004,007 pounds, while on Aug. 30 they were 60,353,904 pounds. If we figure the twenty-six cities stock as 81 per cent. of the total the Sept. 6 holdings in the entire country would be 73,310,000 pounds, compared to about 63,600,000 pounds on Sept. 6 a year ago, or an excess of about 11,700,000 pounds.

We had too much cheese last year. We have more this year. Still most dealers are predicting a further advance on September cheese.

You Make
Satisfied Customers
when you sell
**"SUNSHINE"
FLOUR**
Blended For Family Use
The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

Fiegler's
Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.

RED ARROW
The best bread flour.

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

Western Michigan's Largest Feed
Distributors.

THERE IS MONEY
FOR YOU IN

Straul
5c. and 10c. Bars.

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

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

"Yellow Kid"
BANANAS
always give complete satisfaction
DELICIOUS
NUTRITIOUS
WHOLESOME

Mail orders solicited and given prompt service.

The VINKEMULDER CO.
GRAND RAPIDS, MICHIGAN

Van Dam

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce

**GOLD
MEDAL
MAYONNAISE**

Made and Guaranteed by
THE BEST FOOD, INC.
Who make the Famous Nucoa.

We have a real live sales propo-
sition that will put GOLD MEDAL
over BIG.

Write us or see our Salesmen.

I. VAN WESTENBRUGGE
DISTRIBUTOR
Grand Rapids Muskegon



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

How One Enterprising Hardware Dealer "Played the Game."

Written for the Tradesman.

It is an axiom of the hardware business that, to make a success of the sporting goods department, the dealer has to "get into the game." In other words, he must identify himself and his store with the athletic activities of the community, and make himself in some degree an authority upon sporting topics.

It is worth while, wherever possible, to link up your advertising with sporting events of local interest. A typical incident of this sort occurred some years ago in the Canadian West; and while conditions there are somewhat different from those in Michigan, the wide-awake idea adopted by one enterprising dealer to advertise his business can be applied, in somewhat different form, in almost any community.

In the season referred to, the rivalry for the Western baseball pennant had simmered down to a life-and-death struggle between the two Saskatchewan cities of Saskatoon and Moose Jaw. Every game was a fight for supremacy by both teams. The Saskatoon crowd were positive they had the best team; and feeling reached an intensity that made the contest a thoroughly live topic.

The head of the sporting goods department of a Saskatoon store decided to take advantage of the popular interest to advertise his department. Here is his own story of how he did it, as he told it to me at the time:

"First, my idea was to get the reports of each inning as they were played from the newspaper office, and paste them on the window. To add to this I thought if I could get an old telegraph instrument and fix up a place in the window like a telegraph office, it might look more business-like. If I could manage to get these two things I knew I could manage the rest of the display.

"Then I set my ideas into action and made my way over to the telegraph office to see what the manager could do in that line. He willingly consented; but suggested that I should have the real thing instead of a fake.

I inquired as to the cost of a telegraph service, and was informed that if I wanted the news exclusively for Saskatoon it would cost \$60, but if I didn't want to monopolize the wire, I could get it for \$15, for the whole series. I gave my consent instantly.

"I knew that I could work something that would take the crowd from

the newspaper offices. The same night I printed a large card, stating that the results of the game would be given from our window. Played as it was being played in Moose Jaw, a distance of 430 miles away, I assured them that every play of every man would be shown. "This aroused the interest of hotel keepers, cigar stands, etc., so that next day after our line had been made complete (we got first choice on account of our application being made the first) there were no less than four hotels, two newspaper offices and three or four cigar stores connected up to give out the news to the eager crowds.

"I still was confident that we would have the crowd and I was in no way disappointed for at 3 p. m., a full hour before the game commenced we had quite a line up all along the sidewalk and even in the roadway. It was after lunch that I prepared the window to show the game.

"I first drew the diamond, showing the bases and the pitcher's box, then made spaces to place a card showing the batter's name, so that the whole crowd could see who the batter was.

"The method used to show the play was done by flashlights. The printing in the left hand upper corner of the window explained to the crowd what the lights were for. The white flash light was the ball and the green light the base runner.

"The telegraph operator, seated in the center of the window, as he received the message by his machine repeated it word for word, while I followed his words with the lights on the window. For instance, Moore batting for Moose Jaw, I placed the card with Moore's name in position. Ball one. I bring the white light in my hand from the pitcher's box to the plate. The green light still burning at the plate. Strike one, same as ball one. Moore hits a hot grounder out to left field; while the operator is repeating this I take the white light out to left field and move the green light out from the plate toward first base. Moore makes second base. I take the green light to second and stick a piece of green paper on second base showing the position of players and bring both white and green lights back to former positions. And so on.

"That will give you a fairly good idea how the game was worked all through. After the game was over, with Saskatoon another win to their credit, I knew I would have good audiences for the rest of the games. To my surprise, on coming from lunch next day, I saw one of our newspaper offices with exactly the same arrangements as mine being prepared in their window. It did not worry me. We all know that imitation is the sincer-

TAKING INVENTORY

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



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

Foster, Stevens & Co.

WHOLESALE HARDWARE



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

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes
 GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE



Kept awake by rattling windows KEEP THE COLD, SOOT AND DUST OUT

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

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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes
 501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

United Motor Trucks

A SIZE AND STYLE To Fit Your Business

SALES SERVICE
 ECKBERG AUTO COMPANY
 310 IONIA AVE., NW.

est form of flattery. And I knew that everyone on the street was talking Fawcett, baseball, Fawcett's, baseball. The two words were linked together in the public mind. The other newspaper was full of it. Told the thousands of readers of the ingenious device Fawcett's store had for showing the returns. The first day we had a free write-up of one column, the second day one and a half columns, the third day over two columns, telling the people of Fawcett's and baseball. All people could do that week was talk baseball; and when baseball was mentioned, Fawcett's store was their first thought. We never had as cheap a \$15 of advertising as when we 'played the game.'

"That wasn't the whole game, though. Our game was to sell our goods. We left the score of each game on the window all night and the forenoon of the next day. This caused people naturally to look at our window. During the series we gave a little reduction on goods we wanted to move quickly, so advertised them in this way:

LAWN MOWERS

Reg. \$7.50 Ball Game Sale Price \$6.25
Sale price off as soon as the game starts, 4 p. m.

"Each day we had something different advertised, and sold a fair proportion of these things that might have been carried over, had they not been brought to the notice of the people in this way.

The success of "playing the game" as an advertising stunt may be judged by the sort of crowd that gathered. With the game starting at 4 p. m., by 5:30 the crowd had reached such proportions that pedestrians had to squeeze through on the other side of the street. Street cars worked their way through the crowd at the rate of a mile an hour, and teamsters had to lead their horses by the bridle. All available space on the buildings across the street was a premium, telegraph poles were strung with people, and a grand stand was built of boxes between the two tracks of the street cars. Field glasses were in common use, guests at the hotel some distance from the store using them to follow the game.

Of course the identical stunt would not be practicable in every store. But the lesson is, that it pays, in seeking publicity, to link your advertising with some timely topic that at the moment is of intense interest to the public. It may be a world's series, or a county or local series, a football match, yacht races, or almost any sporting event engrossing public attention. A window linked with such an event will always draw a crowd. It then remains for you to link the display in turn with your business; so that, in addition to drawing a crowd, it will help you to sell goods.

Victor Lauriston.

If you will not do your share in teaching your men your business, you will certainly do your share of paying for the neglect later.

Don't carry a needlessly large checking account in the bank and so lose interest on funds that are not working for you.

Suggested Fire Prevention Talk For Agents and Others.

(Continued from page 15)

Viewed alike from the humanitarian standpoint and from that of economics this waste of precious life alone should be enough to rouse us to determined action. Millions we pour out unsparingly, and in a spirit to command the admiration of the world, to succor destitute peoples in far-away quarters of the globe. It is altogether fitting that we should do this, but at the same time let us not overlook the definite need for spending money at home to check this worse than senseless payment in human life which, as a nation, we make to Fire.

It is, perhaps, reasonable at this juncture to ask ourselves if there are in operation any laws, either natural or economic, which tend to make this paying out of life and property uncontrollable. Is it, we may wonder, the price that must be paid for our continued National growth and development? So far as the financial loss is concerned, inflated property values have, of course, played a part in raising the toll in recent years; likewise, the congestion of population in a comparatively small number of cities has had a hand in it. But the bald fact remains that the rate of advance in the fire loss has greatly outstripped the growth in population, although it has not increased as rapidly as have property values.

We are forced to conclude that there is nothing whatever about the major part of this waste of life, health and wealth that is inevitable. By the exercise of reasonable care and forethought not one whit fewer than 75 per cent.—and quite probably as many as 90 per cent.—of our outbreaks of fire could be averted and the losses which they entail avoided.

If, then, it is within our power as a Nation measurably to reduce this purposeless and criminal fire levy that we are paying, why not set about it? There is no better time than the present, during Fire Prevention Week.

It will require both individual and collective effort. Individually, we can make a start by developing in ourselves a fire-consciousness; we can make carefulness with fire not only a habit but an instinct. First, though, we should learn to identify and then to remove or correct those conditions in our own premises—home or business—which breed fire, palpably dangerous conditions such as the rubbish heap, the carelessly disposed match or cigarette, the electric pressing iron thoughtlessly left "turned on," the defective chimney or flue, the promiscuous disposal of oily rags, the open fire left unscreened.

All these common hazards, with many more that might be enumerated, are included under one or another of the twenty-two main fire cause headings of the National Board of Fire Underwriters. Twelve of these, significantly enough, are held to be strictly preventable, while the rest are regarded as partly so. Detection of many, perhaps most of these hazards involves simply the application of common sense and the exercise of ordinary vigilance. One does not need special knowledge to banish the more usual causes of fire from his home or

place of business. This much, then, is primarily the concern of the individual citizen. Let him attend it.

Collectively, one of the first things that we should do is to lend support wholeheartedly to the introduction of suitable building codes wherever they do not now exist. A building code that takes cognizance of the infinite possibilities for the occurrence of fire, and, without oppressing either owners or builders, sets safeguards against these chances, is a priceless thing for any city to possess. It may be the means of preserving it from the disaster of conflagration, which, unfortunately, has swept many an American municipality.

Where the local fire department engages in fire prevention activities, we should accord it our willing assistance. Fire inspections are made for your benefit and mine; they are not, as many ignorant people choose to believe, made merely for the sake of exercising a vested authority. In those cities where, through lack of funds, the fire department has been unable to undertake fire prevention work, it will be to our definite advantage to urge that the necessary appropriation be made to carry on the work. No municipal investment will pay larger or more permanent dividends.

Finally, and in the long run most vital of all, let us make it our business to see that our children are brought up in the knowledge of the dangers of fire and how they are to be averted. In every school in the United States, time should be devoted to the inculcation of lessons in fire prevention. Children absorb quickly and apply practically. More than once, as a matter of sober record, in states which already have compulsory fire prevention education laws, this leaching has been responsible for saving life and property.

Philosophers and psychologists often have called attention to the peculiar grip which the natural phenomenon of fire always has exerted upon the minds of men, quite independent of its utilitarian purposes. Certainly it is true. Indeed, if only that fascination which fire holds for us throughout all of our seven ages—from early childhood, when in the stove it lures us to touch it and learn its sting, to senescence, when we are drawn irresistibly to the grateful warmth of the chimney, cor-

ner—if, in short, that deeply human interest that surrounds the friendly fire could be expanded to embrace concern as genuine for the prevention or extinguishment of the hostile blaze, then there would soon begin to be related a new and brighter chapter in the story of American fire loss. That kind of interest must be created before we shall begin to achieve permanent results—the fire loss and its consequences must become a topic for discussion among men.

Certain of those intrepid explorers, among them the late Colonel Theodore Roosevelt, who have penetrated the South American jungle and there made study of the languages and customs of the aborigines have noted many curious facts, but none more striking than that, in the ageless mythology of several distinctly separate peoples, the origin of so old a thing as human speech is traced to the discovery of Fire.

According to their naive, though always significant folklore, the first coherent utterance of man was rung from the founder of their race by the awesome spectacle of a volcano in eruption. Coming suddenly within view of the fearful crater belching high up into the torrid air choking clouds of flame, this mythical forebear, it is related, threw himself face downward on the ground and, quaking, exclaimed "FIRE!" Whereupon the spell that had kept man mute was broken; he had found voice, the magical power of communication with his fellows.

In this fanciful account of the genesis of speech there is an obvious lesson for us who are devoting at the call of our President this short period to a consideration of American fire destruction. Even as, according to the legend, Fire was the first word upon the lips of man, so may it be, with us, among the first thoughts in our minds—and not for the length of this present week only, but for all the years that lie ahead.

Don't give up on salesmanship because it is hard work to learn. Success would not be worth while if there were no hard work about it.

A health fad item says, "It is better to lie on the right side," but the right side requires no lying at all.

WE INVITE

your orders for DEPENDABLE high grade oak tanned or waterproof cemented LEATHER BELTING. As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our LARGE STOCK on hand, SPECIAL MADE BELTS to fit a particular requirement, or REPAIRING leather belts that you need quick service upon. Call us on either phone.

GRAND RAPIDS BELTING COMPANY

Leather Belting Manufacturers

1-3 IONIA AVE.

GRAND RAPIDS, MICHIGAN

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.



Annual Meeting of Michigan State Hotel Association.

Detroit, Sept. 16—The annual meeting of the Michigan State Hotel Association will be held at the Hotel Statler, Detroit, on Friday and Saturday, Sept. 26 and 27, and from all indications it will be the greatest in point of members and attractions ever held by that organization.

Various methods of notification will be used in calling attention to this gathering, and it is hoped that every hotel man in the State, whether a member of the Association or not, will consider himself a welcome guest.

Accommodations at the various Detroit hotels will be supplied to visiting hotel men absolutely free, the only requirement being that such as are expecting to attend will make reservations in advance, advising the officers in charge just what rooms they will require.

The incomplete program as submitted is as follows:

Friday, September 26
9 a. m. Registration at Hotel Statler.

9:30 a. m. Business meeting.
12:30 p. m. Luncheon.
1:30 p. m. Exhibits.
3 p. m. Tour to Elizabeth Park.
6 p. m. Barbecue at Grosse Point.
8 p. m. Dancing.

Saturday, September 27
9:30 a. m. Business meeting.
12:30 p. m. Luncheon.
2 p. m. Business meeting.
2:30 p. m. Theater for the ladies.
3 p. m. Golf field day.
6:30 p. m. Annual banquet.
9 p. m. Dance.

The detailed program, which is now being prepared, will contain features which will be of profit to the hotel man, whether he be a so-called big operator or a little one, whether he has his hotel in the country or the city, whether he runs a summer resort or a full time hostelry.

Plans are for talks which will be brief and instructive, discussions which are of moment and very much worth while.

An added feature of this particular meeting will be an exhibit of hotel wares and utensils shown by hotel supply men.

It is the chief desire to close this, the most successful year in the history of the Association, in a blaze of glory and you can help make it so.

The various gatherings and functions incorporated in this program will be purely informal—not full dress affairs—thus doing away with objections of many who have been backward in attending for this reason in the past.

Now please remember that this invitation and all subsequent ones apply to your entire family, provision having been made to entertain the ladies while the lords of creation are talking "shop."

The Great Lakes Tours Association, which is to meet at Toledo, Hotel Secor, on Friday, September 26, will join the Michigan Association at Grosse Point, and become guests of the latter at a barbecue to be given at 6 p. m. on that day. From that time on they will combine with a program of great interest to every one.

At the conclusion of the Detroit

meeting the Great Lakes contingent will continue their annual pilgrimage, leaving Detroit at 10 a. m. Sunday for a trip over the Canadian trail stopping at Chatham for luncheon, with a dinner and over night stop at the Tecumseh Hotel, London, Ont., as the guests of George H. O'Neil.

On Monday they leave London at 9 a. m. and motor to Hamilton, where a complimentary luncheon will be served at the Royal Connaught Hotel.

Monday night the party will stay at Buffalo as guests of the various hotels, the program closing at that point.

Some weeks ago the writer received a communication from John H. Schumaker, a traveler who represents the Ziegler Candy Co., of Milwaukee, I believe, in which he stated:

"I am reporting to you some hotel charges paid by one of my brother traveling men, making a little pleasure trip through the North country. He travels regularly in the Ludington and Manistee districts.

"He stopped at the Cushman House, Petoskey, and the charges were as follows:

"Four people; 2 rooms with bath, 4 suppers and 4 breakfasts. Total, \$28.

"He also stopped at the Park Hotel, Sault Ste. Marie, where he paid \$16 for four people in two rooms with bath and breakfasts.

"Are these the proper charges or was he overcharged because he was a tourist?"

In keeping with my policy of looking into these matters, I submitted this correspondence to W. L. McManus, Jr., who conducts the Cushman House, at Petoskey, and elicited the following, accompanied by the room cards covering the original entries, with a word of explanation from Mr. McManus:

"I am enclosing the room cards for the Schaaf party of four people who had a two room suite, with two baths, in the Cushman Annex. The regular rate on these rooms is \$28 per day for four people, but as they had dinner, room and breakfast only, the price charged was \$24, instead of \$28, as claimed by Mr. Schumaker. This is the regular rate on these rooms, and if Mr. S. himself had come and demanded these rooms, we would have charged him at that rate.

"However, we have thirty nice rooms with running water, and twenty more with private bath which we supply to our commercial trade at \$4 and \$4.50 per day, respectively, American plan."

It looks to the writer as though "Mac" had made a case.

Had Mr. Schaaf been a regular patron of the hotel, he would probably had knowledge of the fact that the Cushman was provided with lower priced rooms, acted on this knowledge and had no cause for complaint, but the fact of his being a commercial salesman in another district would hardly warrant him in the expectation of anything better than the regular rate.

On my way down from Glen Lake, I visited a couple of days with my good friend, Henry M. Nelson, Manager of the Hotel Chippewa, Manistee. Much has been said recently concerning Mr. Nelson's managerial program, which is developing a great degree of satisfac-

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 reasonable. WILL F. JENKINS, Manager.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

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.



Hotel Whitcomb
AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around

Natural Saline-Sulphur Waters. Best for Rheumatism, Nervousness, Skin Diseases and Run Down Condition.

J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

INDIA TIRES

HUDSON TIRE COMPANY
Distributors

16 North Commerce Avenue
Phone 67751 GRAND RAPIDS, MICH.

CODY HOTEL

GRAND RAPIDS

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



One half block East
of the Union Station
GRAND RAPIDS MICH

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

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

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

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.

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 Luxurious Rooms
Turkish Baths ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

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

150 Fireproof
Rooms

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

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

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

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

\$1.50 and up 60 Rooms with Bath \$2.50 and \$3.00

tion among his patrons, so I will only affirm these statements. For a man who claims to have had no knowledge of hotel operation he certainly is a wizard. Neatness prevails everywhere and service is always given promptly and satisfactorily. Here is a regular dinner served the day I was there, well cooked and abundant, at a charge of only 75 cents:

Cream of Corn Soup
Pickled Beets
Broiled Lake Trout, Lemon Butter
Roast Leg of Veal, Au Jus
Grilled Pork Chops, Apple Sauce
Breaded Frog Legs with Tartar Sauce
Sliced Tomato Salad
Whipped Potatoes, Steamed Potatoes
New Cabbage in Cream
Hot Graham Cake
Banana Cream Pie, Raspberry Pie
Fruit Pudding
Coffee Postum Milk
Green or Black Tea, Iced Tea

I found Ed. Swett, of the Occidental Hotel, Muskegon, in a highly affable mood, and spent a couple of days with him and his estimable wife at their beautiful summer home at Lake Harbor, better known as "The Shack." If a better fellow than Ed Swett inhabits this mundane sphere to-day, his whereabouts are unaccounted for. And in addition to all his endearing traits, he runs a good as well as successful hotel. Every year just prior to the "frost on the punkin and fodder in the shock" period, Ed always communicates with me and suggests that I "come home," which means the Occidental, and I as regularly "fall." Maybe he likes me. One can never tell.

A couple of years ago the Occidental established a coffee shop, in which charges in excess of their regular cafe prices, were made. 10 cents was asked for a cup of coffee on the assumption there was no profit at a smaller price. I suggested that coffee was not the only article the Occidental had to merchandise, whereupon the price was reduced to 5 cents and fortune smiled on its banner. This is a good place to eat and the home folks discovered this fact without delay.

A brief visit at the Morton House, Grand Rapids, satisfied me that Mine Host Keeley and his indefatigable assistant, "Billy" Chittenden, were superintending their jobs satisfactorily. The Morton is wonderfully immaculate and well kept and is finding its place in the commercial and tourist world. With its excellent service and historical prestige, the Morton House is peculiarly well equipped and will reach the goal of success.

Walter Hodges, New Burdick, Kalamazoo, sold me on the idea that he was glad to see me and immediately assigned me the spare room. In addition to various evidences of appreciation of the honor of my visit he gave me a delightful drive to South Haven, to renew acquaintance with his charming family, who have been summering there in their scrumptious cottage.

There I met Mr. and Mrs. Tupper Townsend, of the Whitcomb, St. Joseph, who have had a busy summer and are making preparations for a month's outing in their new Packard.

When I make my annual pilgrimage to St. Joe the Townsends grant me the privilege of ordering just what I please from their comprehensive bill of fare, and I, in return, submit to discipline in other particulars. At least once each year church goers in that charming city discover me in the congregation.

Ernie McLean, of the Park-American, Kalamazoo, whisked me in the Kiwanis luncheon. The meal was good, as well as the talk of Dr. Upjohn on a recent visit to Europe and the war area. "Mac" serves luncheon to at least a half-dozen noon-day clubs and is never found "asleep at the switch."

Frank Ehrman's Columbia Hotel prosper and Frank is correspondingly happy. He still continues to serve those wonderful meals in his dining room at:

Dinner—90 cents
Vegetable Soup
Celery

Fried Spring Chicken, Southern Style
Baked or American Fried Potatoes
Corn on Cob Pickled Beets
Peach Shortcake, Green Apple Pie
Hot Rolls
Vanilla Ice Cream and Cake
Beverages

Another dinner at the same charge, consists of broiled sirloin steak, with mushrooms, while still another at 75 cents gives you an opportunity of encompassing

Fried Pork Chops, Broiled Lamb Chops
Eggs to order, Supreme Ham and Eggs
and all the extras shown in bill No. 1.

All of which brings me down to Battle Creek, where I spent Sunday and of which I will remark next week.

Frank S. Verbeck.

Meeting of Representatives of State Organizations.

Lansing, Sept. 16.—On Friday, Sept. 19, we will have a meeting of the presidents, secretaries and committees of several of the retail organizations of Michigan at the Hotel Downey, Lansing. The purpose being to formulate a plan to work together in securing needed legislation on the subject of peddlers, itinerant merchants, etc. At this time Mr. Sperry and Mr. Hammond will decide upon the dates of the group meetings and the same to be announced in our next news letter.

We all appreciate the service rendered by Mr. Christian as first President of our Association. We are pleased to acknowledge receipt of an elegant 10 x 13, beautifully framed photograph of Mr. Christian to adorn the wall of the headquarter's office. We are celebrating the event by a thorough house cleaning; and with some carpet on the floor. In the near future we hope to have similar pictures of "Joe" and "John" and "Ben" and other portraits of presidents.

The Pontiac police have out a circular on James H. Martin, who is described as follows: Age 23, height 5 feet 10½ inches, weight 135 pounds, dark brown hair pompadour style (sometimes parted in the middle) wearing side burns, shell rim glasses, blue eyes, mustache when last seen in Pontiac, real slender build, long face, neatly dressed, Shiek type, tattoo mark on left forearm. Has wonderful personality. Is confirmed confidence man. Hold warrant for forgery having forged over \$500 worth of checks in Pontiac. Passes as owner of Atlas Cartage Company.

Wife is described as follows: 5 feet 6 inches tall, 105 pounds, slender build, light brown hair, bobbed, flashy dresser, light complexion, blue eyes, pleasing personality, flapper type. Signs herself Mrs. H. Martin. Hold warrant for her arrest.

A Pontiac member reports that R. A. Saunders floated several certificates of deposit on a private bank in Frederick, Michigan. Operated under name of J. L. Kelley Co., Detroit and purported to be in the building business. Lumber dealers and bankers have accepted \$70,000 worth of worthless paper.

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

Good News About Good Roads.

Boyne Boyne City, Sept. 16.—The County Road Commissioners are congratulating themselves on the completion of 3½ miles of standard class A road, filling out the gap in the road between Boyne City and Charlevoix on the South side of Pine Lake, by way of Ironton ferry. This gives a good drive all the way around Pine Lake proper, taking in all the attractions on the Boyne City end of the lake. The course of the Boyne City Golf Club, Hayden's Point, Resort Park and Whiting Park are on the South side of the lake. Leaving Boyne City on the North road is Young State park, Park of the Pines and the little New England village of Hortons Bay.

The Road Commissioners this spring turned down the lowest contractor's

bid on this road of \$16,000 for the strip. To date they have spent \$11,000 on its construction with less than \$1,000 worth of work to do. Included in the \$11,000 is rental for county road machinery used in the construction and turned back for renewal. The Commissioners think they have earned their salaries this year.

The Elmira hill on M 13, which for years has been a terror to tourists traversing the road in either direction, will soon be a thing of the past. Not the hill, of course. That is as nearly eternal as anything mundane can be, but the narrow, steep, tortuous road, by which the public was obliged to negotiate this 500 feet drop will be replaced by a broad, well made grade, of easy curves and grades, along the buttresses that support the plateau. Because there are many beautiful little brooks of the purest water crossing this short stretch, we predict that in the years to come, tourists will make this a stopping place and the glades will be filled with campers. The more so as a pretty creek, the home of the speckled trout, skirts the base of the bluff for several miles. Maxy.

Free Parking Space For Merchandise Deplored.

Chicago, Sept. 16.—"For how long a time are you willing to let merchandise have free parking space on your shelves?" asks a recent report of the Schreffler Efficiency Company of this city.

"Some one has figured out an amusing illustration of turnover by discussing the automobile parking business. An analysis of figures showed that the amount of space required to park one car cost a certain dealer \$210 a year, including rental and labor and other overhead. A car parked here at the rate of 25 cents per day would bring in only \$91.25 per year. No profit there. But this man made \$5,000 or \$6,000 a year. He made it because most cars stayed in the parking space only a few hours and this same parking space was rented five or six times a day.

"In other words, turnover did the trick. The cars that made the short stay were the ones that made a profit for the owner of the business. The goods, Mr. Merchant, which make the shortest stay on your shelves, are the ones which bring you profit.

"Can you establish a parking limit on your merchandise? When you receive goods, can you fix a time limit and let the manager of that department know that you expect it to move by that time?

"Note that the auto man has the advantage over the merchant in one respect. As long as the car remains in the parking space, he can collect the price agreed upon. The longer the merchandise stays in your store, the less chance you have of getting the price you expected to get."

"The Boss Is Gone."

Terre Haute, Sept. 16.—When Carl Wolf, one of the leading clothiers in this city, whose store is at 629 Wabash avenue, recently went away for two weeks on his vacation, the force, which he left in full charge of the business for the period, with the privilege of taking full initiative, decided to do just that thing.

It took the initiative with such advertising gusto, in fact, that it raised a considerable splash with a sale that moved an unexpectedly large volume of goods.

The thing that attracted the public was the unconventional name picked for the event, which was called "The-Boss-Is-Gone Sale" and the explanations to which it led in the store advertising from day to day.

There is no place for a walking boss in the scheme of harmony. Take heed from the mother-in-law or third party interference.

What Do Bad Debts Cost?

Personal credit, or the credit extended by a merchant to his customers may affect the entire structure of distribution. If a retailer extends credit in a careless manner, he is apt to suffer great loss and consequently cannot settle with his jobber. If several retailers dealing with one jobber find themselves in the same predicament, the jobber may go "on the rocks," and if many jobbers become insolvent, it spells ruin for some manufacturer. Even the consumer is affected since he pays higher prices because of these failures.

How many retailers have investigated why they sustain losses due to bad accounts? How many make a systematic enquiry into their customers' ability to pay? In his scramble to outdo his competitors in quantity of business, the retailer often forgets all about quality.

Get your customers into the habit of making regular payments, and set their paydays as your paydays. Co-operate with your fellow-merchants and find out how Brown is coming across, and how much Smith owes; then govern yourself accordingly.

Base your credit granting on the three "C's"—Character, Capacity and Capital.

How Did You Catch It?

A well known doctor has ascertained that outbreaks of infectious disease may very easily originate in trees and shrubs and be carried by the insects inhabiting them to neighboring localities.

It appears that in the first place certain prickly plants sometimes harbor living germs known as flagellites, which, though minute in size, have long, prickly, and very active tails. The germs are eaten by insects visiting the plants, and remain alive in their bodies.

Further experiments were made in connection with the deadly disease known as "black sickness," and also with one so-called trypanosoma infections. In both cases it was disclosed that the germs could be "cultivated" on the prickly plants on which the tailed germs were first discovered, and the enormous spread of such diseases in swampy countries where parasitical insects may infect large areas can well be imagined.

Hides, Pelts and Furs.

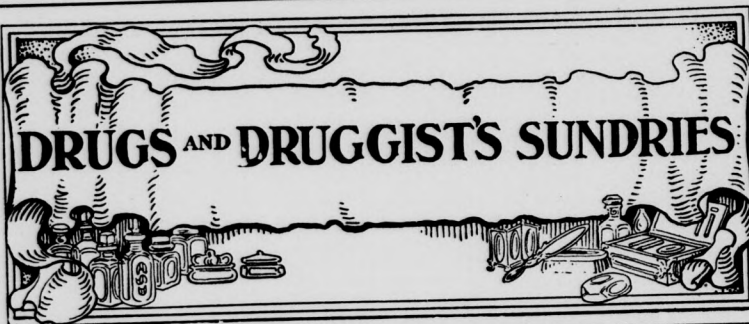
Green, No. 1	07
Green, No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	14
Calfskin, Green, No. 2	12½
Calfskin, Cured, No. 1	15
Calfskin, Cured, No. 2	13½
Horse, No. 1	3 50
Horse, No. 2	2 50

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

Prime	06
No. 1	05
No. 2	04

Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@35

Let us remember that what we do for ourselves dies with us, but what we do for others lives long after we are called hence. Let it be our endeavor to live for the good of others. The greatest good we can do in this old world of ours is the service we can render to our fellowman.



National Association of Retail Druggists Convention.

Plans for the twenty-sixth annual convention of the N. A. R. D., to be held at Washington, D. C., Sept. 22-26, are rapidly assuming definite form, due to the untiring efforts of the convention committee, and one of the most notable conventions of the N. A. R. D. is promised.

The executive committee could not have chosen a more suitable time, as the weather in Washington during the latter part of September and the first part of October is ideal.

Standing at a vantage point in the lofty dome of the Capitol, one gazes with pride over the grandeur of this "city of magnificent distances." Afar one sees the tall white shaft of the Washington Monument, serene in its splendid isolation, and just beyond, the Lincoln Memorial, that consummate expression of American loyalty to freedom and National unity; then your gaze wanders across the expansive Potomac to rest upon the Arlington National Cemetery, where sleep the heroic dead of the Nation—blue, gray and khaki.

Here in 1793, came George Washington to lay the cornerstone of the noble Capitol; here a score or more of Presidents of the United States have assumed their sacred trusts; here have come heroes of the Nation to receive the honors of the people; and from here have been borne illustrious dead whose lives have added to pages of American history.

To visit the White House, to go through the Treasury Building, to explore the Great National Museum, Smithsonian Institution and Congressional Library, to stand reverently in the house where Washington lived and died—is it not an ennobling experience, something every patriotic American owes to himself and family?

Those who revel in old history will, of course, want to visit Mount Vernon, the home of George Washington, historical Alexandria and the Old Christ church where Washington worshipped, the Lee Curtis mansion at Arlington, and the house where the immortal Lincoln died.

The National Capital is known the world over for its beautiful parks and monuments, which will be interesting to the visitor.

The District of Columbia druggists are desirous of having anyone interested in the profession of pharmacy, come to the National capital, learn of its hospitalities and be present at the sessions of the convention. It is not necessary for one to be a delegate or even a member of the N. A. R. D. to be welcomed at the annual gathering.

It is expected that delegates will go particularly to attend the various ses-

sions of the convention. They are requested to bring their ladies with them. They will be thrice welcome and are assured an interesting visit. Everyone, however, must have some recreation and the local committee have some plans in mind which will be agreeable to the delegates and their ladies, and which they will enjoy.

Hotel accommodations are superb and the hotel managers have assured the committee there will be ample room and are co-operating with the hotel committee to the fullest extent.

Fighting Malnutrition With Margarine.

Since more than 225,000,000 pounds of margarine were eaten by the people of the United States last year, and since this compound of refined animal and vegetable fats has become established as a staple food, it is important that consumers should be properly informed about its dietetic properties. During the past year, margarine through chemical analysis and feeding experiments, has been subjected to modern scientific tests which have demonstrated beyond question its high nutriment value.

The importance of fats in the human diet has long been recognized. Fats furnish the fuel that keeps the vital organs functioning properly. The invention of margarine has made it possible to utilize as human food wholesome animal and vegetable oils which formerly played little or no part in increasing the world's food supply. Margarine, more than any other food discovery of modern times, has pushed far into the future the spectre of a world famine foreseen by the disciples of Malthus when the world's population grows beyond the limits of sufficient food production.

The most recent advance in dietetics has been due to the discovery of the mysterious growth-promoting elements known as vitamins. Experiments have shown that these elements are contained in margarine, and laboratory tests have proved that margarine may have as high a vitamin content as the best creamery butter. This discovery is of particular importance in the study of child nutrition, for vitamin deficiency is now known to be the chief contributing cause of the malnutrition from which a large proportion of school children suffer to a greater or less degree.

Some parents still cherish the erroneous belief that the only satisfactory way to add vitamins to the diet is through milk and butter. This mistake is due largely to the attempts of dairy interests to identify vitamins exclusively with butter fat and to make the public believe that butter is our main source of vitamin supply. The

fact that vitamins are present in margarine, "the poor man's butter," proves that a beneficent nature has distributed these essential nutrition elements widely and placed them within the reach of all.

The fact is that butter varies widely in its vitamin content, depending upon the age of the cow from which it comes and the food which the animal eats. Winter butter, produced from the cream of a cow that is stall-fed on dry grains and fodder, contains a far lower percentage of vitamins than butter produced when the animal is eating fresh green food. Margarine, on the other hand, being a synthetic product regulated by exact manufacturing processes, makes it possible to control and standardize this vitamin content.

The presence of vitamins in margarine has been officially recognized by the Bureau of Chemistry of the Department of Agriculture in granting to manufactures of margarine permission to print on their packages the words "Contains Vitamins."

The high digestibility of margarine has been reaffirmed by recent laboratory experiments with both human and animal subjects, data resulting from which is now in the possession of the Institute of Margarine Manufacturers.

Take a Chance.

Most of the copy books tell you not to gamble. The copy books are wrong. Go ahead and gamble.

But—gamble for stakes worth while. And I don't mean a table stakes poker game or "Put and take" for 50 cents a spin. Because those stakes aren't really worth while. It's not so much the money you lose—if you lose—but the time you waste.

After all you've got only about twenty or thirty productive years to represent your stake and you ought not to fritter away any of that in poker gambling.

Gamble your time against opportunity! There's a regular game. Play it—and play it hard.

There's been altogether too much bunk written about the poor young man who gets success by plodding along, saving his pennies and being honest, hard-working and faithful.

That young man usually discovers himself still plodding along at fifty, while some apparently reckless gamester sort of individual has copped all the success prizes in reach.

It's the chap who watches for chances—and who, when he finds them, plays them to the limit of his ability, wagers his time and his nerve and his faith in himself on them—that's the lad who grabs the juicy job and lands the corpulent contract.

Half of the biggest business successes of to-day are men who had an idea—and backed it up with everything they had, brains, push, energy, time and the wad, however big or small.

They tossed the whole role on the table and played their cards like plungers. They didn't let old frozen-faced Doubt faze them, and they weren't frightened by black Defeat, they bluffed frowning Fate and made old Destiny lay down his hand.

Why, that sort of gamble makes

poker or craps or mah jongg look as tame as a game of tiddle de winks at the Wednesday Tea of the Ladies' Sewing Circle. It has pinochle, bridge, roulette and the races beaten to a frazzle for excitement and thrills. It's more interesting than speculating in Wall Street.

And it's the one kind of gambling which, if persisted in, is bound to pay in the end. You may lose your stake at a half dozen times playing the wrong hunch, but if you keep up your grit and nerve and watch your chances, you'll eventually pull in a pot that takes both arms to encompass.

Gamble? If there's a spark of pep in you you can't help it. But, I repeat, pick your game.

Berton Braley.

Your Druggist.

Who gives you service night and day?
Your druggist!
Who does this for such paltry pay?
Your druggist!
Who likes to cater to your whim,
Who likes to have you smile at him,
Who is the world's own "Sunny Jim"?
Your druggist!
Who holds your life within his scale?
Your druggist!
Who listens to your woeful tale?
Your druggist!
Who cheers you when you're feelin' blue,
Who makes you better through and through,
Who does this all—for love of you?
Your druggist!
Who listens to you rave and kick?
Your druggist!
Who gives you half your pills on "tick"?
Your druggist!
Who knows that you will never pay,
Who knows that you will run away,
Who'll meet you on the judgment day?
Your druggist!
Who is your counselor and friend?
Your druggist!
Who hates to see your journey end?
Your druggist!
Who has a heart as pure as gold,
Who puts it in each thing that's sold,
Who is the man both young and old?
Your druggist!

Wallace Handerson.

THE UNITED LIGHT AND POWER COMPANY

(Successor to

United Light & Railways Company)
Davenport—Grand Rapids—Chicago

The Board of Directors of The United Light and Power Company has declared the following dividends on the stocks of the Company:

A quarterly dividend of One Dollar and Sixty-three Cents (\$1.63) per share on the Class "A" Preferred Stock, payable October 1, 1924, to stockholders of record September 15, 1924.

A quarterly dividend of One Dollar (\$1.00) per share on the Class "B" Preferred Stock, payable October 1, 1924, to stockholders of record September 15, 1924.

A dividend of Forty Cents (40c) per share on the Class "A" and Class "B" Common Stocks, payable November 1, 1924, to stockholders of record October 15, 1924.

A dividend of one-fortieth (1/40) of one share in Class "A" Common Stock payable November 1, 1924, on each share of Class "A" and Class "B" Common Stock of record October 15, 1924.

Transfer books will not be closed.

L. H. HEINKE, Treasurer.
September 2, 1924.



MADE RIGHT—SOLD RIGHT

Fumigators For Mosquitoes.

Powdered Charcoal	16 ozs.
Potassium Nitrate	2 ozs.
Benzoin	4 ozs.
Hard Tolu Balsam	2 ozs.
Insect Powder	4 ozs.
Tragacanth Mucilage	q. s.

Make into a stiff paste with the mucilage, and form into cones weighing about one-dram each.

Effervescent Bath Powder.

Tartaric Acid	10 ozs.
Sodium Bicarbonate	9 ozs.
Starch	6 ozs.

Mix thoroughly. It may be perfumed with oil of lavender, flowers, or a mixture of this oil of rose geranium. When added to water the alkali and acid react with copious liberation of carbonic acid gas.

I Like a Man Who Likes a Tree.

Written for the Tradesman.

I like a man who likes a tree
And want no better company
For such a happy human kind
Is of that happy human kind
Who is content where he may be
And so far forth is like a tree.

I like a man who likes a tree
No further introduction he
Need ever have to win my heart
To me he is the counterpart
Of usefulness and comfort too
And doing good like trees will do.

I like a man who likes a tree
For he's far more of a man to me
And when he sees its blessings there
In some way too desires to share
Whatever gifts his own may be
In helping others like a tree.

The trees we know are friends indeed
They satisfy such human need
In summer shade, in winter fire
With flower and fruit meet all desire
And if a friend to man you'd be
Just take your pattern from a tree.

Charles A. Heath.

HOLIDAY GOODS

NOW ON DISPLAY

The Most Complete Line of

HOLIDAY GOODS

NOVELTIES

BOOKS

STAPLE SUNDRIES, ETC.

Now showing in our Main Building—Oakes & Commerce

St. (in Sundry Room, Second Floor) Grand Rapids, Mich.

Thousands of items to choose from, best line we have ever displayed. A real live one. See the line at once. Better telephone, wire or write us at once when to expect you.

HAZELTINE & PERKINS DRUG
COMPANY

Grand Rapids

Michigan



Walker
MUSKEGON
MICHIGAN

Makes
Good
Chocolates

Brooks
Valeur
BITTER SWEETS

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow	6 50@6 75	Cinchona	2 16
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85@1 20	Colchicum	2 1 80
Boric (Xtal)	15 @ 25	Lemon	1 50@1 75	Cubebs	2 3 00
Carbolic	40 @ 47	Linseed, bld. bbl.	1 17@1 30	Digitalis	2 1 80
Citric	59 @ 70	Linseed, bld. less 1	1 17@1 30	Gentian	2 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	1 08	Ginger, D. S.	2 1 80
Nitric	9 @ 15	Linseed, ra. less 1	1 15@1 28	Gualac	2 2 20
Oxalic	15 @ 25	Mustard, artifi. oz.	60	Gualac, Ammon.	2 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35@1 50	Iodine	2 95
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	2 1 50
Ammonia		Olive, Malaga,	2 75@3 00	Iron, Clo.	2 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga,	2 75@3 00	Kino	2 1 40
Water, 18 deg.	8 1/2 @ 12	green	2 75@3 00	Myrrh	2 2 50
Water, 14 deg.	8 1/2 @ 12	Orange, Sweet	4 50@4 75	Nux Vomica	2 1 55
Carbonate	20 @ 25	Organum, pure	2 50@2 75	Opium	2 3 50
Chloride (Gran.)	10 1/2 @ 20	Organum, com'l	1 00@1 20	Opium, Camp.	2 3 50
Balsams		Pennyroyal	3 00@3 25	Opium, Deodor'd	2 3 50
Copaiba	60@1 00	Peppermint	7 00@7 25	Rhubarb	2 1 70
Fir (Canada)	2 55@2 80	Rose, pure	10 50@10 90		
Fir (Oregon)	65@1 00	Rosemary Flowa	1 25@1 50	Paints.	
Peru	3 00@3 25	Sandalwood, E.	10 00@10 25	Lead, red dry	14 1/2 @ 15 1/4
Tolu	3 00@3 25	Sassafras, true	2 50@2 75	Lead, white dry	14 1/2 @ 15 1/4
Barks		Sassafras, arti'l	80@1 20	Lead, white oil	14 1/2 @ 15 1/4
Cassia (ordinary)	25 @ 30	Sassafras, true	2 50@2 75	Ochre, yellow bbl.	2
Cassia (Saigon)	50 @ 60	Sassafras, arti'l	80@1 20	Ochre, yellow less 2 1/2	6
Sassafras (pw. 50c)	55	Spearment	4 00@4 25	Red Venet'n Am.	3 1/2 @ 7
Soap Cut (powd.)	18 @ 25	Sperm	1 80@2 05	Red Venet'n Eng.	4 @ 8
30c		Tansy	6 00@6 25	Putty	5 @ 8
Berries		Tar, USP	50 @ 65	Whiting, bbl.	4 1/2 @ 4 1/2
Cubeb	25 @ 30	Turpentine, bbl.	1 03@1 16	Whiting	5 1/2 @ 10
Flash	25 @ 30	Turpentine, less	1 03@1 16	L. H. P. Prep.	2 80@3 00
Juniper	7 @ 15	Wintergreen,	6 00@6 25	Rogers Prep.	2 80@3 00
Prickly Ash	7 @ 15	leaf	6 00@6 25		
Extracts		Wintergreen, sweet	3 00@3 25	Miscellaneous	
Licorice	60 @ 65	Wintergreen, art.	80@1 20	Acetalid	47 @ 55
Licorice powd.	1 @ 100	Wormseed	7 50@7 75	Alum	08 @ 12
Flowers		Wormwood	6 00@6 25	Alum. powd. and	09 @ 15
Arnica	25 @ 30			ground	09 @ 15
Chamomile (Ger.)	20 @ 25	Potassium		Bismuth, Subni-	3 70@3 90
Chamomile Rom.	1 75	Bicarbonate	35 @ 40	trate	
Gums		Bichromate	15 @ 25	Borax xtal or	07 @ 13
Acacia, 1st	50 @ 55	Bromide	59 @ 75	powdered	07 @ 13
Acacia, 2nd	45 @ 50	Bromide	54 @ 71	Cantharades, po.	2 00@2 25
Acacia, Sorts	20 @ 25	Chlorate, gran'd	23 @ 30	Calomel	1 79@1 99
Acacia, Powdered	35 @ 40	Chlorate, powd.	16 @ 25	Capsicum, pow'd	48 @ 55
Aloes (Barb Pow)	25 @ 35	or Xtal	16 @ 25	Carmine	6 00@6 60
Aloes (Cape Pow)	25 @ 35	Cyanide	30 @ 50	Cassia Buds	25 @ 30
Aloes (Soc. Pow.)	65 @ 75	Iodide	4 66@4 86	Cloves	50 @ 55
Asafoetida	65 @ 75	Permanganate	20 @ 30	Chalk Prepared	14 @ 16
Pow.	1 00@1 25	Prussiate, yellow	65 @ 75	Chloroform	55 @ 65
Camphor	1 05@1 15	Prussiate, red	1 @ 100	Chloral Hydrate	1 35@1 85
Gualac	70	Sulphate	35 @ 40	Cocaine	10 60@11 25
Gualac, pow'd	70	Roots		Cocoa Butter	50 @ 75
Kino	85	Alkanet	25 @ 30	Corks, list, less	40 @ 50
Kino, powdered	85	Blood, powdered	35 @ 40	Copperas	2 1/2 @ 10
Myrrh	60	Calamus	35 @ 60	Copperas, Powd.	4 @ 10
Myrrh, powdered	65	Elecampane, powd	25 @ 30	Corrosive Sublim	1 43@1 64
Opium, powd.	19 65@19 92	Gentian, powd.	20 @ 30	Cream Tartar	30 @ 35
Opium, gran.	19 65@19 92	Ginger, African,	30 @ 35	Cuttle bone	40 @ 50
Shellac	90 @ 1 10	powdered	30 @ 35	Dextrine	6 @ 15
Shellac Bleached	1 00@1 10	Ginger, Jamaica	60 @ 65	Dover's Powder	3 50@4 00
Tragacanth, pow.	1 75 @ 25	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Tragacanth	1 75 @ 25	Ginger, Jamaica,	60 @ 65	Emery, Powdered	8 @ 10
Turpentine	25	powdered	55 @ 60	Epsom Salts, bbls.	3 @ 3
Insecticides		Goldenseal, pow.	5 50@6 00	Epsom Salts, less 3 1/2	10 @ 10
Arsenic	15 @ 25	Ipecac, powd.	3 @ 50	Ergot, powdered	75
Blue Vitriol, bbl.	7 @ 07	Licorice	35 @ 40	Flake, White	15 @ 20
Blue Vitriol, less 3 1/2	1 @ 10	Licorice, powd.	20 @ 30	Formadehyde, lb.	14 1/2 @ 30
Bordeaux Mix Dry	14 @ 29	Oris, powdered	30 @ 40	Gelatine	1 25@1 50
Hellebore, White	20 @ 30	Poke, powdered	35 @ 40	Glassware, less 55%	
powdered	20 @ 30	Rhubarb, powd.	1 00@1 10	Glassware, full case 60%	
Insect Powder	75 @ 85	Sarsaparilla, Hond.	1 @ 100	Glauber Salts, bbl.	03 1/2 @ 10
Lead Arsenate Po.	26 @ 35	ground	1 @ 100	Glauber Salts less 04 1/2	10
Lime and Sulphur	8 1/2 @ 24	Sarsaparilla Mexican,	60 @ 60	Glue, Brown	21 @ 30
Dry	8 1/2 @ 24	ground	35 @ 40	Glue, Brown Grd	15 @ 20
Paris Green	32 @ 48	Squills, powdered	35 @ 40	Glue, white	27 1/2 @ 35
Leaves		Squills, powdered	35 @ 40	Glue, white grd.	25 @ 35
Buchu	1 35@1 50	Tumeric, powd.	17 @ 25	Glycerine	23 1/2 @ 45
Buchu, powdered	1 @ 50	Valerian, powd.	40 @ 50	Hops	65 @ 75
Sage, Bulk	25 @ 30	Seeds		Iodine	6 45@6 90
Sage, 1/4 loose	40 @ 40	Anise	35 @ 40	Iodoform	7 35@7 65
Sage, powdered	35 @ 40	Anise, powdered	35 @ 40	Lead Acetate	18 @ 25
Senna, Alex.	75 @ 80	Bird, ls	13 @ 17	Mace	1 @ 10
Senna, Tinn.	30 @ 35	Canary	13 @ 20	Mace, powdered	1 @ 15
Senna, Tinn. pow.	25 @ 35	Caraway, Po.	50 @ 60	Menthol	18 00@18 25
Uva Ursi	20 @ 25	Cardamon	2 @ 25	Morphine	11 18@11 93
Oils		Celery, powd.	45 @ 50	Nux Vomica	30 @ 30
Almonds, Bitter,	7 50@7 75	Coriander pow.	35 @ 40	Nux Vomica, pow.	17 @ 25
true	7 50@7 75	Dill	12 1/2 @ 20	Pepper black pow.	32 @ 35
Almonds, Bitter,	4 00@4 25	Fennell	25 @ 40	Pepper, White	40 @ 45
artificial	4 00@4 25	Flax, ground	07 1/2 @ 12	Pitch, Burgundry	10 @ 15
Almonds, Sweet,	80 @ 1 20	Foenugreek pow.	15 @ 25	Quassia	12 @ 15
true	80 @ 1 20	Hemp	8 @ 15	Quinine	72 @ 1 33
Almonds, Sweet,	60 @ 1 00	Lobelia, powd.	15 @ 25	Rochelle Salts	30 @ 35
imitation	60 @ 1 00	Mustard, black	20 @ 25	Saccharine	30 @ 30
Amber, erude	1 50@1 75	Mustard, yellow	15 @ 25	Salt Peter	11 @ 22
Amber, rectified	1 75@2 00	Poppy	22 @ 25	Selditz Mixture	30 @ 40
Anise	1 00@1 25	Quince	1 75@2 00	Soap, green	15 @ 30
Bergamont	5 75@6 00	Rape	15 @ 20	Soap mott cast.	22 1/2 @ 25
Cajeput	1 50@1 75	Sabadilla	23 @ 30	Soap, white castile	10 @ 30
Cassia	3 50@3 75	Sunflower	11 1/2 @ 15	case	
Castor	1 90@2 15	Worm, American	30 @ 40	Soap, white castile	10 @ 30
Cedar Leaf	1 75@2 00	Worm, Levant	6 @ 50	less, per bar	1 @ 30
Citronella	1 50@1 75	Tinctures		Soda Ash	3 1/2 @ 10
Cloves	3 25@3 50	Aconite	2 @ 80	Soda, Bicarbonate	3 1/2 @ 10
Cocanut	25 @ 35	Aloes	1 @ 45	Soda, Sal	03 @ 08
Cod Liver	1 65@1 85	Arnica	1 @ 10	Spirits Camphor	1 @ 15
Croton	2 00@2 25	Asafoetida	2 @ 40	Sulphur, roll	3 1/2 @ 10
Cotton Seed	1 50@1 75	Belladonna	2 @ 35	Sulphur, Subl.	04 @ 10
Cubebs	7 50@7 75	Benzoin	2 @ 10	Tamarinds	20 @ 25
Eige-on	3 00@3 25	Benzoin Comp'd	2 @ 65	Tartar Emetic	70 @ 75
Eucalyptus	1 25@1 50	Buchu	2 @ 55	Turpentine, Ven.	50 @ 75
Hemlock, pure	2 00@2 25	Cantharades	2 @ 85	Vanilla Ex. pure	1 75@2 25
Juniper Berries	2 75@3 00	Capsicum	2 @ 20	Vanilla Ex. pure	2 50@3 00
Juniper Wood	1 50@1 75	Catechu	1 @ 75	Zinc Sulphate	06 @ 15
Lard, extra	1 50@1 70				
Lard, No. 1	1 25@1 45				

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

Barley
Scotch Peas

DECLINED

Gasoline
Lard
Boiled Hams
Lemon Peel
Orange Peel
Twine

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, 5 lb., doz. ----- 5 20
Rocket, 16 oz., doz. 31 20
Rocket, 5 lb., doz. 1 25

BEECH-NUT BRANDS.



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

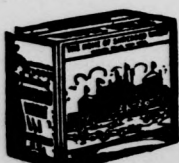


BLUING

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

BREAKFAST FOODS

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



Shred. Wheat Biscuit

Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

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

BRUSHES

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

Shaver

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

No. 4-0

No. 20 ----- 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 ----- 9 00
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 80
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 10@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 25
Peaches, No. 2 1/2 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 2 1/2 Mich 5 50@6 50
Pineapple, 1 sl. 1 80@2 00
Pineapple, 2 br. sl. 2 75@2 85
Pineapple, 2 1/2 sl. 3 80@4 25
Pineapple, 2 cru. ----- @2 90
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'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 60
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 5 75@6 00
Sardines, 1/4 Oil, K'less 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2s 3 10
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska ----- 3 10
Salmon, Pink Alaska ----- 1 75
Sardines, Im. 1/4, ea. 10@23
Sardines, Im. ----- 1 65@1 80
Tuna, 1/2 Albocore ----- 95
Tuna, 1/2s Curtis, doz. 2 20
Tuna, 1/2s Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 40
Bacon, Lge. Beechnut 4 05
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sli 1 25
Beef, No. 1/2, Qua. sli. 1 75
Beef, 5 oz., Qu., sli. 2 50
Beef, No. 1, B'nut. sli. 5 10

Beefsteak & Onions, s 2 75

Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60

Hamburg Steak & Onions, No. 1

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
Quaker, 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 60@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@13 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20@1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan. 1 60@2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, 1b 45
Mushrooms, Hotels ----- 38
Mushrooms, Choice ----- 45
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 65@1 80
Peas, No. 2, Sift. -----
June ----- 1 90@2 10
Peas, No. 2, Ex. Sift. -----
E. J. ----- 2 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
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 35
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 45
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 85
Nedrow, 10 1/2 ----- 1 40

CHILI SAUCE

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 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
Kraft, 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 24
New York Full Cream 26
Sap Sago ----- 35

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
Spearmint, 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 ----- 32
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
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
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 ----- 23
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 ----- 39
Gautemala ----- 44
Java and Mocha ----- 41
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 25
Quaker, Baby, 8 doz. 4 15
Quaker, Gallon, 1/2 doz. 4 10
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 ----- 75 00
Harvester Record B. ----- 75 00
Harvester Delmonico ----- 95 00
Harvester Perfecto ----- 37 50
Webster's ----- 75 00
Webster Savoy ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 00
Starlight P-Club ----- 150 00
La Azora Agreement 58 00
La Azora Washington 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine Imperial ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana
Specials, 1-20, per M 75 00
Quality First Stogie 18 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 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

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

Lozenges.

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

Hard Goods.

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

Cough Drops

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples

Evap. Choice, bulk ----- 15

Apricots

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

Citron

10 lb. box ----- 48

Currants

Package, 14 oz. ----- 17
Greek, Bulk, lb. ----- 16

Peaches

Evap., Choice, unp. ----- 15
Evap., Ex. fancy, P. P. 18

Peel

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

Raisins

Seeded, bulk, Calif. ----- 09 1/2
Seeded, 1/2 oz. pkg. ----- 11 1/2
Seedless, Thompson ----- 09 1/2
Seeded, 15 oz. pkg. 10 1/2 @ 11

California Prunes

10 @ 80, 2 5lb. boxes ----- @08
60 @ 10, 2 1b. boxes ----- @09 1/2
60 @ 10, 2 1b. boxes ----- @11
40 @ 10, 2 1b. boxes ----- @14 1/2
50 @ 10, 2 1b. boxes ----- @14
20 @ 10, 2 1b. boxes ----- @12

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06 1/2
Cal. Limas ----- 10
Brown, Swedish ----- 08 1/2
Red Kidney ----- 08 1/2

Farina

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

Hominy

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

Macaroni

Domestic, 20 lb. box ----- 09
Armours, 2 doz., 8 oz. 1 80
Fould's, 2

Jello-O, 3 doz	3 45	Pint, Jars, dozen	2 75
Knox's Sparkling, doz.	2 25	4 oz. Jar, plain, doz.	1 30
Knox's Acidu'd, doz.	2 25	5 1/2 oz. Jar, pl., doz.	1 60
Minute, 3 doz.	4 05	9 oz. Jar, plain, doz.	2 30
Plymouth, White	1 55	20 oz. Jar, Pl. doz.	4 25
Quaker, 3 doz.	2 70	3 oz. Jar, Stu., doz.	1 35
		6 oz. Jar, stuffed, doz.	2 50
		9 oz. Jar, stuffed, doz.	3 50
		12 oz. Jar, Stuffed,	
		doz.	4 50@4 75
		20 oz. Jar, stuffed doz.	7 00

HORSE RADISH

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

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 75
 Imitation, 30 lb. pails ----- 1 90
 Pure 6 oz. Asst., doz. ----- 1 20
 Buckeye, 22 oz., doz. ----- 2 20

JELLY GLASSES

1 ea., per doz. ----- 35

OLEOMARGARINE

Kent Storage Brands.

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

Swift Brands.

Gem Nut ----- 24

Special Country roll ----- 27

Van Westenbrugge Brands

Carload Distributor



Nucoa, 1 lb. ----- 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

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 ----- 20

Fancy mixed ----- 20

Filberts, Sicily ----- 15

Peanuts, Virginia, raw ----- 11 1/2

Peanuts, Vir. roasted ----- 13

Peanuts, Jumbo, raw ----- 13

Peanuts, Jumbo, rstl ----- 15

Pecans, 3 star ----- 23

Pecans, Jumbo ----- 24

Walnuts, California ----- 28

Salted Peanuts.

Fancy, No. 1 ----- 17

Jumbo ----- 23

Shelled.

Almonds ----- 48

Peanuts, Spanish, ----- 16

125 lb. bags ----- 32

Filberts ----- 32

Pecans ----- 90

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

Dry Salt Meats

S P Bellies ----- 18 00@20 00

Lard

Pure in tierces ----- 15 1/2

60 lb. tubs ----- advance 1/4

50 lb. tubs ----- advance 1/4

20 lb. pails ----- advance 1/4

10 lb. pails ----- advance 1/4

5 lb. pails ----- advance 1

3 lb. pails ----- advance 1

Compound ----- 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 ----- 38 @39

California Hams ----- 13@ 14

Picnic Boiled ----- 30 @32

Boiled Hams ----- 34 @36

Minced Hams ----- 14 @15

Bacon ----- 18 @30

Boneless Beef

Rump, new ----- 23 00@24 00

Condensed No. 1 car. ----- 2 00

Condensed Bakers brick ----- 3 00

Moist in glass ----- 8 00

Pig's Feet

1/4 bbls. ----- 2 50

1/4 bbls., 35 lbs. ----- 4 00

1/4 bbls. ----- 7 00

1 bbl. ----- 14 15

Tripe.

Kits, 15 lbs. ----- 90

1/4 bbls., 40 lbs. ----- 1 60

3/4 bbls., 80 lbs. ----- 3 00

Hogs, per lb. ----- @42

Beef, round set ----- 14@26

Beef, middles, set ----- 25@30

Sheep, a skinn ----- 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 Fam. ----- 2 50

Quaker, 18 Regular ----- 1 85

Quaker, 12s Family N ----- 2 75

Mothers, 12s, 18 Num ----- 3 25

Silver Flake, 18 Reg. ----- 1 60

Sacks, 90 lb. Jute ----- 3 30

Sacks, 90 lb. Cotton ----- 3 40

RUSKS.

Holland Rusk Co.

Brand ----- 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, bbs. ----- 1 80

Granulated, 100 lbs. cs ----- 2 00

Granulated, 36 2 1/2 lb. ----- 2 25

COD FISH

Middles ----- 15 1/2

Tablets, 1 lb. Pure ----- 19 1/2

Tablets, 1/2 lb. Pure ----- 1 40

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.

2 in 1, Paste, doz. ----- 1 35

E. Z. Combination, dz. ----- 1 35

Dri-Foot, doz. ----- 2 00

Bixby, Doz. ----- 1 35

Shinola, doz. ----- 90

STOVE POLISH.

Blackline, per doz. ----- 1 35

Black Silk Liquid, dz. ----- 1 40

Black Silk Paste, doz. ----- 1 25

Enamaline Liquid, dz. ----- 1 35

Enamaline Liquid, per doz. ----- 1 49

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

Stovall, 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 -----

Butter Salt, 280 lb. bbl ----- 4 50

Blocks, 50 lb. ----- 42

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 ----- 4 20

A-Butter ----- 4 20

AA-Butter ----- 4 20

Plain 50-lb. bbls. ----- 52

No. 1 Medium bbl. ----- 2 75

Tecumseh 70-lb. farm ----- 92

sk. ----- 2 35

Cases, Ivory, 24-2 cart ----- 26

Bags 25 lb. No. 1 med. ----- 26

Bags 25 lb. Cloth dairy ----- 76

Bags 50 lb. Cloth dairy ----- 76

Rock "C" 100-lb. sacks ----- 70

SOAP

The Art of Being Good-Humored.

Good humor is a wonderful business asset. An expert on retail selling has this to say on the subject: "If you are always good-humored, everybody will like you. If you are not good-humored it makes no difference how efficient you are, nobody will like you."

If nobody likes a man, he has a heavy handicap. He may succeed in retail business, but he'll have to keep off the floor. Even then he will miss getting a great deal of business. There are people born with placid dispositions. Nothing seems to ruffle them. They are always even in temper. A great many are uneven. They will start the morning in a good humor. Then a series of mishaps occur, and by noon they are snapping at people. This won't do in business. When things begin to go wrong there is a fatality that seems to hang over everything. That is the time to keep your temper.

There is a general belief that young people are less crotchety than older people. There may be something in this, but they have not yet learned the mechanics of good humor. The older man has had too many bumps, and lost too much business. A young business man once entered the establishment of a well-known merchant, prepared to give him a very fair order. He wanted to talk with the proprietor himself and sought him out. The proprietor was engaged in an argument with an unreasonable customer. He was keeping his temper admirably, answering the unreasonable customer's innuendoes with fair statements, and the young bystander was thoroughly in sympathy with the merchant. The argumentative customer had come in for an argument, and nothing would stop him. Finally he ran out of verbal ammunition and left the store, saying that he would never deal there again.

The boss turned aside without comment. At this point the young business man stepped up to him and was about to compliment him upon his control of temper.

"Don't bother me now," said the boss brusquely. Of course he was raging internally, and with full justification. But if he had to say something, he should have said it to the unreasonable customer before the latter left the store. He took it out on the innocent bystander. The proprietor recovered almost instantly, and turned to wait on the newcomer. This young man was deeply offended. He never forgot and he never forgave. There are men who have a ready laugh as defensive armor, and it makes a good one. That is where the big merchant made a slip. In business these slips are costly.

You see some queer things in the business world. There was a dealer who was always interested in the problems of young merchants. He had a kindly face. Kindliness beamed from his every feature. He meant it. Young men gravitated to him naturally with their problems. He would mull them over, take them very much to heart, and sometimes call a man up at his home, saying: "I think I see how you can rectify that difficulty."

Of course, going to all this trouble endeared him to the younger men. One of them called on him one day

to thank him for something, and the older man passed him with a blank face and without a word. The young man was dumfounded.

"What's the matter with Soandso?" he asked of a passing clerk.

"Oh, you mustn't mind him."

"But what's the matter with him?"

"Nobody knows. He gets that way now and then."

"It's an infernally bad way to get," snarled the younger man as he left the store.

This happened a great many times. It was unfortunate, but it was true.

"Some timey," the girls call it.

"I can understand a friendly man," remarked a student of human nature, "and I can understand a crabbed man. But that fellow yonder will pass you by one day without speaking to you, and the next day he will almost break his neck to be chummy with you. I don't understand him."

Being a professional joker isn't the solution. The professional joker has many friends, but very often he pulls the wrong joke or springs it at the wrong time, and he gets into trouble. The chap who is always "kidding" runs certain risks. You can't always tell how the man being "kidded" is going to take it. Many a friendship has split on that rock.

The man who comes into a retail shop is going to be a customer then or possibly at some future time. He is going to put money into the pockets of the proprietor. It should be easy to meet him with good humor. Usually it is. But sometimes he comes in at the wrong time, wants to ask questions about nothing in particular, and is really a nuisance.

Take things coolly.

There's where the danger looms.

Take the time to muster up a laugh before you speak. There is a great deal sometimes in saying nothing.

What a business man needs is what a young pitcher needs.

We can put it in one word—control.

Dresses Are Doing Well.

In both sleeved and sleeveless models, dresses are selling more freely for Fall than had been generally expected. With the new mantles and capes, they are favored particularly for wear to teas, bridge and mah jong parties and other indoor functions, as well as for street wear until colder weather comes. Silk dresses are topping the demand just now, with satins the most favored materials. The favor with which dresses are generally regarded was said yesterday by a well-known factor in the trade to be due largely to the excellent models the designers have turned out this season. In these garments, it was further said, more progress has been made from the style point of view than in any other kind of apparel for women.

More Appropriate.

The young hopeful of the family was just entering the age of late nights and notions.

One morning after late hours the night before, the youth announced: "Paw, I've a notion to raise chickens."

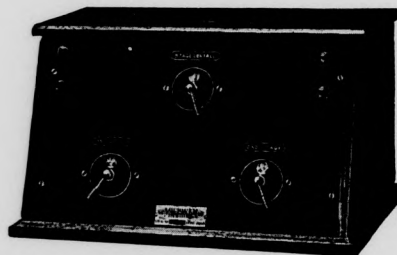
Paw drew his eyebrows together and gruffly commented:

"Better try owls. Their hours would suit you better."

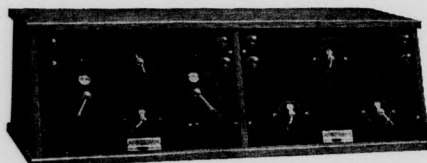
Sets that Sell Quickly and Stay Sold



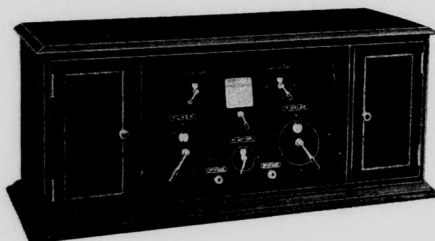
MRC-2. Michigan Midget
One Detector and one-stage Amplification ----- **\$32.50**



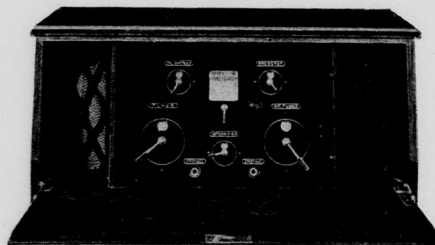
MRC-11. Michigan Midget
2-stage Amplifier ----- **\$30.00**



MRC-12. Detector and 2-
stage Amplifier ----- **\$57.00**



MRC-3. Michigan Detector
and two-stage Amplification **\$87.50**



MRC-4. Michigan "DeLuxe" 4 Tube
Receiver. The most beautiful set in America ----- **\$150.00**

Last season we were never able to catch up with the demand for Michigan Sets. Factory space was doubled — and still the same conditions.

Of all the thousands of sets shipped out and sold, returns from all electrical causes were less than one set for each 1000 shipped. What does that mean to the dealer — few returns, less expense, more profits.

The 1924-5 line is the most advanced electrical—most reasonably priced and the most beautiful in America.

Write for illustrated folder.

Licensed under Armstrong Pat. 1,113,149 and Letters of Patent Pending 807,388.

Michigan Radio Corporation
Grand Rapids, Michigan

Official Report From State Dry Goods Association.

Lansing, Sept. 16—During the month of August there was issued from the headquarter's office a twenty page printed bulletin which was mailed to our members about Aug. 10. We took into consideration that August is a dull month with retailers and that many of our members were taking their vacation part of this time. This is our reason in part for not issuing a news letter as formerly. This will not happen again. At a meeting of the directors and other members at Flint the other day, we were a little surprised and pleased to learn that several of our members actually missed the weekly communications which have been sent out during the five years of our existence.

The bulletin question was talked over in all of its angles and we came to the conclusion that Mimeograph Bulletins after all were appreciated and is a good method to continue. Our bi-monthly printed bulletin will appear in October. This we hope to make as good, if not better than No. 1. We found also to our surprise and a little to our disappointment that some of our aggressive members had not read our printed bulletin. We hope that you will dig it out of the mass of printed matter on your desk and save it, at least, for future reference. We have some letters complimenting us on the issuing of the new bulletin, but we will wait for the reaction on future issues before getting conceited over this new venture. You may expect the news letter more frequently than during the last month.

We had a directors meeting at Flint on Sept. 5, at which were present several directors, ex-directors and a fine attendance from Flint and surrounding towns, Saginaw, Lapeer, Pontiac and elsewhere. Mr. Sperry was delighted with the co-operation and interest shown. In order that the question of the location of Group Meetings could be properly settled the meeting first decided on the location of the next annual convention. After a full discussion Port Huron was selected. The fact that Port Huron is on one side of the State was not overlooked, but the roads are fine and many of our loyal members in the Thumb Country have traveled long distances to attend our conventions. West side of the State should be equally favored in the future.

After making this decision four group meetings were voted to be held in October. The dates to be determined later. One will be at the Huron Hotel, Ypsilanti, one at the Hotel Burdick, Kalamazoo, (or Post Tavern, Battle Creek), one at the Occidental Hotel, Muskegon, and one in some desirable auditorium in Cadillac.

The general plan will be to have a 6 o'clock dinner, an inspirational speaker who will not occupy more than twenty or twenty-five minutes, and the usual question box and round table discussions. Every effort will be made to get out a good attendance and make these meetings as practical as possible. It was further decided to hold a larger group meeting sometime during the winter at the Hotel Durant at Flint. You may expect definite information regarding this plan in the near future.

The troublesome question, peddlers, itinerant merchants, canvassers, etc., was discussed at length at this meeting. The manager was directed to communicate with the presidents and secretaries of other retail organizations of the State for the purpose of calling a meeting of said officers to unite in securing an attorney to draft suitable laws to be presented to the Michigan Legislature of 1925. Considering the complexity and obsolete character of the Michigan laws on these questions it seems desirable that an able attorney be employed to carefully study the existing laws in other

states and draft a simple and workable bill for presentation to our legislature.

The purpose of calling a meeting of officers of various retail organizations will be to unite all retail associations in taking care of the expense and also to bring such personal influence as is proper by personal solicitation to the legislators. Naturally this subject will be a live topic at our round table discussions.

We learn through a bulletin issued by the South Dakota Retail Association that a car load of Montgomery Ward & Company catalogues shipped to a certain point in South Dakota was assessed at a valuation of \$5,000 and the company taxed on that basis. The bulletin comments further that the catalogues are as much personal property of the mail order company as a merchant's stock is his property. There is a question in South Dakota whether this tax is legal. We have the promise of the manager of the Association to inform us of the outcome of the case.

Many strangers are going around selling memberships in organizations

which entitle members to buy goods at low prices. Recent investigation has revealed that several of these schemes are frauds. "Go slow on getting interested in plans of this kind."

Jason E. Hammond, Manager.

Corporations Wound Up.

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

Cheyenne Avenue Land Co., Detroit.
Canton Hickey Co., Detroit.
Johns Clothes Shop, Detroit.
Muskegon Sign & Adv. Co., Muskegon.
Monroe Sheet Metal & Welding Co., Detroit.
DeLuxe Film Corporation, Detroit.
Plymouth Ave. Subdivision Co., Detroit.
Williams Dry Goods Co., Pontiac.
Croswell Bridge & Culvert Co., Croswell.
Grinding Process Tool Co., Detroit.
Regal Shoe Co., a Maine corporation.
Ford River Market Association, Ford River Switch.
International Battery Corporation.
Waldorf Cafeteria, Inc., Detroit.
Watson Stabilizer Co., of Detroit, Detroit.
Tau Sigma Fraternity, Detroit.
Hill-Carman Mortgage Co.
Grand Rapids Brush Co., Grand Rapids.
Diamond Drill Carbon Co., Detroit.

Business Wants Department

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

FOR SALE OR TRADE for hardware stock, nice clean stock of clothing and men's furnishings. Invoices \$9,000. J. A. KERR HARDWARE CO., Niles, Mich. 714

WANTED—A live town offers an exceptional opportunity for an up-to-date dry goods and women's ready-to-wear store. Address No. 715, c/o Michigan Tradesman. 715

FOR SALE—A general merchandise business in city of 9,000 inhabitants. Stock will inventory \$2,000. Will sell at 60c on the dollar, or take on partner with \$500.00 to manage. Present owner occupied by other interests. An opportunity for the right man. Address No. 716, c/o Michigan Tradesman. 716

For Sale—Three-story building. Two stores on ground floor. Hotel on second and third floors. Or will trade for city property. F. J. Leach, Coopersville, Mich. 707

For Sale—Well established Coffee Ranch in city of 45,000. Address No. 708, c/o Michigan Tradesman. 708

FOR SALE—600 acres hardwood. Extra fine lot of hickory; saw mill, logging equipment, switch. Good HOME MARKET for hardwood sheathing. The Flomich Co., Daytona, Florida. 710

FOR SALE—Grocery, meats and tinware, stock and fixtures, \$4,500. Annual sales \$40,000. Located in fast-growing suburb. Business has wonderful future. Part cash, balance terms. Address No. 711, c/o Michigan Tradesman. 711

FOR SALE—100,000 4/4 hardwood dry mostly gum. The Flomich Co., Daytona, Florida. 713

FOR SALE—General mercantile business located twenty miles east of Marquette on the D. S. S. & A. Ry. Post office and railway ticket office in connection. Also good real estate adjoining. Owner desires change of location account of wife's health. For further particulars address C. A. Gogarn Co., Deerton, Alger Co., Mich. 697

FOR SALE—Four (4) draw cabinet National cash register. Good as new. A bargain. Write Manton Produce Co., Manton, Mich. 702

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 LEVINSON, Saginaw, Mich.

For Sale Or Trade—Stock of groceries and meats, including modern fixtures, located in one of the best manufacturing cities in Central Michigan. Best of reasons for selling. Will also deal or sell a seven-room modern house, about three blocks from the store. I will consider property in Lansing or Jackson (free and clear), or in other small towns in Central Michigan. Would consider a small farm, free and clear. Address No. 696, c/o Michigan Tradesman for particulars. 696

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

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

HEKMAN'S

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.



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

Container-wrapper holds shape and keeps paper clean to the last sheet. Meets a very definite need among business and professional writers.

If your dealer can't supply you, just pin a dollar Bill to your letter for 5 lb. pack to Dept. B.

Kalamazoo Vegetable Parchment Co.
Kalamazoo, Mich.

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

RANDOM REFLECTIONS.

Promiscuous Voting Wrong in Principle and Practice.

Written for the Tradesman.

Michigan's election mill has ground another primary grist.

An analysis of the grist seems to indicate that Michigan is either a wet state or that the machinery has not registered correctly.

What's your analysis, Mr. Merchant, Mr. Manufacturer, Farmer and Laborer?

Do you believe that a majority of the people or of the dominant party in Michigan are blinded to the economic advantages of dry laws, just because a few outlaws make death-dealing hootch and some poor—or rich—fish imperil their lives for the kinetic kick?

If not, what is the answer?

Is the machinery defective or are the people deficient in its operation?

Or was the endorsement given one group of candidates subordinated to other issues, in which the endorsement of another bloc to other candidates got the best of it?

But, in any event, is it not a pertinent question, whether or not the people can better the means of expressing their will?

The American plan of government operates upon a recognized party system, by which the people indicate their program of National and state policy through a declared preference between political parties with a presumed definite divergence of opinions.

And what of the result of the late primary as recording the choice of the people through party declaration?

The Republican primary vote was unprecedentedly large, the Democratic vote almost extinguished.

In some precincts where the normal vote of the two parties is approximately the same the vote for the Republican candidates was about double the normal and for the Democratic candidates about next to nothing.

The present situation in Michigan is attributable to the distinctly differing policies of the two party organizations, which, however, work together beautifully to bring about the unwieldy dominance of one party and the diminishing power and usefulness of the other.

The Democratic organization policy of disregarding the purpose of the primaries, and picking unopposed candidates in a pre-primary conference, has encouraged Democrats to accede to the solicitation of Republican friends and take part in Republican primaries to the discomfiture of both parties and to an ultimate embarrassment all around.

Individual Democrats here, there and everywhere have voted for favored candidates in the Republican primaries, upon the assumption that they were rendering a personal favor, with no party principle involved. Then, to carry out their good faith, they have voted for the same candidates—and probably others—in the election, until they became more or less Republicans in habit, even though Democrats in principle.

There is no doubt at all that more

Democrats voted for the successful candidates on the Republican ticket than voted for their own party candidates.

Probably the favored candidates think that is good business. But is it?

Can you mix wheat and rye and get a satisfactory product?

In the home town of one of the most worthy of the Republican candidates he received about all of the Democratic votes—something more than 200—while his successful opponent probably received 50,000 Democratic votes in the city of Detroit alone.

This sort of thing was repeated in practically every county and voting precinct in Michigan.

Have the people or either of the parties profited?

Instance Senator Couzens.

He has been in almost continual controversy with the National administration during all of his Senatorial activities.

He has been the most persistent critic of Secretary Mellon's policy, engaged in a personal correspondence controversy and was the instigator of a Senate Committee of Investigation, of which he is the head, and which is about to resume enquiries upon Secretary Mellon's administration of certain of his duties.

He was derided by many of the last Republican county conventions and was ignored—just escaped condemnation—by the Republican State convention.

The candidacy of each of his opponents in the recent primary was based principally upon opposition to Senator Couzens and the premise that he was not "100 per cent. Republican." Hal Smith withdrew from the race and advised all of his friends to support Judge Tuttle upon that issue.

On the night before the primaries Senator Couzens issued a statement in which he asserted that if elected he would support President Coolidge as far as he thought the President was right, and no further.

And here is where the query of this article applies particularly to the effect of the Democratic vote in the primary as it regards Senator Couzens.

Probably 100,000 Democrats in Michigan voted in the Republican primaries.

What would be the natural attitude of Democrats in choosing between a candidate running upon a platform of "100 per cent. Republicanism" and one who had been in frequent and pronounced opposition to the administration and who had repeatedly declared his independence—emphasizing it the night before the primary?

This writer would say that probably nine out of ten of them voted for Couzens.

Th's is by no means an inference that they did it to embarrass the opposing party in whose primary they were participating.

It is simply the natural psychology of the situation.

Some, of course, might be influenced by the wet and dry proposition, but it would not be the controlling influence with the greater number. They were expressing there their habit of

thought in political opposition, yet exercising it in an opposing party primary.

The writer has not the slightest doubt that sufficient Democratic votes were cast to nominate Senator Couzens, and innumerable local candidates in opposition to the Republican preference.

The thing is wrong in principle and practice.

What are the people going to do about it?

Harry M. Royal.

Editor's Note—It is not the practice of the Tradesman to admit political discussion to its columns, but the article above treats of an important problem in a strictly non-partisan way. As a good many readers of the Tradesman, know, Mr. Royal is a Democratic fundamentalist, but he is quite as likely to disagree with his own party upon a matter of organization practice as he is to disagree with some other party in policy.

Town Without Department Store.

What appears to be an unusual opportunity for an enterprising merchant is described in a letter which has reached the Tradesman from the Ashland, Kentucky, Chamber of Commerce. This city has a population of 25,000 and has not a single department store. The surrounding territory from which it draws contains four towns and many villages in the states of Kentucky, Ohio and West Virginia. Within a radius of fourteen miles there is a population of 60,000 to 70,000.

Ashland claims to have doubled her population in the last four years. It is in the center of a rich coal and iron field in the Ohio Valley. A group of local business men, it is said, will be willing to finance the building of a department store of ample size for reliable interests that will stock it and manage it aggressively.

Slipover Sweaters Sell Well.

Slipover sweaters continue leading items in men's and boys' high-grade knitwear, despite the recent prevalence of much cheaper merchandise in these styles. The uniqueness of the patterns which are available in the better grades of slipovers is held to be the factor that has kept them popular. The designs available range all the way from simple effects to the complicated Fair Isle patterns, but in all, brilliance of color in many combinations stands out. The interest of college and high school boys in these sweaters is described as very strong. For the time being, the coat types have been pushed to the background, selling now only to the more conservative consumer.

What He Needed.

A keen-eyed mountaineer led his overgrown son into a country schoolhouse. "This here boy's arter larnin'," he announced. "What's yer bill o' fare?"

"My department, sir," replied the professor, "consists of arithmetic, algebra, geometry and trigonometry."

"That'll do," interrupted the old man, "load him up with trigger-nometry. He's the only poor shot in the family."

One Way To Build Up a Coffee Trade.

In building up a large and lucrative coffee business it seems to me we have two problems to face. First, is your turnover rapid enough to warrant handling bulk coffees? If not, you are in a bad fix. If your turnover is large enough, you can handle bulk coffees profitably. Coffees are a matter of flavor.

We have no trouble in our section of the country in handling coffees and making 35 or 40 per cent. margin on them all the time. They are good and satisfactory. We get good coffees to start with. We either have to have the organization be the judge of these coffees or go to a roaster who will give us what we want. Then we tell our clerks just what we have and demonstrate the coffee to them and convince them first. Then we go a step farther and tell our boys, "We will give you 1 or 2 cents every Saturday night for every pound of our coffee you sell." The result is that we sell about a thousand pounds of our own blend of coffee in bulk every week.

Coffee is an item you cannot sell like canned tomatoes or potatoes or oranges, or things of that kind. You have to start with it gradually and build it up. When you want to put in bulk coffee, put in two or three days special. See that it is sealed. Be particular to grind your coffee in accordance with your customer's pocketbook. Make a guarantee to your customer, that if your coffee doesn't suit, she can bring it back and you will refund the money; and in doing so, find out wherein that coffee did not please that customer. Coffee business built up on that class of business is business that nobody can take away from you.

We have customers who go away for the summer to other states and use other coffees while they are gone, but when they come back, they always want some of our coffee.

In trying to sell families, where we find that a family will use a three-pound sack of coffee in a week, we try to always price our coffee to the customers as three pounds at so much. Forty-two cent coffee, three pounds at \$1.25. Fifty cent coffee, three pounds at \$1.45, or something like that. In that way it is still a profitable item of business with us, instead of being as in most cases one of the unprofitable items.

Francis J. Kamper.

Strawberry Originally Was Known as "Strayberry."

The name of the strawberry is explained by some as applying to the custom of throwing straw on the ground about the plants to keep the fruit clean of the dirt of the soil. The truth of the matter is that the name is not strawberry at all. Originally this fruit was called the "strayberry," from the habits its runners possess of rambling feet away from the parent plant. Gooseberry, again, has nothing to do with "geese." The bush owes its name to its long thorns, resembling those of the gorse, and was originally "gorseberry." The cranberry should really be "craneberry," because of its long, slender stem and branches.