

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 1, 1924

Number 2141

OCT 4 1924 ER

## DEEP RIVERS ARE STILL

SO LONG as the sole object of a man in business is to make money, regardless of native talents—regardless of aptitude for accumulating wealth and spending it wisely, he travels a rough, uncertain course.

Hide his unrest and aimlessness as he may from business associates, he will not hide them from family and close friends.

His powers of concentration are disturbed. He shifts from one interest to another. He lacks the steadiness of a man functioning in the deep channels of inherited genius or outstanding talents.

He tries desperately to rule the unruly spirit within himself. He plunges forward like a stream battling its way through stubborn rocks. His soul is enraged.

Or he has lost a consciousness of worth to the world and of pride in himself. Faith weakens and he wanders.

The man engaged in a business which he loves, who has reached a state of mind which skillfully uses his God-given gifts—regardless of what the world thinks of them—who no longer works to live, but lives to work; is like the peaceful river which after fighting its way down the rocky steep; or wandering through a shallow plain, reaches a channel carved deep by time.

And the current of his life moves still and strong toward the harbor of his destiny.

# SUPPLY THE HOUSEWIVES WITH

## *Parowax*

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

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

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

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



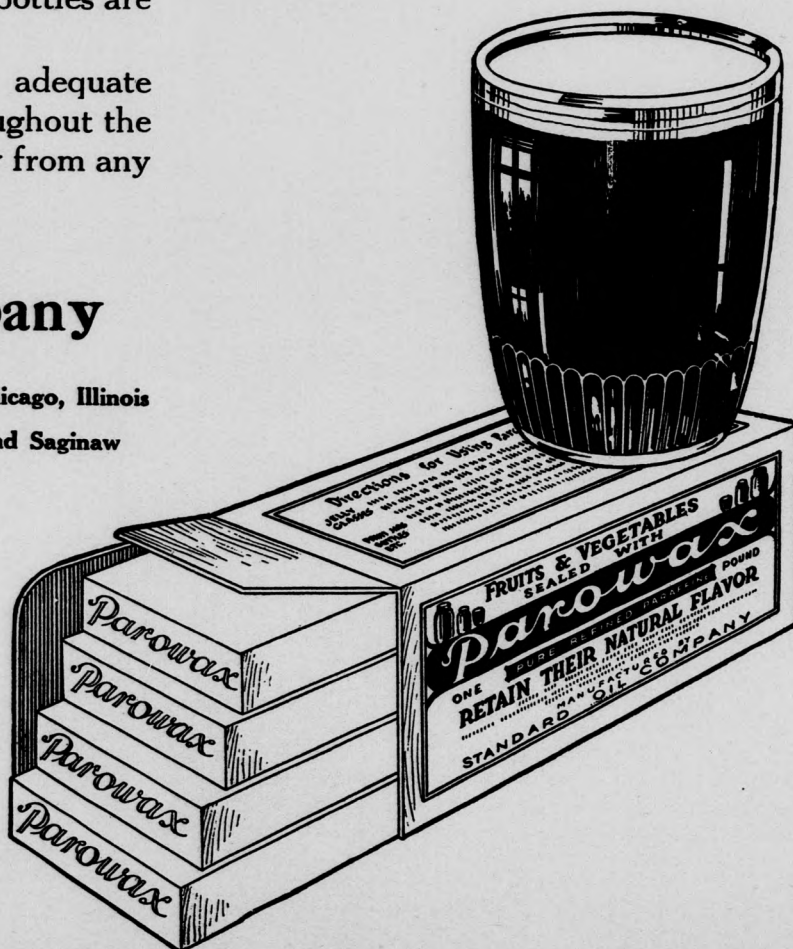
One of these two color counter display cartons is packed in each case of Parowax.

### Standard Oil Company (INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw





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Forty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 1, 1924

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**MICHIGAN TRADESMAN**

(Unlike any other paper.)

Frank, Free and Fearless for the Good  
That We Can Do.  
Each Issue Complete in Itself.DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

**TRADESMAN COMPANY**  
Grand Rapids

E. A. STOWE, Editor.

**Subscription Price.**Three dollars per year, if paid strictly  
in advance.Four dollars per year, if not paid in  
advance.Canadian subscriptions, \$4.04 per year,  
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;  
issues a month or more old, 15 cents;  
issues a year or more old, 25 cents; issues  
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.**THE GREAT BUYING IMPULSE.**

Producer, wholesaler and retailer have one policy nowadays. They are waiting for demands. When these are made manifest the supplies are forthcoming. To prepare much in advance or to buy ahead of orders for a resale does not commend itself as a good business proposition. This may look like an unsatisfactory way of conducting trading, but the results are rather better than might be anticipated. Orders come for small lots, but they are numerous and total up a fairly large volume. Everybody concerned, excepting the retailer, would like to see a different state of affairs, although nobody has yet suggested a workable plan for a change. What rather reconciles the retailer to the present method of piecemeal buying is that it enables him to get along with less working capital. Besides this he is enabled to freshen up his stocks as occasion calls for, and he secures a more frequent turnover which helps profits on investment. The one hardest hit continues to be the producer whose mill or factory is running on reduced time or by fits and starts, to the manifest increase of overhead. He is hedging in the buying of raw materials or delaying their purchase to the last moment, especially when convinced that he will not have to pay higher prices later. He has, however, to be prepared to meet some sudden call for articles that happen to become popular, while restraining himself from acting as though the popularity would continue indefinitely. Making both ends meet is no slight task under such circumstances.

Consumer buying is the great impulse behind whatever business activity may be. If that is strong enough, it sets all the other wheels going. This purchasing by the general public is being studied nowadays with more care than ever before. It is recognized that it has been subnormal for a year

or more, especially among the farming portion of the population, although not confined to that group exclusively. And yet, when purchases of what are supposed to be necessities were at a low ebb, there appeared to be a lot of money available for buying automobiles and radio sets. People seemed to be willing to stint themselves in the matter of raiment in order to indulge in pleasure. There are those, however, who insist that much of the money so spent used to go toward spirituous refreshments in the ante-Volstead days, and so should not be considered as a part of the regular spending reserve. Be that as it may, all the evidences continue to point toward a loosening of the purse strings on the part of the general public for fall and winter buying. This has already shown itself not only in Grand Rapids but in all the other large centers of trade. If maintained, it cannot but have a great influence in wholesale channels as well as in the primary markets. In some instances already there is an apparent scarcity of certain much wanted articles. These are, however, rather the novelties than the staples. When the latter come to their own the general outlook will be much improved. This appears to be only a question of time.

Spain has been beaten to a standstill in Morocco. She is now seeking peace with the native tribes upon virtually the same terms she offered in July, 1923. Her final effort at subjugation, which followed rejection of these terms, her year of fighting under the advantage of a governmental dictatorship, has apparently proved worse than futile, for the tribes, flushed with victory and considering themselves invincible, hope to follow Turkey's example and free themselves from the foreign yoke. Morocco, like Turkey, situated at a strategic point along one of the most important lanes of world commerce, has been dominated politically by the big nations. In 1912 the whole territory, with the exception of the Tangier area, was divided by Spain and France and protectorates imposed. If the natives of the Spanish Rif are able to set up anything like an independent nation, a new deal will be called for involving all the big nations, including the United States—just as was the case with Turkey. A precedent such as was set at Lausanne is apt to go a long way in international politics.

Japan is more "interested," technically speaking, than any other great Power in what goes on in China. All have been compelled, in one way or other, to admit this fact, and such an admission means a great deal in international politics. Even though the Washington treaties brought about

the cancellation of the Lansing-Ishii agreement, which asserted Japan's "special interest" in her neighbor, Japan at Washington was tacitly allowed what amounts to a free hand in Manchuria. Now China is in civil conflict, Chang of Manchuria is about to make a drive on Peking and the Japanese government is allowing Chang transportation for his troops over a Japanese controlled railway. But the matter of Japan's interest is not likely to end here. A committee of the strongest party in the House of Peers has decided that if Chang is defeated Japan must take action in China. This decision shows which way the political wind is veering and indicates the determination of Japan to gain control of the Peking government, which a victory by Chang would mean.

Italy faces the possibility of having to keep up the semblance of constitutional government with an all-Fascist Parliament. Since the Matteotti murder the non-Fascist members have remained isolated from affairs, and, while their absence has not been particularly noticeable during the recess, persistence in their attitude may rob Parliament of its opposition. As an opposition is considered essential to any self-respecting legislative body, Mussolini might not feel quite comfortable without one. But why should he not try it? The Fascist majority is overwhelming anyhow, and the minority would be powerless to do more than make trouble. Legislative action would proceed much more smoothly and the wear and tear upon oratorical throats would be much reduced. Who can say? Perhaps Italy's contribution to modern governmental technique will be the invention and perfection of the oppositionless Parliament.

Women who smoke will be interested in the findings of the eminent Viennese doctor, Fofstatter. After studying the problem carefully, the doctor is convinced that smoking is not good for women. He has discovered that it destroys the complexion, sharpens the nose and chin, makes the lips pale, produces wrinkles about the mouth and has a tendency to make the lower lip protrude further than the upper lip. Nor is this the worst. The Viennese expert is sure that women who smoke heavily develop a pronounced growth of hair on the chin and that some of them become cross-eyed. This is very serious, coming from a specialist in women's ailments, but it is doubtful if it will prevent women from smoking. If the doctor was seeking to make modern women give up the insidious cigarette, he should have told them it is good for them. Eve's daughters have never lost their penchant for forbidden fruit.

Macmillan is nearly home from the polar regions; it has been a more "friendly Arctic" to him than to some explorers of old, for he has kept in touch with civilization via the radio. He is the first traveler to the Far North who has brought back important data—what Bishop Bompas called "Northern Lights"—on this important theme. Radio has transformed the problem of the polar winter and broken down the barrier of tedium and isolation in the long, profound Arctic night. The scientific world will be glad to have the findings of the experts in terrestrial magnetism and hydrography and natural history. But those who look to Baffin Land and Greenland to accommodate the overflow when the world's Southern latitudes are crowded are eager to apply every device that may help to make a frozen "terra incognita almost as habitable as temperate areas.

Explorers returning to Quebec from Canadian isles of the Far North report inestimable mineral riches that await the mining engineer. But, like the oil discovered near the Arctic Circle, their commercial value depends on making them accessible by means of inexpensive transportation. Exploiting these deposits is no business for the "lone hand" prospector who has no powerful corporation behind him ready to sink a fortune in the frozen soil before an ounce of metal is removed. The Standard Oil Company spent a million dollars to little purpose in the attempt to find paying oil wells in the Northwest territory, and the only shaft that rewarded their persistent effort is so far from the end of the railway that a pipe line would cost at least \$40,000,000. Coal or iron in the Arctic is not the same commodity f. o. b. in Pennsylvania.

Our manufacturers in Mexico represent something of more consequence than an effort to build up lucrative trade. They stand for a policy of good will which is not deflected at any time by border foray or the ambition of demagogues masquerading as patriots. President Obregon is hospitable to American investors, and if he has succeeded in instilling ideas of equity into the members of his own and the next Administration our capital will be readier to flow South of the Rio Grande. We have so many uses for money on this side of the line that we are chary of sending it to take a gambler's chance where property rights are insecure. As Russia has found, any country that does not conserve the interests of investors will speedily become an economic no-man's land.

The character of a man depends upon whether he has good friends or bad ones.

## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

It is believed that the money waste for the whole country due to the distribution of worthless and misrepresented securities approaches a billion dollars a year. The destructive effects are plain. Three outstanding perils menace savers and inexperienced investors. The first is the peril of money loss to the citizens who can ill afford to lose. The second is the peril of suspicion and lost confidence created by a misunderstanding of investing and by experiences with unscrupulous operators. The third is the peril of prejudice and destructive radicalism inculcated by irresponsible salesmen who, to distribute their insecure securities, spread false information about banks, banking and the general subject of finance.

Not long ago the promoter of a motor car manufacturing company, who were indicted on a mail fraud charge, following an investigation by the National Better Business organization, reproduced in their literature press reports of bank embezzlements and failures, under the caption, "Yet You Are Told Your Money Is Safe in the Banks." Business leaders believe that steady efforts to offset these destructive influences is necessary and that business itself with customary thoroughness should do the job."

Setting up a balance sheet to analyze why losses are sustained, the items in the cause column would be: Lax incorporation laws, ignorance of victims, avariciousness of victims, and lack of knowledge of facilities for obtaining information in regard to securities. In the solution column we have the items of education and protection. Every corporation doing business should be required to file a complete statement of its activities annually and the charters of corporations which are not doing business should be revoked. The public must be impressed with the absolute necessity on its part of requiring independent proof of the statements made by security salesmen, or, more important perhaps, independent proof of the absolute integrity of the houses represented, before purchasing the securities offered. Adequate enforcement of existing fraud laws, amended where necessary to give added power, is the way to a practical solution of the fraudulent securities problem.

Benton Harbor, Sept. 29—I would like your opinion of a certain medicine known as "Viavi." According to the maker's pamphlet this is a vegetable compound highly concentrated. Their theory is as follows: If a steady supply of rich pure blood is sent to the ailing part of the body, it will kill disease and build up the tissues so that a normal condition is restored. They do not claim any healing powers for their medicine, which comes in various forms. I listened to their agents, and according to her there is nothing practically it will not do. It will cure the most advanced and serious cases of cancer, diabetes, constipation, nervousness, etc., without end. A friend of mine is being urged to take the treatment to ward off what may be a case of appendicitis. I told her not to take it, and advised her to consult her

doctor. The price varies from \$100 to \$175 and up, I presume. The high price, according to the agent, is because of the fact that some vegetable has to be imported from Holland. Of course, the agent's talk sets at naught the medical profession, and is contemptuous of science and learning. Doctors are branded as ignorant and charlatans preying on the people for their money.

W. S.  
If there is any possibility of any of our friends being induced to part with \$100 or more for "Viavi" treatment, it will be 10 cents well invested to send it to the American Medical Association, 535 North Dearborn St., Chicago, Ill., for the pamphlet upon "Viavi," published by this Association. "The Great American Fraud," by Samuel Hopkins Adams, also published by this Association at the same price is sufficiently interesting and valuable to justify the sending of an additional dime in stamps. As to our opinion of "Viavi," for which you ask, it is that this "treatment," in all its variations, is one of the most skillfully conceived and successfully carried out fraudulent schemes for getting money from the sick and distressed that has ever been promoted in this, or any other, country. There is an art in medical quackery, as in other things, and the promoters of this bit of it have certainly approached near to perfection in their methods. Cancer may be eradicated in a large proportion of cases, if removed sufficiently early. If allowed to remain too long, a large proportion of cases become hopeless. What language can express the atrocity of those who cajole sufferers from this, or equally serious diseases, into postponing the necessary measures for their cure until hope is gone, and for no other reason than that they the patent nostrum faker, may become wealthy?

### Hotel Prices in Hamburg.

Hamburg, Germany, Sept. 5—The Detaillistenkammer (Retailers' Association) of Hamburg has received an article printed in your paper of Aug. 6, containing complaints about the high hotel prices in Germany, especially in Hamburg.

Without more exact details it is impossible to find out what hotels, restaurants and stores cut the exchange value of the dollar as stated in the article. Nothing is known here of any such action.

A room with bath does not cost \$5 a day, tax included, in a second-class hotel, but \$2.50, and in a first-class one, \$4.50. Breakfast costs 50 cents, and a simple breakfast for two persons, with beer, is \$2. The bed linen is not changed only twice a week, but every guest always get fresh linen. The same is true of hand towels. Soap never was supplied by German hotels, not even before the war. The hotel tax on visitors never was 80 and 40 per cent., but used to be 30 and now is 25 at the most.

The Detaillistenkammer.

### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:  
Waxtell Paper Co., Kalamazoo.  
Barnes-Garney Co., Detroit.  
Allen-Manteris Co., Detroit.  
Elmdale Elevator Co., Elmdale.  
Michigan Upholstering Co., Grand Rapids.  
Thumb Lumber Co., Marlette.  
Kidd, Dater & Price Co., Benton Harbor.  
Huron Land Co., Detroit.  
Defiance Lock Corporation, Detroit.  
Gratiot Foundry Co., St. Louis.

# Introducing the Courteous Salesman

Your telephone rings—and at the other end of the wire is the thoughtful salesman.

Wanting to sell you something, his methods are thoughtful, direct, and business-like.

He knows the value of your time. He is thoughtfully using the method of approach that will be most economical in effort and conversation. Telephone conversations are comparatively brief.

The saving in the cost of goods bought and sold by this method is reflected in the price to the consumer.

Many firms, large and small, handle their products in this economical way. Long Distance saves time and money.



**MICHIGAN BELL TELEPHONE CO.**



**Canned Food Trade Puzzling Dealers.**

The canned foods situation is confusing. There have been so many reports in relation to bad crops and poor yields that dealers are tired hearing about them, and have concluded to believe but few of them and to take whatever deliveries the canners offer them, and be thankful.

Where the contracts call for pro rata delivery this will be the case without comment, so buyers state, unless they have reason to believe that the delivery has not been fair and equal to all buyers. Where the purchases have been made on open contract, without pro rata clause or reservation, buyers probably will insist upon full delivery.

Buying of gallon or No. 10 pie fruit from Pacific Coast canners has been an item of interest during this week and some yellow free tens peaches have been bought f. o. b. California canneries on a basis of \$4.75@5. per dozen. Maine canners are delivering their sales of 10s blueberries in water in full.

The apple crop in Michigan and New York is considerably under last year, the crop in Washington and Oregon is greater than in 1923, and there is a good demand for exportation of boxed apples which has already begun. The cold storage warehouses throughout the United States claim to have been depleted of the 1923 crop of boxed and barreled apples. Surplus over domestic consumption was exported.

It is quite likely therefore that canned apples will be in much better demand this year than last year, and the advance in price to \$3.50 for 10s standard quality f. o. b. factory goes to show that the demand has already begun.

The first crop yield of stringless green beans in several Southern canning localities was a complete failure, and canners are waiting to see what the yield of the second crop will be before naming any prices.

The pack of canned shrimps has begun on the Gulf of Mexico and Southern Atlantic coast and though the canning so far has been small the quality is reported to be excellent. The price quoted f. o. b. canneries is \$1.75 per dozen for No. 1 5/8 ounce cans. The packing of canned oysters in the South has not yet begun and no prices have been named. John A. Lee.

**Good Egg Facts.**

Most people want a sweet, heavy-bodied, pleasant-flavored egg. Outside of a few epicures, whether an egg is 24 hours old or a week old makes little difference to the consumer. If it meets all cooking and eating requirements it is a good egg.

A high asking price does not necessarily mean a better quality, and it is poor merchandising to put a fancy price on an article that will test no higher than the average.

Ever since the war, when the farmer was urged to raise more poultry and market more eggs, production of these items of food has been on the increase. During the period of reconstruction, while grains and other farm products were low, poultry, eggs and cream did much to furnish the farmer with his livelihood.

As a result, these products are more popular with the farmer himself than they ever were before, because he realizes what they did for him when he needed help. Likewise, they are increasingly popular with the rank and file of consumers, being numbered among the best and cheapest foods.

Good eggs are obtainable every month in the year. There is nothing better to eat, nothing more economical nothing better for growing children or adults.

All of this means that eggs and butter are universal leaders—in general demand—and should be merchandised as such, at legitimate prices, and not exploited, as they sometimes are, by retailers who either practice deception in selling goods for what they are not or ask exorbitant prices.

**Too Much Breakage.**

The committee on freight claim prevention of American Railway Association, in bulletin No. 140, states that for the first quarter of this year egg claim payments went up 32 per cent.

We quote their remarks:

"A tight pack and a tight load are the chief safeguards against damage.

"By these terms are meant the use of six 4-ounce excelsior pads per case to make a tight pack; and for carloads, hay, straw or excelsior taken from bale in layers and packed very tightly to prevent shifting of load. Where wood bracing is used, only standard egg loading frames or provision racks, placed tightly in position, are recommended.

"Only new, strictly standard fillers and first-class cases (preferably new) should be used.

"Extra long eggs should be sorted out and not shipped.

"Impact registers can be used to good advantage to detect where rough handling is occurring.

"Analyze payments to develop the shippers in need of education or terminal where rough handling may be the cause, or greater protection by inspection required.

"Inspection bureaus are and can be of great help.

"For every dollar paid for damage to carlot shipments, another dollar goes for labor and material in reconditioning.

"About 90 per cent. of all egg damage is avoidable."

**Turkey 100 Per Cent American**

The turkey is one hundred per cent American, plus, this king of birds domestic being native to the New World.

No living person knows, and history has not yet whispered in certain tones or written in decipherable hieroglyphics as to what portion of North or South America was the first home of the Adam and Eve of Turkeydom.

The Turkey is a truly North American bird, although Adam Turkey evidently had some distant cousins below the Southern Cross. Turkeys had American pedigrees as long as the last Pharaoh before Columbus decided that the world was round, which said conclusion led Queen Isabella to take her last year's jewelry to her uncle.

The peafowl was the royal banquet bird in kingcraft until Columbus discovered America, bringing home the turkeys as his bacon. Within a few

generations the turkey had grown into such favor with kings and princes (not to overlook the princesses) that the peafowls were turned out into the front yard as ornaments, to give place to the turkeys as the food-birds of the throne.—Jewell Mayes.

**Cabbage Ranks Third.**

Cabbage, with a market output of more than 30,000 carloads a year, has become one of the three most important vegetables in the United States, ranking next to potatoes and tomatoes. About two-fifths of the market crop is early Southern cabbage mainly from Florida, Texas, South Carolina, Virginia and Alabama. Three-fifths is shipped from the North and West, mainly from New York, Wisconsin, Michigan, Colorado and California.

Kraut manufacturers take about one-seventh of the commercial crop, it is said, the quantity varying greatly according to production and market conditions. Kraut is made from Northern cabbage of the large domestic type, and the factories are located mainly in New York, Wisconsin and Michigan.

New York, Philadelphia, Pittsburgh and Chicago are said to be the largest consuming centers, the four cities average one-fourth of all cars of cabbage used. Pittsburgh, Cincinnati and Kansas City lead in pounds of cabbage per capita shipped to these markets.

**Consumption of Milk Shows Large Increase.**

How many people realize that one curious phase of the development of prohibition has been a corresponding increase in the consumption of milk and other dairy products? In 1869 the output of milk in the United States was only 235,500,599 gallons, whereas to-day it is upward of 8,000,000,000 gallons annually. Per capita consumption of milk in the United States in 1918 was 43 gallons, in 1921 49 gallons, in 1922, 50 gallons and in 1923, 53 gallons—a gain of nearly 25 per cent. in five years. Incidentally, the 210,000,000 gallons of ice cream which were consumed in the United States in 1917 increased to 294,000,000 in 1923. The increase in registered cattle in the United States—Holstein, Friesians, Jersey, Guernsey and Ayrshire—has been marked. There were fewer than 20,000 in 1900, and ten times as many in 1921.

**New Ideas in Suede Cloths.**

New developments in suede cloths for the Spring season by the firm which introduced them for the Fall are awaited with considerable interest. Just what trend the new ideas will take is not available at the moment but that a surprise of some nature will be "sprung" is believed practically certain. The rapidity with which the suede or leather finish cloths have established themselves, practically during the last three or four months, is considered remarkable and has caused much comment in both retail and garment manufacturing circles. With respect to the new developments, different color treatment will, in all probability, be a feature.

**Feeding Iron To Pineapples.**

In Hawaii and Porto Rico, iron is now being fed to the pineapples, thereby enhancing the value of the crops in the two countries by millions of dollars. Instead of the poor growth, yellow pineapples, it is giving them a healthy green look and big growth. The spraying of sulphate iron began when research revealed that the yellowing of pineapples on the calcareous soils of Porto Rico was due to iron deficiency. As a result of the spraying, Hawaii is producing 5,000,000 cases a year, as opposed to 2,500,000, the annual average until the spraying was begun.

**Ireland Doing It, Too**

Before adjournment recently the Northern Parliament passed a bill—the first of its kind in the United Kingdom—to eliminate abuses in the egg trade. It provides that every wholesale dealer in eggs shall obtain a license from the Ulster Ministry of Agriculture and that the issue of such license will be conditional upon compliance with the regulations governing the testing, grading and packing of eggs. Merchants who pickle eggs or put them in cold storage will have to register their premises, and such eggs must be appropriately marked when offered for sale in retail shops.

You ought to advertise enough so that anyone contemplating a purchase in your line will inevitably think of your store in that connection.

In making an inventory for the purpose of finding your turnover do not include your fixtures. You don't turn them over.

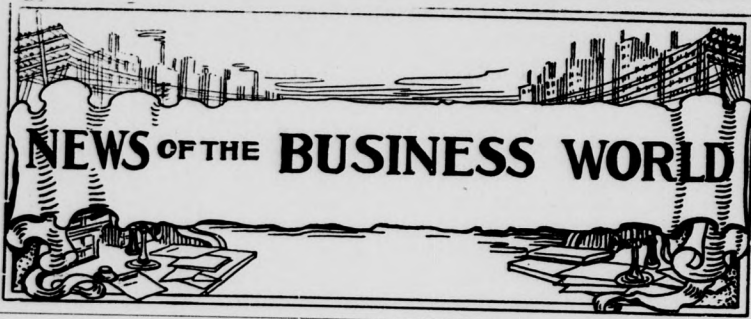
# QUAKER

# PORK AND BEANS

Better than your Mother's, your Aunt's or your Grandmother's

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD





### Movements of Merchants.

Detroit—Viola Record has purchased the grocery stock at 101 Eastlawn.

Detroit—Jacob Bruetch, grocer, has sold his business at 2633 Forest avenue, East.

Detroit—Frank R. Elkins succeeds Henry C. Gorman, confectioner at 2260 Arndt avenue.

Muskegon—C. C. Bennett has sold his grocery stock at 17 Pine street to Balk & Porter.

Pontiac—The Ferguson-Mudge Co., grocer, has changed its name to the Cooper-Miner Co.

Detroit—The Standard Service Tool Co. has changed its name to the Waterman Corporation.

Detroit—Sydney R. Kahn has taken over the shoe stock of Philip Kahn, 1200 Western avenue.

Detroit—C. G. Collacott succeeds Samuel George in the confectionery business at 8020 Mack avenue.

Detroit—The Harborne Shoppes, 1605 First National Bank building, has changed its name to the Betty Jane Candy Co.

Detroit—Gilbert Niedermaier has sold his confectionery stock to Lynnwood Roth. The store is at 9528 Graftiot avenue.

Escanaba—The Goodman Cedar Co., 206 First National Bank building, has decreased its capital stock from \$40,000 to \$10,000.

Bronson—An involuntary petition in bankruptcy has been filed against El-E. E. Swiger, feed and grain dealer. The bills total \$1,255.67.

Detroit—An involuntary petition in bankruptcy has been filed against Abe Feinberg, dry goods dealer at 3459 Harper avenue. The claims of three creditors total \$1,268.21.

Caro—E. J. Riley, proprietor of the Caro creamery, has purchased the store building occupied for sixteen years by D. L. Lazelle, and will install therein equipment for a modern creamery.

Lansing—The Standard Concrete Block Co., 1206 East Mt. Hope street, has been incorporated with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in property.

East Lansing—The Dehco Baked Enameling Co., 111 North Harrison street, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in property.

Detroit—The Seros Chili & Sausage Co., Inc., 2731 Magnolia street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Cass Lake Lumber

Co., 1429 Ford building, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$4,000 in cash and \$1,000 in property.

Detroit—The Family Creamery Co., 14101 Mack avenue, has been incorporated to manufacture and deal in dairy products, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in property.

Port Huron—Gus Fenner, operating as the Fenner Shoe Co. at 108 Huron avenue, has become involved in financial difficulties. Three creditors have filed an involuntary petition in bankruptcy against the business, presenting bills totaling \$1,321.78.

Detroit—M. A. Nicholson & Co., 2460 Rio Pelle street, has been incorporated to deal in meats, by-products, poultry, etc., at wholesale and retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Grand Rapids—Otter, Inc., Gilbert block, has been incorporated to deal in general merchandise at wholesale and retail, with an authorized capital stock of \$15,000 common and \$10,000 preferred, \$13,000 of which has been subscribed and paid in in cash.

Detroit—The Stecker Paper Box Co., 1420 West Fort street, has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, of which amount \$108,020 has been subscribed and \$98,013.27 paid in in property.

Lansing—Redfield-McKeown, Inc., 200-202 North Washington street, has been incorporated to deal in men's and boys' clothing, furnishings, hats, etc., at retail, with an authorized capital stock of \$60,000, \$57,000 of which has been subscribed and paid in in cash.

Detroit—Arthur S. Capper has merged his confectionery and ice cream business into a stock company under the style of A. S. Capper, Inc., 3825 West Warren, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in in property.

Detroit—Deceleco, Inc., 407 Murphy building, has been incorporated to deal in building materials, etc., with an authorized capital stock of \$25,000 preferred and 500 shares at \$1 per share, of which amount \$3,000 and 60 shares has been subscribed and \$3,060 paid in in cash.

Detroit—The Producers' Stores, Inc., 2017 Dime Bank building, has been incorporated to deal in farm products, commodities, etc., at wholesale and retail with an authorized capital stock of \$200,000, of which amount \$29,000

has been subscribed and \$5,000 paid in in cash.

Battle Creek—The E. H. Clark Co., 65 East Main street, carpets, rugs, draperies, furniture, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, \$23,000 of which has been subscribed and paid in in property.

Detroit—The Barcrest Co., 2545 Beaufait avenue, has merged its stains, paints, staining shingles and roofing materials business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Bailey—The George Seaman general store and the Muna ice cream parlor were destroyed Sept. 28 by fire of undetermined origin, which started in the basement of the store. The loss is estimated at \$18,000. The fire departments of neighboring towns gave assistance and saved adjoining buildings.

Detroit—William C. Gutow has merged his coal, wood, coke, etc., business into a stock company under the style of the William C. Gutow Coal Co., 1900 Willis, East, to conduct a wholesale and retail business with an authorized capital stock of \$35,000, of which amount \$26,000 has been subscribed, \$2,647.68 paid in in cash and \$23,352.32 in property.

Durand—It is not known at present whether the plant of the Durand Hoop Co., which burned to the ground Sunday afternoon, will be rebuilt. The loss was between \$20,000 and \$30,000, only partially insured. The fire started in the engine room and had such a big start when discovered that firemen were helpless to stop it. About seventy men were thrown out of employment.

Fruitport—Richard D. McNaughton, one of the oldest general merchants in Michigan in point of service, died at his home here last Friday. The funeral was held here Monday, the interment being in Coopersville under the auspices of the Odd Fellows, of which fraternity deceased was a life-long member. Mr. McNaughton was for many years engaged in general trade at Coopersville, both alone and in company with partners at different times. He was the soul of honor and never willingly or knowingly wronged any man. He was a prince of good fellowship and his genial manner and wholesome personality will never be forgotten by his friends.

### Manufacturing Matters.

Detroit—The Michigan Valve Foundry & Engineering Corporation has changed its name to the Michigan Valve Foundry & Engineering Company.

Detroit—The Unique Brass Manufacturing Co., 5450 West Jefferson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, \$129,000 of which has been subscribed and paid in in property.

Detroit—The Michigan Co., 1600 Davison street, has been incorporated to manufacture and sell warehouse and factory trucks, work benches, special-

ties, etc., with an authorized capital stock of \$25,000 common and \$15,000 preferred, \$25,000 of which has been subscribed and \$10,000 paid in in cash.

Bay City—The F. C. Goddayne & Sons Co., 1707-9 Third street, has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 30—E. J. Plett, credit manager for the local branch of the National Grocer Co., has retired to give his entire attention to his merchant tailoring business. His successor is H. M. Boyd, who has been traveling auditor for the National Grocer Co. for several years.

Kelsey, Brewer & Co. will reduce the office space occupied by the American Public Utilities Co. about one-half and re-engage in the public utility business on a large scale. The purchase of three plants is already under consideration.

D. H. Helmer, who has been manager of the coffee department of the Worden Grocer Company for many years, has retired to engage in another line of business. He is succeeded by P. W. Walsh, Jr., of Madison, Wis., who has had an active experience of several years in the coffee business.

A farmer residing five or six miles North of the city, on the Sparta road, discovered one morning this week that his hen house had been invaded during the night and its total population of 100 fine fowls eliminated. On searching the premises for tracks of the invaders he discovered lying on the ground a pocket book containing \$500 in currency. Before many hours he received a call from two men who anxiously enquired if the farmer had any chickens to sell. On being answered in the negative, one of them remarked that it was strange that so fine a farm would have no chickens and insisted on inspecting the hen house. He was not content to look in the door, but entered the building and evidently made a careful search of the ground for something. The farmer said nothing, because he realized that his callers were the men who had raided his hen house the night before and dropped the pocket book. The farmer treated the transaction as a sale, the only difference between the theft and a regular sale being that he received \$5 per fowl, instead of the going price of \$1.

Samuel Evans, the tea salesman, home from an extended trip through the Eastern states.

E. A. Lyon has retired from the management of the Michigan Radio Corporation. The business will be continued under the direction of M. F. Flanagan as treasurer and A. S. Wells as sales manager.

Moses Dark has returned from a fortnight's respite from business cares and responsibilities in the form of an automobile trip to Washington in company with his son.

The Hazeltine & Perkins Drug Co., in celebration of its fiftieth birthday has issued one of the finest anniversary announcements ever put out by a Grand Rapids house. The letter press and illustrations are in the highest style of the art. The history of the house was prepared by Mr. Lee M. Hutchins, which is ample guaranty as to its accuracy.

### The Record Is Conclusive.

Under Osborn it cost \$9,000,000 per year to run the State of Michigan.

Under Ferris, \$11,000,000.

Under Sleeper, \$17,000,000.

Under Groesbeck, \$57,000,000.

How any taxpayer can vote for Groesbeck, in the face of this record, is beyond comprehension.



**Essential Features of the Grocery Staples.**

**Sugar**—The market is a little stronger. Local jobbers quote cane granulated at 8c. Beet granulated will be in the market from Oct. 12@15.

**Tea**—The figures which have been compiled showing the total imports of all varieties of tea into this country so far this season aggregate about 3,500,000 pounds, less than last year. It was expected that this year's imports would show a substantial increase over last. The undertone of the tea market is still very strong on account of light supplies in almost everything desirable. The tendency all along the line is upward. The demand for tea is rapidly taking everything cheap; the consumptive demand is fair.

**Coffee**—Coffee has put in a firm week, meaning particularly Rio and Santos grades, and secondarily all milds. The news from Brazil has been quite firm during the week, accompanied by several advances in futures. In consequence all grades of Rio and Santos, green and in a large way, show probably one-half cent advance since the last report. Milds also show about one-half cent advance in sympathy. The jobbing market for roasted coffee is firm and fairly active.

**Canned Fruits**—Distributors have California fruits under contracts and are able to resell to their retail trade, so they feel that they can let the market drift, especially when they cannot buy to advantage. There is a strong undercurrent on the Coast in all lines. Endeavors to buy peaches and pears show very few offerings. Apricots and cherries are rather quiet at the moment. Pineapple is doing better as retail sales are more extensive than expected and spot supplies are in need of replenishment by deliveries of new packs bought on contract. A number of dealers think that the pineapple situation will continue to improve. Gallon apples are firm in the country in all winter varieties.

**Canned Vegetables**—The tomato and corn markets are dependent upon weather conditions, as the longer frost holds off the greater will be the pack, although in both instances the out-turn is bound to be short, packers maintain, since there has been no heavy run of raw material at any time during the canning season. The year was late, two to three weeks being lost at the start which may be made up, but without liberal offerings during the height of packing plants have not been operated to capacity, which would be necessary to offset the unfavorable growing conditions. Cannerymen say that both important major vegetables will be short. They do not expect to have a surplus to sell and will consider themselves lucky if they are able to fill their accepted contracts. Such a condition, if it exists after packing is over, will mean an active resale market later on, since many merchants have not covered their requirements. Some well posted observers believe that there will be a scramble for goods later on and that the market will be determined largely by the price which the consumer will play for necessities.

This remark applies with equal force to many other canned food staples. In the event of a long, hard winter, which keeps interior dealers from replenishing frequently as they need the goods, there promises to be an extraordinary demand for canned foods as substitutes for fresh fruits and vegetables which cannot be moved readily and without considerable loss when the winter weather is severe. Tomatoes are firm in all packing districts. The call for No. 3s shows that the predictions made this spring that No. 3s were a thing of the past have not been realized. In a normal season these predictions might have worked out, but now any tomato product in any size of container favors the seller. The call for No. 10s is keen and that pack keeps up with smaller sizes in the advances. California has no cheap tomatoes to offer and follows the South and Middle West. Corn is difficult to get confirmed in any grade. Standards are quoted at \$1.25 and are selling freely at that figure in good sized lots which earlier in the season could be obtained for 90@95c factory. Fancy Crosby and Golden Bantam are firm in all packing sections. Peas are firm but quiet, although there is some buying of standard No. 4s and No. 5s. As stocks dwindle in the country the line develops a better undertone.

**Canned Fish**—The advance in red Alaska salmon has not created an extensive business on contract from the merchants who neglected to buy earlier in the season when the market was lower. Many are still waiting for the early part of 1925 before taking care of spring and summer wants. There has been some business in pinks since one packer has advanced his price to \$1.35, but at prices below that level neither item is speculative. Spot reds are firm while pinks are steady. Maine sardines are dull. The demand is too hand-to-mouth to cause any excitement in jobbing circles or at primary points. A shortage of California ovals causes them to be held with confidence. Tuna is firm in white meat at the Coast basis of \$10 for halves and \$19 for pounds. Fancy large shrimp is almost unobtainable. Lobster and crab meat are in nominal demand.

**Dried Fruits**—After being off the market since August 16 the California Prune and Apricot Growers' Association announced new prices on 1924 crop prunes Monday. Prices are higher on all but two sizes on which no advance is made for the present. The association now estimates that the new crop will be about 85 per cent. of last year with a much better assortment of large sizes than has been anticipated. Sun-Maid did not quote 1924 raisins Monday as was expected by some operators and hoped for by the independents, who are forced to remain more or less idle until they have the Sun-Maid basis as an argument to use in selling their packs. Opening prices next Monday are confidently expected. Usually new prices are named in August, but this year there seemed to be no apparent need of coming out early as there was sufficient carry-over to keep the trade going, and as that was controlled by the Sun-Maid new prices might have led to a division

of interest between old and 1924 crops. Another consideration was the indeterminate size of the yield this season. Known to be short, packers could not tell just how the tonnage would turn out and the largest have played safe by not selling unless their fruit was under contract from the growers. As it is, Coast reports indicate that some independents have paid such a high price in the sweat box that to make any money they will have to tender old crop for new. No change in apricots, peaches or currants.

**Mince Meat**—The approach of fall has brought recurrence of consumer interest in mince meat, wholesalers stating that business on this item has picked up materially. While the bulk of the volume, of course, is obtained commencing about Thanksgiving there is a nice lot of early business to be had by the merchants who go after it.

**Beans and Peas**—The demand for white beans during the past week has been poor, with the market very drab. Prices, however, show no particular change. Pea beans are steady to firm. Red kidneys are dull and weak. White kidneys light supply, fairly steady, but light demand. California limas are firm. Green and Scotch peas dull, with a rather easy undertone.

**Salt Fish**—The buying for mackerel is still quite conservative; the fall demand has not yet opened, but is expected to do so soon. The catch of American shore mackerel has been large, but a large percentage have been sold fresh. The number of new mackerel which have been salted has not been excessive so far. Discouraging reports regarding Norwegian mackerel are coming over on account of a very light catch. Irish mackerel are wanted at top prices and a good sized pack is expected. Other salt fish steady and quiet.

**Syrup and Molasses**—Molasses is strong on account of stocks that are no more than ample for the demand, which is active. As to syrups, sugar syrup is unchanged, with a fair demand; compound syrup is selling very high at steady prices.

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

**Review of the Produce Market.**

**Apples**—Wealthy, Wolf River, Alexander and Maiden Blush command 75c@\$1 per bu.

**Bananas**—7@7½c per lb.

**Beets**—New, \$1 per bu.

**Butter**—There is an easier feeling in the market at the present time, owing to increased receipts on account of the continued fine weather and good pastures. Some receivers are looking for lower prices next week; however, this is a matter of opinion altogether. Local jobbers hold fresh creamery at 37c and June packed at 35c; prints 38c. They pay 22c for packing stock.

**Cabbage**—60c per bu.

**California Fruits**—Bartlett pears \$4.75@5.50 per box for either 135 or 150; Tokay grapes, \$2.25 per crate; Giant plums, \$2.75 for 4 basket crate; Honey Dew melons, \$2.50 per crate of either 6 or 8.

**Celery**—Commands 40@50c per bunch.

**Cauliflower**—\$1.75 per doz. heads.  
**Cranberries**—Cape Cod are selling at \$5.75 per ½ bbl.

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

**Eggs**—Eggs continue to be in very light supply on account of the molting season, which is not yet over. Prices have been about stationary for several days, although the market is firm and may go still higher. Local jobbers pay 40c for strictly fresh. They resell as follows:

Fresh, candled ----- 43c  
XX ----- 35c  
X ----- 30c  
Checks ----- 25c

**Egg Plant**—\$1.75 per doz.

**Garlic**—35c per string for Italian.

**Green Corn**—20@25c per doz.

**Green Onions**—Home grown are now in market command 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 ..\$7.50  
Outdoor grown leaf, per bu. ...\$1.50

**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 per 100 lbs.

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

100 and 126 -----\$8.25  
150 ----- 7.75  
176 ----- 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 -----\$2.00  
11 x 11 ----- 1.75  
10 x 10 ----- 1.50

**Peaches**—Elbertas from New York command \$3 per bu. A few Hales are coming in from near by growers and find a market on the basis of \$2.50 per bu.

**Pears**—Bartlett command \$2.25 per bu.

**Plums**—Lombards are coming in freely and finding an outlet at 75c@\$1 per bu.

**Potatoes**—Local buyers are paying 70c per 100 lbs.

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

Heavy fowls ----- 19c  
Broilers ----- 15c  
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 \$6.50 per bbl. and \$2.25 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 ----- 15c  
Good ----- 12½c  
60-70 fair ----- 10c  
Poor ----- 08c

**MOVE WHEN RENT IS RAISED.****Sensible Advice To a Most Progressive Grocer.**

Written for the Tradesman.

There is always one trouble about going away from business: certain work inevitably is neglected. The enquiry printed below came to me several weeks ago; but I was out of reach then. Now my treatment of it may be too late for the enquirer, and I shall be sorry if that is so; but also it may be worth while to others. Hence, I answer it just the same. The letter follows:

Having been helped on previous occasions, I come back for more. My store is in the residential part of town and I have the only store in this block. Now, my landlord has repeatedly raised my rent until it has reached a level which I consider a good deal more than would be carrying charges on a more up-to-date store which could be built. There are several locations I could get in this immediate neighborhood. On protesting against the last raise, I was told that if I did not care to pay the price, another grocer was ready to move in. I hesitate to move in face of the possibility of another grocer coming into the same district, making two stores here. I know you advise not to fear competition as it often draws more trade and makes more business for both the old and new grocers in any district; but inasmuch as I am not in the business center here, I feel this is different. My trade is mostly family with little transient. I will greatly appreciate your advice.

Second, what amount would you consider a fair outlay for fixtures for a store doing around \$2300 per month? Third, inasmuch as most people are supposed to be honest, do you consider it good policy to go after the business of every customer, taking chances on getting paid for your goods?

I can understand why this man hesitates to take medicine which has seemed wholesome when handed out to others. We are all like that. We can see how perfectly all right certain conditions may be for others, "but my business is different." But here is a man whose trade is mostly of the family, steady ordering, individual type. Obviously most of his customers know him, like him and his store for certain good reasons, have been attracted by considerations inherent in his business. Hence, these folks are more apt to stay with him or come back after a trial elsewhere. He has, therefore, all the advantages of being pre-established in the locality.

Now, his first advantage, and it is tangible, is that he will move into a new store, as he expresses it, "up-to-date." It will be made to order for him. Second advantage, equally tangible is that he will immediately save some rental expense. Third, he will control his business home. This last is exceedingly worth while; for as things stand now, he is at the mercy of his landlord all the time. If he decides to remain now and pay the advance, he has no guaranty that the new level of rental will be maintained. Lastly, there is no way in the world for him to monopolize any location, locality of section of his town other than by being a better grocer than any competitor that may come into the neighborhood.

Having such tangible advantages to his hand, I should advise him to build

the new store and get into it so quickly that his landlord may have to rent to another who is not a select, hand-picked tenant. But in any event, to move and take all chances.

Whatever else the new grocer will do, he will attract new trade to the district; and if this correspondent will make his own store attractive, be up and doing with a clean, bright store, well stocked with good merchandise and manned by a cheery staff of well posted clerks he can make the new comer actually feed his business new trade.

In the long run, a man must swim or sink on his own merits or the want thereof. There is no way of sidestepping the crucible of a test of comparative ability and deservitude. The quicker one realizes that he must make his own way, the more speedily is he apt to demonstrate that he can do just that.

As to fixtures, the rule always is to go slow. The true test of any equipment is not in relation to what business you are doing. It is always in relation to the utility of any given tool or fixture. Of course, there may always be certain desirable things that a man cannot buy and pay for; and he never should install anything for which he cannot pay spot cash. But speaking generally, a grocer always can afford to have what he really has use for. Good fixtures pay and pay big. Good tools are a splendid investment.

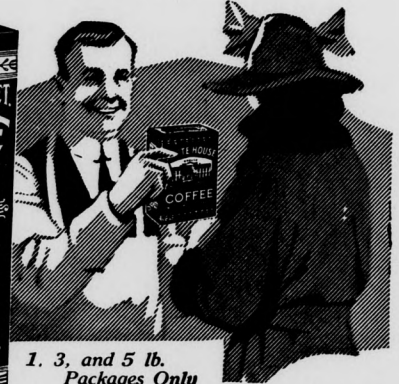
The right way to get at the value of any item to you, is to consider just what returns you can expect from it. If you have two scales and because you have only two you and your clerks walk hundreds of feet every hour, almost anything you pay for another scale will save miles of travel daily will be a good investment. Study of this sort may result in your changing interior arrangements to save steps; but if that does not solve the problem, remember that any machinery within reason is cheaper than man power, and that time is the biggest thing you pay for.

The last might seem a funny question, were it not that some men actually do trust everybody regardless and make money. I know one grocer who literally trusted anybody who asked for credit and who lost very little. He lost so little that his system was in fact very profitable; but I would never let myself follow his methods because I know that I would lose a great deal that way. Few of us are such astute handlers of men, such splendid judges of humanity, as this man.

It is perfectly all right, therefore, to go after all the credit trade you can get, provided it is good. Invite all; but when they respond, make sure they are the right kind before you open any accounts. Remember that some are worthy of credit and some not.

As for "honesty"—what is honesty? Honesty has degrees, circumstances can modify its operation, and it is difficult to distinguish honesty from absolute dishonesty in some circumstances. Assume a man who opens an account with every intention of paying. He is "honest," is he not? But suppose he loses his job, or gets sick, or has any other misfortune and does

# WHITE HOUSE Coffee



1, 3, and 5 lb.  
Packages Only

**IT'S A GREAT PLEASURE**

to meet this kind of a Grocer. When you find "him", you'll get "White House".

## What We Are Telling YOUR CUSTOMERS

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**LEE & CADY—Detroit**

# BEECH-NUT

## Prepared Spaghetti



## Ready to Serve!

The ideal quality product for the progressive Grocer to sell. Display it, thus telling your customers you have it. It is nationally advertised.

**BEECH-NUT PACKING COMPANY**

*'Foods and Confections of Finest Flavor'*

CANAJOHARIE

NEW YORK



not pay—anything dishonest about that? No: but so far as your bill goes, the effect is the same as if he had never been honest at all.

The capacity to pay is as important as the will. Accidents will happen often enough in any case, so let us provide as fully as possible against them. Examine every applicant's record, his standing, his ability to pay. Then have a plain understanding, stated clearly in just so many words, that his account is not going to exceed a given sum and that it is to be paid in full at definite intervals—never longer than thirty days. If he chafes under any of these requirements, that is your red light of danger. Quit before you begin with him! Then observe your own rules inflexibly. I have written this in detail many times. Follow what I have said to the ultimate letter, and then your credit will be as sound as any other investment.

The woods these days are full of advertisers who offer advice, for a fat fee, on investments and speculative ventures. One man paid \$125 a year for about eighteen months for such a "service" and was left as his letter indicates. After he had quit the "service" the "expert" solicited him again. Here is what he wrote. It will be well for you to think of it—but before you buy such a service.

Dear Sir: I do wish you would remove my name from your address lists. I would to-day be fully \$1,000 better off, speaking conservatively, if I had never heard your name. I write altogether without feeling—have no resentment—am blaming only myself for thinking that hindsight could be turned into foresight by any necromancy. I have just cleaned up on Blank, Dash, Astorisk, Hyphen and Bracket bought on your direct advices early in 1922: and you know how I have fared. Meantime I had sold out perfectly sound holdings which I then owned on a splendid basis, on your similar advices. Meantime, also, I have been fortunate enough to contravene your advices in other connections and thus have recouped my losses and made some money. My real money-makers during the past four years have been bought on my own judgment and held against your advices. My losses and my failure to make profits have come through you. My conclusion is that hindsight can be had without the payment of any fees therefor. We can all tell what has happened after it has come to pass. I bought your service on the representation that I might forget my investments and mind my own business, secure in the knowledge that your "wide knowledge of underlying trends and conditions" would enable you to guide me aright. Had I stayed where I was before I bought your service, I would be now \$1,000 ahead plus what I have paid you."

It is well to do your own thinking, and invest on the advice of that "old fogey," your local banker. His advice may not always be alluring, but it has a quality which wears better in the long run: it is sound.

Paul Findlay.

Getting hot under the collar doesn't help you to get up steam.

#### Why Tea Is on the Way Up.

There is a genuine boom in the tea market in London, which governs the United States markets for Ceylon and India tea. Several tea growers have sold their entire output until 1927, and the shares of tea companies are now standing at the highest point they have ever reached. There was a slump four years ago. The tea trade was on the scrap heap. The fact is that in prewar days more than one-half the world's tea crop was bought by Russia. As much as 170,000,000 pounds of tea went every year into Russia somovars. The whole tea trade was dependent upon Russia. Then when Russia was destroyed by the Soviets the buying of tea came to an end. Russia had little money and no credit. Hence she could not buy tea. In the last year or two the Russian demand for tea has increased. In the last twelve months Russia has bought 100,000 pounds, and there is every reason to believe that more and more tea will be sold to Russia. But the important fact to note is that the tea trade is now independent of Russia. It has advertised. It has taught other nations to drink tea. It has spent about \$2,000,000 on public announcement. Britain is now using more tea than Russia ever did. The average British family is using forty-two pounds a year. This is 30 per cent. more than was used in 1913. There is an increase in Canada, New Zealand, India, Arabia and the United States. The countries on the Persian Gulf are buying 20,000,000 pounds a year, and in the first seven months of 1924 American consumption has gone up to the extent of 2,750,000 pounds. So while tea production is increasing by leaps and bounds, it cannot keep pace with the demand. Present stocks on hand in England are now down to the "danger point." The world's crop of tea was 457,000,000 pounds last year and nine-tenths of it came from India and Ceylon. Two-thirds of it sold in the Mincing Lane market in London. London controls prices and has no competitor.

There are seven grades of tea on all plantations, and the quality varies according to altitude, soil, season and method of plucking. The rainy season teas are inferior. So are all teas grown on low levels.

The best teas are grown on the high slopes of the Himalayas, 7,000 feet above the sea. These Himalayan teas sell in England for \$2 a pound.

There is coarse plucking and fine plucking. This has most of all to do with the quality. To produce the highest quality, only the bud and the two youngest leaves must be plucked.

Less than 5 per cent. of the tea is of the finest quality, and very little of it goes to the United States. As yet, American users have not learned to appreciate the flavor of the best teas—so say the English tea planters.

Looking ahead, the two main factors in the tea trade are the United States and Russia. If Americans drank as much tea per family as Britishers do there would only be half enough tea in the world to supply the American market alone. At present Americans drink only five pounds of tea a year per family—one-eighth as much as the English.

## A Real Help to Merchants

To help merchants move their stock of fall and holiday goods we have prepared an

**8 Page Bright**

**3 Color Lithographed Cover Catalog**

In this you will show a complete assortment of

**TOYS—DOLLS—BOOKS—GAMES**

The best line there is to attract a steady stream of customers into your store as the **children must be served**, and once in your store you can do the rest.

The catalog is full of illustrations all priced for you in **LARGE BLACK TYPE AND FIGURES**. It is the best advertising possible to secure and under our plan costs so little that you would not notice it.

We can offer this to only one merchant in a town.

**FIRST COME FIRST SERVED**

*Drop us a Postal to-day-NOW-for further information*

**H. LEONARD & SONS**

Fulton St., cor. Commerce Grand Rapids, Mich.

## 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



### TRADE ASSOCIATIONS.

Now the Chamber of Commerce of the United States has taken up the matter of trade association activities, which have been under a ban since former Attorney General Daugherty gave a rather extreme interpretation to a decision of the Federal Supreme Court in the hardwood lumber case. That exposition virtually prevented a trade body from giving to its members any useful information. It naturally aroused the wrath of a whole lot of persons accustomed to depend on data disseminated for the benefit of those engaged in diverse industries. Recently the present Attorney General suggested making up a number of test cases to be brought in the Federal courts to secure definite decisions as to how far trade associations can legitimately go in gathering and disclosing in these volume-stock.com files tributing data. This would be a long, drawn-out process. Holding this same view, the Chamber referred to appointed a special committee which presented its views in a series of resolutions submitted last week to the Attorney General, Secretary Hoover and the Federal Trade Commission. Another conference is to be held late in November. The purpose is to have some kind of an understanding as to what is and what is not permitted by law. The view of the Chamber is that it is proper to furnish statistics of capacity, production, stocks and sales, together with prices on closed transactions. But it believes that any interpretation of statistics or other comment "which could induce or facilitate concerted action on the part of members" should be omitted. Government officers believe they have no right to advise the trade associations how far they may go without offending against the law. Yet, in a number of products such as cotton and wheat as well as those in certain industries, the Government is doing exactly the things which are forbidden to the associations.

### WOOLEN FABRICS HIGHER.

Auction sales of colonial wools, continued during the past week, attracted much attention in the trade here. Exactly what the results of these sales may be is still open to some conjecture. At the start there appeared to be quite a boom in prices, but the advances did not hold and there were some days in which the withdrawals were quite noticeable. Higher wool prices are based on the conjecture of limited supplies and a large demand. The notion has been sedulously cultivated that flocks of sheep are getting smaller in all the main grazing countries, but this seems hardly to comport with the facts. In Australia, for example, where sheep raising was said to be on the decline, the estimated wool clip for 1924-25 is 2,000,000 bales, an increase of 220,000 bales, or nearly 70,000,000 pounds over the previous year. Wool prices in this country are firming up, despite the lowered consumption by the mills. In the goods markets the week was made rather notable by action taken by the American Woolen Company. That concern first raised prices on various men's wear woolen fabrics from 5 to

32½ cents per yard. It followed up this with the announcement of a withdrawal from sale of all women's wear woolens for Spring, as being all sold up, and also of similar action with regard to a number of men's wear fabrics. The remarkable thing about the matter was that the women's wear fabrics had only been opened a few days before and had been priced rather conservatively, especially in the worsted lines. These latter were not affected by the subsequent action of the company. Other factors will open their women's wear Spring lines this week, though the most prominent of the concerns producing the highest grade fabrics will not submit its offerings until later.

### TO RESTRAIN WHOLESALERS.

Final arguments have been submitted to the Federal Trade Commission in a proceeding by a firm of soap manufacturers against the Missouri-Kansas Wholesale Grocers' Association, the claim being an alleged "boycott" or refusal to handle certain soaps. It appears that, up to a comparatively recent period, the wholesale grocers were the medium through which the soaps were sold, they in turn reselling them to retailers in their territory. For some reason not stated, the soap manufacturers began selling their product direct to retailers in the same territory. The wholesalers retaliated by refusing to buy and distribute the articles to their customers and, instead, put other kinds of soap in their lines. While this left the soap manufacturers free to keep on selling to retailers direct, the results were not wholly satisfactory. So a proceeding was brought before the Trade Commission against the wholesalers and certain competing soap manufacturers whose products the former had taken up in substitution. The essence of the charge was an alleged conspiracy in restraint of trade. To this the response was that the conduct of the soap manufacturers was virtually a war to eliminate the wholesalers and prevent them from doing business by taking away their customers. It was also contended that there was no concerted refusal to handle the soaps of the complainant, but that each wholesaler acted on his own initiative, realizing that the former's actions had been a blow at his own business. The decision may turn on whether this was or was not the case.

Other wars may come to an end, but the resolute assault of science upon the atom knows neither truce nor peace. Now Dr. Wall of the research staff at Sheffield University has brought an electro-magnetic force of 600,000 horse power to bear in the bombardment. The theory is that if the atom can be disintegrated the energy released will enormously amplify the world's supply of power. Perhaps in the small compass of the atom there abides the secret of man's pathway to the stars. It is an irony of chemistry that the smallest portion of matter which has been isolated should now, like the builder's rejected stone, attain a paramount importance in the universe wherein it seemed the least conspicuous of all microscopic things.

### STATUS OF COTTON MARKET.

Too frequent reports on cotton conditions are getting on the nerves of operators. There is no other way to account for the big drop in quotations following the report of the Agricultural Department on Tuesday last. This showed a condition on Sept. 16 of 55.4 per cent. and an estimated yield of 12,596,000 bales. Things may yet happen to improve this outlook, and even should nothing happen the size of the crop will be larger than any since 1920 and ample for all needs. The immediate effect of the advance in cotton was to stop sales of gray goods. The unsettlement of the minds of those who looked for 20 cent cotton put a check to an expected large purchasing of the raw material. Many are inclined to wait for the next report on Oct. 8 before committing themselves to any large extent. Meanwhile prices of cottons are held firmer, although transactions are not large. Purchasing is for immediate needs only. A moderate amount of business is passing in finished fabrics. During the week a New Orleans mill reduced its denims to the basis of 20 cents for 2.20s. Later, the principal producer of such goods withdrew them from sale. In knit underwear there are still calls for heavyweights, the business in which has not been up to the mark. Goods for Spring have thus far only been sparingly ordered and it looks as though the season would drag along. Little of especial feature was disclosed during the week regarding hosiery or outerwear. Buyers are holding back waiting for cheaper cotton and resultant lower prices for all kinds of cotton goods.

**William C. Durant is accredited with having made a large fortune—\$2,000,000 is the amount stated—in the recent rise in Cast Iron Pipe. Several years ago Durant made a "clean-up" in Studebaker. At that time, the money invested in Studebaker was from the funds of companies which Durant had organized and which he directed. There is nothing to indicate that the procedure was different in the case of Cast Iron Pipe. By always buying for the rise and never selling short, Durant escapes the charge of speculating with company funds. On the other hand, the Durant stockholders bought their securities in the belief that dividends were to come from the manufacture and sale of automobiles and not from market operations. If Durant had happened to be wrong in Studebaker and "Pipe"—and at some time or other every man who ever bought or sold a stock is wrong—what explanation would he make to his shareholders? Durant's policy of making the stock market the handmaiden to manufacturing is unique in the history of finance.**

In advocating the establishment of "crime hospitals" for the treatment of lawbreakers rather than imprisonment, Dr. Max G. Schlapp, director of the Children's Court Clinic, raises an interesting question for medical scientists to discuss. No doubt much good will result from a serious and careful investigation along the lines he has suggested. But in the meanwhile it will be just as well to keep the police-

men on the streets and to insist that the public highways be made safe for those who are not afflicted with a crime mania. Judge Talley, of New York City, takes a more practical view of the problem when he says: "The demand of the hour in America is for jurors with conscience, judges with courage and prisons which are neither country clubs nor health resorts." In support of this view he cites the results of a recent survey in Joliet prison by neurologists and psychologists, which disclosed that the mental status of 2000 prisoners was exactly on a par with the mental equipment of the average citizen, the only difference being that most of the prisoners preferred the "easiest way" of making a living to honest work.

It is not unnatural that Japan and Russia should prepare for the eventualities in China by carrying water on both shoulders. Just at present the major civil war being waged between the Peking Government and Chang of Manchuria finds Tokio and Moscow ranged upon opposite sides. Russia sees her greatest advantage in a victory by Peking. Japan would like to see Chang win control of the Chinese government. But taking into consideration the fickleness of gods of war, and Chinese gods in particular, Moscow is getting on the right side of Chang, and Tokio is preparing, in case the Moscow-supported Peking government comes out on top, to seal a pact of recognition with Russia. China herself is only a pawn in the bigger game of Far Eastern politics. After the dust of battle has settled it looks as though the Chinese government will be under control of either Japan or Russia, or both in joint compact. But the rest of the Powers—and especially the United States—will have something to say about the matter.

Mecca, Holy City of Islam, is once again the pearl of price being fought over by claimants for the authority of the Prophet. Echoes of old, fierce wars and fiery conflicts resound in the desert air. The Moslem world harks back to the ancient fanaticism upon which its religion was founded, and soldiers of the faith are seeking Paradise upon the battlefield of tradition. Hussein, King of the Hedjaz, the not entirely congenial war bride of the British government, seems about to lose the Islamic Holy of Holies to a hard riding Sheik of the Wahabis, Ibn Saoud, Sultan of Hejd. Saoud was a war darling of the British government, which complicates matters considerably from the viewpoint of Western politics. Behind him is said to be the Indian Moslem League; if so, the plot is further thickened. Hussein has not been an overpopular preserver of the holy places. His contact with modern policies seems to have shorn him of the ancient tradition. With the Moslems possession of the Holy City is not a matter of politics but of religion, and their sympathy will go with the fiercest fighter. The Western world, innocent bystander in the conflict, is not entirely unconcerned. The fate of innocent bystanders is only too proverbial.



**Was Granting the Ballot To Women a Mistake?**

Grandville, Sept. 31—Where is the benefit of women suffrage?

Our farcical primary elections and the lazy attitude of the voters with regard to attending the general elections call for explanation, and it may be that right here lies the milk in the cocoanut. Woman suffrage was never approved or asked for by the majority of the women of the country. Then why was it enacted into law?

Women never clamored for the ballot. The busy housewife never cared enough about the ballot to go after it in the manner of the politician after an office. Not many women wanted it, and now that they have it, very few of them seem to value it sufficiently to go to the polls and vote. It is estimated that more than 50 per cent. of the voting population do not go to the polls.

The most of this dereliction has come about since women formed a part of the ballot wielders. Is not this fact sufficient in itself to tell where the shoe pinches? Not asking for the ballot, and not caring to take man's place in the voting booth, Miss America and her mother do not go out of their way to cast a ballot.

Was granting the ballot to women a mistake?

If it was, a very costly one it has been, and the end is not yet. The one time great clamor which went up for the ballot for women was not made by the housewives and mothers of the land, but came from that small clique of suffragettes who longed to see themselves in the limelight and did not care as to the manner of its being brought about.

The suffrage for women was not managed rightly. It should have been submitted to a plebiscite of the women of the United States, and as the majority decided should have been the method adopted. The cacklers along the line of votes for women would have been overruled, and we should not have to-day the present women suffrage act which, to a majority of the sex, is in no way congenial to them and will never be of sufficient force to bring them to the polls.

There are millions of American women who do not vote now and there will always remain millions of them who will never go to the polls on election day. However much their seeming duty lies in that direction there is no compelling power than can force them to vote.

The condition is not a pleasant one. It is not, in fact, one that bodes for the greatest good to the country. Millions of women believe the home and not the rostrum or the public polling place is for them. Child bearing, child rearing, making the home a holy of holies for the family is her mission, all the arguments of the original suffragettes to the contrary notwithstanding.

This position of so many women of the land is not surprising; it comes down to them from the mothers in Israel of old and it is too firmly imbedded in their natures to be lightly cast aside.

Forcing suffrage upon a class that has never asked for it does not seem the better way. Women have not the thoughts as have their brothers, and it would seem to have been wiser, perhaps, to have waited a little longer before the act granting suffrage was given our American mothers, wives and sisters.

As a young fellow in days gone by I voted to grant suffrage to Michigan women. I argued that if there was one woman in this broad land who wanted the ballot it should not be withheld. It was years later before the women got the ballot, and now see what use they are making of it—very little use for that matter.

The primary election bothered some of the women. They could not understand why they should declare their

preference for either party and wanted to take a Democrat and Republican ballot into the booth, and if they saw fit mark certain candidates on each ticket.

"It isn't fair," declared one woman disgustedly, evidently not quite comprehending the true meaning of the primary.

Women are apt to take into account the personality of candidates. We all remember how it was in 1916, when the bewhiskered New Yorker was given little notice, the women voting in a body for the smiling, clean-shaven schoolmaster from New Jersey.

The handsomest man is sure to get the women vote. That is the most alarming feature of the present contest. John W. Davis is admittedly the handsomest of the triad of candidates for the Presidency. He has good as corralled the votes of the women in advance, thus not only giving Coolidge cold chills, but a nightmare of fear for the result.

It was fortunate for our country that women did not vote in the early history of the Nation. Our whole history might have been changed had the fair sex wielded the ballot in 1860, for the homely Lincoln would have been swamped with an avalanche of ballots for the Little Giant.

The handsome General McClellan would have won over Lincoln in 1864 had women the ballot at that time. There are many angles in which to view this women suffrage question before deciding whether or not it has worked good or ill to our country.

One staid old lady declared that she voted when the liquor question was to the fore, anxious to drive out saloons, but since that she had not gone to an election. There are thousands like her who will never go out of their way to cast a ballot. This is the danger to our institutions. Now that the women have the ballot, and millions will not vote, the question of the propriety of trying to force suffrage on them is certainly a debatable one.

Old Timer.

**The Daily Routine at Bohemia's Famous Spa.**

Carlsbad, Aug. 26—Every country and every city has peculiarities and points of interest of its own. I wrote you once before about the brass band which is utilized here in place of the call bell, that you are invited to be at the springs at 7 a. m. and sip from one to three cups of the healing waters and walk about fifteen minutes between drinks. It would be much better if they would keep step to this nice music, but some of them are in a hurry to get to the rest rooms.

Another line up is at the various bakeries. They have the most inviting stores and out of every 500 guests you can wager that 498 will select their baked food. One has to have dry toast, one wafer (a la Nabisco), one graham roll, one roll with poppyseed and another with caraway seed. Some want salt rolls and others rye rolls or even rye bread, but not many eat this here. The next line up is at the fruit stands. There you can get everything in that line and the next and last lineup is in the coffee house. Most everyone goes to a different garden and has his own waitress. I have a nice one and her number is 25, so when she sees me coming, she gets my haag coffee ready. I fetch my graham roll and two peaches and we have a pair. If it is cold or damp we are furnished with a woolen blanket. Anything for comfort. My breakfast costs the equivalent of 42 cents in U. S. money. Everybody is happy. The newspaper boy brings my New York Herald, Chicago Tribune and a local paper for a tip of 1½ cents and you can stay and listen to the music until 10 a. m. Then out for the constitutional walk. At noon we have a vegetable lunch and in the afternoon we have another concert. Dinner is served from 7:30 to 9:30 and then you

go to bed if you are old. The younger ones go to the American bar and dance until 2 to 3 a. m.

I sent to-day a box of local bread stuff to the Fleischmann Co., N. Y., to show them the great variety of rolls and toast the bakers manufacture for the patients here. Most of the visitors are put on a bread, vegetable and fruit diet. Some get plain bread, some rolls with sugar, some with salt, some graham. I have been here now for three weeks and lived on such a diet and am getting along O. K.

L. Winternitz.

**SWORN STATEMENT FURNISHED THE POSTOFFICE DEPARTMENT.**

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss.  
County of Kent,

Before me, a notary public in and for the State and county aforesaid, personally appeared Ernest A. Stowe, who, having been duly sworn according to law, deposes and says that he is the business manager of the Michigan Tradesman and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Editor—E. A. Stowe, Grand Rapids.  
Managing Editor—E. A. Stowe, Grand Rapids.

Business Manager—E. A. Stowe, Grand Rapids.  
Publisher—Tradesman Company, Grand Rapids.

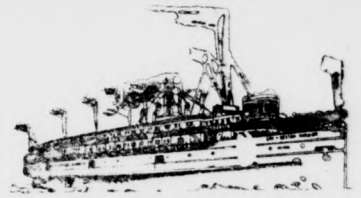
2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)

E. A. Stowe, Grand Rapids.  
S. F. Stevens, Grand Rapids.  
F. E. Stowe, Grand Rapids.  
F. A. Wiles, Grand Rapids.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are: NONE.

4. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.  
Sworn to and subscribed before me this 29th day of September, 1924.  
(SEAL) Florence E. Stowe,  
Notary Public in and for Kent Co., Mich.  
(My commission expires Jan. 26, 1927.)



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### New Ideas in Fall Footwear For Women.

Written for the Tradesman.

In general it may be said that fall footwear models for women—particularly, the slippers, pumps and oxfords of the higher grades—leave little to be desired in the way of attractiveness, stylefulness and general desirability. As one looks upon them he must pronounce them good—unless, indeed, a recent meal happens to be sitting heavily on his constitution, or some other circumstance is spoiling the day for him.

Pumps and slippers and oxfords are the thing—and they come chiefly in blacks and tans. There are, to be sure, little touches of color here and there, but they are slight touches and they do not obtrude. Those gorgeous, vivid and variegated colors of halcyon days are not now to be seen in ladies' footwear.

Chic and appealing pumps are shown with front gorings and small side cut-outs, and with Spanish heels or dress heels; and very dressy black satin models are shown with front beaded buckles, no cut outs, goring under buckle, with dress heels only. For street wear there are oxford pumps, with high instep covering, two side button effects; and they come in tan, gray suede and browns; and there are cute little pump patterns with small tailored bows, made in tan calf and patent leather, with Cuban heels. And there are tan calf slippers with high or medium heels and various and sundry ankle strap effects too diverse to enumerate; and so many pumps and oxfords of good design, substantial construction, and sufficient exclusiveness to captivate the feminine fancy—honest-to-goodness shoes for street wear, shoes that will provide foot-comfort and answer all legitimate demands for style, individuality and exclusiveness that any shoe store patron has a right to present.

#### Sensible Styles.

To sum up the situation briefly, shoe designers and manufacturers appear to have deliberately sought to satisfy the demand for style within reasonable limits this season. Or to put it in another way, present shoe styles insofar forth as women's lines are concerned, are safe and sensible. The bizarre and freakish is decidedly in the minority. One sees so little of this sort of thing it may be said to be negligible. Which is perhaps well for the shoe retailer. When such things go, they go merrily; but the going thereof is highly uncertain, and when they do not go they are worse than a drug on the market.

Flat, mannish heels, except in sport shoes or heavy boots for women's

out-door wear, have disappeared. It is doubtful if they ever ought to have appeared in the first place. The stylefulness of a woman's shoe depends in a very much larger way than the average person imagines upon the heel of the shoe. And a low, flat heel is a proverbial style-killer. And there were even more serious objections to that type of a heel for women's shoes. It represented, of course, a pendulum swing from the extremely high French heels, but it was too abrupt, too radical. It undoubtedly helped to bring on serious foot troubles, especially broken down arches. And a great many women simply couldn't learn to like low heels though they tried hard to do so, under the mistaken idea that they constituted a sensible type of shoe.

But now, thank goodness, the heels are sensible—neither so high as the ultra French heels nor so low and flat as the mannish heels of recent memory.

The dominant colors, as indicated above, are blacks and tans; and the materials are suede and calf for street wear, d'ty patent leather, and satin and patent leather for formal wear; and, broadly speaking, the instep constitutes the style center of the shoe, rather shorter than they were several seasons back, but not so short as French women affect. In other words, they are about right; that is, they are sensible.

Personally, I have resented liberties taken with shoes at this point, for the length of the vamp ought to correspond with the measure of the normal woman's foot, and if it be too much lengthened out or too greatly abbreviated, one is sure to head into trouble.

There are other departments of the shoe where the fancy of the designer may lightly turn when in pursuit of style features—departments where lasting harm is not nearly so apt to be wrought.

#### Better Fitting Qualities.

Everybody in the shoe industry understands perfectly well, of course, the everlasting value of style, especially insofar as women's footwear is concerned. Eliminate the style-element and you'd take all the joy out of the game for most of us.

At the same time a stylish shoe is a failure if it does not possess good fitting qualities. It must please milady's fancy, of course; it must appeal to her eye. But it must also be able to adjust itself without protest to her feet. It must fit. It must possess certain eminently practical qualities. If it doesn't; if it's a torture to her foot—the stylish shoe is a sin and a crime.

Time was when we didn't used to

think so. Style was the main thing, and fit and foot-comfort and wear-qualities were all very subsidiary. If they didn't appear, nobody rose up to protest. But we have all learned better.

Progressive shoe dealers, intelligent shoe manufacturers and designers, doctors and orthopaedic specialists, have illuminated counsel with words of substantial knowledge. There has been agitation, education and general enlightenment upon such matters.

And the average woman, though she still loves to appear well-dressed and was never more amenable than now to the rules and requirements of vogue, will not deliberately torture her feet in order to conform to a foolish footwear style.

She demands a reasonably comfortable—that is to say, a properly fitting—shoe.

And this she is now happily able to find in a shoe that is also stylish in the usual acceptance of that term.

And the writer, of course, does not mean to convey the impression that this is a recent achievement. It has been coming about gradually. We have all been working for it for a long time.

But what he does mean to say is that the best specimens of the current footwear vogue for women are built along lines that insure a reasonable degree of comfort and service.

The best shoes for women's fall and winter wear are sensible shoes.

And that is something to be thankful for.

Cid McKay.

Do your borrowing on a business basis, preferably at the bank, and then you will not be expecting favors you do not pay for and do not get.

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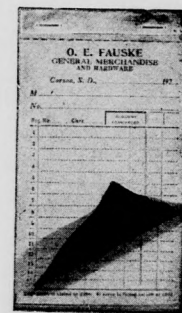
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### Who Will Get the Business This Fall?

You know and I know and I think every body knows that regarding retail merchants it is certainly going to be the man who has prepared his store and when I say his store I have said a whole lot, because his store means himself, his organization, his merchandise and his customers.

There is nothing mysterious about a successful store, but there is a lot of mystery connected with a great many stores.

At one of our morning meetings in the home office here some time ago, I said to my associates, "You can make this business just as big as you desire, but it will be no bigger than yourself, so why not start this morning and grow at a more rapid pace? And here is the way it can be done. An executive in the home office cannot succeed if he is not concentrating on his work every minute of the working day—concentrating on what he is doing, concentrating on what is the best method to secure the required amount of business. No man or woman can give their organization justice if their thoughts are miles away from their business. If an associate of an organization does not honestly believe that he is connected with the best concern in the world in his particular line; if he does not honestly believe that his product is worth the remuneration his firm expects to receive for that product; if he does not really believe that his customer is receiving the best value possible through patronizing his firm in preference to any other; if he does not, down in the bottom of his heart, feel that any prospective customer is neglecting a golden opportunity by not patronizing his firm; if he does not make it his business personally to telephone customers or write letters calling attention to the pleasure it will afford him to have an interview with that customer in favor of his firm, then "He is not an asset to his organization."

This Fall, more than ever, with everybody talking prosperity, we must capitalize on our present opportunities unless we want to meet with the same disappointments as in years past.

The retail merchant who prepares himself to receive this large amount of business this coming Fall is going to profit by the good crops, by the new wave of prosperity. Price is going to be quite an important factor this Fall with the public buying merchandise for I believe the day has gone by for the average man or woman to pay from \$15 to \$20 for a pair of shoes. It is like the men's clothing business, there are a great many more suits sold at \$25 and \$35 to-day than at \$50 or more, and even in the larger cities the well-dressed man considers \$50 the

top figure to pay for a ready made suit. They will go from 10 to 15 per cent higher for their overcoats, but a retail merchant to get the volume, to create sufficient turnover, is going to specialize in popular priced merchandise this Fall. That alone will not create the demand. He must advertise in the right way. Two per cent. of the gross receipts expended for advertising will create a desire for his merchandise.

Some merchants may say that advertising is an expense. It is debatable in my mind. Advertising actually reduces the expense, because it creates a bigger volume and that will cut down overhead.

There is hardly a store in existence to-day which could not sell 25 per cent. more merchandise without employing extra help. That is the sirloin steak of the business, that extra business. There are several different ways to obtain that extra business and at the same time retain those new customers permanently and that is building confidence with the public.

There are thousands of stores throughout the United States and Canada which should spend just \$25 for a new coat of paint to shine up the outside of the store, then dress up the windows with individual display.

In many towns there are some vacant stores and for a few dollars a month the windows of these vacant stores can be rented and a display of merchandise arranged with neat attractive price cards strewn about reading: "Here are a few samples of splendid Fall and Winter merchandise Brown & Smith invite you to call and see." Window advertising will bring 25 per cent. of the trade to your store.

There are a lot of cross-road stores throughout the country whose lines are chiefly groceries. What would prevent a clothing merchant from employing a man to motor out to these stores evenings and showing the farmers, who usually congregate in these stores, a few samples of your lines? Word-of-mouth advertising is just grand. It is hardly ever forgotten. Besides, a merchant could appoint these stores his agents, paying a small commission. Ever so many merchants figure they cannot afford to tread upon the toes of their competitors in other towns located from ten to fifteen miles from the territory they usually secure their business from.

Yet the mail order houses do business all over United States through their catalogs. They don't confine themselves to any specific territory. Two of the biggest Chicago mail order houses for some reason or other got the idea that they could not sell merchandise to the people of Chicago where their factory and warehouses

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GRAND RAPIDS, MICHIGAN

## Grand Rapids National Bank

The convenient bank for out of town people. Located at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.



are located, but they found out different the past year when they started to send their catalogues to the people of Chicago—that their big city trade was indeed most profitable.

Ever so many families would prefer to trade in a town some distance away, so it behooves every merchant to realize the vast amount of goods which can be sold outside of his territory.

According to Henry Ford, purchasers really have to be trained and led as though they were an army. He says an army which is not well trained and led will revolt; so will a purchasing army.

All of which means that when purchasing falls off, when the army revolts, the sellers would look into the quality and quantity of their own leadership. For it is the quality and quantity of their leadership and not the personnel of the army which are at fault. A well managed army never revolts.

You may think you are infringing upon your competitors in neighboring towns, but that is no great crime. So long as you conduct your business upon a high plane you are not violating any of the ethics in business through extending your trade territory.

I don't think we really permit our clerks in retail stores to assume the responsibility they are entitled. I tried out a plan in our banks some years ago that brought us considerable business. I requested the tellers and book-keepers to write one letter a day for thirty days, selecting a family in our district that was not doing business with our bank. The next day write to another family. "Write this letter in longhand and write it in your own way," I told them. "Tell these families how much you would appreciate having them call at the bank for the purpose of finding out the splendid safe, sound banking institution we are conducting."

I suggested that they mention in this letter how enthusiastic they were to be associated with one of the safest and soundest banks in the state, that they could write pages about the advantages of customers giving their business to our bank, telling about the new accounts opening up daily and the unlimited experience of the President, Vice-President and Cashier through their years of being associated in the banking line.

This brought such good results that at the expiration of thirty days we continued it for sixty days. Now it has been the rule with our three banks to follow out this practice about twice yearly. I have had ever so many book-keepers and tellers inform me, "Well, I got the Brown family the other day to open a nice account in the bank and all through that letter I mailed them. I'd congratulate the junior banker and I could see his eyes sparkle from the victory he had won in getting another new customer."

There is not a clerk in any store who could not find time to write one or two letters during the day or evening to some of his or her friends and acquaintances explaining about the new fall merchandise.

What would prevent a merchant sending out several thousand letters

to families who do not trade at his store? Secure the names from your voting list or send them out on the rural routes with just route number and box number. All that is necessary in order to comply with the postal laws is that you give the postmaster money for postage and the postman on the rural routes will put the letters in the boxes. Follow the same procedure with two or three towns located from five to fifteen miles of your store, even the townspeople.

Have a letter prepared by the clerks and signed by all the clerks. Through making it an open letter it will not be necessary for you to have it type-written, your printer will turn it out for you on regular letterhead size, something like the following:

BROWN & SMITH  
Podunk, Ohio

"The store where the clerks buy and wear clothing, dry goods and shoes purchased from their own store."

We all welcome you to our store and for that reason we unhesitatingly sign our names to this letter.

In our store meeting the other day, which we have frequently, one of our clerks suggested that she would like to write a personal letter to a few of the representative families in our district in regard to our new shipment of Fall and Winter merchandise which has just arrived.

Another clerk spoke up and said, "I have several friends I would like to send such a letter to," and it seems that ever so many of us had friends we would like to send such a letter. So a vote was taken and it was decided to send a letter to all our friends and all sign the letter. In this way your friends will be your friends and your friends will be your friends and we'll all be one big happy family because our new Fall and Winter merchandise is certain to make everybody who buys a friend of our store.

Brown & Smith bought their goods entirely different this year than any other season. This year, before orders were placed, samples were secured and expressions of opinion were obtained from everybody connected with this store. We searched the market carefully for the best goods at the lowest prices obtainable and do you know we are so well pleased now that the new goods have arrived that we whole-heartedly recommend our beautiful clothing, dry goods and shoes to our dearest benefactors.

It seems that every clerk is so thrilled with enthusiasm that everybody wants to buy several new outfits this season, but, of course, we could not afford to do that, but we do believe that never before at this season of the year has any store offered better values than Brown & Smiths do right now and the assortments are excellent and the prices low.

You will find a world of satisfaction in looking over our new lines and if you could only realize how each and every one of us would appreciate a visit from you, I know you would not fail to be here to-morrow.

Do give us the pleasure of showing you the new Fall styles—we would never dream of making this request unless we were positively sure we could save you considerable money and number you among our thousands of permanent customers.

We thank you in advance for according us the pleasure of serving you.

John Smith  
Jim Brown  
Annie Jones  
Mary Richards  
Susan Johnson  
Hattie Lee

Now this letter can be twisted around to suit the needs of an exclusive shoe dealer, furniture, hardware or jewelry merchant by mentioning

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We can not speak too highly of your erector who is on the job about sixteen hours a day and busy every minute. He is a competent workman and a gentleman.

Yours Very Truly,

THE BELLEVUE STATE BANK,  
C. D. Kimberly, Cashier.

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specific lines and mention two or three good leaders in your letter. Say, for instance, if you are in the shoe business, "Our new strap oxfords in the latest styles and colors so popular this season, regularly \$7.50, only \$6.25 at our store." If you are carrying groceries, mention three or four leaders at attractive prices. If an exclusive clothing house call attention to men's shirts and furnishings or something along that order; if a dry goods house, women's silk hose. That is one of the best drawing cards.

I realize many merchants find it difficult to visualize their opportunities, but grasping those within your reach should be the aim of every retail merchant and a letter like the above can be prepared by any merchant and should certainly not be neglected.

There is no better way for a retail merchant to keep up his trade than preparing a letter to his old customers—those who do not trade with you at the present time. Check over your books, show them that you appreciate their business. As a country merchant said to me the other day, "I have been out collecting two or three days a week recently and I have dropped into other towns in my county and I find a lot of my old customers in these other towns trading. What is the matter with the people? Years ago we could bank on our customers, but now they are jumping all around like a lot of grasshoppers." I told him he did not appreciate their business when he did have it. "Well, how am I going to show my appreciation?" "Write your old customers a letter every thirty or sixty days—write a friendly little letter just the same as you would talk to them if they came in the store or send them a postcard and mention the fact that you had a good business the past month and you highly appreciate the patronage they so kindly favored you with."

Also invite your old customers to come and look over any new line of goods you may have just received, emphasizing the point that in case they are not entirely satisfied, goods can be exchanged or money refunded. Here's the letter:

As I said to one of the boys in the office the other day, "I certainly miss Mr. Brown's business."

I feel that you and I have so much in common that we should do business together.

It is always my aim to select the finest merchandise obtainable at the lowest possible prices for you and my other friends whose friendship I treasure highly and frequently I compare prices of other stores and I find that I am always in a position to save my customers considerable money.

Now in case any business you have transacted at this store has not been absolutely satisfactory, please drop in and tell me about it because as you know, I have always considered you one of our good customers and it would be a great disappointment in the event of our not having the pleasure of serving you now and in the future, the same as we have in the past.

Drop in within the next few days and let's have a little chat.

I would appreciate an expression of opinion from you as I know you have some splendid ideas and perhaps you could help me in my aim which is to run one of the best stores in this territory, making it the chief shopping center for a hundred miles around.

Enlarge upon the personal side in

your business—show the trade that they are somebody in this world. Every man, woman and child likes to see his name in print, either in newspapers or personal letters, and if you don't cater to your old customer, if you don't pay any attention to him, some other merchant will and consequently secure his trade.

The above suggestions will prove very valuable to any merchant who wants to enjoy a good Fall business. Our biggest aim, of course, is to create a bigger turnover of our stock and one of the best methods to pursue in regard to that is good stock keeping.

I recall when I was a boy employed in a general store, it was my job to reple men's and boys suits, odd trousers and overcoats, besides waiting on trade. Every Monday morning I was supposed to start in and go through my stock and closely watch out that there were no mis-matched suits, as frequently in the blues and blacks it was very easy to get vest and trousers with the wrong coats, etc. All the stock had to be piled feather edged and looking in perfect condition all ways. The clerk in the dry goods department was supposed to go over his stock the same as I did mine, although he had a young lady assistant. We had one man in the shoe department to re-arrange that stock, dust boxes, etc., before waiting on customers.

I wondered many times why the owner of the store compelled me to go through this stock each day, as many times my stock would be in perfect condition, but he required that each day I handle each piece separately. After some time I found out the reason for this—it was to keep us thoroughly posted on every article in the department. After a few months of handling the stock in this fashion I got so I knew every specific article in my entire department and I got so

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WRITE FOR FURTHER PARTICULARS.



that I'd think to myself, "Gee, I'd like to get rid of this line of suits," as I got tired of looking at and handling the same stock constantly, certain lines not being ready sellers, and I made it a point to try to sell this old stock every time I got a chance. I knew every article in my department. I knew just exactly where to locate a specific color, style and model. If I had a call for a stout style, I knew the exact place that style, model and desired color would be; the same with a slim style, regulars and all models.

Working along that style I kept the stock in good condition constantly, always selling out the old stock at every opportunity and soon my department was free of old stock, left-overs, odd pieces, etc. I conveyed the impression to the trade that I knew my merchandise; I was able to give them speedy service through my knowledge of where to lay my hands on any specific garment desired; there was no guess work, no hunting around.

It is a splendid policy for any merchant to keep his clerks trained in that fashion, for as we all know, the major portion of the trade to-day is nervous; they want service and quick service and no sales person can deliver such service unless he is thoroughly familiar with his merchandise.

A country merchant to-day should pause a moment and realize that the average farmer to-day has a great many obligations to take care of and the greater portion of these must be taken care of before he can spend any money for merchandise and in order to get that trade which is forthcoming he should practice more profitable, practical, workable selling plans than ever before.

I really believe there are several more million dollars to be spent for merchandise this Fall than last season and the merchant who builds his organization as big as his opportunity will build the biggest business in his territory. T. K. Kelly.

**The Zoning System For Retail Grocers**

Another plan for the salvation of the retail grocers has been suggested this time by Winfield Hartzell, past president of the Retail Merchants' Association of Colorado, who believes that the zoning system would solve the problem. In brief he says:

"The idea came to me when the Denver City Council passed the zoning ordinance to protect the home owner from the invasion of his district by the builder of business property. Residence property is ruined when a block of stores, a filling station or a garage is erected on adjacent lots. When a man selects what he has been led to believe is a residence district he has a right to expect his city government to allow no one to ruin that home by building something objectionable in the same block.

"The same rule applies to the retail grocer. He goes into a section where houses are few, where he can barely exist on his volume of sales. But he does not expect immediate success. He is willing to assume a risk. He is willing to gamble on the growth of that particular district. He is willing to render a service in the meantime to the residents of that district and wait

patiently, sometimes for years, for his reward.

"Usually this is what happens: About the time the retail grocer has reached a volume of business that would make him a little money the chain store comes along, secures a location next door or across the street and proceeds to take the cream that the patient, plodding, sacrificing retailer was years in building up. This is piracy in its worst form. It is robbery as surely as breaking and entering are robbery. A grocer's customers are his stock in trade, his only real assets. Of what value are shelves full of groceries where there is no one to buy?"

Last year, at about this time and later, banks in the Northwest were closing their doors at the rate of from three to five daily. Wheat prices were very low. Land prices were falling. Many farms were being abandoned by tenants. Owners who had bought at the peak of the land market in 1918 and 1919 were giving up the struggle and surrendering their partially paid for acres. The banks, loaded up with farm "paper," were helpless. A year later twenty-five of these banks in Minnesota are being resurrected and will be doing business again by January 1. Other States in the Northwest show equally hopeful signs. Laws have had nothing to do with this. Nothing that Congress did or failed to do has been a factor. The one law that has touched this situation is the law of supply and demand. With a short world crop of wheat visible, prices rose. As prices rose confidence

flowed back into the Northwest. A new crop has been marketed at reasonably high prices. The farmers have money and are liquidating their debts. The "frozen" bank assets have been thawed and the banks, naturally enough, are being resurrected.

**Appropriate.**

A certain town had bought a new fire engine and the superintendent, af-

ter gathering all his men together, suggested that an appropriate motto should be placed over the station. The thing was debated at some length and several suggestions were made. Finally one man arose and said: "I move the following motto—'May this fire engine be like the old maids in our village, always ready but never called for.'"

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## MASS BUYING AND SELLING.

### Great Developments in Store in the Future.

If a change in business methods is worth making or an article about it is worth writing, it is because that change—that new method—will in the end help the consumer to get more for his money. An effort to untangle the snarls in our distribution system is only justified as it helps to lessen the cost of living. "Service" is an over-worked word, but real service is the thing that business must give if it is to go ahead on the safe middle road between that extreme of individualism which can see only profits and that other extreme of state regulation, state price-fixing, state socialism.

Distribution is not an end in itself. It's only a road from producer to consumer. Unfortunately it is a road that at present is far too rough and too roundabout. One of the things that will smooth and shorten that road will be mass buying.

We are wasteful enough in this country, both in making and selling goods; but I believe that the latter is the greater offender. I sometimes say—and I mean it—that I shall die disgraced as a merchant, for in my lifetime the spread between production cost and what the consumer pays has widened, whereas I and my fellow merchants ought to have made it narrower.

Nevertheless, it can be narrowed; and mass distribution is one of the ways of doing it. This is why I ventured at the last annual meeting of the Chamber of Commerce of the United States to predict that the time was near at hand when the chain store idea would be so developed as to include chains of department stores.

I have been called a heretic for the suggestion, but I would make this plain: my idea is not revolutionary; it is evolutionary. The chain department store is in existence now. It is, I believe, bound to grow; and the wise merchant is the man who will recognize the facts and adjust himself to them.

The existing chains of department stores are of various types. There are such chains as Gimbel Bros., owning stores in three or four large cities. At the other extreme is the J. C. Penney Company, which not long ago opened its five hundredth store. These stores handle modest-price goods and are largely in small communities. The May Department Stores Company has a chain of four stores in larger cities. These were consolidated from half a dozen companies. Recently the S. S. Kresge Company, owning a large number of 5 and 10 cent stores, has laid the foundations of a chain of department stores. I could multiply instances, but that is enough to show that the chain department store is already with us.

But we are only on the edge of the development of this idea. Just as the department store outdid the individual small store, so for the same reasons the department store chain will overshadow the present chains.

The coming successful department store chain will be an aggregation of department stores of which the similar department of all the stores will them-

selves constitute a chain within the main group. For example, all the shoe departments will be operated as a chain of shoe stores, in charge of a merchandise man who in ability and experience will be equal to the merchandise manager of a separate chain of shoe stores.

Each department store of the chain will be under a local manager, partner or owner, who will have leeway for adjustment to local conditions. He will, if he pays due regard to the general fundamental policies of his chain, have as much authority in taking action and dealing with local problems as any of his competitors.

Let us see whether the department store chain really can meet and beat the competition of the chain stores. A chain store system doing a business of \$5,000,000 a year has a higher degree of buying effectiveness than a department store doing a business of \$25,000,000. The chain stores doing a business of \$5,000,000 will have its buying-power focused wholly on a single line. The buying-power of the department store may be divided into 50 to 100 different departments, each handling one type of merchandise, or an average of \$250,000 to \$500,000 per department. A chain of 30, or perhaps fewer, such department stores would, therefore, far exceed in each of its 50 or 100 department chains the buying-power of a chain of the size mentioned that is, provided that the buying-power of the 30 department stores is consolidated as is the case in the present small-store chains.

Out of such an organization should come true mass buying—buying on an adequate scale the output of a mass production. When we get real mass buying, the concentration of a single manufacturer's business in just a few very large retail organizations—possibly even wholly in one—and on standardized goods, will enable the manufacturer to make only what the retailer wants made, will agree to buy and has scientifically determined that he can resell to his customers.

The manufacturer will need no salesmen. The manufacturer and retailer will be able to co-operate and plan together to diminish the irregularity of production—the costly succession of alternate "rush season" and "dull season." The well-known policy of the "even load" will save large sums in the cost of the product.

The department store chain will have all the other advantages of the small-store chain and I believe, to an even greater degree. A single-line chain doing a business of \$25,000,000 a year can afford better staff men and experts than a department store doing a business of \$10,000,000 a year; but it could not afford as good men as a chain of 10 or 20 or more such department stores united.

Just as truly as the department store, with its greater purchasing power, was able to offer customers a higher grade of service than the individual small store without being under-sold by the small store, so will the department store chain, I believe, be able to meet and beat the prices of the single-line chain and yet give all the services which a department store now gives.

The department store chain will have one more noteworthy advantage

over the single-line chain. The adaptation of the standardized system to local conditions and the responsibility for the cases which the rules and regulations do not cover satisfactorily, will in each type of organization be under local management. In this respect the effectiveness of this phase of the operation should be just as much more effective in the department store chain as the manager of a department store would exceed in ability, wisdom and experience the manager of a small branch store of a single-line chain.

The department store chain will succeed, principally because it is a machine highly adapted for mass production and mass distribution. No machine that is not built for these two conditions will succeed permanently under the rapidly coming changes in distribution.

Every practical distributor will at once see that a chain of department stores will possess numerous advantages which cannot be enjoyed by individual department stores. The increased purchasing-power with its lower prices achieved by chain organization has already been mentioned. It will make possible for the manufacturer the concentration of his production on a few styles at a single price, or at very few prices, with a definite knowledge as to retailing outlets and the consumers' demand in those markets. This standardization will bring about the elimination of the needless variation which is largely necessary to the producer under the present system of distribution because of his uncertainty as to the consumers' wants, and his inability to rely upon any specific retail store for bulk standardized orders.

The closer co-operation between the department store chain and the manufacturer will make possible a better arrangement as to reserve stocks and reorders. At present, almost every order of a department store to a manufacturer is a new transaction, often too small to be profitably produced alone. In the case of the department store chain it will be possible because of the close co-operation and the enormous amount of business involved, for the manufacturer to adjust his production much better to the sales volume of the retailer, and thereby make the goods substantially as rapidly as they sell, so that the department store chain, instead of carrying large reserve stocks, will be able to do business with an insignificant reserve stock constantly replenished with new merchandise from a reserve stock kept by the manufacturer without danger of loss to himself.

Let me illustrate the kind of arrangement that would be possible: Supposing that the process of manufacture of a certain article takes sixteen days. The manufacturer might then keep on hand a finished stock equal to three weeks' demand. From this he would fill the retailers' reorders, and at once start production on the goods to replace in his three weeks' reserve the amount taken by the retailer out of that reserve.

Thus department store chains can be made the means of bringing about a rate of stock-turn for both manufacturer and retailer beyond the possibil-

ities of our present system of distribution.

Also, because of the shorter time elapsing between the beginning of the manufacture and the appearance of the finished product in the retailer's forward stock, the suggestions and criticisms of customers can be reflected much more quickly in the subsequent output of that article. Then, too, the amount of stock on hand to which the criticism is applicable would be materially less, and a lower rate of mark-down losses should be the result.

Finally, we all agree that the reduction of prices depends principally upon our ability to reduce not only our cost of merchandise, but also our distribution expense. To begin with, the department store chain will have the advantage of making the knowledge, ideas and experiences of each store at once the common property of all the stores. In other words, its degree of efficiency will not be the average of an equal number of separately owned stores, nor even limited to the highest standard of efficiency in any one of those separately owned stores; rather will be nearer the highest standard to be found in any one of the stores of the chain plus all the improvements, constructive ideas, suggestions and experiences that arise out of all the other stores of the chain to elevate that standard of efficiency still further.

That standard of efficiency will be served greatly by the higher grade of experts which the department store chain can employ. They will be able to standardize the administrative and operating functions of all the stores of the chain, with great benefit to the chain.

However, these experts may cost each store of the chain less than mediocre executives. For example, if there are twenty independent stores, each employing an advertising man at \$5,000 a year and those stores form themselves into a chain employing a \$40,000 a year man, whose publicity will be used by all twenty stores, not only will the publicity be of higher quality, but will cost each store, on an average, \$3,000 a year less. In the same manner other expenses of the business can actually be reduced by such an organization.

The lower markup, made possible by the reduction in expense rates and the percentage of losses, should lead to a steadier stream of buying on the part of the consumer. At present, the average big store is busy selling less than one-half of the time, and a great many small stores less than one-third of the time. With these increased inducements which can be achieved by the small stores only if they organize in chains, and even then only in part, the big stores will be able to keep busy a greater portion of the time. The better values which will result will be a drawing power that will win many people away from their habits of buying at the most convenient store, buying without "shopping around," and believing that it is a sign of "nobility" to buy without shopping or questioning the price.

How will these chain department stores of the future start up? Three obvious methods suggest themselves:

1. Owners of now-existing stores



may establish other stores in other cities.

2. Existing stores in several cities may consolidate into one big chain.

3. Chain stores now existing might broaden their field to become department stores. Woolworth's and the other 5 and 10 cent stores are in a sense chain department stores now, but their stocks are limited by price levels. It would not be a long step for them to expand, not only in the variety but also in the price of the goods they carry.

All three of these suggested methods are possible and to a greater or less degree, I think we shall see all three developments occur, but I am inclined to think that we shall see chain department stores develop more noticeably and sooner along still another line. I think that we shall find existing stores at strategic points far enough apart to avoid rivalry, uniting to accomplish certain definite purposes but still maintaining their separate identities towards the shopper.

An important part of the strength of such an organization lies in its mass-buying power. Picture ten large stores in ten large cities with one buyer of hosiery. He would be, as I have said, highly skilled and highly paid. He, with these stores back of him, could say to a manufacturer:

"We can use in the next six months so many thousand of dozens of stockings if they meet these specifications. You can profitably make them at a specially low price to be jointly agreed on, because this order will keep your factory running evenly over a long period. You will not have to face alternating periods of unemployment and overtime. Your selling expenses will be at a minimum. Moreover, if you can produce more than we order, you can probably dispose of them, for you need only say to stores not competing with our group that your goods and prices meet our requirements to find a ready acceptance."

That's well within the bounds of possibility, and the opportunity of lessening distribution costs and passing the savings on to the consumer is very real and very great.

The natural question arises: How is the manufacturer going to like this? Is he going to feel that the manufacturer dog is being wagged by the retailer tail? I think it not unlikely that there will be some friction, some rough places to be ironed out; but I think that the difficulties will not be great. Manufacturers of goods sold through department stores will, I believe, find the security that comes with large orders which can be spread over a reasonable time well worth having. Such orders will help to stabilize their industries, making it possible to avoid unemployment on the one side and overtime on the other.

In any consideration of this development of retailing—the chain department store—there is certain to come-up the question of its effect on Nationally advertised brands. I think that as the strength of mass buying is developed, we shall see nationally advertised goods, at least such as are sold through department stores, put to the "service test." They will succeed just as far as they are better goods at less price, and they will fail

if they are simply better advertised goods. We are entering into a period of intense competition, a competition which will amount almost to a revolution in production and distribution; and goods cannot survive this test solely by means of advertising.

The danger for the nationally advertised brands in an era of intense competition is greater than is generally supposed. They are threatened by their very success. Basically they are driving toward the right goal—mass production and mass distribution—towards which we are all striving. But as the makers of these articles succeed, they are apt to relax; and if past history is any guide, prices are advanced to the distributor to the point where he can no longer afford to handle them even in face of a strong demand;

or on the other hand, if his protests are effective, the price is lowered but at the expense of quality. In my own recollection as a merchant a great number of outstanding nationally advertised articles which once seemed to control the market have disappeared, not because there was organized opposition on the part of shopkeepers, but because this very thing happened. We couldn't pay our rent and our other expenses out of the margin allotted to us.

One manufacturer put the situation very baldly and very clearly when he said in answer to complaints made by the distributors that they couldn't handle his product with profit:

"Drug stores handle postage stamps without profit, because they bring people in; and advertising will make

my product the postage stamp of your business."

Multiplication of brands has been one of the problems of the retailer and one of the problems which mass buying through chains may help to solve. There have been in many lines, as for instance, stockings, a number of brands of equal price and presumably equal quality. The retailer is faced with the task of selection. If he carries all, the burden is enormous. If he doesn't carry all, an unsatisfied demand stimulated by increased advertising may cost him customers.

The chain department store will be able to meet this situation by large buying and, I hope, lower prices. I am far from saying that advertised brands will be put out of business.

(Continued on page 19)



Only as our  
candies excel for  
the price asked  
do we hope to ob-  
tain your interest  
and merit your con-  
tinued patronage

A. R. WALKER CANDY  
CORPORATION  
MUSKEGON MICHIGAN





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.

#### Luxurious Coats For Women.

Written for the Tradesman.

Dry goods dealers, department store people, and proprietors of woman's specialty shops are anticipating an active demand for coats, of which there are many new and luxurious models.

Two reasons combine to make the early acquisition of such a garment highly desirable, if not actually imperative, insofar as the well dressed woman is concerned. First, the current vogue of the one piece dress—almost invariably a light weight affair ill suited to fending off chill winds and protecting its wearer from the asperities of the weather; and again, because the coat has, during the last few years, assumed a large and commanding importance in milady's wardrobe. In other words, the outer garment is now conceded to be a very important factor in the dress ensemble of the woman who would dress well.

For this reason it must be perfectly clear to anybody who gives the matter any serious thought, the final selection of a coat is a matter of importance. A good many things are to be considered aside from price. The outer garment should be practical—that is it should provide a certain degree of warmth and protection, and it should possess actual wear-value; and at the same time it should be beautiful and attractive in itself. And that means it should conform in some measure to the current vogue in coats worn by people who know and care, and the particular type should be selected with reference to the individuality of its wearer.

As one considers the offerings in fall wraps—and if you are a dealer in such personality commodities, you have had occasion to consider them—it is not difficult to become enthusiastic about them. They are very attractive. They look so chic and desirable they ought to go big. And many of us confidently believe they will. Not so many changes, at first glance, from the best styles of a year ago, yet a closer inspection of them does reveal many new touches and subtle differences.

#### New Colors and Fabrics.

For those who do not cling to, and persist in being dominated by conventional and staple things, such as navy blues and blacks, which like the poor are with us always, there are rich and vivid colors and splendid new tones—mahogany shades, sumptuous coppers, vivid greens, glorious browns

and brilliant reds. And each of these fundamental colors comes in a great variety of tones, each with its appropriate name, its own individuality, and its special charm. Of the greens, for instance, there are such tones as artichoke, Lebanon, Cossack, Celadon, and shutter.

And the widest variety of materials are used. Many of the more popular sort having the so-called leather finish. Velours are still good, and coats of casha cloths with a velour finish are being shown; and many novelty fabrics, including plaids; and there is a recrudescence of broadcloths—particularly the ribbed weaves.

And, in this connection, it may be in order to observe that linings have assumed a position of commanding importance.

And trimmings—especially furs—are playing an important role in the staging of new models. Many new shades of fur have come to the fore, and many new shades of old furs have been developed.

As one has well observed, designers are certainly prodigal with fur trimmings, making use of the preferred skins in many new and interesting ways. Godets and flounces are a type of application designed to win hearts; bands both narrow and wide are used with good effect; and some exceedingly pretty models are edged all the way round with fur. And the salesgirl who knows her line should be pardoned for going into ecstasies over the charming new things in the coat department of her store.

Frank Fenwick.

#### Are They No Longer Useful?

That special sales, when they are put on to attract women to the stores rather than to dispose of actual surplus stock, have outlived their usefulness, is the contention advanced by a prominent business man. "Time was," he said, "when a special sale of the 'bait' order was very effective in helping the movement of 'regular' merchandise throughout the store, but that time has largely disappeared. The increased need of watching the extra pennies since the war, due to high rents and other reasons, has resulted in a situation in which many women buy the sale merchandise and leave the regular goods strictly alone. I know personally of cases where certain women have shopped several stores on the same day for cut-price articles, without buying anything else. When it is taken into consideration that most of the buying of special goods is done by women of limited means, who are the ones who have been forced to economize, it is not difficult to see why this is so."

#### Will Omit Formal Openings.

There is every indication that formal openings of Spring lines of shirtings, especially printed ones, will be omitted this year by some of the leading houses. According to the executive head of one of the biggest concerns in the business, buyers of these goods, like buyers of many other lines of merchandise, are now operating regardless of seasons. When anything really new or attractive is brought out, he said, the buyers snap it up without thinking of whether they will cut it up for Spring or Fall. The result is that small, frequent orders have succeeded large ones placed at long intervals. This kind of buying, he added makes for better business than ordering by seasons, in that it gives the textile printers more regulation operation. When price changes are found necessary they are made in a quiet way without waiting for the opening of a new season.

#### Price Rises in Men's Fabrics.

Advances on men's wear light-weights have been made by several mills since the opening of the Spring lines and the movement now, according to selling agents, bids fair to become general. The largest factor in the trade has not yet advanced its quotations, but such action in the near future would not be surprising. Back of the price advances is the fact that the mills did not "cover" on raw wool to any substantial extent, with the exception possibly of the big company. Consequently, when cloth orders booked take care of their present supplies of raw wool the mills will find it necessary to pay the higher prices prevailing in the wool market. Resistance to the increases in cloth prices by the manufacturing clothiers may be a factor in the further development of the Spring season.

#### Jewelry Demand Picking Up.

Improvement in demand continues in the jewelry trade, and recent predictions of generally better business in that field seem in a fair way to being realized. Especially pleasing, it was said yesterday, is the increase in the orders coming in from Middle Western points, particularly Chicago. All grades of the merchandise appear to be moving better, the improvement being as noticeable in machine-made goods as in the high-grade pieces wrought by hand. Bracelets, especially, are active. The last week has seen a slight decline in platinum, but it has not been sufficient to have any effect on prices of the finished articles.

#### The Outlook For Flannels.

Any reaction that may take place in the demand for flannels is likely to be temporary and the Spring season will not be affected to any extent. Some reaction, it is figured, may come, due to Fall needs being taken care of, with a consequent slacking of the pressure of immediate demand by the cutters-up. But this, it is contended, will only be a sort of "breathing time," with flannels again very much to the front when the cutters, turn actively to the Spring season. Although there is some talk of a possible overproduction of the cloths, a strong factor against this is the limitation of the quantities of noils available.



### Livable Living-rooms

are no problem with a Blabon Floor of Linoleum to start with. Cheerful patterns, and beautiful color combinations for harmonious decorative effects.

Blabon floors are resilient, comfortable, and quiet. Easy to keep clean. Economical because they last so long. See our assortment of latest patterns.

Linoleum rugs 6 x 9 ft., 7½ x 9 ft., 9 x 10½ ft. and 9 x 12 ft. in stock—also 6 ft. printed art linoleum.

**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.

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



**MASS BUYING AND SELLING.**

(Continued from page 17)

The best of them will survive, and they will survive because they meet the test of price and quality. I do believe that we shall see a change in the tone of advertising—more appeal to reason and less to emotion. Women and men will be told more about the materials, quality, and cheapness of advertised articles.

Take the automobile. More and more the advertiser will show just how and why the man with \$4,000 a year can afford to buy his automobile, what the expense and what the savings will be; and it will be more convincing than the advertisement of "out in the open spaces where nature calls."

Already there are many widely advertised goods handled by far-sighted men who see the future much as I do and are shaping their plans accordingly.

One result on the marketing of standard nationally advertised brands may well be an extending of the efforts to market them through chain stores controlled by the manufacturers. We might see a department store devoted to these chains each department separately owned but united for convenience and economy. I can imagine, though I am skeptical as to its success, a store which should house a retail outlet of one maker of men's clothes, another of men's shoes, a third of hats, a fourth of shirts, and so on, giving the buyer a chance to outfit completely under one roof with advertised goods with whose names he is familiar.

Another question that is raised in regard to the chain department store and its mass-buying power is this:

How can mass buying be handled to meet the variation in style demand in different sections of the country? We are often told that St. Louis and Cleveland, Chicago and Philadelphia, Denver and Rochester, won't take the same things.

There is, of course, truth in that, but in my opinion not so much truth as many think. Style is a potent factor in buying, and there's a geographical factor in style, but it growing less, I think.

We tend towards a standardization very strongly. In almost any line 85 per cent. of the sales center around about three prices. In shoes, for example, we might put those prices at \$4, \$7 and \$10. The well-to-do buyer and the average buyer meet in the middle. What the latter buys for best, the former buys for everyday wear, and style is not an extreme factor. We mustn't forget that Chicago and New York are much nearer than they used to be and are getting nearer. More New Yorkers see California every year, and all that interchange of persons and printed matter tends to make standard styles more acceptable. Of course, we shall go on taking care of the 15 per cent. at the top of the buying ladder who want something more or less to themselves, but they are not by any means a controlling factor.

This mass distribution would, I think, alleviate some of our noticeable sore spots of distribution. One of the evils of the dry goods business, par-

ticularly in ready-to-wear clothing, is the "overnight order," the result of the sudden discovery that there is a real or imaginary call for a certain fabric or style. The retailer rushes an order, which the manufacturer fills in a like hurry. The goods are not what the retailer thought he wanted. There's a cancellation or a demand for a refund, and a resulting mess. That's a very real evil in some industries and one that chain department store buying planned in advance and logically worked out would do much to cure.

I have tried here to point out some of the ways in which chains of departments will function and some of the obstacles they must meet. But most of all I want to impress on my readers that in my opinion they will see great development on this line not in the distant future, but in the next five or ten years, and perhaps in the next three.

And it is not a revolution in business, but an evolution, an adding to the benefits of mass production the benefits of mass distribution.

Edward A. Filene.

**Belt Deliveries Running Behind.**

The unusually active demand for women's belts this Fall is resulting in much slower deliveries, according to the United Belt League of America. Deliveries of the wider belts now in vogue require from three to four weeks. Among the factors leading to this slowness of production are the scarcity of labor, based on the increased amount of work required on the new models and the paucity of skins. Wide belts must be made by hand, while the narrow ones that were formerly in general vogue were cut by machinery. The popularity of self-covered buckles, which require extra work to produce, is also a factor in the slowness of production. There is some showing of metal buckles, but they are in the minority. The brown shades top the demand for colors, the favored ones ranging from tan to seal brown.

**Heavyweights Still Wanted.**

Although the call for the merchandise is gradually tapering off with the closing of the season, buying of heavy-weight underwear still supplies the bulk of the activity in the local knit goods market. Several lines of these goods have been reduced \$1.50 a dozen. Buying of lightweight underwear continues limited, and it is nothing like as active as some of the mills expected it to be when the new season's lines were opened. Much of the hesitancy of buyers is attributed to their uncertainty regarding prices, some changes in which appear almost daily. One of the most important of late concerned the lines of a prominent concern. This concern, whose prices at the opening were above the market level for the class of goods it makes, has since brought them into line with competing figures.

**Hip-Length Blouse Still Sells.**

Despite the general demand for the tunic effect, the call for hip-length blouses is just as active as it was last year, and the garments are shown in just as great a variety as they were then. Manufacturers catering to the more conservative retailers are show-

ing many handsome blouses of cut velvet, chenille, crepe and satin. So far, there has been little or no use of ribbed silks in these models. Some of the garments in question are made on straight lines, ending in a hem instead of a band. Variety is introduced by a model with a gathered waistline extending across the back and under the arms, with a straight panel in front. Leather trimmings are among the new decorations seen, they being combined with embroidery and fancy stitching on some of the more elaborate models.

**Wool Cost Bothers Spinners.**

Although an increased volume of business is reported in worsted yarns from week to week, the price feature of the situation is a markedly disturbing factor to the spinner. Advances,

it is pointed out, must be obtained even to cover the increased cost of yarns now being made from recently purchased wool, with the necessity of further increases to cover the continued rise of raw wool. According to one authority, the actual increased yarn cost to spinners by reason of higher raw wool of ¼ and ⅜ grades is at least 20 cents per pound over the early months of this year. The cost is greater on some of the finer grade yarns. The increased yarn demand lately is believed to have eliminated the greater part of stock yarns in the hands of spinners and jobbers.

The grave digger often finds himself in a hole. There are others who frequently find themselves in the same position.

**MAIL ORDERS**

Receive the same prompt attention that is given our house and road orders. Shipment is made within **twenty-four hours** after we receive the mail. We earnestly solicit your needs.

**GIVE US A TRIAL**

from the following items picked at random.

- 32 in. Satine Ticking Shorts, 10/20 yd. pes. 60/75 yd. bdl. Asst. patterns ----- \$ .29½
- 30 in. Imperial Chambray Shorts, 10/20's 200 yd. bdl. Asst. Checks & Plains ----- .19¾
- 27 in. Twilled White Shaker, White only—a good quality -- .14½
- 66x80, 4¼ lb. All Wool Plaid Blankets, 3 in. Satine Binding, all colors ----- 7.35
- 70x80, 4½ lb. same quality ----- 8.25
- 32 in. Kalburnie Gingham Shorts, Plain colors only ----- .17½
- 200 Men's Genuine Amoskeag, full cut, two pocket, Blue Chambray Work Shirt, bxd. 6/12 doz. all szs. 14½ to 17 6.75
- 141 Men's Staple Oxford Cotton Sweater, Shawl Collar, bxd. 6/12 doz., sizes 38 to 46 ----- 10.50
- 4 Men's 220 weight Blue Denim Overall and Jackets, elastic back, triple stitched, full sizes, open stock, reg. sizes 16.25

We are in position to make prompt shipments of all Staple Fall items. Order now—do not wait for salesman.

**GRAND RAPIDS DRY GOODS CO.**  
Wholesale Only

**QUAKER SALAD DRESSING**

Wonderful Spread for the Kiddies Bread

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



#### Value of Eggs in the Diet.

In order to answer this question in a way that will be useful to the American housewife, the Government Office of Home Economics has devoted to it an exhaustive study.

It has reached the conclusion that the most important usefulness of eggs in the diet is as a substitute for meat. Beef and eggs are much alike in composition. But eggs, even at a rather high price per dozen, are cheaper than meat and equally satisfying.

They require less time, less fuel, and less labor for cooking than most other foods, and for this reason their use as a hot dish at a meal may often be an economy. Without question a reason for the popularity of eggs in most households is that they can be so easily and quickly prepared in appetizing ways.

A dietary study of 115 women college students showed that when one principal dish was served at a meal, the quantity required to satisfy all appetites was, of beefsteak, 36 pounds; of mutton chops, 45 pounds; of hamburger steak, 24 pounds; of sausage, 30 pounds; and of eggs, only 15 pounds.

Nearly three-fourths of an egg is water. It contains 13½ per cent. of protein (the stuff that makes blood and muscle), 10½ per cent. of fat, and 1 per cent. of mineral matter. The fat is concentrated fuel for running the body machine; the mineral matter goes to make bones and other tissue.

Sirloin steak is 54 per cent. water, 16½ per cent. protein, 16 per cent. fat, and 1 per cent. mineral matter. The refuse is a trifle more than in the case of eggs.

Thus one sees that there is no truth in the commonly-accepted notion that an egg contains as much nutriment as a pound of meat. Indeed, a pound of beef contains more nutriment than a pound of eggs; and it takes eight average eggs to weigh a pound. But the percentage composition of the two is approximately the same.

The white of an egg is practically pure albumen; but the yolk is composed of a great variety of substances, including fatty matters, phosphorus, iron, calcium, magnesium, and half of 1 per cent. of a pigment that gives it its yellow color. No wonder, then, that eggs are so valuable as food for man.

One constituent of the egg albumen by the way, is sulphur. It is this mineral element that stains the egg-spoon black—the sulphur combining with silver to form a sulphide of the latter metal.

The housewife prefers eggs that have yolks of a deep-yellow color. She thinks that they give to her cake or custard more richness. Nor is her

idea on this point without reason; for such yolks have a higher flavor.

This desirable color, it appears, is contributed chiefly by green feed. If hens have not enough of this kind of feed, the yolks of the eggs they lay will be of a pale tint. This is a useful hint for producers who cater to the "fancy" market, where deep-colored yolks are at a premium.

The fancy market also demands eggs whose whites shall, when cooked, be as white as possible, and not tinged with color. It is even important that the whites shall match. The head-waiter in a high-class restaurant nowadays would make a row in the kitchen if two poached eggs were served to one of his patrons, one of them clear white and the other greenish-white or yellowish-white.

These, of course, are mere details, but they have market importance. In New York City, by the way eggs with white shells command 5c more a dozen than brown-shelled eggs. In Boston it is the brown eggs that fetch a higher price. But the notion, entertained by many people, that brown eggs have a richer flavor is pure nonsense.

When eggs are whipped, air is beaten into them; and, when the beaten eggs are added to dough the air bubbles are distributed through the mass. When the dough is cooked, the enclosed air expands, the result being a porous structure. Angel cake affords a familiar illustration. It is interesting to note that recipes for cakes to-day call for fewer eggs than a generation ago. This is because the housewife, having baking-powder at hand, relies less upon eggs to make her cakes light. She uses only enough of them to give the desired flavor, color, and texture.

There are a number of so-called "egg-substitutes" on the market, some of which are made from casein and albumen mixed with a little flour. Others are mixtures of animal or vegetable fats with albumen and starch. Yet others are mainly starch colored yellow, and are advertised for the compounding of custards and puddings.

Vast quantities of eggs are now sent to market without shells, frozen or dried—the object in either case being to preserve them.

The great manufacturers of biscuits and other such products use these dried and frozen eggs on an enormous scale. Thus they enter into daily consumption by a majority of all the people in this country.

In the matter of heat producing, the average egg lags slightly behind a glass of fairly rich milk.

Rene Bache.

"Everything can't be done in a day." But something can.

## Headquarters for CALIFORNIA TOKAY GRAPES

### Extra Fancy 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

Trouble-free!

We can tell you of the numerous points of superiority in

FANCHON, RED STAR, finest family flours, and OLD GOLD, unexcelled for bakers, but there is none quite so significant as the definite assurance that you are trouble-free in using these brands.

The choicest wheat and care in milling make this possible.

**JUDSON GROCER COMPANY**  
DISTRIBUTORS  
GRAND RAPIDS, MICHIGAN



**What Is Adulterated Butter?**

The Commissioner of Internal Revenue has just issued the following Treasury Decision No. 3631 giving the Department's attitude on what constitutes adulterated butter under the adulterated butter act:

"It appears that some misunderstanding exists as to the effect of the decision of the U. S. Supreme Court in the case of Lynch vs. Tilden Produce Co. (T. D. 3605) wherein the 16 per cent. moisture regulation \* \* \* \* was held invalid.

"It is alleged that some of the creamerymen are now under the impression that if their butter contains 80 per cent. fat, they can legally increase the moisture content without incurring liability under the adulterated butter law. This impression is erroneous. The decision in the Tilden case does not declare the adulterated butter law void for any reason. It simply provides that the Department is without authority under the law to fix by regulation a given amount of moisture as the limit of normal moisture content beyond which the moisture content is abnormal, and the butter, therefore, as a matter of law, adulterated.

"As to its authority under the law to fix a moisture standard, the Department accepts the decision in the Tilden case as final and the 16 per cent. moisture regulation is hereby revoked. In the future the test that will be applied in determining if butter is adulterated is not whether it contains 16 per cent. of moisture but whether any process or material has been used with the intent or effect of causing absorption of abnormal quantities of water, milk or cream. The effect of this will be to subject some butter to tax which would not have been taxed while the 16 per cent. regulation was in force. For instance, while the moisture regulation was in effect, some of the creamerymen took advantage of it to raise the moisture content of their butter up to the limit by adding water after churning. Hereafter, if this practice is followed, it will render the butter subject to tax notwithstanding the moisture content does not reach 16 per cent. Where the normal moisture content is increased to any extent whatever, it will render the butter subject to tax as adulterated butter.

"Subsections (b) and (c) of Section 101 of Regulations No. 9, 1923 Edition, are amended to read as follows:

"(b) Under the definition of adulterated butter there are, broadly speaking, three methods by which adulterated butter is produced, namely:

"First. Butter in any way produced from different lots or parcels of melted or unmelted butter or butterfat in which any substance whatever is introduced or used for the purpose or with the effect of deodorizing or removing therefrom rancidity. Butter manufactured from sour cream, the acidity of which has been reduced by lime water before churning, is not adulterated butter (T. D. 3213).

"Second. Any butter or butterfat with which there is mixed any substance foreign to butter as in the Act defined with intent or effect of cheapening in cost the product. In other words, butter cheapened in cost by admixtures.

"Third. And butter in the manufacture or manipulation of which any process or material is used with intent or effect of causing the absorption of abnormal quantities of water, milk or cream. Emulsified or milk-blended butter falls in this class (T. D. 1649).

"Whether butter falls within the third class defined above depends on the facts and circumstances in each particular case. The law does not specify what are abnormal quantities of water, milk or cream and no moisture standard can be laid down herein. Butter churned and worked in accordance with approved standards and practices and with the quality of the product primarily in view does not contain moisture in excess of 15 per cent. This statement is corroborated by the analysis of thousands of samples of butter since the passage of the Act of May 9, 1902. Therefore, it appears that the moisture content of normal butter does not exceed 15 per cent. and where butter contains moisture in excess of that amount it raises a strong presumption that a process or material has been used with the effect or intent of causing the absorption of abnormal quantities of water, milk or cream and that the product is adulterated butter under the statute.

"(c) Ladled butter; when taxable. The product commonly known as 'laded butter' is taxable as adulterated butter if any acid, alkali, etc., is used to deodorize or remove rancidity, or if any substance foreign to butter is mixed with it, or if in the manufacture or manipulation of it any process or material is used with the intent or effect of causing the absorption of abnormal quantities of water, milk or cream. (See Section 117 re: when laded butter is taxable as renovated.)"

**A Bit Too Conserative**

If the nations of the earth should sit around a banquet at which cheese served was in proportion to their per capita annual consumption. Uncle Sam would take the place of the slighted guest. Uncle Sam would have a piece of cheese weighing only 3.8 pounds as compared with 27 pounds for Switerland, 15 pounds for the Netherland, 13 pounds for Denmark.

We have yet to hear of a husband who helped with the dishes and was shot by his wife.



ORIGINAL—GENUINE

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PARSONS AMMONIA COMPANY, Inc. NEW YORK



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Package Goods of Paramount Quality and Artistic Design

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5c. and 10c. Bars.  
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**Van Dam**  
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Jobbers of Farm Produce

**NUCOA**  
"The Wholesome Spread for Bread"  
"THE ORIGINAL"  
**QUALITY**  
NOT PREMIUMS SELLS  
**NUCOA**  
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Muskegon-Grand Rapids-Holland



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

#### Keeping a Record of Costs in the Tinshop.

Written for the Tradesman.

With many hardware dealers, the tinshop is not handled at all. With many others, it is not the profit-maker it should be. Indeed, it quite often represents a drain—perhaps unrecognized—upon the business; through the fact that the hardware dealer does not exercise sufficient supervision over this department to prevent the many leaks that without such supervision are bound to occur. In this connection I recently talked with a hardware dealer who has made a pronounced success of the much-criticised tinshop and asked his views.

"To begin with," he said, "we're none of us in business for our health. Our object is to make money. In order to make money we must first determine the exact cost of work done on an article before making our selling price. In other words, the selling price of any commodity must be based on the cost.

"There is no department where actual costs are so little understood as the tin shop; and this is all the more reason why the hardware dealer should keep close tab on this department.

"Out of a good many years practical experience I have evolved certain schemes for keeping track of tinshop costs, which have the merit of being simple and easy to comprehend and follow up.

"In the first place, I have time sheets. These have two columns, with blanks at the top for the name of the workman and the date. Each day the man fills in his time card showing how his work is distributed. The main part of the time card is divided into two columns; on one column is shown the hours from 7 to 12 and on the other from 1 to 6. Each of these hour spaces is divided into four, representing 15 minutes. Each workman or apprentice must fill out his time-card every day, accounting for every hour he works; also for the material used. These time sheets are turned into the office every night and the first thing I do in the morning is to check over these sheets and see that the work is charged in the proper place. The time cards are then placed on file in the office for future reference, should occasion demand it.

"For keeping track of small jobs or stock work I have had printed what I call a stock or job sheet. At the top this has blanks for the article or job, for the name of the mechanic, and the

date. The main part of this sheet is also divided into two columns. One of these is for a record of materials used. The sheet is so arranged as to show the kind of material, the quantity, the cost and the selling price. The second column of this stock and job sheet has space for each day's time through an entire week. At the bottom are blanks to total, first, the price of the material; and second, to sum up the material, time and complete job.

"Suppose, for instance, I give an order now, to my man for four dozen 12 quart IX flaring pails to be made. When he starts this order say, at 10 o'clock Tuesday morning, he puts on his time card opposite 10 o'clock pails which shows when he started this job. He takes out his material as he needs it and marks this down on the stock sheet which he has started for this job. He works the balance of the day on this job and at 6 o'clock he puts down the hours he has worked on the pails—seven—in the column provided for this purpose on the stock sheet. The next morning I take his time sheet and see that he has entered on the stock sheet the right time he worked. Possibly he may be called away to do other work for one, two or three days before he has a chance to work on these pails again; however, when he starts on this job again, at the end of the day he puts down his time and material on the stock sheet. And so on, until the job is completed. When the sheet is turned in to the office, and the material and time figured up, I have the exact cost, no matter how long the job may run before it is completed.

"These stock and job sheets are then filed away for future reference. When I have this same job to do again, and I find there is a difference in the cost of the work, it gives me a chance to find out why this difference has come about. Also, the men know I have these records, and are more particular to be accurate in keeping proper account of their jobs; for they know I will notice any discrepancy and want a convincing explanation.

"I can assure anyone who is running a workshop, no matter how many men he keeps, that he must adopt a system of some kind to keep accurate account of materials used and time spent on every job done, no matter whether it is large or small. Then he can add to his costs a sufficient margin so that at the end of the year he will have realized something for the efforts he has put forth in respect to the tinshop department. This system I have adopted has proven, for me, its worth many times over, and I would not run a workshop without it.

"For plumbing, heating and gas-

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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.

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Sporting Goods and  
**FISHING TACKLE**



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

Made and Installed Only by  
AMERICAN METAL WEATHER STRIP CO.  
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### THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile  
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All kinds of Glass for Building Purposes

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GRAND RAPIDS, MICHIGAN

# United Motor Trucks

A SIZE  
AND  
STYLE

## To Fit Your Business

SALES SERVICE

### ECKBERG AUTO COMPANY

210 IONIA AVE., NW.



fitting jobs which require a great many different articles I have a large job sheet printed. This is similar to the other job sheet except that it provides a longer column for material; and space in the second column, not merely for time spent, but for material returned. With every job that is started, the material taken out of the shop is entered on this sheet; and the time of each day and of each man is marked on the sheet.

"When a job is completed the material returned is simply marked in the returned column and what is not returned must have been used; therefore you have an accurate record of everything required for every job done.

"Of course this takes some time, but I consider it is time well spent. A system of this sort is the only way to know the exact cost of work done. More than that, when your customers know you have a system for keeping track of their work they feel better satisfied. They know that they are not being charged for a few more feet of pipe and a few more fittings than were actually used on the job. If there is ever a dispute, you can show your customer this sheet, and he is usually satisfied.

"A system of this kind is also much handier for your workmen, as they don't have to trust to their memory for anything except to put down on the job sheet the material as it is taken from the shop. After a few similar jobs are done you can judge the cost of a job of a certain kind both quickly and accurately, merely by referring to the job sheets on file."

A great many hardware dealers have suffered in the past through not knowing the actual cost of doing business. While the problem of costs in the store is a puzzling one sometimes, it is far easier than the problem of determining costs in the tin shop. And the chances of leaks occurring in the store are not so great; in fact, the tinshop, unsupervised, is apt to develop into one vast leak through which the store profits are drained away.

The tendency of many unsystematic dealers, when converted to the need of system, is to go to extremes. However, many dealers who realize the need of system in the tinshop are deterred from tackling the problem by dread of the labor involved.

There can be no doubt that system is often overdone; and that the merchant who develops a craze for systems of one sort and another to keep tab of all sorts of cost details will involve himself in a far greater amount of labor than the results justify.

But a very simple system, such as the one outlined by this hardware dealer, will produce all the results that most tinshops require for their successful operation. Such a system requires only two sets of blank forms— or three, if there is a plumbing and gasfitting department also. A workman can do all the filling in necessary in five minutes a day; and the proper charging up of the various items in the office is not laborious. And the result is to place in the hardware dealers hands all the information he needs for his safe guidance and for the profitable operation of the department.

Of course, having got the information, the merchant should use it. Moreover, in the beginning at least, it may be necessary to impress on the men the need of care and accuracy in filling in their sheets. But such a system is simple and practicable in any tin shop; and will produce good results.

Victor Lauriston.

**Season Turned Out Well.**

The virtual ending of the Fall shoe season finds the makers of the better grades of men's goods in a better position than for several years past. Not only have they taken more business from the opening of the season to date than in the same period last year, but the paucity of stocks in the hands of the retailers is resulting in a good volume of filling-in orders for "at once" shipment. All eyes are now turned to Spring, and it is said that some lines for that season have already been shown to the trade in a quiet way. While it is yet too early to do more than guess about how good a season it will be, the feeling is general that the Fall volume will be equalled, if not exceeded.

**Brushed Goods Are Going Strong.**

Very little change has taken place in the women's novelty end of the knit goods trade of late. Brushed goods continue to sell strongly, with mohair and vicuna effects doing well in the better grade goods. Coat sweaters with novelty brushed collars are in active demand, the slowness with which they are coming through the factories apparently making buyers more anxious to get them than might otherwise be the case. Two-piece knitted suits are doing well, among other models offered, and there is little fault to be found with the condition of business. The one flaw in the situation is the impatience that many buyers are showing about delays in deliveries, which are due to the character of the goods.

**Dress Buyers Not Worried.**

Reports that have been current in the dress end of the ready-to-wear trade for the last couple of weeks, to the effect that several of the principal stock houses have a great deal fewer garments on on their racks this season than is usually the case, do not appear to have had much effect on buyers of "quantity" merchandise. Most of them, apparently, either consider it a cry of "wolf," or, if there is actually a shortage of goods, feel that they will be able to get their needs taken care of somehow when they make them known. Previous experience has given them considerable grounds for this belief. Buyers of the higher-priced garments are not affected materially one way or the other.

**Color Interest Is Strong.**

Advance interest shown by the cutting-up trade in the Spring color ranges for the higher grades of woollens is said to be notable. The Botany Worsted Mills, for example, has received many enquiries regarding the forthcoming color charts of the company for both formal and sports dress. In particular, the shades formerly known as the "ashes of roses" range are apparently under careful considera-

tion by both garment manufacturers and retailers as a special development for the new season. Reds have also been enquired for to an unusual extent, according to statements made yesterday.

**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.

**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

**Quaker Canned Peas**  
 Cheaper because they are Better  
 FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



**Annual Convention of Michigan Hotel Landlords.**

Detroit, Sept. 30—From point of members in attendance, comprehensiveness in business transactions and quality of entertainment supplied guests, the annual convention of the Michigan State Hotel Association, just closed here, was the most successful in the history of the Association.

From the various announcements sent out the membership of the Association were led to believe they would receive much consideration at the hands of their Detroit friends. Their most extravagant expectations were more than realized.

The arrangements for the reception of their up-state colleagues were simply perfection and developed with clockwork precision.

All train arrivals were met with automobiles at their respective stations; those coming by their own conveyances found arrangements had been made for free garage service, while taxicabs were at the beck and call of those wearing the official badges of the Association.

Hotel accommodations were assigned in advance and the guest found his room ready for occupancy immediately after arrival.

I am giving you a list of such who registered in for the convention. All were legitimate hotel operators, many of whom were accompanied by their wives and other members of their families:

- A. E. Hamilton, Library Oak, Detroit.
- R. B. Brittain, Brookins, Detroit.
- Mrs. A. X. Smith, Park Hotel, Mt. Pleasant.
- W. F. Riek, Benton Hotel, Benton Harbor.
- Geo. H. Digby, Hotel Digby, Lansing.
- M. E. Magel, Clifton, Battle Creek.
- W. L. Cartwright, Clifton, Petoskey.
- M. W. Lott, Three Rivers House, Three Rivers.
- D. J. Gerow, Elliott, Sturgis.
- T. H. Angaard, B. C. Sanitarium, Battle Creek.
- H. F. Hildebrand, Kenwood, Pontiac.
- Wm. J. Mertz, Mertz, Saginaw.
- J. P. Schuch, Schuch, Saginaw.
- Frank Wransky, Sherman, Allegan.
- J. B. Couture, Russell, Cadillac.
- Thos. Cassidy, Thoppenagon, Grayling.
- Frank S. Verbeck, Cedar Springs Lodge, Glen Lake.
- Thos. C. Riley, Dresden Hotel, Flint.
- E. M. Koontz, Flint, Flint.
- Ernest McLean, Park Ameri., Kalamazoo.
- Frank Ehrman, Columbia, Kalamazoo.
- E. C. Martin, Steel, St. Johns.
- R. H. Reynolds, Wildermuth, Owosso.
- A. J. Lalonde, LaLonde's Inn, Cheboygan.
- J. H. Lewis, Marquette, Marquette.
- Chas. M. Luce, New Mertens, Grand Rapids.
- E. M. Manning, Valley Inn, Newaygo.
- Mrs. W. P. Robertson, Hotel Wildemere, Mackinaw.
- Chas. Renner, Edgewater Club, St. Joe.
- Geo. H. Swanson, The Huron, Ypsilanti.
- Alvah Browning, Browning, Grand Rap.
- Fred C. Pantlind, Pantlind, Grand Rapids.
- L. G. Heyer, National, Owosso.
- J. M. Sager, Buckeye, Burt Lake.
- Todd Lunsford, Muskegon.
- John Moran, Hermitage, Grand Rapids.
- Wm. Thourly & Son, Morrow, Bad Axe.
- David Reid, Reid's, South Haven.
- C. H. Schmidt, Schmidt, Pinconning.
- L. P. Cody, Cody, Grand Rapids.
- C. L. Holden, Rowe, Grand Rapids.
- Geo. Fulwell, Hotel Normandie, Detroit.
- Geo. W. Woodcock, Muskegon, Muskegon.
- Florence D. Arnold, New Brooklyn Hotel, Brooklyn.
- Robt. C. Pinkerton, Normandie Hotel, Detroit.
- C. C. Schantz, Tuller, Detroit.
- L. Kreling, Savoy, Kalamazoo.
- R. A. Carson, Allenel, Ann Arbor.
- J. W. Smith, Rochester.
- F. C. Parker, Hastings.
- J. R. Hays, Park, Sault Ste. Marie.
- S. N. Chidester, Faust, Battle Creek.
- Chas. Kontas, Detroit, Lansing.
- M. A. Gibbs, Faust, Battle Creek.

- W. H. Crabb, Bretton Hall, Detroit.
- Ed. G. Greenbaum, Colonial, South Haven.
- W. J. Lietzen, Frontenac, Detroit.
- Preston D. Norton, Norton, Detroit.
- Paul L. Dupin, Berkshire Hotel, Detroit.
- C. Gottleber, Jackson, Jackson.
- J. I. Williston, Hotel Hulison, Ionia.
- T. Burnell, Carroll, Brown City.
- A. E. Hager, Browning, Grand Rapids.
- J. W. Porter, Lindley Hall, Detroit.
- C. J. Winder, Charlevoix, Charlevoix.
- G. A. Southerton, LaVerne, Battle Creek.
- E. S. Richardson, Kerns, Lansing.
- A. F. Doherty, Doherty, Clare.
- Miss Agnes Schelling, Porter, Lansing.
- W. F. Jenkins, Western, Big Rapids.
- C. H. Montgomery, Post Tavern, Battle Creek.

- E. L. Eickel, Arlington, Coldwater.
- C. V. Calkins, Wright Hotel, Alma.
- Mrs. Mary A. Bearly, Wright Hotel, Alra.
- F. W. Holmes, Gull Lake, Richland.
- Walter J. Hodges, Burdick, Kalamazoo.
- Edward R. Swett, Occidental, Muskegon.
- E. H. Whitefield, Huron, Pontiac.
- Roy Hinkley, Hartford, Hartford.
- W. F. Burns, Phelps, Greenville.
- J. C. Kirtley, Hotel Bennett, Mt. Pleasant.
- Ruth Mary Myhan, Shamrock, S. Haven.
- Leslie Ulrich, Modca, Mt. Clemens.
- Max Elkin, Hotel Elkin, Mt. Clemens.
- Henry M. Hollister, Bancroft, Saginaw.
- Irving L. Hallet, Hallet Inn, Charlevoix.
- Eleanor A. Lincoln, Dixieland Inn, Detroit.
- Ann J. Brahan, Dixieland Inn, Detroit.
- Charles H. Stevenson, Stevenson, Detroit.
- Ray Norton, Norton, Detroit.
- W. L. McManus, Jr., Cushman, Petoskey.
- J. Tupper Townsend, Whitcomb, St. Joseph.

- W. F. Schultz, Benj. Franklin, Saginaw.
- W. G. Schindehette, Republic, Bay City.
- E. Crowley, Vanettann Lodge, Oscoda.
- E. J. Lachance, Grand, Mackinaw Island.
- Bliss Stebbins, Grand Lake, Alpena.
- Mrs. Rose McConnell, Echo Beach Inn, Walloon Lake.

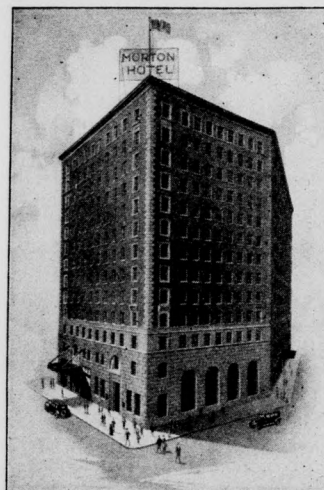
- John C. Thompson, McKinnon, Cadillac.
- Peter R. Vry, Hotel Waverly, Lowell.
- Henry R. Price, Durant Hotel, Flint.
- Earl Greene, Crystal, Flint.
- John D. Martin, U. C. T., Grand Rapids.
- O'Brien, O. Hotel Assn., Columbus.
- J. P. Viele, Rex, Buchanan.
- Earl Norris, Lauth, Port Huron.
- Edw. Dalton, Dalton, Jackson.
- Frank Ehrman, Columbia, Kalamazoo.
- Roscoe J. Tompkins, Book-Cadillac, Detroit.

- Robt. M. James, Franklin, Detroit.
- Mrs. G. C. Brittain, Montcalm, Detroit.
- Marie Mortenson, Wolverine, Boyne City.
- E. J. Conry, Tavern, Blissfield.
- D. E. Graham, Graham, Gladwin.
- B. L. Middleton, Gordon, Cass City.
- L. B. Middleton, Crowwell, Crowwell.
- Seth Frymire, Ft. Shelby, Detroit.
- J. R. Wood, Wood's Guide, Detroit.
- C. J. Burns, Delta, Escanaba.
- John A. Chiera, Spa, Detroit.
- J. A. Anderson, Harrington, Port Huron.
- D. Alway, Delta, Escanaba.
- W. C. Kelley, Morton, Grand Rapids.
- F. L. Shepherd, Cadillac, St. Clair.
- M. R. Gilbert, Prince Edw., Windsor.
- C. F. Beach, Durand, Durand.
- Chas. W. Norton, Norton, Detroit.

In addition to these were many prominent hotel operators from other states, among them being E. M. Stalter, Stalter Corporation, Buffalo; John Hawks and Stacy Hill, Hotel Gibson, Cincinnati; Ernest Reul, Hotel Sherman, Chicago; Andrew C. Weisberg, President Indiana Hotel Association, Hotel Oliver, South Bend, and Frank Boland, representing New York State association.

Friday's session, after the usual welcoming preliminaries, was taken up largely by the scholarly and enormously interesting address of the Association President, H. Wm. Klare, manager of the Detroit Statler. It dealt at length on the constructive and educational work of the Association, its actual achievements during the fiscal year just closed and was replete with suggestions for performance in the future.

Mr. Klare's discussion of the various problems which confront the hotel operator of this day and age were clear, always to the point and were suggestive of reforms which might



**Morton Hotel**

YOU are cordially invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelery Service.

400 Rooms—400 Baths  
Menus in English

WILLIAM C. KEELEY,  
Managing Director.

**New Hotel Mertens**

GRAND RAPIDS

Rooms \$1.50 and \$2.00  
Bath, Tub or Shower  
Club Breakfast 20c  
and up.  
Luncheon 50c.  
Dinner 75c.

TOM LUCE  
Service

Union  
Station



75 Steps East

Fire Proof

**CODY HOTEL**



IN THE HEART OF THE CITY  
Division and Fulton

RATES \$1.50 up without bath  
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

**The Pantlind Hotel**

The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms—Rates \$2.50 and up with bath.





conservatively be carried out. It certainly was warmly and consistently applauded.

The Treasurer, M. E. Magel, Hotel Clifton, Battle Creek, presented his report showing the Association's finances to be in admirable condition.

Secretary Verbeck's report dealt principally with statistical facts showing the growth of the Association, treating on the matter of memberships, or, in other words, the question of securing and retention of members which has come more completely within his scope during the past year particularly:

Going back to 1919, which covers the span of any records we possess, it will be interesting to know just what has been accomplished in the building up of the Association.

In 1919 it had 61 members in good standing; 1920, 30 members; 1921, 81; 1922, 121; 1923, 207 and the present year, 327, or, to be explicit, since 1921 its increase of membership has been 400 per cent. and in 1924 about 54 per cent.

"Soon after the convention in Flint our practical minded President decided to inaugurate an intensive campaign for new members. We started in by sending personal letters to the operators of 200 hotels which we decided were promising prospects. These letters brought in just three new members.

"Personal solicitation was then resorted to and your Secretary by train, bus, trolley, but mostly through the kindness of many worth-while members covered in the aggregate nearly 5,500 miles in securing the 120 members added to the roster, which number brings us up to the proud position of third in point of membership of all the states in the Union, New York being first with 1340; Pennsylvania with 700, and then our own organization with 327—all in good standing. Ohio, with at least three times as many hotels, follows, at last reports, with 310.

"Occasionally one hears talk of the larger hotels dominating in Association affairs. How can this be when 171 of our members—more than 50 per cent.—operate hotels of 50 rooms or less; 92 with between 50 and 100 rooms, and 64 only with a rooming capacity of 100 or over?

"The Michigan State Hotel Association is absolutely controlled by members registered from every section of the State, irrespective of the size or importance of the hotels represented, and certainly there is no reason for anticipating that this program of administration will be departed from.

"A word regarding the retention of memberships: During the past three years your present Secretary has been more or less actively engaged in the work of enlarging and strengthening the Association organization and finds it just as important to retain the old members as to secure new ones. Less than 50 per cent. of the members would pay the slightest attention to the repeated requests for the payment of dues, and yet when they were personally visited, promptly met the situation with their checks. Is it asking too much of such that they make an earnest endeavor to relieve the officers of the Association of much unnecessary effort and the organization the attendant expenses?"

Reports of various standing committees were received as well as one specially appointed at a recent meeting to revise the constitution and by-laws of the Association. Chas. S. Stevenson, chairman of this committee submitted a draft of such, which was considered and finally adopted, as were also the findings of the legislative (W. L. McManus, Jr.) and membership (W. G. Schindehette, chairman).

At this juncture the delegates from the Great Lakes Towns, who had been in convention assembled, were ushered in as the guests of the Michigan body.

At noon an adjournment was taken to the banquet hall, where a most magnificent luncheon was spread for 200 guests with the compliments of the Hotel Statler.

An innovation this year was an exhibition of hotel supplies and equipment, by a score of manufacturers and dealers in a large hall adjoining the assembly room. This exhibition was of much interest and brought out a very large attendance.

The Association again buckled down to work at 2 p. m., listening to addresses by John D. Martin, Grand Rapids, representing the hotel committee of the Michigan U. C. T., who also favored the meeting with a most beautiful floral offering. Following this was an interesting address by Dr. Richard M. Olin, of the Michigan Board of Health, on the subject of "Michigan Health Needs," in which the doctor briefly but emphatically emphasized the importance of keeping in constant touch with his department in all matters where there was a suspicion of disease, or unsanitary surroundings. A very interesting address on "Advertising" was made by E. L. Triffitt.

At 3:30 a tour of inspection of Wayne county paved roads was launched. The delegates in spick, span new autos, the product of various Detroit factories, made a trip of 25 miles over various streets and roads and had a grand opportunity of familiarizing themselves with road conditions in Detroit and its suburbs. This trip was given under direction of Commissioner Edward Hines, who has a National reputation as a road builder. It was the undivided sentiment of participants that Mr. Hines had nobly acquitted himself as a "good and faithful servant" of his people.

Arriving at Joseph Campau avenue ferry at 5:30 the entire party was transported to Walkerville, Canada, where they were in turn transferred to busses in which they were taken to the Beach Grove Country Club, some fifteen miles away, where a dinner was served, following with a dance which continued until a late hour, when all were taken back to their hotels at Detroit.

Early on Saturday morning, with the reassembling of the delegates, came an address on "Great Lakes Tours" by David Olmstead, Hotel Winton, Cleveland; also an address on "Your Friend, the Fish," by Lee J. Smits, of the Detroit Times.

A topic "Well, where shall we sleep to-night?" lead by Cyril Arthur Player, Detroit News, evoked much interest, especially in a discussion led by Walter Hodges, New Burdick Hotel, Kalamazoo, the consensus of opinion being that tourists camps, as now conducted, were a menace to health, a detriment to well conducted hotels, and while nothing of a constructive character, there seemed to be a sentiment in favor of better regulation of these camps and a nominal charge made for the accommodations furnished. J. B. Couture, Russell House, Cadillac, who has been engaged in especially investigating these camps during the past summer, rendered an exhaustive report which would seem to confirm this opinion.

The question of affiliation with the American Hotel Association, on the regular order of business for Friday, was made special Saturday morning and was very thoroughly discussed. The President, in his annual address, had suggested "making haste slowly" and the members were very much inclined to bear with him. It developed that for the Michigan State Hotel Association, the cost of joining the National body would aggregate about \$1,400, that the latter was not exhibiting any strength along the lines of development, and the benefits, except for the very large hotels, would be of a negligible character. As a consequence the State Association voted unanimous-

ly to withhold its approval from the proposition.

E. M. Statler, of Buffalo, and head of the great interests bearing his name, who had been present and participated in many of the discussions, was called upon to make a talk to the convention. He frankly admitted that talking was one of the best things he did, and this particular one bore out his assertion.

Too many hotels are being constructed, according to this veteran hotelier, and the end does not seem in sight. In very many instances, in some of the larger cities, the big hotels are losing money and plenty of it. In the city of Detroit alone, there are 4,500 hotel rooms which are seldom in use, and these only when there is some very large convention staged.

The fault rests with the bond salesman and the gullible public. The salesman presents the picture of the prosperous hotels and their enormous profits, the public falls, with the result that new hotels are being erected everywhere, many of them without a chance on earth of success. Mr. Statler expressed the opinion that the city of Detroit alone was twenty years or more ahead of its hotel requirements. His remarks elicited continued applause.

The "State Income Tax" was ex-

plained in detail by John Lovett, Secretary of the Michigan Manufacturers Association.

At 12:30 p. m. the members of the convention sat down to a delightful luncheon at the Hotel Tuller as the guests of L. W. Tuller, owner, and C. C. Shants, Manager. On this occasion Mr. Shants renewed acquaintance with many of his old friends who knew him intimately in the days when he was operating the old Cadillac Hotel, recently razed to make way for the erection of the new Book-Cadillac.

(By the way, speaking of this new hotel, the announcement has been made that it will open on December 1. Roy Carruthers is to be managing director, and Roscoe J. Thompkins, formerly with the Blackstone, Chicago, will be resident manager).

The program on the afternoon of the second day of the convention, opened with an address on Mutual Fire Insurance by E. A. Stowe, of the Tradesman, which was warmly received. At the request of President Klare, it will be reproduced elsewhere.

At the conclusion of this address the convention proceeded to the business of electing officers for the coming year, the result being as follows:

(Continued on page 30)

### 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

### 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.

### The Durant Hotel

Flint's New Million and Half  
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the  
United Hotels Company

HARRY R. PRICE, Manager

### WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable. WILL F. JENKINS, Manager.

### W. OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

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



### 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

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### 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 BROWNING

150 Fireproof  
Rooms

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

Rooms with bath, single \$2 to \$2.50  
Rooms with bath, double \$3 to \$3.50

### HOTEL CHIPPEWA

HENRY M. NELSON  
Manager

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

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

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

WHEN IN KALAMAZOO

Stop at the

### Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine  
Turkish Baths

Luxurious Rooms  
ERNEST McLEAN, Mgr.





**Michigan Council of Retail Merchants.**

Lansing, Sept. 30—Our last bulletin mentioned the call for a meeting of representatives of retailers organizations to be held in Lansing on Sept. 19. We are pleased to give herewith the report of the minutes and the business transacted. It will be observed that another meeting will be called for Friday Oct. 3, to perfect the organization. A full text of the constitution and by-laws adopted will be furnished to our members soon thereafter. We wish to state that this is not a new organization, simply a get together of the organizations that are already in existence. We believe by this co-operative effort that good can be accomplished for all concerned.

The meeting was called to order by President J. B. Sperry, of the Michigan Retail Dry Goods Association, who stated that the object of the calling was for the purpose of organizing a council of the several retailers' associations of the State. The purpose being, largely co-operation in legislation and in matters pertaining to the general welfare of the retailers of the State. On motion of Mr. Mulrine and seconded by Mr. Scott, Hon. C. L. Glasgow was elected as chairman of the meeting. On motion of Mr. Willison, seconded by Mr. Randall, Jason E. Hammond was chosen Secretary.

J. W. Knapp extended remarks regarding the Ohio Council of Retailers and expressed the desire that a similar organization be created in this State. Mr. Scott recommended that the organization be created by the naming of the executive officers of each association as the officers of the federated organization and not by the organizing of a new association. Remarks were made by Mr. Willison representing the Implement Dealers' Association, Mr. Morgan of the Jewelers' Association and Mr. Randall of the Druggists' Association and others. The sentiment was unanimous that the Michigan Council of Retail Merchants be composed of officers of various State associations and delegates appointed by said associations.

On motion of Mr. Willison, the chairman was instructed to appoint a committee of three, of which the Secretary of this meeting was to be a member, to issue a call for the next meeting. Motion was seconded by Mr. Christensen and carried unanimously. The chairman appointed Messrs. A. J. Scott, Marine City, and Floyd G. Randall, of Lansing, to act with the Secretary as the members of this committee.

On motion of Mr. Scott, supported by Mr. Willison, the chairman was instructed to appoint a committee on constitution and by-laws. The chairman appointed, Messrs. Knapp and Rowe, of Lansing, and Wreford, of Detroit. Moved by Mr. Knapp, that the temporary organization be made permanent. Carried.

At the suggestion of Mr. Wreford, Mr. VanDyke, attorney for the Michigan Furniture Club, addressed the meeting. He recommended that certain other retail organizations such as piano, sewing machine dealers, etc., be included in the call for the second meeting. After some discussion it was moved and carried that the next meeting be held at the Hotel Downey, Lansing, on Friday, Oct. 3, beginning at 12:30 o'clock. A committee on order of business was appointed consisting of Messrs. F. E. Mills, Earl M. Norton and Jason E. Hammond, of Lansing. Jason E. Hammond, Secy.

**Sidelights on Wayne County Men and Methods.**

Detroit, Sept. 30—Clyde L. Potter, who acted as cutter for the Lowell Manufacturing Co., of Grand Rapids, for several years, is now manager of the manufacturing plant of Burnham, Stoepel & Co., at Trenton.

Eugene Telfer, President of the Telfer Coffee Co., insists that the Tradesman saved the merchants of Detroit

thousands of dollars by its timely exposures of the Cultured Coffee Co. and Lincoln Housing Co. swindles. Both exposures appeared in the Tradesman several weeks before the Detroit daily newspapers gave either flotation any attention.

Manley Jones, who has traveled for the Telfer Coffee Co. for twenty-two consecutive years, has retired on his well-earned laurels. Mr. Jones is one of the oldest travelers in Michigan in point of road service.

Frank Stieler, the Wyandotte grocer, has the finest display of native fruits in his show window to be found anywhere in Wayne county. The interior of his store is in keeping with the front window display. In other words, Mr. Stieler is one of the most progressive grocers in Michigan.

Guy Pfander, who established an enviable reputation as a traveling salesman while a resident of Battle Creek, is now in charge of the State circulation of the Free Press and is making new conquests in the line of business success. He is energetic and honest and always good natured.

Wm. J. Doughty, who failed to complete the financing of the Detroit Air Cooled Co., has sold the car to a California corporation which will engage in the manufacture of the car on a large scale. All holders of preferred stock in the Doughty company will receive an equal amount of preferred stock in the new company.

Charles W. Reattoir, who is regarded as one of the best posted cigar salesmen in the United States, because he has made a study of the business from every angle, is now connected with the Borgwardt-Stilb Cigar Co., of Evansville, Ind., specializing on the Old G cigar. Mr. Reattoir has resided in Detroit many years and has a large circle of friends among cigar distributors.

The annual meeting of the Michigan State Hotel Association was held here last Friday and Saturday, the attendance aggregating about 250. Sessions were held at the Statler Hotel. The entertainment features included luncheon at the Tuller Hotel, a banquet at a club house in Canada, another banquet at the Hotel Statler and dancing at the Statler both Friday and Saturday evenings. Fred Pantlind responded to the address of welcome, John D. Martin spoke for the traveling men and E. A. Stowe delivered an address on mutual insurance. Walter Hodges was elected President and Frank S. Verbeck was re-elected Secretary. Kalamazoo was selected as the next place of meeting.

Local jobbers are off this week on a

trip to three Eastern Michigan cities—Tuesday at Bay City, Wednesday at Alpena and Thursday at Saginaw. The jobbers provide dinner entertainment for their customers at each of the three cities above named.

**Quite a Variation in Hotel Rates.**

Milwaukee, Sept. 26—In the commercial travelers column of the Michigan Tradesman of Sept. 17 I read Frank S. Verbeck's (Secretary of the Michigan State Hotel Association) article about my experience this summer at some of the hotels in Northern Michigan.

Mr. Verbeck was misinformed as to the real facts and I write to inform you that the statements in Mr. Schumacher's letter were true. We were a party of four at the Cushman House, at Petoskey. We had 6 o'clock dinner two rooms with bath, and breakfast the next morning. Our bill was \$28, not \$24. I handed the clerk a fifty dollar bill and he gave me back \$22. Mr. Verbeck can tell this to Mr. McManus, the manager, if he likes. I made no complaint, but incidently mentioned the circumstances to Mr. Schumacher a week or so later. He maintained that the matter should be brought to Mr. Verbeck's attention; hence his letter.

At the Park Hotel, at Sault Ste. Marie, we had two rooms with bath; breakfast the next morning (we had dinner on the Canadian side). Our bill was \$20. I thought that exorbitant. I returned to the desk and asked the clerk what their rates were. He asked if we had dinner. I said "No" and he handed me back \$4. Dinner was not punched on the dining room card, which, while entering the dining room for breakfast I was informed I must procure. I handed the card to the clerk when paying my bill with only breakfast punched on it.

At the Delta Hotel, at Escanaba, we had two rooms with running water, no bath. Our bill was \$7. We had breakfast a la carte.

At the Northland Hotel, at Green Bay, Wis. (which is on a par with the Pantlind Hotel at Grand Rapids) we had 6 o'clock dinner, two elegantly furnished front rooms with tub bath and shower and breakfast the next morning; our bill was \$19, compared with \$28 for the inferior service at the Cushman.

I regret that all this publicity has been brought about; but since it has, I want you to get the true facts.

George SchAAF.

We like those who make us feel in love with ourselves.

**Hides, Pelts and Furs.**

Green, No. 1	07
Green, No. 2	08
Cured, No. 1	06
Cured, No. 2	07
Calfskin, Green, No. 1	14
Calfskin, Green, No. 2	12 1/2
Calfskin, Cured, No. 1	15
Calfskin, Cured, No. 2	13 1/2
Horse, No. 1	3 50
Horse, No. 2	2 50
<b>Pelts.</b>	
Old Wool	1 00 @ 2 00
Lambs	75 @ 1 25
Shearlings	50 @ 1 00
<b>Tallow.</b>	
Prime	06
No. 1	05
No. 2	04
<b>Wool.</b>	
Unwashed, medium	@ 35
Unwashed, rejects	@ 25
Unwashed, fine	@ 35

**SCHOOL SUPPLIES**

**Pencils**

**Tablets**

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**WRITE US FOR SAMPLES**

**The Dudley Paper Co.**  
LANSING, MICH.

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*Send for Catalogue*

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- No. 53 for Hotels, Clubs, Hospitals, Etc.
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**MCCRAY REFRIGERATOR CO.**  
2444 Lake St., Kendallville, Ind.



**A Good Sign to Follow**



**Status of Drug Staples.**

Essential Oils—Prices on most items continue fairly firm, although the country break in peppermint and weakness on wormseed are factors which may well lead to somewhat lower prices on items of the class. Prices are without any very pronounced change. Corlander is again slightly lower. Other items show no change of any great consequence. Birch tar continues unsettled and competition is very keen. Cedar wood is almost unobtainable on spot and better than 62c per pound cannot be done, while this price prevails only on very limited quantities of goods. Weaker prices in peppermint are anticipated, owing to the appearance of a break on the part of country holders. Lemon is firm at its recent advance, while orange and Bergamot continued weak and unsettled.

Socotrine Aloes—In strong demand and found to be rather scarce on spot. Prices on lump goods moved up.

Cubeb Berries—Under pressure on account of heavy stocks with prices dropping about 3c per pound on all grades.

Mandrake Root—Arrivals have weakened the market and low prices are now reported.

Wahoo Bark—In heavier supply and easier.

Gum Sandarac—Rather tight on spot and shipment prices are high when goods are offered. Importers state that offerings are well below normal.

Alcohols—Continue to move more actively and the advance in denatured grades has had no effect upon the volume of business done. Sellers report no difficulty in disposing of their output which is heavy with plants working virtually at capacity.

Menthanol—Quiet and steady. Declining prices are prevented by the fact that production is very small.

Leading sellers are authority for the statement that over fifty acetate of lime and menthanol plants are shut down at the moment.

Glycerine—The market has been very quiet this week, with few buyers in evidence. There is a rumor that foreign glycerine has been again purchased for American account at a price lower than that at which it can be had on this side and as the last sale of domestic goods was at a very low price it is safe to assume that the transaction referred to, if it did actually take place, was at something under this figure. The position of the buyers is apparently such as to make them independent of the market for the present and for the near future but as to how far they are protected beyond there is some question. It seems to us that it is simply a matter of the demand for explosives, for the production of glycerine in this country is not above normal and the large powder makers abroad, through their buying, maintain prices there. There is also the chemically pure demand to take into consideration and at the rate this has increased during the past year it is likely to make itself felt more than ever, in competition with explosives industry.

Every man should so carry himself before the world that he will show in his very face and manner that there is something within him not for sale—something so sacred that he would regard the slightest attempt to debase it as an unpardonable insult. He should so carry himself that no one would even dare to suggest that he could be bought or bribed.

Don't deceive yourself by inventorying depreciated stock at full price. You cannot pass that deception along to anyone else.

**WHOLESALE DRUG PRICE CURRENT**

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

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

**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



# 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	DECLINED
Beechnut Bacon Cheese Nutmegs	Beechnut Beef

**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	35
Queen Flake, 25 lb. keg	12
Royal, 6 oz., doz.	95
Royal, 12 oz., doz.	2 70
Royal, 5 lb., doz.	31 20
Rocket, 16 oz., doz.	1 25

**BEECH-NUT BRANDS.**

**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	3 60@3 75
Apricots, No. 10	8 00
Blackberries, No. 10	9 00
Blueberry, 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	3 25
Peaches, 2 1/2 Cal.	5 00@5 75
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

**BLUING**

Original

condensed Pearl

Crown Capped

4 doz., 10c ds.	85
3 ds. 15c, ds.	1 25

**BREAKFAST FOODS**

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

**BLUING**

Original

condensed Pearl

Crown Capped

4 doz., 10c ds. 85

3 ds. 15c, ds. 1 25

**BEECH-NUT BRAND**

NET WEIGHT 1 LB.

WITH CHEESE AND RICH TOMATO SAUCE

**SPAGHETTI**



Shred. Wheat Biscuit	3 85
Vita Wheat, 12s	1 80
<b>Post's Brands.</b>	
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
<b>BROOMS</b>	
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
<b>BRUSHES</b>	
<b>Scrub</b>	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25
<b>Stove</b>	
Shaker	1 80
No. 50	2 00
Peerless	2 60
<b>Shoe</b>	
No. 4-0	2 25
No. 20	3 00
<b>BUTTER COLOR</b>	
Dandelion	2 85
Nedrow, 3 oz., doz.	2 50
<b>CANDLES</b>	
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

**Baked Beans**

Campbells	1 15
Quaker, 18 oz.	1 10
Fremont, No. 2	95
Snider, No. 1	95
Snider, No. 2	1 25
Van Camp, small	1 85
Van Camp, med.	1 35

**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@12 00
L. Beans, 2 gr.	1 35@2 65
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 20@1 35
Beets, No. 2, wh.	1 75@2 40
Beets, No. 2, cut	1 60
Beets, No. 3, cut	1 80
Corn, No. 2, Ex stan	1 45
Corn, No. 2, Fan.	1 60@2 25
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 50@16 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 00
Dehydrated Veg. Soup	90
Dehydrated Potatoes, lb	45
Mushrooms, Hotels	38
Mushrooms, Choice	45
Mushrooms, Sur Extra	50
Peas, No. 2, E. J.	1 65@1 80
Peas, No. 2, Sift.	1 90@2 10
Peas, No. 2, Ex. Sift.	3 60
Peas, Ex. Fine, French	25
Pumpkin, No. 2	1 35@1 50
Pumpkin, No. 10	4 50@5 60
Pimentos, 1/4, each	12@14
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 60
Sauerkraut, No. 2	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	2 00@2 25
Tomatoes, No. 2 glass	2 60
Tomatoes, No. 10	7 50

**CATSUP.**

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

**CHILI SAUCE**

Snider, 16 oz.	3 35
Sniders, 8 oz.	2 35
Lilly Valley, 8 oz.	2 10
Lilly Valley, 14 oz.	3 50

**OYSTER COCKTAIL.**

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

**CHEESE**

Roquefort	55
Kraft Small tins	1 40
Kraft American	1 40
Chili, small tins	1 40
Pimento, small tins	1 40
Roquefort, small tins	2 25
Camenbert, small tins	2 25
Wisconsin Old	28
Wisconsin new	25
Longhorn	26
Michigan Full Cream	24
New York Full Cream	26
Sap Sago	35

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**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, 1/8s	37
Baker, Caracas, 1/4s	35
Hersheys, Premium, 1/8s	36
Hersheys, Premium, 1/4s	29
Runkle, Premium, 1/8s	32
Runkle, Premium, 1/4s	210
Vienna Sweet, 24s	2 10

**COCOA.**

Bunte, 1/8s	43
Bunte, 1/4 lb.	35
Bunte, lb.	32
Droste's Dutch, 1 lb.	9 00
Droste's Dutch, 1/2 lb.	4 75
Droste's Dutch, 1/4 lb.	2 00
Hersheys, 1/8s	33
Hersheys, 1/4s	28
Huyler	36
Lowney, 1/8s	40
Lowney, 1/4s	40
Lowney, 1/2s	38
Lowney, 5 lb. cans	31
Runkles, 1/8s	32
Runkles, 1/4s	36
Van Houten, 1/8s	76
Van Houten, 1/4s	75

**COCOA NUT.**

1/2s, 5 lb. case Dunham	42
1/4s, 5 lb. case	40
1/2s & 1/4s 15 lb. case	41
Bulk, barrels shredded	24
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

**GOLDEN BERRY**

**COFFEE**

**HUME GROCER CO.**

ROASTERS

MUSKEGON, MICH

**COFFEE ROASTED**

**Bulk**

Rio	25
Santos	33@35 1/2
Maracaibo	37
Gautemala	39
Java and Mocha	44
Bogota	41
Peaberry	35 1/2

**McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees.**

**W. F. McLaughlin & Co., Chicago**

**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
Carolene, Tall, 4 doz.	3 80
Carolene, Baby	3 50

**BLUE GRASS**

**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**

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	4 50
Borden's, Tall	4 50
Borden's Baby	4 40
Van Camp, Tall	4 90
Van Camp, Baby	3 75

**CIGARS**

**Worden Grocer Co. Brands**

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

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

**Lozenges, Pails**

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

**Hard Goods, Pails**

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

**Cough Drops Bxs.**

Putnam	1 30
Smith Bros.	1 50

**Package Goods**

Creamery Marshmallows	15 00
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. Mallows	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
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**DRIED FRUITS**

**Apples**

Evap. Choice, bulk	15
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**Apricots**

Evaporated, Choice	20
Evaporated, Fancy	26
Evaporated Slabs	16

**Citron**

10 lb. box	4s
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**Currants**

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

**Peaches**



<b>GELATINE</b>	
Jello-O, 3 doz	3 45
Knox's Sparkling, doz.	2 25
Knox's Acid'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

<b>HORSE RADISH</b>	
Per doz., 5 oz.	1 15

<b>JELLY AND PRESERVES</b>	
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

<b>JELLY GLASSES</b>	
3 oz., per doz.	35

<b>OLEOMARGARINE</b>	
<b>Kent Storage Brands.</b>	
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 1/2
Delicia, 2 lb.	21 1/2
<b>Swift Brands.</b>	
Gem Nut	24
Special Country roll	27
<b>Van Westenbrugge Brands</b>	
Carload Distributor	



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

<b>MATCHES</b>	
Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 lb. bxs	5 00
Red Diamond, 144 bx	6 50
<b>Safety Matches</b>	
Quaker, 5 gro. case	4 75

<b>MINCE MEAT</b>	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	2 22

<b>MOLASSES.</b>	
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<b>Gold Brer Rabbit</b>	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 00
No. 2 1/2, 24 cans to case	6 80
No. 1 1/2, 36 cans to case	5 00
<b>Green Brer Rabbit</b>	
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
<b>Aunt Dinah Brand.</b>	
No. 10, 6 cans to case	3 25
No. 5, 12 cans to case	3 50
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00

<b>New Orleans</b>	
Fancy Open Kettle	68
Choice	52
Fair	32

<b>Half barrels 5c extra</b>	
<b>Molasses in Cans.</b>	
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

<b>NUTS.</b>	
<b>Whole</b>	
Almonds, Terregona	20
Brazil, New	15
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstld	15
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28
<b>Salted Peanuts.</b>	
Fancy, No. 1	17
Jumbo	23
<b>Shelled.</b>	
Almonds	48
Peanuts, Spanish,	16
125 lb. bags	32
Filberts	32
Pecans	90
Walnuts	60

<b>OLIVES.</b>	
Bulk, 2 gal. keg	3 00
Bulk, 3 gal. keg	4 30
Bulk, 5 gal. keg	6 90
Quart Jars, dozen	4 75

Pint, Jars, dozen	2 75
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50 @ 4 75
29 oz. Jar, stuffed dz.	7 00



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

<b>PETROLEUM PRODUCTS</b>	
<b>Iron Barrels</b>	
Perfection Kerosine	12.1
Red Crown Gasoline,	
Tank Wagon	13.7
Gas Machine Gasoline	36.2
V. M. & P. Naptha	20.6
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.2



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



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

<b>PICKLES</b>	
<b>Medium Sour</b>	
Barrel, 1,200 count	22 50
Half bbls., 600 count	12 00
0 gallon kegs	10 00
<b>Sweet Small</b>	
30 gallon, 3000	44 00
5 gallon, 500	8 75
<b>Dill Pickles.</b>	
600 Size, 15 gal.	13 00

<b>PIPES</b>	
Cob, 3 doz. in bx.	1 00 @ 1 20

<b>PLAYING CARDS</b>	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 50

<b>POTASH</b>	
Babbitt's 2 doz.	2 75

<b>FRESH MEATS</b>	
<b>Beef.</b>	
Top Steers & Heif.	@ 17
Good Steers & H.F.	14 @ 15 1/2
M.d. Steers & H.F.	12 1/2 @ 14
Com. Steers & H.F.	10 @ 12 1/2
<b>Cows.</b>	
Top	13
Good	12
Medium	10
Common	09
<b>Veal.</b>	
Good	17
Top	18
Medium	14
<b>Lamb.</b>	
Good	26
Medium	23
Poor	18
<b>Mutton.</b>	
Good	14
Medium	12 1/2
Poor	08
<b>Pork.</b>	
Heavy hogs	11
Medium hogs	13
Light hogs	14
Loins	25
Butts	21
Shoulders	16
Hams	20
Sparr ribs	10
Neck bones	05

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back	25 00 @ 26 00
Short Cut Clear	24 00 @ 25 00
Clear Family	29 00 @ 30 00

<b>Dry Salt Meats</b>	
S P Bellies	18 00 @ 20 00
<b>Lard</b>	
Pure in tierces	15 1/2
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound	14

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

<b>Smoked Meats</b>	
Hams, 14-16, lb.	25 @ 27
Hams, 16-18, lb.	28
<b>Ham, dried beef</b>	
sets	38 @ 39
California Hams	13 @ 14
<b>Picnic Boiled</b>	
Hams	30 @ 32
Boiled Hams	34 @ 36
Mixed Hams	14 @ 15
Bacon	18 @ 20

<b>Boneless</b>	
Rump, new	23 00 @ 24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	3 1
Moist in glass	8 00
<b>Pig's Feet</b>	
1/2 bbls.	2 50
1/4 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

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

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

<b>ROLLED OATS</b>	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 50
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 60
Sacks, 90 lb. Jute	3 30
Sacks, 90 lb. Cotton	3 40

<b>RUSKS.</b>	
<b>Holland Rusk Co.</b>	
Brand	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

<b>SALERATUS</b>	
Arm and Hammer	3 75
<b>SAL SODA</b>	
Granulated, bbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2 1/2 lb. packages	2 25

<b>COD FISH</b>	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure.	1 40
doz.	2 00
Wood boxes, Pure	28
Whole Cod	11

<b>Holland Herring</b>	
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

<b>Herring</b>	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27
<b>Lake Herring</b>	
1/2 bbl., 100 lbs.	6 50

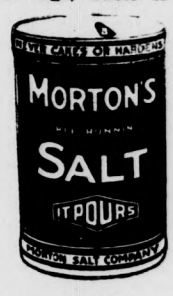
<b>Mackerel</b>	
Tubs, 100 lb. fancy fat	16 50
Tubs, 60 count	5 00
<b>White Fish</b>	
Med. Fancy, 100 lb.	13 00

<b>SHOE BLACKENING.</b>	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bikby, Doz.	1 35
Shinola, doz.	90

<b>STOVE POLISH.</b>	
Blackine, per doz.	1 45
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 85
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

<b>SALT.</b>	
Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	40
Log Cabin 24-2 lb. case	1 40
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Cracked Meat, 56 lb.	63
Crushed Rock for ice cream, 100 lb., each	75
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	4 40



Per case, 24, 2 lbs.	2 40
Pine case lots	2 30
Iodized, 24, 2 lbs.	2 40



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

**SOAP**

Am. Family, 100 box	6 00
Export, 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 15
Fels Naptha, 700 box	5 00
Grdma White Na. 100s	4 00
<b>Rub No More White</b>	
Naptha, 100 box	4 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 100 box	5 95
Pummo, 100 box	4 85
Sweheart, 100 box	5 70
Grandpa Tar, 50 sm. 2 00	
Grandpa Tar, 50 lge. 3 45	
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48
<b>Proctor &amp; Gamble.</b>	
5 box lots, assorted	
Ivory, 100, 6 oz.	6 50
Ivory, 100, 10 oz.	10 85
Ivory, 50, 10 oz.	5 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10

**CLEANSERS.**

<b>KITCHEN KLENZER</b>	
80 can cases, \$4.80 per case	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun, 4 ds.	3 60
Luster Box, 54	3 75

<b>WASHING POWDERS.</b>	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00



### Annual Convention of Michigan Hotel Landlords.

(Continued from page 25)

President—Walter J. Hodges, New Burdick Hotel, Kalamazoo.

Vice-President—E. S. Richardson, Hotel Kerns, Lansing.

Secretary—Frank S. Verbeck, Cedar Springs Lodge, Glen Lake.

Treasurer—M. E. Magel, Hotel Clifton, Battle Creek.

The installation of the newly elected officers, passing of customary resolutions, and announcement of future activities by the officers, closed the business program of the convention.

Although a matter to be passed upon by the executive committee, the next convention will probably be held at Kalamazoo, the home of the newly elected President.

By a unanimous vote of the members the dues for the ensuing year will be \$5 for each hotel represented, with an additional charge of ten cents per room for all hotels having excess of 50 rooms. In other words, the hotel of fifty rooms or less will pay \$5; larger hotels the equivalent of ten cents per room for all guest chambers only.

The culmination of the whole affair was the annual official banquet of the Association at the Hotel Statler on Saturday evening, followed by a dance in the hotel ball room.

Here is the menu for the banquet, the serving of which was up to the usual high standard of the Statler institutions:

Cotuit Cocktail  
Clear Oxtail, English Style  
Celery Olives  
Medallion of Frog Legs, Moderne  
Green Asparagus  
Breast of Guinea Chicken, Virginienne  
Hearts of Romaine, Egg Dressing  
Mouse of French Peach  
Hazelnut Cake  
Coffee

Cigars, Cigarettes, Apollinaris  
The toastmaster, Charles Schermerhorn, was a whole vaudeville entertainment, with cabaret trimmings. Everything he said, did or acted was funny, and the responses were high grade, with a delightful flavoring of humor.

The dance which followed was to the music of one of Detroit's best orchestras, all of which made a happy ending of a perfect day.

The Detroit Hotel Association certainly did themselves proud in entertaining their fellow operators from the outside.

In the first place all hotel rooms of every description in any hotel where one desired to stop were absolutely free.

Unusual courtesy was offered at every angle of the program, and if you craved entertainment or excitement it was provided on the instant.

The ladies were especially looked after. They were included in all the entertainments offered, and as the guest of Chas. W. Norton, the veteran head of the Hotel Norton, had the privilege of attending a performance at one of the leading theaters.

I cannot close this article without personal mention of President "Bill" Klare, through whose individual efforts the Association's high standard mark is attributable. Under his administration, through the medium of district meetings, the Association work has been brought to the doors of the members and the bulletins following such meetings have contained a fund of information. The Association owes much to this most genial and lovable individual.  
Frank S. Verbeck.

Some merchants who think they are making a living this year are living on surplus stock or the collections of some of last year's large accounts.

The only time some employers say well done is when they order a t-bone steak.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 30—The Adams building, known as the Soo's highest office building, was sold last week to the Central Savings Bank, which will do some remodeling and put in new vaults. R. N. Adams, former owner of the Adams block, came to the Soo forty-five years ago and has been active in local affairs in many ways. For twelve years he was a member of the school board. He gave many years of hard service to the Chippewa County Agricultural Society and from 1902 to 1906 he served in the State Legislature. For a number of years he was president of the Sault Ste. Marie hospital. He is a director of the Central Savings Bank and is interested in real estate with his son, John N. Adams. They will continue their offices in the Adams building, as heretofore. Mr. Adams is 80 years old and still hale and hearty. He enjoys farming, spending much of his time in his fruit orchard.

The Northwestern Leather Co. property, at Manistique, was sold last week to the Midgely Steel Products Co. The plans of the new owners are not known at the present time, but it is hoped the plant will be put into operation for some other industry.

Live so that your creditors will not become nervous should they discover you studying a time table.

George Graphos, proprietor of the Sweets Shop, at Manistique, has decided on making a trip to his old home in Greece after an absence of twenty-six years. His parents are still living. During his absence his brother, James, will conduct the business.

Rev. Joseph Dutton, the popular Methodist minister, has been re-appointed to remain for another year. His many friends here were delighted when the news of the re-appointment reached the Soo.

Ed. Stevens, for the past twenty years manager of the National Grocer Co., local branch, has tendered his resignation and will leave the next two months for an extended trip to the West, where he will probably make his future home. Mrs. Stevens' health makes it necessary for him to leave the Soo. Mr. Stevens will be succeeded by Elmer C. Thompson, from South Bend, Ind., who will take over the management Oct. 1. Mr. Stevens came to the Soo as a youth and worked himself up from the bottom by his own initiative and effort. He has taken active part in civic affairs, serving at one time as a member of the city commission after the change from the aldermanic form of government. He is a past master of Bethel Masonic lodge, No. 358, F. & A. M.; past high priest of the Sault Ste. Marie Chapter, R. A. M.; past commander of the Knights Templar. He is also a member of the Rotary Club and an active member of the M. E. church. He will be missed by a host of friends who wish him every success in his new location.  
William G. Tapert.

### Prediction of "Summerless Summer" Worries Growers.

Washington, Sept. 30—Growers all over the country are writing the Weather Bureau to know if it's true that next year there will be a "Summerless Summer." Some backyard weather prophet recently got wide circulation for his statement that all signs point to a repetition next year of the famous summer of 1819, when frosts occurred every month and the sun rarely shone. Now the folks out in the county want to know if it will be safe to plant crops, if they hadn't better shift from corn to potatoes, and a thousand other anxious enquiries. The Bureau replies that no man living can predict weather more than a week or ten days in advance, and the charges are 100 to 1 that the prophet is wrong, there having been only one such summer recorded in American history.

Advertised  
continuously



The BEST KNOWN & MOST-CALLED-FOR BRAND OF CANNED FRUITS, VEGETABLES & FOOD SPECIALTIES IN ALL THE WORLD

# 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.



Be sure to get the package with the Windmill Trademark

When it comes to foods there is nothing better than **HOLLAND RUSK** If you don't carry it now order a case from your jobber today.

**Holland Rusk Company, Inc.**

HOLLAND MICHIGAN



**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Sept. 23—On this day was held the first meeting of creditors in the matter of Jacob Rosenbaum, Bankrupt No. 2552. The bankrupt was present in person and by Willard G. Turner, Jr., attorney for the bankrupt. Matt N. Connine and Alex Sutherland, both of Muskegon, represented creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. George D. Stribley, of Muskegon, was elected trustee and the amount of his bond placed by the referee at \$500. The meeting was then adjourned to September 30 and the bankrupt was ordered to appear at such time.

In the matter of Nathan H. Smith, Bankrupt No. 2540, it appears that after the first meeting of creditors, at which time no trustee was appointed, that a policy of insurance has some surrender value which is an asset of the estate. Chester C. Woolridge, of Grand Rapids, was appointed trustee and the amount of his bond placed by the referee at \$100.

Sept. 25. On this day was held the special meeting of creditors herein to consider the offer of composition of the alleged bankrupt before adjudication. The alleged bankrupt was present in person and by attorney F. J. Powers. Hilding & Hilding were present for creditors. One creditor was present in person. The alleged bankrupt was sworn and examined with a reporter present. The meeting was then adjourned to Oct. 1 for acceptance or rejections to be filed.

Sept. 26. On this day was held the adjourned first meeting of creditors in the matter of Klaas J. Mulder, Bankrupt No. 2537. The bankrupt was present in person and by attorney. Carrol, Kerwin & Hollway were present for creditors. The bankrupt was further examined with a reporter present. The meeting was then held open for a few days to permit investigation as to whether or not a trustee is necessary to the estate.

Sept. 25. (Delayed). On Sept. 15 a final meeting of creditors was held in the matter of Shaheen Slayman, Bankrupt No. 2335. The bankrupt was not present or represented. The attorney for the bankrupt was not present. The trustee was present in person. One creditor was present. Additional claims were proved and allowed. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend of 7 per cent. to general creditors. The trustee's final report and account was approved and allowed. There was no objection to the discharge of the bankrupt. The meeting was then adjourned without date. The case will be closed and returned to the district court.

On the same date (Sept. 15) was held the final meeting of creditors in the matter of Herman J. Pinney, Bankrupt No. 2337. The bankrupt was not present. The attorney for the bankrupt was present in person. Additional claims were proved and allowed. There was a claim for preferred labor proved which absorbed the balance of funds over and above expenses, therefore no dividend was declared. An order was made for the payment of administration expenses and for the payment of the preferred labor claim. There was no objection to the discharge of the bankrupt. The meeting was then adjourned without date. The case will be closed and returned to the district court.

Sept. 27. On this day was held the first meeting of creditors in the matter of Peter Hopp, Bankrupt No. 2550. The bankrupt was present in person and by attorney. Hilding & Hilding and Amos F. Paley were present for creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Glenn Downs, of Grand Rapids, was appointed trustee, and the amount of his bond placed at \$100. The meeting was then adjourned to Oct. 11.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Cedar Springs Co-operative Co., Bankrupt No. 2554. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a corporation carrying on business at Cedar Springs, and is a dealer in produce, grains, etc., at such place. The schedules filed list assets of \$8,780.81, with liabilities in the sum of \$10,019.72. The first meeting of creditors has been called for Oct. 13. A list of the creditors of the bankrupt is as follows:

Village of Cedar Springs, taxes	\$ 27.00
County of Kent, taxes	125.00
Est. of A. F. Bliss, Cedar Springs	2,500.00
Bertha Consumers Co., Pittsburgh	335.05
A. J. Brown Seed Co., Grand Rapids	283.07
Buffalo Fertilizer Works, Buffalo	250.20
Champion Corporation, Hammond, Ind.	114.00
Cleveland Implement Co., Cleveland	286.84
Consumers Power Co., Grand Rap.	61.50
Dyer Jennison Barry Co., Lansing	2.90
Farmers & Merchants State Bank, Cedar Springs	852.00
G. R. By-products Co., Grand Rap.	12.50
G. R. Grain & Milling Co., Grand Rapids	111.36
G. J. Haan Calendar Co., Grand R.	17.50
Isabelle Brown Co., Lansing	100.00
Johnson Coal Co., Toledo	60.35
Kent City Farm Bureau, Kent City	273.90
Kelly Island Lime & Transport Co.,	

Cleveland	85.00
Kentucky West Virginia Coal Co., Grand Rapids	304.86
Kentucky River Coal Sales, Chicago	115.94
Massey Harris Harvester Co., Lansing	4.15
Mich. Bell Tel. Co., Cedar Springs	4.85
Mich. Farm Bureau, Lansing	1,745.54
Mich. Potato Growers Exchange, Cadillac	86.21
National Audit Co., Flint	203.90
Penn. R. R. Co., Grand Rapids	8.75
Rockford Co-operative Co., Rockford	9.32
F. S. Royster Guano Co., Toledo	360.00
J. A. Skinner, Cedar Springs	9.50
Tanner Supply Co., Grand Rapids	184.56
Tanner Coal Supply Co., Grand Rapids	94.20
Watson-Higgins Milling Co., Grand Rapids	50.00
Winchell Flour Co., Saginaw	47.87
Wing & Evans, Inc., Detroit	170.00
Wholesale Coal Co., Pittsburgh	200.00
Wolverine Fruit & Produce Co., Grand Rapids	100.00
Will Zimmerman, Cedar Springs	73.00
Ezery Wolf, Cedar Springs	200.00
Esther Robinson, Cedar Springs	200.00
Geraldine French, Cedar Springs	150.00
Eddy Reyburn, Sparta	100.00
Otis Hanna, Cedar Springs	100.00
Lawrence Fitz, Grand Rapids	100.00

Sept. 29. In the matter of Cole & Clow, Bankrupt No. 2533, an order for the payment of administration expenses was made, there being insufficient funds on hand for a dividend at this time. The

case will have to be held open until the expiration of the year from the date of adjudication. This will be in July, 1925.

Sept. 29. On this day was held the final meeting of creditors in the matter of E. Judson Wellman, Bankrupt No. 2462. The trustee's final report and account has been filed. The meeting is called for Oct. 10. The trustee's final report and account will be passed upon. An order will be made for the payment of administration expenses and for the payment of a final dividend to creditors.

In the matter of Horace L. Morton, Harry Jones, and Holland Theater Co., Bankrupt No. 2460, the trustee has filed his final report and account and a final meeting of creditors has been called for Oct. 10. The trustee's final report and account will be passed upon and administration expenses and taxes paid as far as the funds on hand will permit. There will be no dividend to general creditors.

**The Guilty Party.**

Do you think the world has changed?  
No, it's you!  
Do you think mankind deranged?  
Well, it's you.  
You have grown; your vision's clearer;  
Right, to you, is nearer, dearer—  
Tisn't life that's grown queerer;  
It is you."

Air castles must have foundations—  
in you; or they never become realities.

# Brooks Valeur

BITTER SWEETS



Mr. Jones, please send me another package of

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

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

YOUR STATIONER OR DRUGGIST HAS IT.

# QUAKER COFFEE

HOT FROM THE POT

## SATISFIES

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

## Business Wants Department

Advertisements inserted under this head for five cents a word for 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**—A grand opportunity for a baker in a live town in southern Michigan. Best location, cheap rent, new soda fountain, remainder of fixtures very good. Is for sale at a ridiculously low price. You must act quick. Write Lyon, Kortzenoff & Co., Jackson, Michigan. 722

**EXCHANGE**—A 100-acre farm near Kalamazoo, Mich., for a clean stock of general merchandise. Address No. 723, c/o Michigan Tradesman. 723

**FOR SALE**—Small town country store, general merchandise, opposite Pere Marquette depot; twenty-four miles from chain stores. Four living rooms, attic, large basement, gas and oil pump, garage, barn, ice house. Everything in good condition. Price, with fixtures, \$3,000. Terms. Good, clean stock can be bought at inventory. Box 12, Wellston, Mich. 724

What have you to trade for farm value \$2,000? Can use removable stock merchandise. G. A. Johnson, Carlshend, Mich. 725

**STORE BUILDING FOR RENT**—Located on Main street, business district. Suitable for any retail business. Inquire of J. M. Kavanaugh, 1202 Michigan Ave., East, Jackson. 726

**For Sale**—Drug and grocery business doing \$1,400 to \$2,000 monthly. Stock and fixtures inventory \$2,500. In manufacturing town of 60,000. Address No. 727, c/o Michigan Tradesman. 727

**FOR SALE**—Leading bakery in prosperous city of 10,000. Ill health of owner causes sale. Priced right for immediate sale. Address Creego Land Co., Ionia, Michigan, for particulars. 728

**FOR SALE**—Only coffee ranch in city of 10,000. Doing good business. Address Creego Land Co., Ionia, Michigan, for particulars. 729

**MICHIGAN'S NEWEST AND BIGGEST SALES BOOSTER.** Fourteen big BOOSTER CAMPAIGNS finished and some of MY NEW WAY SALES also have made "return dates" for me. I have already repeated CAMPAIGNS for merchants in three towns. Finished two sales for individual concerns the last two weeks and these have given me future dates. E. B. Davis, Alma, Michigan. 704

**FOR SALE**—One of the best paying stocks of general merchandise in Lower Michigan, in fine, growing town near Detroit. Will inventory about \$6,500. Good lease on building. Other business compels me to sell. Address No. 719, c/o Michigan Tradesman. 719

**For Sale**—General Store doing thriving business—live, prosperous community. Most desirable offering. Priced very reasonable. To buy or sell any business, any time, any where, write Sales Manager Chicago Business Exchange, 327 S. La-Sale St., Chicago. 717

**FOR SALE**—Good live wholesale and retail BAKERY business. A WONDERFUL OPPORTUNITY, at a reasonable price. Selling reason, sickness. Address No. 718, c/o Michigan Tradesman. 718

**GROCERY stock, fixtures, property.** A real buy. Good location. Walter C. Peterson, 426 North Market St., Marine City, Mich. 720

**MERCHANTS**—We have conducted successful sales for retail merchants since 1900. Reduction, money-raising or quit-business. For terms, dates, etc., write Greene Sales Co., 216 Michigan Ave., E. Jackson, Mich. 721

**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

**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

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

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

### TYPEWRITERS

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



### Raise Fund to Advertise Butter.

The record-breaking stocks of high-priced butter accumulated in storage which on to-day's market mean a loss to owners of well over \$10,000,000 require an unusually heavy domestic consumption to move the holdings by May 1, 1925, and from the present outlook foreign markets cannot be relied upon to any important extent. Realizing the seriousness of the situation some Chicago merchants, acting as individuals, have issued circular letters to dealers in other markets suggesting that an organized attempt be made to make the best of a distributing situation. The letter mentions the value of direct consumer advertising to be done by local merchants in their own communities. It is pointed out that some objection might be raised to contributing to a general advertising fund which would be expended with a view to its effectiveness rather than to where the money was raised. New York merchants, for instance, would not favor having publicity in some city which did not give its proportionate share, and for this reason the letter suggests that dealers organize in their own communities and start a butter publicity campaign which will get consumption up to the point where the stocks will melt away. So far New York butter dealers have taken no steps toward such an advertising campaign.

### Large Crowd at County Seat.

Mears, Sept. 29—I was over to our suburb, Hart, the other day and wondered what was the occasion of the great crowd. There appeared to be at least seven strangers in the town. Found out the Democratic county committee, led by your contributor, Harry Royal, were massing, getting ready for a great victory this fall or some other fall, if they fall this fall. In one respect Royal and I are alike—we are both optimistic. Well, it is a grand and glorious feeling. Just think how good Harry will feel until after the count. At that I will admit we will have a Democratic prosecutor in this county if he gets the most votes.  
C. A. Brubaker.

### Eli Lyons Dealt Fairly With His Creditors.

Grand Rapids, Sept. 29—On Aug. 23 at the request of Eli Lyons, who has been in ill health for some time and who at present is seriously ill, we took charge of his business consisting of a soda fountain, candy, cigar and news stand located in the Mertens Hotel block, here in the city, under a trust mortgage dated Aug. 12, but which was not executed and accepted by us until Sept. 2.

Mr. Lyons has not only turned over to us the business that he conducted, but all of his property, both real and personal including his homestead here in the city. The real estate in Detroit consists of some vacant lots of which we have no definite information at this time. The real estate in this city consists of his homestead, located at 450 South Lafayette avenue, against which there is a large mortgage and a dwelling house located on the West side.

An inventory has been taken of the stock and fixtures, and according to the cost thereof will total around \$4,000. The business is being conducted by us as economically as possible. The lease of the store expires Jan. 1 and cannot be renewed. We are now negotiating with two or three different parties who may be interested in buying the stock and fixtures, but if we are not successful in finding a purchaser before the lease expires

it will be necessary to move to another location or liquidate.

Michigan Trust Co.  
Mr. Lyons died last Thursday and was buried on Saturday.

### The Chipmunk.

Written for the Tradesman.  
A chipmunk is the busiest thing  
I ever hope to see  
About the time the dog-days bring  
The hazel nuts; then they will be  
As large almost as they ever grow  
And have a little meat  
Which he desires for months of snow  
And loves so much to eat.

I wonder how he ever knows  
Before the equinox  
Is even here, of frost and snows  
With no calendars or clocks;  
Who can it be that so informs  
Him all about the plan  
Of carrying nuts for winter storms  
In his cheeks for a caravan.

I watched him this mid-August morn  
Just at the break of dawn  
Running until a path was worn  
Across my cottage lawn;  
With either cheek so full of nuts  
His visage did appear  
Like that a boy on a pumpkin cuts  
With a mouth from ear to ear.

Thus long before there comes the need  
He puts his food in store  
And tells us too that we should heed  
And practice more and more  
The saving for the future hours  
Some part of present gain  
For days will come when all our powers  
Will strive for it in vain.  
Charles A. Heath.

### Gloom Foundered.

Pharmacist, build me a cocktail carbohc.  
I've had a call from my pessimist friend,  
He, with a countenance grim, d'abollic,  
Tells me the world will soon come to  
an end.  
Told me? Nay, proved it, by portent and  
token;  
Made it so plain that a child mightn't  
err.  
Since he has left me my spirit is broken—  
No more with him shall a session occur!

Build, 'pothecary, a drink that is deadly—  
Blithely I'll scribble my name in your  
book.  
Objects in front of my optics glow redly,  
Whate'er direction I happen to look.  
"Merc."—labeled "bich." or the potent  
carbohc—  
Matters not which, so it's lethal enough.  
I with that rotter have had my last frolic,  
I am fed up on his mirth-murder stuff.

Quick, kindly druggist, prepare me the  
knockout;  
Make it a sure one, we can't have it  
fall.  
Prophecs of evil I've ordered a lockout—  
Never again shall you camp on my trail,  
Slip me the hemlock—hold steady, don't  
waste it!  
I shall be rid of this joy-killing Jim.  
Suicide? Horrors! You don't think I'd  
taste it!  
Not for a million—I've bought it for  
him!"  
Strickland Gillilan.

### Quaking Aspens.

Written for the Tradesman.  
The quaking aspens sleek and gray  
In open woodlands love to grow  
So thickly that their trunks portray  
In April a scene of weathered snow  
Like winter leaves when it is old  
Before the mandrake stems unfold.

In May they have another sheen  
Obedient to Spring's command  
To clothe themselves in brilliant green  
Their signal service, understand  
To indicate when any breeze  
Dare venture through the aspen tree's.

For many days before the frost  
They give a sign it's coming round  
Then all their summer shades are lost  
And they a golden robe have found  
With which they wig-wag Color Jack  
To bring his autumn artists back.

Their countless leaves keep moving so  
They make a little troubled sea  
The only kind these woodlands know  
But were it their timidity  
I'd gladly guard the wood all day  
To drive their quaking fears away.  
Charles A. Heath.

### Percale Buying Is Recovering.

Buying of percales, which slumped with the drop of cotton that followed the issuance of the Government's report on the condition of the crop, is recovering. While the improvement is slow, it is noticeable, and the general feeling of sellers of the goods is optimistic. Business from all sections of the country was received in yesterday morning's mail and, although the individual orders were small, the vol-

ume asked for in the aggregate was of good size. Quite an active export demand is helping the printers keep busy. One of the biggest concerns in the country is operating its printing plant at full capacity. Some departments of the plant are working all night.

Nuts—The unfavorable financial condition of Europe for several years has allowed American nut buyers to dominate the market and decide the trend of prices at the source. Counting on a repetition of the past six or seven years, many American operators refused to make contracts earlier in the season, some even going short of their requirements. The market has not worked out the way the operators expected, for despite lack of buying interest foreign nuts of all sorts have been advancing, due partly to short crops but also to the heavy purchase by Germany, Scandinavian countries and other markets which of late years have not been of prime importance. As there seems to be no prospect of a reaction dealers are no, trying to cover their fall and holiday requirements and find it difficult or impossible to do so. From the condition of the market at present some we'll posted observers think that it will be more or less of a sellers' market all through the season. There are no weak items. Walnuts are excited. Sorrentos are almost completely disposed of abroad, cables state, and as high as 100s is asked. Grenobles are selling well for early shipment and are said to show good quality. The most spectacular item is filberts. The call for unshelled nuts has been so keen that the amount available for cracking purposes is small and such lines follow unshelled nuts. Long Naples, even at record prices, are about exhausted. Barcelonas are selling as a substitute for Sicily filberts, but the latter are preferred by many dealers. Almonds are firm also. In the face of these conditions domestic almonds, walnuts and pecans are all sharing in the generally strong undertone, while Brazils, being reasonably priced compared with other nuts, are also selling well.

Cheese—Cheese is very firm and in good demand for this season of the year for both New York and Wisconsin goods.  
Stittsville—Claude H. Farrell succeeds Ben J. Keppler in general trade.

Announcement of the death at her home in Boston, at the age of 77 years, of Lotta Crabtree will recall to theatergoers of another generation a little actress who seemed to possess the secret of perpetual youth and who set a pace in soubrette roles which few of her successors in popular favor have been able to maintain. "Lotta"—in her prime there were few who knew her by any other name—occupied a field that was all her own. Her appearances were as sure of delighted and overflowing audiences as were the annual pantomimes then still in vogue upon the American stage, and her acting, blithe and spirited, if not deeply emotional, left a pleasant memory which the years have not effaced. Lotta long since retired to private life, and her disappearance from the public eye has been so complete that the news of her passing will be to many a source of surprise that she had survived to this late day.

One clause of the tentative security pact presented to a League sub-committee at Geneva provides that political disputes submitted to the League Council require not a unanimous vote, but a simple majority. In this Council the smaller nations represented could at any time outvote the great powers. Of course, it may not be just and right that the great powers are able to impose their will upon lesser nations; but it is simply foolish that the lesser nations should be able to impose their will on the greater, and absurd to suppose that the great powers, or any of them, would permit it. The adoption of such a proposal would simply mean that Great Britain, France and Japan would be continually squabbling for the support of the less powerful Council members.

Central Lake—Thomas Clark succeeds J. L. Blodgett in the shoe and grocery business.

Muskegon—Loren C. Tozer succeeds John C. Huizenga, R. F. D. 2, in the grocery business.

Greenville—Rowley & Phillips succeed J. Lease in the grocery business.

## Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173. Bell Main 17

### Third Change in Twenty-Seven Years.

Detroit, Sept. 30—I have traveled in Michigan selling clothing twenty-seven years and this is my third change. Two of the firms I traveled for retired from business. My new firm, Kincaid & Kimball, is regarded very highly. They have been in business forty years and make a very high grade popular price line of young men's and men's clothing.

M. J. Rogan.