

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 10, 1925

Number 2177

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*The Flag of Our Country—The Flag of the Free
For 148 Years has it Waved—June 14, 1777 June 14, 1925*



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Your Flag and My Flag

Your Flag, and my Flag!
And how it flies to-day
In your land and my land
And half a world away!
Rose-red and blood-red;
The stripes forever gleam;
Snow-white and soul-white—
The good forefather's dream;
Sky-blue and true-blue, with stars to gleam aright—
The glorious guidon of the day; a shelter through the night

Your Flag, and my Flag!
And, oh, how much it holds—
Your land and my land—
Secure within its folds!
Your heart and my heart
Beat quicker at the sight;
Sun-kissed and wind-tossed,
Red and blue and white.
The one Flag—the great Flag—the Flag for me and you—
Glorified all else beside—the red and white and blue!

Your Flag, and my Flag!
To every star and stripe
The drums beat as hearts beat
And fifers shrilly pipe!
Your Flag and my Flag—
A blessing in the sky;
Your hope and my hope—
It never hid a lie!
Home land and far land and half the world around,
Old Glory hears our glad salute and ripples to the sound!

Wilbur D. Nesbit.



Blossoms Now Forecast Luscious Fruit of Summer

**Parowax Seals in the Fresh,
Fruity Flavor of Jams, Jellies and
Preserves.**

**A Sure Selling Product For
Every Merchant--A Necessity for
Every Housewife.**

THE enterprising merchant thinks ahead—and thinking ahead now, he places orders for fruit jars and jelly glasses, for spices and for PAROWAX.

The time is not far distant—a few weeks—when vine and tree, now blossoming, will yield their wealth of delicious fruit. Some will be eaten at once, but much will be canned, pickled or made into preserves, jams and jellies.

Every housewife knows that to preserve her fruit and vegetables, she must seal them in containers with an air-tight seal. She knows that unless air is excluded they will ferment and become unfit for use.

She has learned, either from costly personal experience or from the experience of others, that this is true. She knows now that PAROWAX will seal them tight, keeping the fresh, fruity flavor in, excluding mold and eliminating danger of fermentation and spoilage.

Its cleanliness and purity, together with the ease with which it is used, makes PAROWAX the first choice of the housewife, who has found it ideal for sealing her fruit and vegetables in jars, glasses and bottles.

Standard Oil Company
(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw

PAROWAX is a product which every dealer should stock in the early spring and have on hand throughout the summer.



An attractive two-color counter display case is packed in every case of Parowax. It helps sales.

There is a liberal profit on Parowax for the dealer. The demand throughout the summer is heavy and the turnover rapid. Your customers will expect you to have PAROWAX for them, when they call for it.





GRAND RAPIDS
PUBLIC LIBRARY

MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 10, 1925

Number 2177

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.

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TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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CONFIDENCE IN THE FUTURE.

A sudden spurt of Summer weather during the past week produced an immediate effect in a number of lines of business. There was a rush to the stores by belated buyers of apparel of every description as well as of wash goods and the like. Men's wear shared largely in the sales that were made and so did Summer furnishings of one kind or another. Sports articles also showed up well in the whole range from golf outfits to fishing tackle. Buyers from out-of-town stores came in larger numbers than the week before, still mostly intent on bargains. The larger retail business was reflected in added demands on the jobbing trade and, to a certain extent, even affected the primary markets. Most of the business, however, is in distributing channels, as is customary at this season. In some lines showings are made of Fall goods, but these are rather tentative as yet, since substantial orders are hardly expected for a few weeks to come. Meanwhile, a close watch is kept on general conditions all over the country by business men who are trying to size up the situation and the prospects for the last half of the year. As things look now, most merchants look forward to a fair amount of business in most sections, with the possibility of something better in certain of them if crops turn out as it is believed they will. In the industrial outlook there is also the prospect of rather more than the average activity, and this is a source of confidence.

LOFTIEST PROFESSION.

Camille Flammarion did better than follow the advice of Emerson, who urged, "Hitch your wagon to a star." He brought the science of astronomy to earth level and popularized the study with books that read like novels.

Because of his flair for the spectacular and the melodramatic, rigid scientists, with their precise measurements of parallaxes and minute calculations of orbits, were a little cold to his methods, savoring of the sensational. They looked on him somewhat as master electricians regarded Nikola Tesla producing long sparks or as scientific explorers thought of Savage-Landor with his harrowing tales of adventure in Tibet and Amazonia.

But Flammarion, although inclined to lay stress on the element of wonder, in physics and metaphysics alike had his claim to respectful consideration among the scientists. A Huxley or a Tyndall, although without the original force of a Darwin, has his valuable function as an expositor. Flammarion was probably right about the habitability of Mars and his views regarding ultimate communication with our nearest planetary neighbor were conservative.

Those who were awed and thrilled by the solar eclipse last January will understand why Flammarion's own career was determined by a similar celestial vision when he was a boy. And on both sides of the sea there are many who owe a quickened interest in stellar phenomena to one who, from the age nine until he died at 83, never lost his enthusiasm for the loftiest and least selfish profession to which a man of science can dedicate himself.

WHAT IS MOST NEEDED.

Safety days are all right. They are needed, that is certain. But the streets are not going to be made safe, automobile drivers made careful and pedestrians—men, women and children—taught to cross the roadways with caution by the mere distribution of booklets and appeals. The only thing that will bring certain results is intelligent traffic rules rigidly enforced. We have plenty of rules now, not all of them sane or practical, of course; but it is the knowledge of the people that they are not invariably and impartially enforced that makes for carelessness and worse. When a wanton crime is committed such as deliberate murder by means of a motor car and the refusal of the murderer to stop to pick up his victim, there is instant clamor for punishment; but there are minor infractions of the rules every minute of the day about which nothing is done. All policemen ought to be traffic police, in the sense that it ought to be their duty to arrest violators of traffic rules. Their indifference is one of the contributing causes of present conditions.

Recipe for happiness and prosperity:
Have faith in God, yourself and your fellowmen—and work like lightning.

THE LINE OF DEMARCATION.

Attorney General Sargent has been impelled to issue a warning to trade associations not to try to stretch the effect of the Supreme Court's decision regarding the dissemination of data concerning their respective industries. Statistics of production, stocks on hand, sales and past prices are useful in their way. They enable manufacturers to guide themselves in accordance with market conditions and, what is especially valuable, put each one on the same footing as the others so far as basic data are concerned. It is then up to each to use his own judgment as to what course of action is advisable. There may be a tendency toward stabilized and even uniform prices as a result, but this would not be against the law unless it came about through an agreement among those controlling an industry. The same is true if a restriction of production resulted from the dissemination of data showing too large stocks on hand and too little demand. Independent and individual action cannot be controlled by law, which only applies to combinations or conspiracies of two or more, even though the outcome be the same. The line of demarcation between what is legal and what is not is fairly well defined. It ought not to be difficult for any trade body to keep within the law by confining its activities to the dissemination of facts, omitting all suggestions for concerted action. In some industries, notably the manufacture of woollens, the trade statistics are of no value because the principal factor refuses to make its data public. It knows what competitors are doing, but they are kept in ignorance of its production. And there is no way of compelling it to give out the facts that would be of so much use to others.

THINKS WITH HIS VOICE.

Where's Charley Darwin now? Some people in the East continue to misunderstand Mr. Bryan. What is he running for now? Moderator of the General Assembly of the Presbyterian church when it meets again next year? They fail to perceive that, "Progressive" though he calls himself, he is an irredeemable obscurantist and reactionary. The long process of innumerable ages is poison to his mind, which is essentially that of a "medicine man." Wave the wand and speak the word of power! Betwixt sunrise and sunset a million soldiers spring up. So all the stars and planets, all plants and animals, man, the world, the universe. The patient search, the open mind, the readiness to admit error characteristic of the man of science, are far from him. This is not a reproach. It is praise. He thinks with his voice and his emotions. They have made him one of the most successful men of his time. Political disasters have been his

fortune. His ventures into theological politics and his pontificating as the corrector of science will be watched with interest; in the dissolute East and most other parts of the country with amusement.

This is to be regretted, if for no other reason, because any attempt to deny or doubt Mr. Bryan's credentials as the Ambassador of Certainty seems to turn his temper of honey into gall. It is to be regretted for the deeper reason that he seems on the way to become a pathetic figure. It is increasingly probable that on him will fall the fate of Kipling's Village That Thought the Earth Was Flat.

As the trial of the Darwinian theory in Dayton, Tenn., draws nearer it grows more evident that we are becoming a serious-minded people. The learned judge who is to preside has set the date of the trial for July 10—a heated time, especially in a Southern State—and says that he chose mid-July because all schools and universities will be closed and scientists, theologians and students will be able to devote their time to "this trial of international interest and importance." Not very long ago students and teachers alike would have scoffed at a proposal to give up their vacation period for an intensive study in biology; but that we have changed suddenly is shown by the fact that an army of men and women already are clamoring for admission to the trial—so many, in fact, that the presiding judge proposes to put a roof over the baseball field and turn it into a courtroom for the trial. Baseball for biology? "The sun do move" in Tennessee. The world at large has looked upon us as a hustling, money seeking, pleasure loving race, but this proves to be a libel upon a people willing to give up their hard-earned vacations and summer sports to learn whether they have descended—or ascended—from monkeys. It is a very serious problem—serious enough to laugh at.

With regret America will learn that Orville Wright is sending to an English museum the original Wright airplane built by his brother, Wilbur, and himself. Stating that he has kept it for twenty years in the hope of finding an American institution to which it could be intrusted, he says, no "suitable home" for it can be found on this side of the Atlantic. He goes on to say that the one museum National enough in character to be worthy of it is the one to which "I would not care to intrust the machine." Whatever the reasons of the inventor or the causes back of his determination, it is a great pity that America, home of heavier-than-air flying, is about to lose this first relic of the age of flight.

GREATEST ACCOMPLISHMENT.

Ability To Combine the Practical With the Ideal.

It is said that towns and cities, if they expect to be eventually large, influential and successful, must be strategically located. This is to quite an extent true, as has been proven in the past. Next to this, there must be in each and every one, men of vision, ability and the will to do the necessary things. Whether located well or not, each and every town or city will eventually be of no particular account, unless the minds of men are applied to the present and future affairs of such communities. We may look at a locomotive standing still upon the track and well charged with steam, or we may go aboard an ocean liner and observe the great engines all prepared for action and they are nothing more than junk until the mind of some man or men wills the hand to touch the throttle and put the machinery in motion and guide its course by a compass.

The question may naturally arise in the towns and cities, what is our town and what should it be? One of the common answers to the question is as follows: "That the existence of a town or a city depends upon business." There are, however, exceptions to this statement, if used as a rule; because there are such things as natural beauty, forest wealth, healthful locations, etc., in which large communities exist and where business is not the fundamental object: but as a broad statement, towns and cities depend largely upon business.

The next question is, what kind of a place for business is our town? Is there plenty of business and do the men engaged in the same make a reasonable amount of money, so that they can live well and devote a part of their profits to the improvement and the future of their town. Somebody else has said, "that while the existence of a town or city depends upon business, that existence is not justified unless the profits of business make life in that town constantly more and more worth living."

Another extreme among our towns and cities may be referred to in such a city as Gary, Ind., where the steel mills are necessarily located on the bank of Lake Michigan and almost everything making up happy and comfortable conditions for men and women is nearly abandoned and lost sight of. However, in between the health resort and this class of cities last mentioned, there are thousands of towns and cities worth while.

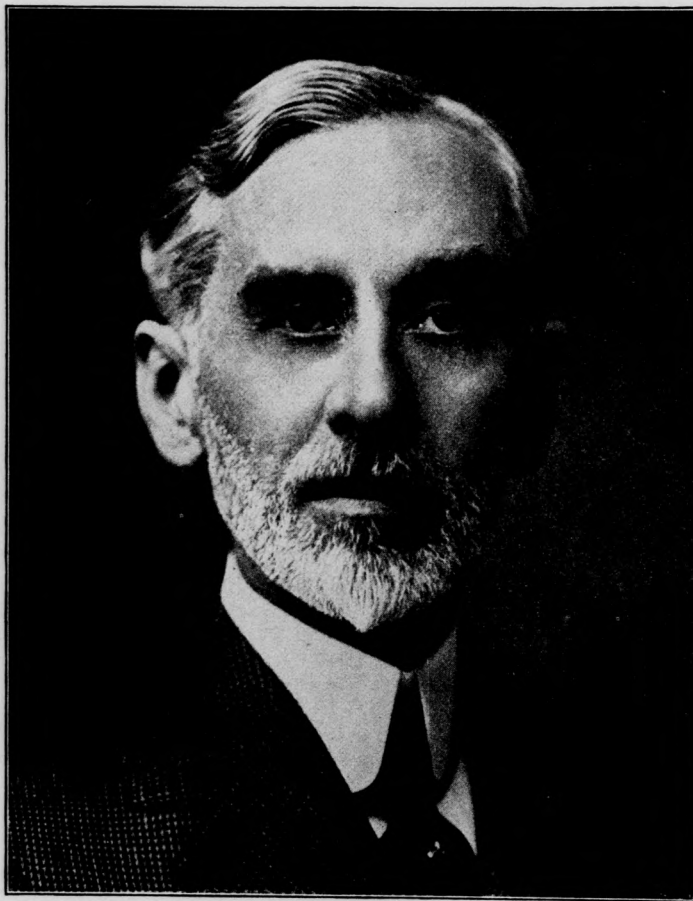
Believing that the average man is interested, we enumerate a few of the things, one or more of which must necessarily enter into the success of every town and city. For instance, not all towns and cities must be necessarily large. It is not a good thing to have a blast furnace and a silk mill as neighbors.

Second: The best conditions and results are obtained when the industries and business undertakings of each town and city are of a character best adapted to that particular locality. A starch factory can be most successful

where corn and such grains are in abundance and canning factories should be located in the midst of fruit belts.

Third: From the standpoint of commerce, is our town strictly a retail town, or is it so located and has it such transportation facilities, as to develop a jobbing center. In other words, how does your town or city best meet the needs of surrounding territory?

Fourth: Has our town or city a plan established for its future? A location may be wisely selected, good men may occupy it, but from the water pipes, sewer pipes, electrical lights, through to the municipal buildings, etc. there must be wisdom exercised and extensive planning and construction carried along as fast as demands require.



Lee M. Hutchins.

Fifth: One of the leading questions of to-day is the matter of housing, not so much as to whether each individual owns his home or not, but whether he lives comfortably and well. In this country we are getting beyond the point where we believe that the ordinary laborer should be satisfied with any house. Housing should be wholesome and sanitary with convenient sewer attachments, water and lighting facilities.

Sixth: Now comes the matter of education. To-day more stress is being put upon this as the necessary equipment for future undertakings, than ever before. We pride ourselves upon our common school system and rightfully we may. Here are several points to consider: Building and equipment—adequate number of teachers—qualified teachers—physical education.

We have learned that there is no such thing as finishing education, and book learning carries with it domestic instruction, business education, physical training.

Seventh: We are not overlooking nowadays the matter of recreation. It has been clearly demonstrated by the average increase in life of the American citizen during the last fifty years that recreation or physical development is one of the greatest things that can be taught. It takes a sound body to carry, sustain and bring into full action a healthy and forceful mind.

Eighth: As referred above, we must be physically well and strong and the question naturally arises what is meant by this. Michigan was formerly an ague swamp. The Panama canal zone was yellow fever and sure death.

have a clean, pleasant inviting appearance. When we ride upon the railroads and enter the average town and city, we get a bad impression on account of the badly kept door yards, junk piles, refuse, etc. Would it not be worth while to remedy these conditions and produce a better impression upon the men and women, who come into our midst?

Eleventh: Is the government of each one of the towns and cities so conducted as to fully comprehend the welfare of the inhabitants, and at the same time, live within a budget carefully prepared and which the business of the communities can without oppression promptly meet and satisfy?

Twelfth: Our town should have individuality and not be a copy of some other place. There would be no use of building a New York hotel in Charleston, Omaha or Memphis. Each town should be individual, should so arrange its streets and the names of the same as to remind of the history of the founders and the character of the town.

Thirteenth: If we had all of the above as named, we would come near having what some years ago almost every scientist was trying to bring about, "perpetual motion." The facts are, however, that in every town and city, there should be sufficient men interested to give 100 per cent. efficiency in the Government and control of that particular locality. It should have social and civic agencies and every town, however small, should have its chamber of commerce and it should be so affiliated with the U. S. Chamber of Commerce that it could obtain the literature, which it publishes and profit thereby.

Fourteenth: The final issue is the character and the spirit of the people. A man's mind may act, and as is said, "prompted by his heart," his thought and action should be qualified by the character of his social life, and the uplift in each community should be such that inhabitants should be helpful, not only to neighbors, but to newcomers and so conduct society and business as not only to be profitable to themselves, but to be inviting to the stranger and the newcomer.

The above may seem like paradise, but the greatest accomplishment in the world is to be able to combine the practical with the ideal.

Lee M. Hutchins.

The Founder of Flag Day.

It is very interesting to notice that although Flag Day is being observed throughout the country by parades, no mention was made of the founder of Flag Day. To my mind this is an oversight which should be rectified. That grand old man, Ben Altheimer, now of New York, formerly residing in St. Louis, is the originator of the idea of setting aside June 14 as Flag Day. He explained that he chose this day because on June 14, 148 years ago, the Continental Congress adopted the Stars and Stripes as our National symbol. It is fitting and proper that we should celebrate Old Glory's birthday, but it is unjust not to give due credit to the venerable gentleman whose suggestion and influence caused this day to be set aside.

Adolf Teschner.

The State of Florida not more than twenty-five years ago, was considered of such a character as not desirable for home owning or business purposes. Colonel Goethals not only was the master mind in the Panama canal construction, but by scientific methods turned it from a swamp of yellow fever to one of the pleasantest and most healthful spots known in that part of the world. Towns and cities should be well located, not only for business, but for sanitary advantages and homes should have the same object in view. The facts are that with education and all our accomplishments, many localities can be redeemed.

Ninth: Are our towns and cities secure as to the protection of individual life and of property? Have we adequate police and fire protection?

Tenth: Do our towns and cities

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 9—Our distinguished citizen, F. P. Sullivan, delivered the principal address at the Upper Peninsula Development Bureau banquet, held at Marinette last week. S. D. Newton also attended the banquet, along with Mr. Wheelock from here. They drove in Mr. Wheelock's Franklin, but had a mishap en route and had to stop over night at Cedar River. During the night it was so warm that Mr. Wheelock awoke, looked out of the window and saw the town ablaze and found that his Franklin was among the ruins. Mr. Sullivan had his family along in his car and reports coming through Cedar River the next day stated the fire was still smoldering. The whole town was practically wiped out.

J. L. Erand, who for the past seven years has been watchmaker and jeweler for A. J. Jean, is about to go into business for himself and has made arrangements to open a jewelry store at 212 Ashmun street, just South of the jewelry store of W. Fleetham, who moved his stock to Muskegon. Mr. Erand has purchased a new line of up-to-date jewelry and will make a specialty of watch repairing. Mr. Erand is well and favorably known here and his many friends wish him every success in his new venture.

Trains are more safe now even if heroines can't flag them with red petticoats any more.

The new Retailers Wholesale Bakery put out its first 3,000 loaves of bread per day last week, which was a fine product. It has an expert baker and will wrap the bread with its own labeled wrappers as soon as the supply arrives. It is at present turning out 3,000 loaves, but expects to increase the output as soon as the demand increases.

A lot of people think it is wicked to play cards. And the way some people play it is.

Capt. Roberts, Swift's general soap salesman, with headquarters at Saginaw, is complaining of the heat, which he says is something fierce in Lower Michigan. He is envying us fellows up North on the lake side, taking in the cool lake breeze. Capt. expects to open up his summer cottage at Mackinaw City about June 20 and join the resorters during the season. Rockefeller with all his kayle has nothing on Capt. after he gets located up North.

Our camp site will be opened for the season next week with a caretaker in charge, free telephone, water, light, wood, writing and rest room. All that is required is a small entrance fee. This is said to be one of the best camp sites in the State. It faces the St. Mary's River, about one mile from the heart of the city.

Peterson & Co. opened the grocery store at the Shallows last week. The cottagers are starting to move in now and a busy time is looked forward to at this ideal place. If the hot weather continues it will be difficult to find a cooler spot along the river than the Shallows. Mr. Peterson has the bath house, as well as the boat houses, ready for business and prepared to furnish the best of service during the season.

Thos. Rothwell, the well-known merchant at Sterlingville, has moved into his new store, almost opposite the old store, which he has just vacated. Mr. Rothwell has living quarters in the back of the new store and has a very cosy as well as a nice laid out building, amply large enough to care for the trade in his neighborhood.

William G. Tapert.

Short Weight Grocers Fined.

Detroit, June 6—Friday weighed heavy on Judge Harry B. Keidan in Recorder's court.

He tried six men for employing short-weight scales. Four of them were fined.

First came Sam Berman, his brother

Max, and a clerk in his butcher shop, at 17853 John R. street, William Schubait. Schubait stepped right up and said he knew he'd been giving short weight and would accept the sentence of the judge.

This upset Sam extremely. He said he knew nothing about his scales being crooked. No. No. He paid Schubait a salary and it was Schubait's duty to see that the scales were right. He was innocence itself.

"Will you pay your clerk's fine?" asked the judge.

"It is his look-out. He is to blame. I will not pay his fine because I don't have to and he is responsible," Sam shouted.

"Sam Berman," voiced the judge with some heat, "you are fined \$75 for employing short-weight scales. You will also pay the costs of this suit. I shall suspend sentence on your clerk, who, I think, is a fairly honest man."

The charge against Max was dismissed when it was proved he had no interest in the store. Sam Berman was fined \$5 on the same charge April 3 by Judge Frank Murphy.

John Zankowski and Joe Pietrowski, grocers at 8689 Dearborn street, were found guilty of using short-weight scales and were fined \$25 each by Judge Keidan.

Charles Mutnick, grocer and butcher at 3010 Hastings street, also paid a \$25 fine for the same offense.

Violation of the city ordinance prohibiting kosher store keepers to do business on Sunday if they did not close the preceding Saturday brought David Kahan, 11627 East Jefferson avenue a \$10 fine. He was found guilty of selling frankfurters to a party of picknickers, Sunday May 24.

Tin Lizzie Man Hard Competition.

Iron Mountain, June 8—At the Tin Lizzie store here goods are sold for cash and the purchaser has to carry away his goods. When he enters the place he is handed a ticket. His purchases are noted on this and when he has finished his buying he hands the card to a cashier at the store entrance who takes the price and makes the change if any is coming. The Iron Mountain merchants complain not so much of the store as they do of the prices made, these being much lower than generally quoted by the Iron Mountain mercantile establishments. We are informed by at least one merchant that some of the goods are sold for less than the Iron Mountain merchants can buy them for, and this hurts as many aside from the ford employees take advantage of the prices and trade

where they can get the most for their money, a very natural thing to do. As nearly the entire population rides in tin lizzies there is no hardship attached to taking the goods away or in going after them.

Late News From Onaway.

Onaway, June 9—The Family theater has changed hands and is now called the Palace theater. The new proprietors, Collins & Haskin, have made some wonderful improvements on the building, both interior and exterior. Have added high class pictures and employ best of talent for their orchestra. The public appear to appreciate the change, judging from the crowds that attend.

Black Lake State Park is attracting hundreds of visitors these hot days. Tourists are securing cottages for the entire summer at the Lake and many new faces, as well as those of previous years, are arriving earlier than usual.

Ike Demerest is doing a thriving business at his ice cream stand. A shooting gallery in connection attracts the crowds also.

Wm. H. Howard has sold his second hand store business and will travel on the road selling hot dog machines. The name of his successor has not been announced. Squire Signal.

Friends of the Retail Grocer

**Quaker
Canned Peas**

Cheaper because they are Better

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

**QUAKER
EVAPORATED MILK**

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Marlette—W. J. Chapman succeeds the McGill Lumber Co. in business.

Saranac—The Marshall Wright Lumber Co. succeeds K. N. Talcott in business.

Cadillac—Frank Willes succeeds the Star Cash Grocery in business at 912 Wood street.

Owosso—The International Foxes & Furs, Inc., has increased its capital stock to \$1,000,000.

Sault Ste. Marie—J. L. Erard has engaged in the jewelry and silverware business at 212 Ashmun street.

Butternut—R. C. DeHart has sold his general merchandise stock to D. Linder, who has taken possession.

Jackson—The Bankers Investment Co., Rogers building, has increased its capital stock from \$50,000 to \$100,000.

Kalamazoo—The Merit Shoe Co., which conducts a chain of shoe stores, opened another store at 245 South Burdick street.

Oakley—Roy Cole has sold the Bon Ton Meat Market to Howard Peters, who has taken possession and is remodeling and improving the property.

Detroit—The Victory Music House, 6502 Chene street, has been incorporated with an authorized capital stock of \$2,100, all of which has been subscribed and paid in in cash.

Monroe—George G. Guettler, 61 years old, lifelong resident of Monroe and for twenty years agent for a local furnace and foundry company, died June 4, after a week's illness.

Lansing—The Carrier-Stephens Co., wholesale drugs, etc., has purchased property on Saginaw street and the river for the location of a large storage warehouse, which it will erect at once.

Paw Paw—J. A. Riedl has purchased the interest of his partner, F. G. Schaefer, in the grocery stock of Schaefer & Riedl and will continue the business at the same location under his own name.

Kalamazoo—John P. Hartgerink will remove his grocery stock from 1847 South Burdick street to the new modern building he has just erected at 2044 South Burdick street, where he will add lines of notions and a meat market.

Detroit—The General Display Service Corp., 9631 Prairie avenue, window displays, etc., has been incorporated with an authorized capital stock of \$2,000, of which amount \$750 has been subscribed and paid in, \$450 in cash and \$300 in property.

Marquette—Leslie Bourgeois has engaged in the ice cream, confectionery, cigars, school supplies, etc., at the corner of Prospect and North Third

streets, under the style of the Wicker Shoppe. The name comes from the fact that the store is furnished throughout with wicker furniture and fixtures, lamps, etc.

Monroe—The Monroe Co-Operative Oil Co., Monroe and Front streets, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$100,000 has been subscribed, \$1,430 paid in in cash and \$73,570 in property. The company also deals in auto accessories, oil and gas pumps, etc.

Manufacturing Matters.

Pontiac—The Jig Bushing Co. manufacturer of jig bushing, has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Wolverine Iron Works 6782 Goldsmith avenue, has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Concrete Brick Co., 1615 Ford building, has been incorporated with an authorized capital stock of \$30,000 preferred, all of which has been subscribed and \$15,000 paid in in cash.

Caro—The Caro plant of the Michigan Sugar Co. is undergoing extensive improvements. Seven thousand acres of beets have been planted and nearly 400 Mexicans have arrived at Caro to work in the fields.

Bay City—The Defoe Boat & Motor Works has been awarded a contract for building three more of the steel hull rum chasers for the Government, to be completed by Nov. 1. The plant now employs 500 men.

Manistique—The Robbins Flooring Co., of Rhineland, Wis., recent purchasers of the Goodwillie box factory at Manistique, will not start operations at the Michigan plant this year unless market conditions should greatly improve.

Detroit—The Beeman Equipment Co., furnaces, heating equipment and supplies, 502 Murphy building, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Detroit—The Grant Dental Manufacturing Co., 1334 Maple street, has been incorporated with an authorized capital stock of \$200,000 and 100,000 shares no par value, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Flint Faience Tile Co., a subsidiary of the A-C Spark Co., has moved into the company's new East side plant in that city. The plant was recently purchased from the Dort Motor Car Co. The tile company makes

art tiles for use in building construction.

Kalamazoo—P. and W. Air Service Co. will build a new airplane of the "chummy roaster" type for commercial and sport flying. The plane, the price of which will be about \$1,400, will be entered in the International Air Races this fall to prove its speed and efficiency.

Detroit—The McCord Radiator & Manufacturing Co. has taken over the National Radiator & Manufacturing Corporation. The National plant will be continued temporarily but ultimately it is planned to merge the business in the main McCord plant. The sale included inventories, equipment, patents and good will, but not the building or land.

St. Joseph—Assets of the Mid-Lakes Paper Co., bankrupt owner of the old Mullen plant at St. Joseph, have been sold to Frank S. Bicking, of Philadelphia, Pa., for \$63,000. The sale was conducted by Charles B. Blair, of Grand Rapids, receiver. There were but two bidders. Mr. Bicking acquired all the assets except its accounts receivable and some personal property of inconsiderable value. The sum paid was insufficient to retire bonds of \$95,000, secured by a mortgage held as trustee by the Michigan Trust Company of Grand Rapids. Creditors, therefore, will receive little, if anything.

Holding prohibition to blame for the congestion in the courts was properly denounced by Emory R. Buckner, United States Attorney for the Southern District of New York, at a meeting of the Georgia Bar Association a day or two ago. Not prohibition only, but a score of other laws, is responsible for the deplorable delay which results in the trial of a criminal case some years after the crime was committed. Nor is it these laws alone or chiefly which create these delays; it is our bunglesome methods of procedure. Mr. Buckner proposes certain changes which he thinks would facilitate speed. The great difficulty is to get Congress to act upon such changes. Congress is full of lawyers. This fact ought to be a guarantee of reform in Federal court methods. It seems to have the opposite effect. The country looks upon the law's delays as a scandal, but the ordinary Congressman is not troubled over the matter. If there is to be improvement it will have to be forced by the people back home.

Where Memory Lives.

Written for the Tradesman.

Let us take to the road,
Just you and I;
Let us leave behind, the town:
And when the day descends to night,
From some blue-capped, misty mountain height,
We will watch the sun go down.
For what is wealth,
The wealth of gold;
Compared to what nature gives.
In valley and mountain and winding way,
Which leads, at the close of a summer's day:
To sunsets, where memory lives.
Jesse Allen Siple.

Provisions—The market, meaning all varieties of hog and beef products, has put in a firm week, with no change in price. The demand has been moderate.

Advertising Foul Sauer Kraut.

I have before me the first report of the investigators which the National Kraut Packers' Association sent out into grocery stores to see what kind of sauer kraut its members were packing. The subject arose in this way: The national advertising campaign which the kraut packers are conducting hasn't been very successful and somebody suggested that some of the packers might be defeating it by packing poor stuff. Therefore the association sent men out to buy samples of canned kraut at random, to see whether the consumer was being offered kraut that would help rather than hurt the advertising.

In the first investigation nineteen samples were bought, sent in to the National Association and graded. The report I have just read was an appraisement of the nineteen samples. It shows a pretty sorry condition. Some of the very members of the National Kraut Packers' Association—the very people putting up the money for the advertising—were sending out kraut in some respects unfit to eat. Under "average grade," only five of the samples graded into the 90's, and not one of the five was above 95. Six were in the 80's, and the rest below 80.

As to the quality, thirteen of the nineteen tested respectively as follows: 1, soft, salty, dark; 2 foul, foreign acids; 3, slightly off order, not crisp; 4, slightly pinkish; 5, slightly salt; 6, not crisp; 7, not crisp; 8, not crisp, poor cut; 9, strong odor and flavor; 10, foreign fermentation; 11, strong odor, short cut; 12, salty, odorous; 13, foreign fermentation.

How in the world can these people expect to advertise sauer kraut as a fine food, create a demand with their advertising and then satisfy that demand with "foul" stuff, showing foreign fermentation, and so on?

Doesn't it prove that the indispensable foundation for a national advertising campaign is some standardization of the product first, and that if they can't get that the campaign is dead before it starts?

Elton J. Buckley.

Detroit—Frank E. Smallidge, President of the Rhu-Ma-Non Medicine Co. and for fifty-four years a druggist in Detroit, died Tuesday at his residence, 2016 East Jefferson avenue. He was 72 years old. He came to Detroit from Tecumseh when 18 years old and for a few years served his apprenticeship for pharmacy in the Comfort Drug Co., at High street and Grand River avenue. At one time he lived on the present site of the Broadway Market when Broadway was Miami avenue. He is said to be the third oldest druggist in Detroit. He conducted his drug store at 2119 East Jefferson avenue for fifty years, where he sold only medicines and sick room supplies. Funeral services will be held Thursday afternoon at Tecumseh, his birthplace.

If building a future seems a slow process—think of the mason who lays his bricks one by one—and think of the huge buildings which have been constructed in this manner.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 6.35c.

Tea—The hot wave has stimulated the retail demand for tea considerably during the week. The first hand situation in tea has not materially changed from a week ago. In primary markets Congou tea has advanced 3@4c per pound, particularly the medium grades, on account of the prospective shortness of the crop. Fermented teas are firm and still show an advancing tendency.

Coffee—The market has had a nervous week. There have been a number of fluctuations both up and down, due to the strong effort to rescue coffee from the slump into which it recently went. At the present writing the market for Rio and Santos coffee is weaker speaking of future green coffee. Spot Rio and Santos shows no particular change from last week. Maracaibo and Columbia grades of mild coffee are a small fraction higher for the week. The jobbing market for roasted coffee is unchanged and dull.

Canned Fruits—Opening prices on Hawaiian pineapple, announced last Monday on the lowest basis in recent years, has led to extensive bookings of all grades and brands. It would not be surprising if the leading canners did not withdraw from the market in the near future or make substantial advances all along the line. It is admitted that pineapple will be a free seller and the opening range is an inducement to anticipate what is likely to be one of the most active distributing years ever experienced in pineapple. Spot pineapple is being moved more freely as consumptive channels are widened by the summer season. California future cherries were advanced last week, as the crop for canning purposes is not panning out as heavy as expected. California and Northwestern canners are not anxious to confirm orders. Berries of the new pack have also been taken freely and it is difficult to get confirmations. Other future California fruits have been booked on tentative orders and will not be materially different until the opening prices of the leading canners are announced, which may not be until after July 1.

Canned Fish—The only noticeable change in prices this week is a 30c per case reduction on Maine sardines, to apply to carry-over and new pack. The latter has been opened on the basis of \$3.85, factory, for quarter oil, keyless. Buying for present and later wants is light. Salmon is more active in all lines, due to the warm weather which has speeded up distribution and has made fancy chinooks and red Alaska much firmer. Supplies on an active market seem shorter than when the demand was slack. Pinks are also doing much better. Other fish is in better demand.

Canned Vegetables—Canned food distributors continue to devote most of their attention to needs of the moment and they are moving all staples toward the retailer with no more than sufficient replacements to keep their stocks adequate for passing requirements. Scarcity of many items, as to

brands, grades and sizes, is one handicap to a brisker movement, as the goods do not exist and it would do no good for the seller to be more aggressive in his buying policy. The best he can do is to use hand-to-mouth methods to check advances. Enquiry for asparagus is greater. The shorts are covering and are paying substantial premiums over the low point of the season and even then are unable to buy some sizes and grades. Canners have only a comparatively few lines to offer at the moment and may not have a surplus after canning is over and they have filled contracts already confirmed. Instead of an overpack and a buyers' market it looks very much like such a shortage later on that there will be healthy advances as stocks are moved into consumption. Western pea canners are united in estimating that the Alaska pack will not be 50 per cent. up to anticipations. The crop is spotty as to sections and even as to fields in the same district, which makes it hard to predict what the outturn will be. Sweets, which are later, have not been injured as much as Alaska by the cold weather in May. The apparent injury to the crop has caused packers to change their selling ideas and policies. Many are off of the market. Buyers are not ready to buy old or new pack and are taking their chances that the damage has been overestimated. Spot tomatoes are quiet and are easy in tone, with buying strictly hand-to-mouth. Packers are holding futures for advances, as the crop has been set back if not curtailed by cold weather. Some acreages, particularly those in the Middle West, will have to be replanted. Corn is steady at quotations. White standards are in fair demand and are scarce. Fancy Crosby and Golden Bantam are both scarce.

Dried Fruits—Dried fruit packers are trying to stimulate buying at the source in both old and new crop offerings to bring about a cleanup of the former and to broaden the demand by getting distributors to anticipate their wants with contract purchases of 1925 dried fruits for later delivery. A few weeks ago it would have been impossible to make offerings in either pack which would have been at all interesting to the trade. Recently there has been Coast buying of prunes and raisins of 1924 crop which indicates that the situation on the spot is improving. There is a better undertone in both prunes and raisins. Spot prunes here and there can be had for less money than on the Coast and a buyer need not take a whole car. This creates a tendency to concentrate buying here but this is a good thing as it whittles away local offerings and will ultimately drive the trade to the Coast. A number of cars have been bought for Coast shipment at the revised price made last Monday. Raisins have been selling steadily but without fireworks and their gradual improvement in tone and in outlook has not been fully appreciated by all operators. Spot stocks which depressed the market have been so reduced that sacrifice prices are no longer frequently made on independent brands. Sun-Maid packs are in better demand locally and for Coast ship-

ment, bulk and package kinds being taken. Spot apricots are getting exhausted and only a few grades of Royals and Blenheims are to be had. New packs are being quoted more freely by the independent packers who are the only ones who are quoting. Peaches are steady in tone and are in routine demand. New packs are also being offered. The association will quote its price list, which will establish the market. So far buying of 1925 fruit has been light.

Beans and Peas—The demand for all varieties of dried beans has been very dull during the week, with prices about steady. The same applies to dried peas.

Cheese—The demand during the week has been very fair. The market has been firm throughout without change.

Salt Fish—Mackerel shows no particular change, demand light and prices about on last week's basis.

Review of the Produce Market.

Apples—Baldwins command \$2 per bu.; Spys command \$2.50.

Asparagus—Home grown, \$2@2.25 per doz. bunches.

Bananas—6½@7c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$ 5.35
Light Red Kidney	9.65
Dark Red Kidney	9.85
Brown Swede	4.90

Beets—New from Mississippi, \$1.75 per hamper.

Butter—The market has shown a good demand during the week, speaking of fine creamery. In fact, the demand has been so good that prices have been maintained on fine goods. Even the undergrades, which are neglected, showed a slight advance. The market is steady and healthy. Local jobbers hold fresh creamery at 42c and prints at 44c. They pay 18c for packing stock.

Cabbage—\$4 per crate for new from Mississippi.

Carrots—\$1.35 per bu. for home grown; \$2 per hamper for new from Mississippi.

Cauliflower—\$3.25 per doz. heads from Florida.

Celery—Florida, 90c for Jumbo and \$1.25 for Extra Jumbo; crate stock, \$5.50 for Florida and \$12 for California.

Cucumbers—Illinois hot house command \$3 for extra fancy and \$2.50 for fancy per box of 2 doz.; Alabama hampers, \$3.25.

Eggs—The market for fresh has varied considerably from day to day. One day the receipts of strictly fine fresh eggs would be less than the demand and the next day there would be excess of the demand. The percentage of fine fresh eggs is growing somewhat less on account of the heat. The demand is active. Undergrades are neglected. Local dealers pay 29c for candled stock.

Egg Plant—\$3 per doz.

Field Seeds—Local jobbers quote as follows, 100 lbs.:

Timothy, fancy	\$ 7.50
Timothy, choice	7.25
Clover, medium choice	32.00
Clover, Mammoth choice	32.00
Clover, Alsike choice	25.00

Clover, sweet	13.00
Alfalfa, Northwestern choice	23.50
Alfalfa, Northwestern fancy	24.50
Alfalfa, Grimm, fancy	42.00
White Clover, choice	55.00
White Clover, prime	48.00
Blue Grass, choice Kentucky	32.00
Red Top, choice solid	18.00
Vetch, sand or winter	9.00
Soy Beans, Ito San	4.50
Millet, German	6.00
Millet, common	5.50
Millet, Hungarian	6.00
Sudan Grass	7.00

Garlic—35c per string for Italian.

Grape Fruit—\$5.50@6, according to quality.

Green Onions—Charlots, 60c per doz. bunches.

Honey—25c for comb; 25c for strained.

Lemons—The hot weather has nearly doubled the price. Quotations are now as follows:

300 Sunkist	\$15.00
300 Red Ball	14.50
360 Red Ball	14.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s	\$6.00
California Iceberg, 5s	6.00
Hot House leaf, per lb.	10c
Onions—Texas Bermudas, \$4.50 per crate for White or Yellow.	

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

126	\$7.00
150	7.50
176	8.50
200	8.50
216	8.50
252	7.50
288	7.00
344	6.00
Red Ball, 50c lower.	

New Potatoes—Carolina stock commands \$6 per bbl. for No. 1 and \$5 for No. 2.

Parsley—60c per doz. bunches for home grown, \$1 per doz. bunches for Louisiana.

Parsnips—\$1.25 per bu.

Peppers—Green, 60c per doz.

Pineapples—All sizes Red Spanish command \$5@5.50 per crate.

Potatoes—Country buyers pay 75@80c a 100 in Northwestern Michigan; Greenville district \$1.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	23c
Light fowls	17c
Broilers, 2 lb.	35c
Broilers, 1½ lb. to 2 lb.	30c

Radishes—25c per doz. bunches for home grown.

Spinach—\$1 per bu. for home grown.

Strawberries—Home grown are now in market. The quality is exceptionally poor on account of the long spell of dry, hot weather. Prices range from \$4@5 per 16 qt. crate.

Sweet Potatoes—Delaware Sweets \$3.50 per hamper.

Tomatoes—\$1.25 per 6 lb. basket for Florida; home grown, \$2 per 7 lb. basket.

Veal Calves—Local dealers pay as follows:

Fancy	13½c
Good	12½c
Medium	10c
Poor	8c

Sidelights on the Daily Life of a Grocer.

Written for the Tradesman.

I have held a Washington news item since last December. It relates how a box of fancy winesap apples was sold in New York and how the proceeds divvied up. It was thus:

Grower got	-----	\$1.18	or	23.6%
Farmers' marketer got	.27	or	5.4%	
Freight was	-----	.80	or	16 %
Wholesaler got	-----	.39	or	7.8%
Jobber (?) got	-----	.49	or	9.8%
Grocer got	-----	1.87	or	37.4%

Apples were sold for--\$5.00 or 100 %

The report covers the facts, without comment, except at the end where occurs the remark: "The survey did not go into the net profit phase of the matter."

It is unusually wise for any editor to content himself with such a sensible comment. It is also unusual that any editor knows enough to give that last factor any thought at all.

We know, as grocers, that if the box was sold as a whole, the earnings, all things considered, were liberal. But if this box was peddled out in the customary way, we also know that likely enough the retailer retained nothing at all for profit. Perhaps he sustained a loss. And it should finally be noted that no provision is made for handling in New York—the most expensive market in the world in which to move anything.

I do not understand that duplication of "jobber" and "wholesaler," but maybe that, too, is characteristic of New York's extra costliness.

Last January the author of a business book received a letter signed John Kyle. Below the signature was type-written thus: "John Kyle, Grocer, 20th avenue and 62nd street, Ballard, Seattle, Wash." The letter ordered a copy of the book. In line with customary practice, this book was sent, promptly, C. O. D. Some time later it was received back by the sender, marked "refused" and the cost of the transaction was something like 28c. The sender wrote a letter which indicates how he regarded such practices. He related the circumstances and then said:

"I am writing to ascertain whether this was done by your authority, because it hardly seems possible that a business man would do such a thing. I shall withhold judgment on the matter until a sufficient time has elapsed for you to answer this letter."

No answer ever was received. So Kyle stands on this record, evidently.

But I regret to say that the C. O. D. process has been reluctantly resorted to by this author because he found, early in his experience, that grocers—altogether too many of them—were not good for \$1.25. And these are men who do not hesitate to say drastic things about consumers who do not pay their bills.

It is the same story: Every man's record is in his own keeping.

A Canadian manufacturer asks for suggestions on retailers' book-keeping systems. Refer to Harvard Bureau of Business Research, Cambridge, Massachusetts, the Burroughs Adding Ma-

chine Co., anywhere; National Cash Register Company, anywhere.

This manufacturer also asks whether a well balanced stock ever has been planned for the retailer. I cannot imagine such a thing; that is, anything like a standardized stock, because needs, conditions and environment are subject to infinite variations. The grocer must use his headpiece about such problems.

A Canadian grocer complains that the income tax collector charges him taxes on an income of \$3,000 in excess of what he made last year. Here is the statement, as he sends it in:

Merchandise sold	-----	\$34,232.13
Inventory at beginning	-----	none
Merchandise purch'd	-----	\$33,215.59
Less inventory end	-----	
of year	-----	4,731.31 28,484.28
Gross profit for year	-----	5,747.85
Expenses	-----	3,987.71
Net Profit	-----	1,760.14
Income from rentals	-----	300.00
Personal withdrawal	-----	464.58

Total income ----- \$2,524.72

It appears from the letter that the income tax man wants to charge tax on \$3,000 insurance received for fire loss incurred January, 1923. He did not re-open his store until March 1. Looks like the tax collector wants to make this man pay for what he lost. The statement looks clear, plain and equitable to me. If you have to pay such a tax, pay it under written protest and go after a refund pronto.

The following suggestions come from the manufacturer of a well known line of store fixtures, but do not get the idea that therefore they must be selfish. If a man who has made a life-study of a subject can not speak on it with authority, who can? So consider the points strictly on their merits, as I shall.

His first suggestion is that when a merchant starts in business or purchases a new store, he should install the proper fixtures as a beginning. Otherwise, he must upset his business for a week or more to put in what he will surely need.

That suggestion is sound, provided the reader interprets it correctly. For the grocer must go conservatively on fixtures. He must feel his way. The grocer who begins business is usually sufficiently equipped if he has a short counter, a scale and a roll or two of paper, plus a few bags. In fact, such is the process through which most successful grocers become successful. Nothing is so distressing to me as to see a little fellow with a small trade paying monthly instalments on a cash register which would be right for a big store. I say this deliberately, because I happen to know at first hand that the folks in Dayton and other National headquarters deplore such evidences of faulty salesman judgment as much as I do. With this qualification, what my friend says is entirely sound. The correctly equipped grocery store, with well planned fixtures, is the efficiently managed and successful store.

The other side of the picture is reflected in this further statement: That actual tests have clearly demonstrated that with proper fixtures and counters a merchant often can get along with one less clerk, because goods most frequently handled are concentrated in a small area, convenient and time-and-step-saving.

Never Out of Mind!

We never allow the women in your neighborhood to forget Fels-Naptha.

Month after month, year in and year out, we tell them through their favorite magazines, why nothing can take place of Fels-Naptha.

Besides the millions who already know that Fels-Naptha makes clothes clean more easily and quickly than ordinary soap, more thousands of women are finding it out every day.

There is more than a constant demand—it is a constantly growing demand.

Stock Fels-Naptha to keep pace with it. It means money for the live grocer.



Fels and Company — Philadelphia

"The Golden Bar sold on the Golden Rule"

Which Would You Rather Sell?

? || ONE MATCH
OR
TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for fifteen cents—the best match and the *safest match* to take into your home. They are better value than ordinary matches at six or seven cents per box."

Your *percentage* of profit on Diamond Matches is *larger* than on *ordinary* matches, and your total profit on Diamond Matches—two boxes for fifteen cents—is much larger than on one box of ordinary matches at six or seven cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH CO.

That is absolutely true. Many merchants save on proper conveniences at the cost of many times the expense dribbled out for man-power. Not once, but literally dozens of times, I have watched merchants and their clerks taking needless steps for lack of one or more extra sets of scales.

I know a store where this niggardliness must cost the price of a complete new outfit of scales every ninety days, to put it conservatively. Every time I go there, I note this fact. I see men walking forty feet and more, time and again, back and forth, all day. I point out the fact to the grocer. He acknowledges that "maybe that's so," but he does nothing.

All this applies equally well to right fixtures for storage and display. I know. I once spent all my surplus capital to install a new outfit. It paid for itself two or three times each year in convenience, to say nothing of its display and advertising value. After fifteen years I sold it for nearly a hundred per cent. of its original cost.

The point is well taken. Study it. Examine into it. Paul Findlay.

I. C. C. Decides Canned Foods Case.

Late last year the Interstate Commerce Commission in rendering its decision in the glass container case decided that the official classification ratings on peanut butter, butter, sugar or corn syrup and sugar combined, comb and strained honey, honey and sugar mixtures, olive oil, ground spices, and vinegar, in glass, packed in barrels or boxes in less than carloads, were not unreasonable. It did find unreasonable the official classification ratings on a number of other food products in glass packed in barrels or boxes in less than carload quantities to the extent that they were higher than the first numbered class above the less than carload ratings applicable to the same articles when in metal cans, packed in barrels or boxes. The official classification committee published a supplement to the tariffs in which it increased the ratings on canned foods to conform with the decision of the commission. Certain food interests, according to a bulletin of the National Wholesale Grocers' Association, objected to this increase by applying to the Interstate Commerce Commission for a suspension of the ratings. The suspension was granted and hearings were held in which a number of food interests participated. The Interstate Commerce Commission now announces its decision on the last mentioned proceeding and sustains the suspended ratings on canned food products in official classification territory with one exception, namely, the proposed increase on corn syrup jelly. For this product the commission orders the establishment of I. C. I. ratings in the official classification not to exceed rule 26 in cans, in barrels or boxes, and not to exceed third class in metal cans, pails or tubs in crates, or in glass or earthenware, packed in barrels or boxes.

Opportunity knocks but once. It would make a dull member of the sewing circle.

A Few of the "Misguided Fanatics."

Written for the Tradesman.

Although much interested in Charles R. Stark's letter to Old Timer in the Tradesman, I think I shall be better pleased with the expected reply. Deference to Mr. Merrill forbids my commenting upon certain of Mr. Stark's statements, as I should like to do. However, I feel free to illuminate just this one:

"The law was put over in a sneaky, underhanded way by an organization composed of honest but misguided fanatics."

Back in 1881 in Big Rapids, Michigan, there was Mrs. Julia Upton, Mrs. Laura Hood, Mrs. Susan Bronson three generals of W. C. T. U. and Band of Hope Work; wives of successful lumbermen, one of them also a General—Stephen Bronson. There were other earnest, intelligent men and women co-operating in plans and measures to minimize the evils resulting from nineteen saloons in the city to citizens, farmers, woodsmen and log drivers on the Muskegon river.

In Ypsilanti in 1883, I remember Dr. Helen McAndrew and Editor Pattison in particular.

In Reed City, in 1884, Mrs. Holden, the lawyer's wife, Rev. Wm. P. Squires, Rev. and Mrs. Cormany and others.

In Detroit, from 1884 to 1893, I call to mind Rev. John Russell of Macomb county, Charles P. Russell, his son, David Preston, banker; J. L. Hudson, clothier; C. H. Mills, dry goods; Rev. Frank B. Cressey, editor; Silas Farmer, map maker; Mrs. Lillian Hollister, Alex. McVittie, D. J. Smith, Capt. Henry Reynolds, Henry O. Wills, the prize fighter, thief and drunkard, who became a Christian evangelist and temperance lecturer.

Other prominent temperance reformers, residents of Michigan and elsewhere, such as Mrs. Mary T. Lathrop, Miss Frances E. Willard, Pres. Samuel Dickie, of Albion college, Gov. John P. St. John, of Kansas, where prohibition had a thorough trial and made good. Alfred and Wm. Wise of Lansing, editors.

These are but a few of those whom I knew, saw and heard, but they are representative of the thousands of "misguided fanatics" throughout the United States who boldly, openly and fairly fought for ten, twenty, thirty and even forty years to secure constitutional prohibition of the liquor traffic.

E. E. Whitney.

How to Give, and How to Solicit.

Money is solicited for all sorts and conditions of causes, and business men are frequently hard put to know when to give and when not to give—and it's just as important for them to know how to raise money as it is to know how to give it. A useful commentary on contributions and contributors is presented in a pamphlet, "Contributions—How to Give and How to Get," published by the chamber at Cleveland through its committee on soliciting schemes.

This pamphlet was used in the preparation of a similar publication issued by the chamber at Syracuse, New York.

An Invitation to You Who Live Outside Grand Rapids—

We invite you to bank with us by mail. Many of our customers are scattered throughout Western Michigan.

4% interest, compounded semi-annually, is paid on either Savings Accounts or Certificates of Deposit.

Here your bank account will be kept strictly private and confidential.

Pass book and deposit slips are provided making it unnecessary even to write a letter.

You may withdraw your money any time.

This is a STATE bank, also a member of the great Federal Reserve System.

It has an EXCLUSIVE safety policy of making NO UNSECURED LOANS, hence has no credit losses, and thus offers you EXTRA PROTECTION.

Send deposit by check, money order, draft or registered letter.

Write for our free booklet "4% Banking by Mail."

Notice the representative business and professional men who are our Directors.

OFFICERS AND DIRECTORS

PRESIDENT
Charles B. Kelsey

VICE PRESIDENT
William J. Breen

VICE PRESIDENT
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VICE PRESIDENT
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ASS'T CASHIER
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WILLIAM J. BREEN—Pres. Breen & Halladay Fuel Co.; Pres. Grand Rapids Gravel Co.

JOHN G. EMERY—Realtor.
JAMES C. EVERETT—Vice President, Perkins, Everett & Co., Investment Bankers.

ALBERT FOCHTMAN—Owner Fochtman Department Store, Petoskey, Mich.
P. J. HAAN—Druggist.

TOM S. HANDLEY—President, Johnson Furniture Co.; President, Johnson, Handley, Johnson Co.

FRANK A. HARVEY—Secretary, Grand Rapids Refrigerator Co.
WM. A. HOULT—Vice President, Furniture Shops of Grand Rapids.

WM. A. JACK—Gen. Manager, American Box Board Co.
E. BERKEY JONES—Vice President, Wm. A. Berkey Furniture Co.

CHARLES B. KELSEY—President
FRED H. LOCKE—City Manager.

JOHN S. McDONALD—Justice State Supreme Court.
A. LINN MURRAY—President, Double Fabric Tire Co., Auburn, Ind.

JOSEPH W. O'BRIEN—Capitalist, Grand Haven, Mich.

MILO SCHUITEMA—President, Tisch-Hine Co.

MARTIN D. VERDIER—Vice Pres. and Cashier.

M. THOMAS WARD—Attorney.

HOME STATE BANK
FOR SAVINGS
GRAND RAPIDS
Capital and Surplus \$312,500.00
Assets over \$3,800,000.00

THE PERSONAL CONTACT.

Allusion was made on this page recently to a phase of the personal contact between the retailer and his customer, which may be helpful or hurtful, depending on circumstances. But there are many aspects of the matter which may justly claim attention. At the start every big mill, factory or store won out because of the personality at its head. He put the stamp on the goods turned out or sold and infused his spirit into his employees. In mill towns the owner knew his workers individually and took a personal interest in them and their families, among whom he lived. They came to him when they were perplexed or worried and they also invited him as a guest at weddings or other family events. They were fellow-human beings and coworkers, not merely "hands." But in course of time the old order changed. Descendants of the owner came into possession. Being well-to-do, they moved away from the towns into bigger centers with greater social and other attractions for them. Gone was the personal contact, and in its place was a supervision by a salaried officer who was held responsible for results, otherwise profits. With the "efficiency" systems put in operation came changes, not the least significant of which were those of personnel. A new class of employees came along who were not devoted to the interests of an employer whom they knew and whose sole ambition appeared to be to keep their jobs. The product turned out remained the same, or practically so, and things moved smoothly as long as the dividends were kept up to the mark. When they did not the usual course was to try to cut wages to even up matters.

With the beginning of the big stores the circumstances were somewhat similar to those prevailing in the mills, the main exception being as to the close personal relationship between employer and employee, owing to the difference between life in a big city and in a small town. But, on the other hand, there was an intimate acquaintance between the merchant himself and many of his customers and a more direct influence by the former that stamped his individuality on the store's policy. The merchant used to show himself on the floor and could be appealed to personally whenever the occasion seemed to call for it. The distinct personality of the founders of the large retail establishments of this city, for example, was perceptible when a customer entered any one of their stores. As these grew in size, however, and corporate ownership came, more reliance began to be placed on organization, with standardized methods of selling. Books of rules for the guidance of employees were framed and had to be studied and complied with. Now, from surface indications, it would appear as though the processes were virtually automatic. This, however, is illusory. In reality, the moving force—in the background as it now is—is just as potent in directing a store's policy as it ever was, and success or the reverse was never more dependent on the sound judgment or the contrary of the head of

the house. The obligation to make good to the stockholders is one that keeps the management keyed up to the point of greatest efficiency, which means that customers must be satisfied, even though their relations to the ownership of the business are less personal and intimate than they used to be.

COTTON PROSPECTS.

On Tuesday last the first of the Government's estimates of the cotton crop was issued. It related wholly to the percentage of condition as of May 25. This percentage was stated to be 76.6, the highest in a decade. To avert overoptimism, a caution was issued to let every one know that the final yield would be dependent on conditions later on. It is considered that the acreage planted to cotton this year is probably the largest ever, and, with the high percentage of condition, there is the possibility of an extremely large crop, say, of 15,000,000 bales or over. This affords an ideal condition for the speculative contingent. The first effect of the publication of the Government's report was to cause a sharp drop in quotations. Afterward they rose and, with reports of a lack of rainfall through the cotton belt, they went up still more. All of this gave point to the caution officially sent out. There will be a good deal more of this kind of thing for the next two or three months until something really definite about the crop can be learned. Meanwhile, the problems of the manufacturers of cotton goods continue to loom up. For many of them there is no profit in selling at prevailing prices, and it is hard to push up the prices in the face of the resistance which buyers are putting up. It is only in the novelties and combinations of cotton and silk and cotton and rayon where there is much activity or any profit. Gray goods, however, firmed up somewhat during the past week when the raw material went up. A well-known line of bleached muslin was continued in price for three months. Gingham has been hurt by price competition to such an extent that some Southern mills have shut down on making them. The hot weather has helped sales of some underwear and bathing suits. Hosiery sales have been fairly satisfactory.

WHAT FAILURES SHOW.

A record of failures for a given period is one of the barometers of business. In a time of brisk trading, with advancing values, the rate of business mortality is low. When opposite conditions prevail, the reverse is the case. But within the past year the situation has been rather a complex one. There was an effort to jack up prices when the volume of business transactions was inclined to shrink, and among the cross-currents was a popular opposition to higher price levels. With the hand-to-mouth buying which this state of things encouraged, safety lay in limiting output on the part of producers. For the last half of 1924 this policy was not followed, and manufacturing concerns showed balances in red ink. This year the lesson has been heeded and defaults are ratably less among such establishments than they were. The commercial failures in

May were 1,767 in number, which is less than in April or in May, 1924, although the amount of liabilities involved is very nearly the same in all three months. An analysis of these failures shows a striking decrease in the number of manufacturers, there having been only 400 as against 507 in May, 1924. This has been the case now for several months and tends to illustrate what is said above. On the other hand, the number of failures of traders keeps showing an increase each month. Those for May were 1,286 as against 1,125 in the same month last year. From the standpoint of business failures in general, the year to date has not been as reassuring as was hoped. Should the number this month be in proportion to the five preceding months, the half year will loom up as something of a record in this respect.

WOOL AND WOOLENS.

Wool markets remain quiescent everywhere, except for some little filling-in business which has been more marked in this country than elsewhere. The principal drawback is the lack of confidence in values. Nobody is quite sure whether the recently established lower levels represent the utmost in declines or not. In Australia, according to recent cabled reports, the belief is that prices have got to rock bottom and that the public sales will be resumed next month. From what will happen there and in London at that time a line will be had for the guidance of the trade. In the meantime, the dealings will continue to be small. An odd circumstance in connection with wool is the proposition in Germany to place an import duty on it of 3.50 marks per kilo instead of allowing it to come in, as hitherto, free of duty. As Germany does not and cannot produce what wool it needs, the proposition seems absurd. If adopted, it will put a crimp into efforts to export German woens, besides making it more expensive for the people there to wear woolen clothing and have woolen blankets. Stocks of wool in American bonded warehouses continue to show an increase, especially of the combing varieties. The goods market still lacks animation and attention is being directed to what may happen at the openings of lightweights which are not likely to occur until toward the end of next month. Only one thing appears to be conceded and that is there will be no advances in the prices of fabrics. During the past week some new midsummer dress fabrics were put out by one of the mills and there were a number of offerings of coats and suits for Fall.

REMINDER FOR FLAG DAY.

Genuine patriotism needs no law to compel respect for the flag. It comes from an inborn feeling of respect, and that is a quality too precious to be strengthened by police pressure. Flag Day can be made annual occasion for fresh instruction this matter of saluting the flag—an occasion not for the enforcement of law demanding patriotism but for the expression of a willing and whole-hearted devotion to all the ideals embodied in our National emblem.

THE VIRTUES OF SILENCE.

We read a lot in the papers about silence, and our President, Mr. Coolidge, has been condemned because he talks very little. It can truthfully be said that silence is one of the most precious virtues; yet because we Americans have discarded silence, to a large extent, it is looked upon as something to be shunned instead of being cultivated. A person who is silent these days is thought queer; most of them are ostracized by good society.

If we Americans practiced silence more and talked less it would be most beneficial, for idle chatter is one of our failings. Go any place where people congregate and what do you hear?—senseless talk. Are we becoming a Nation of parrots? A silent person seldom makes mistakes. They mind their own affairs, and you find them doing things in a substantial manner and benefiting the human race in general. Criticism does not bother them; they know what they are doing and do it.

We cannot help but admire the splendid example our President is setting for us in sticking to his task. It takes courage to keep quiet. Mr. Coolidge when he has anything worth while to say, says so. He did not hesitate to veto the original bill for an increase in wages for the postal employees, did he? Not because he wanted to, but the Government did not have the funds to meet it. He could have had 2,000,000 votes for the scratch of a pen, but his duty was to the 110,000,000 citizens first, and his courage never failed him in the face of temptation.

Mr. Coolidge is more like Abraham Lincoln than any other President we have had since Abraham Lincoln. Mr. Lincoln was not noted for wasting words. He did his tasks in his humble way and did them right.

The passage of scripture, I. Thes., iv., 11, is particularly pertinent at this time: "Study to be quiet, and to do your own business, and to work with your own hands."

WAR ON QUACKS.

Convening in Atlantic City last week, the American Medical Association has again flung down the gage of battle to the unscrupulous makers and venders of nostrums guaranteed to cure all manner of ailments—panaceas particularly dangerous because their specious labels thinly veil their content of habit-forming drugs or prohibited degrees of alcohol.

Medical science does not seek to profit by a secret. The Æsculapian oath and the ethics of the profession are against the course of practitioners who patent a remedy that ought to be communicated freely to all sufferers. He who devises a cure for leprosy or tuberculosis or cancer is a benefactor; one who seeks to capitalize the discovery for his own gain deserves excommunication as a profiteer.

The physicians can issue a warning; they cannot stamp out the evil. They can do nothing without public opinion behind them, and whatever victories are won along rum row are of little avail if the inland campaign is unsuccessful.

Some Men I Have Known in the Past.

Thomas Bromley was born in Gaines, Genesee county, March 16, 1867. His father was a native of England. His mother was American born. When Thomas was 3 years old the family removed to St. Johns, where the father was local agent for the old D. & M. Railway for thirty-three consecutive years.

Thomas attended the public schools at St. Johns until 14 years of age, during which time he learned to be a telegraph operator and acquired a thorough knowledge of the details connected with the work of a local railway agent. For three or four years thereafter he served as relief agent and operator at various stations on the Grand Trunk system, including two years as assistant ticket agent in the Grand Rapids office of the Grand Trunk in the Morton House. In 1885 he entered the employ of the St. Johns Manufacturing Co., as book-keeper, where he remained five years. He then took charge of the Shaver estate, at Ola, manufacturer of staves and heading and dealer in general merchandise. Two years later he returned to St. Johns to take the management of the St. Johns Mercantile Co., which then conducted both a wholesale and retail business. On the failure of R. M. Steel, the President and backbone of the corporation, he joined his former associates in forming copartnerships to continue the various branches of the business. The dry goods, shoe and grocery departments were taken over by Mr. Bromley, George A. Alderton and Ed. P. Waldon, who conducted the business under the style of the Alderton Mercantile Co. The furniture and clothing departments were conducted under the style of Steel, Bromley & Field.

In 1902 Mr. Bromley retired from the mercantile business to become Secretary of the Union Telephone Co. A month later he succeeded Clyde O. Trask as Manager. In the fall of the same year he relinquished this position to remove to Muncie, Ind., and take the management of the Delaware & Madison Telephone Co. This industry was in its infancy when he assumed charge, but at the end of four years it had developed to a point where he felt safe in relinquishing the management to other hands. In 1906 he was invited to go to Hart and assume the management of the Lake Shore Telephone Co., which then had local exchanges at Hart, Pentwater, Shelby, Ludington, Scottville, Whitehall and Montague. The company was badly in debt. It had no credit and the gross income was only \$26,000 per year. Shrewd business men like Hon. James K. Flood, of Hart, advised him to pass it up in the belief that the corporation was hopelessly insolvent. Mr. Bromley's intimate knowledge of the telephone business enabled him to see possibilities of expansion and development in that field which the average observer did not discern and he started out to bring order out of chaos. He induced Senator Flood and H. S. Newton, of Hart, Chas. L. Churchill, the banker at Shelby, Gardner T. Sands, the Pentwater capitalist, and one or two others to join him in contributing

\$5,000 apiece and, with this fund as a working capital, he started in to rejuvenate the undertaking. He worked very hard during the next ten years, but he succeeded in building up a splendid property, which is a fitting monument to his energy, his shrewdness and his good management. One of the first things he did was to merge the old company into a new organization known as the United Home Telephone Co., which soon became known all over the country as one of the best managed telephone companies in the country. In 1913 the company took over the Muskegon Telephone Co., which included the exchanges at Muskegon, Coopersville and Ravenna and the toll line to Grand Rapids, which is, of course, a good paying proposition. The company built new exchanges at Ludington, Shelby, Hart, Whitehall, Muskegon, Coopersville and Ravenna and 75 per cent. of the wires in the Muskegon exchange were placed under ground. The headquarters of the company were removed from Ludington to Muskegon, where Mr. Bromley subsequently resided. In 1916 Mr. Bromley made his most noted achievement in purchasing the Bell interests in his territory, which gave his organization sole control of the field. Mr. Bromley was elected a director of the Citizens Telephone Co. in 1917 and had been engaged by that company to take up the work of buying out the Bell interests in the field covered by the Citizens Telephone Co. He was working out his plans in this great undertaking when his fatal illness overtook him and forced him to take to his bed. He died Dec. 17, 1919.

Mr. Bromley was married October 1, 1890, to Miss Ola Shaver, of St. Johns. They had two daughters—Hazel, who is a trained nurse in Harper hospital, Detroit, and Katherine, who is married and lives in California.

Mr. Bromley was a member of the Uniform Rank of the Knights of Pythias. He had no other fraternal connections. He was an enthusiastic automobilist and made frequent trips through the territory covered by his telephone company. He had a wide acquaintance in every town from Grand Rapids to Ludington and was everywhere regarded as a safe and conservative business man who had demonstrated his ability as an organizer and manager by rescuing the old Lake Shore Telephone Co. from disaster and putting it out of debt and on a solid financial and dividend paying basis.

Probably the highest tribute that could be paid any man was the statement of the late James K. Flood—voluntarily made to the writer at Hart some years ago—to the effect that any investment which Mr. Bromley recommended he would gladly join on a 50-50 basis. Those who knew Mr. Flood and were familiar with his native shrewdness and conservatism are in a position to appreciate the significance of this utterance.

Mr. Bromley was a man of strong and virile character who loved justice and hated dishonesty and deceit; whose standard of business integrity was high and who lived up to his ideals of fair and honorable dealings. Among his fellows he was a generous and genial

companion, full of unique and original characteristics, and he attracted a host of business friends in every department of his work, although there were not many to whom he revealed intimately the real depths of his character.

Mr. Bromley was a man of cheerful disposition and he diffused good spirits among those with whom he came in contact. He possessed a cordiality and grace of manner which put the most diffident stranger at his ease, yet never condescended to patronize or to flatter.

Mr. Bromley was a man of keen perceptions and intelligence, and an enthusiast in his chosen profession, a close student and accomplished in the attributes which make a man useful to others, although lacking in those that lead to self aggrandizement. Naturally modest and retiring in usual intercourse, he was yet stubborn and insistent for what he believed to be right, and his judgment of right was always founded upon sincere belief and an unbounded personal integrity.

Mr. Bromley was a power for good in the development of the telephone industry in this country; his remarkable knowledge of telephone lore was used with the dignity of a high purpose and there are many engaged in or connected with the industry who frankly acknowledge the benefits of his teaching and example. E. A. Stowe.

Most Useless Government Body Ever Created.

Glen Lake, June 9—Just now the Interstate Commerce Commission is making a general investigation of the rate structure of the common carriers of the United States pursuant to a resolution passed at the last session of the Senate.

This policy is to conduct such investigation with as little disturbing effect upon production, distribution and free flow of commerce as may be found practical.

Later on extensive hearings will be in order, but just at present their efforts are being devoted to preliminaries, such as the issuance of orders bringing into question all the rates, fares, charges, and all classifications, regulations and practices relating thereto, of all common carriers subject to the interstate commerce act for the transportation or transmission in interstate or foreign commerce of the various classes and kinds of commodities and of the various classes of traffic, including freight, passengers, mail and express; and also the relationship between state and interstate rates, fees and charges.

The I. C. C. is not generally accepted by the traveling and shipping public as anything more or less than a well appointed foddering place for broken down politicians, lame-ducks and the like.

Every time they have an investigation the public draws out its wallet and settles the bill several times over in increased charges. They care not for the courts, congressional or legislative action, and snap their fingers at the Supreme Court. They were a tribunal constituted by Congress, but promptly stepped out from under their control, and now they care not for the Supreme being, man or the devil.

An institution formed for the purpose of protecting the small shipper against rebates upon commerce between states, they now assume to regulate everything, including the ebb and flow of the tides.

If you want relief, they assume you have a weak heart and your great grand children are the nearest of kin who will ever hear of any proceedings, and naturally if your descendants are

not transportation corporations, the decision will be adverse to the petitioner made ages before.

They regulate, or attempt to regulate all of the small affairs of the smallest mover of traffic, and control the hours of meals of the section foreman of Posey county, if such a county has such a dignitary.

But when it comes to a matter of relief for the shipper, No!

We all know what happened to the interchangeable mileage book, prayed for by the commercial traveler. The propaganda started four years ago. It was a simple and meritorious request for a mileage book to be sold at a discount of 20 per cent., just the amount of the surcharge added to railroad affairs as a war measure, and the General Government has been for some time interesting itself in the collection of war debts on the supposition that the war is over.

Well, finally it has leaked out, that the commercial traveler will get his mileage book—sometime—but he will be charged full fare, without any rebate or concession whatsoever. By investing a certain large sum of money, without interest, the traveling man who spends his life on railroads and waiting at junction points, will pay no more per mile than Jos. Simpkins, of Simpkinsville, pays to ride bi-annually between two given points in his own county.

And that Pullman surcharge. Ever hear of anything so sublimely ridiculous? The public object to it strenuously; the Pullman Company claims it is injuring their traffic and that they are in no wise beneficiaries from this fixed charge; and the railroads, if their managers had a lick of sense, should know it is one of the reasons why they are approaching the bankruptcy courts. But the I. C. C. They calmly munch their forage and look wise. Uncle Sam sends them a pay check each month, they ride in their own private parlor cars and mankind generally waits for long deferred results.

And yet you ask your Congressman why it is, and in anguish he replies, that it "is beyond him."

The recent decision of the U. S. Supreme Court, passing upon the question of hours for employment for women, which many suppose nullifies all regulatory acts relative to such employment on the grounds that such regulation "interferes with the right of contract between employer and employee," unfortunately can only apply to instances where such labor is used in traffic or commerce between two sovereign states.

Unfortunate, for the reason that, instead of proving beneficial, such laws have been construed in such a manner as to discriminate against the female sex in industrial as well as professional occupations, and it had been hoped and understood by many that this decision would supply the relief.

Quite likely, however, a reaction will set in in the near future, and woman-kind will come into her own, especially in the right to contract with whom or when she pleases, on conditions that are understood to be mutually agreeable, without the interference of the "sob sisters" legion.

The recent almost unanimous defeat of the child labor amendment indicates the direction of the wind. It certainly is indicative of the public's general desire to discourage the encroachment upon state rights by the General Government and doubtless marks the beginning of the end of such dominance. Everyone seems to have been well "fed up" on petty surveillance by Uncle Sam. Frank S. Verbeck.

It is good advertising to have something doing all the time. Every scheme may not pay the year's rent, but it will help to keep the name and location of the store in the memory of the public.



Unite in Putting Over Men's Styles.

A live merchant has dubbed the Prince of Wales, the "Prince of Sales," because manufacturing merchandisers of men's apparel are quick to take note of the outstanding features of the Prince's wardrobe designing and marketing millions of dollars of men's merchandise that is an exact replica of what the Prince wore on his visit last year.

We have gray suitings, double breasted jackets, high-colored neckwear, several modes and colors in hats, hosiery in plaids and checks, and even the taboo red neckties are now considered o. k. The fawn or brown buck shoes worn by him have received an impetus—all because these were the things the Prince affected.

Allied lines seem to have got the best of it in the quantities of new style ideas in men's apparel that have been put over as a consequence of the Prince's visit, but it is not too late to learn something from the success of makers of other apparel.

A prominent shoe manufacturer recently received a letter from the editor of an equally prominent magazine devoted to men's wearing apparel, and the letter was mostly a criticism, almost a scolding, because the men's shoe industry is lagging far behind other men's wear makers in "stunting" new styles that go over with the better dressers and result in volume. There is some justice in the complaint, but also many of the things thought wrong by the writer come from a lack of understanding of the facts.

For instance, stress is laid on the fact of the great stimulus in suit sales that come from the introduction of the 20 inch bottom trousers, and the complaint is made that shoe men did not take advantage of the opportunity to bring out a special shoe for the wearing with the panties. It can be truthfully said that it is like the old query as to which was first, "the hen or the egg." It will long be argued by many that the clothing merchant got the idea from the brogue shoes long in vogue, and that the trousers were designed to conform to the shoes.

However, it must be admitted that the clothing merchant beat out the shoe men in the publicity given the vogue. They made a real noise that made the hearts of the young bloods yearn with desire to own and wear a pair of "balloons." There was a unison among the clothing merchants lacking in the ordinary and half hearted efforts of the shoe industry at large to get in on the ground floor and ride to the top.

Here is a lesson shoe manufacturers and merchants should remember, one

which local shoe merchant associations should consider as a real opportunity to get together on certain lines and through co-operation and unity make a noise that will be heard by all the men in town.

The writer of the letter referred to, also stresses the fact that the college boy wears a shoe of his own in type and will have no other. This is true but has no special point as this is the type of shoe that has been pretty well exploited everywhere for many seasons. As a matter of fact, it is a question in the minds of many whether or not this idea has been overplayed resulting in too much mileage and less pairage. Hence the movement, gathering force, to have two extremes in men's shoe weights, light and dressy for spring and summer and heavy footwear for fall and winter.

One plans to make them so far apart in appearance that one must replace the other just as soon as the season date arrives.

If there is any outstanding criticism of shoe merchandising it is that men's shoes have been "one-idea-ed" too long as to their general appearance and trend.—Shoe Retailer.

Shoe Merchant Emulates Drug Store Sale Plan.

Patterned upon the methods of a certain chain of popular-price drug stores in offering two articles for the price of one, plus one cent, the Portage Boot Shop of Winnipeg featured a novel attention-compelling advertising stunt, says the Maritime Merchant of Halifax, N. S.

In the Friday papers for Saturday selling appeared a mighty good looking advertisement. This displayed a border design made up of small shoe cuts of different patterns. The heading, in a large type, set out that a Dollar Shoe Sale was an introductory event for the purpose of introducing to the Winnipeg public the high quality of the store's merchandise which gave the public the opportunity of doubling the value of its money.

For Saturday only one pair of shoes in the store would be sold at reduced prices, or for \$1 extra a second pair could be bought; that is, for \$1 over the original purchase price another pair of shoes of equal value to the first pair could be obtained.

In the body of the advertisement appeared what might be termed a price list as a guide in showing the unique system of attracting trade. This read:

- \$3 shoes, two pair for \$4.
(\$2.50 per single pair).
- \$4 shoes, two pair for \$5.
(\$3 per single pair).
- \$5 shoes, two pair for \$6.
(\$3.50 per single pair)
- \$6 shoes, two pair for \$7.

- (\$4 per single pair).
- \$7 shoes, two pair for 08.
(\$4.50 per single pair).
- \$8 shoes, two pair for \$9.
(\$5 per single pair).

In cases where it was not desired to purchase two pairs of shoes, arrangements had been made to give a reduction upon the single pair, for instance, the \$7 shoes, if bought as one pair, would cost only \$4.50, although for \$8 two pairs of boots of the same size and price could be obtained.

The store did a big business on that day, and found that the bargain instinct is irresistible when a customer can get an extra pair of shoes for \$1, even though they are not badly needed.

Your Profit Is in the Last Pair.

To make money on shoes it is necessary to sell the last pair of the dozen.

For example, take that last twelve pair lot of shoes you bought. Let us say they cost you \$6 per pair, or a total of \$72. A 33½ per cent. retail mark-up makes the retail price \$9. You sell eight pair (8x9)—\$72 to pay the manufacturer. These eight pairs naturally will be the best sizes. The next three pairs and part of the fourth will pay the overhead. Thus your actual net profit is found in the sale of the last pair.

Here's how it figures out:

12 pairs sold at \$9 -----	\$108.00
8 pairs sold at \$9 -----	\$72.00
30% cost of selling -----	\$32.40
	<hr/> \$104.40

Net profit ----- \$ 3.60
See how essential it is to sell the last pair.

This Mark



Means Real Value

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Michigan, U. S. A.

**Michigan Shoe Dealers
Mutual Fire Insurance Co.**



**Organized for Service,
Not for Profit**



**We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business**



For Information, Write to

L. H. BAKER, Secretary-Treasurer

LANSING,

MICHIGAN

Old Glory's Natal Day Next Sunday.

Grandville, June 9—Only two weeks after Memorial day we are called upon to salute the flag and pay tribute to the natal day of old glory.

Wouldn't it be fine if Betsy Ross, the maker of the first flag, and George Washington, who never told a lie, could come back and again view that flag and the big Nation which renders homage to the colors which have flown over hosts of freemen fighting in the cause of liberty and right all the way down from Bunker Hill to Chateau Thierry?

Mayhap Betsy Ross and George have been back many times to look us over. If they have of course we are none the wiser, but they must feel somewhat amazed at the growth of those old thirteen colonies which defied King George in the long ago.

Those old patriots made mistakes, as who does not? Their one radical mistake was in permitting slavery to flourish under that flag for which so much precious blood has been shed to keep it in the sky.

There's much more in a flag than comes to the surface at a first glance. "Tear down that flaunting lie," was a clarion sounded by the abolitionists, and old John Brown sacrificed his life to wash the stain of slavery from the flag.

Most of the stains have been washed away, many of them in the blood of the brave who have sunk to rest by every part of their country blessed.

When war comes the flag—Washington's flag, Betsy's flag, every American's flag—stands for a dutiful alignment under its folds, with a resolution to do or die while an enemy threatens to shoot that banner from the sky.

Duty to country and flag.

Duty to our homes and firesides commands us to step to the music of the Union and never think of retreat while an enemy continues to fire upon the stars and stripes.

That flag we celebrate was born under the stress of war. It was months and years in course of construction until now it is beautiful in its completeness as the finished flag of the greatest free Nation on earth.

Honor the flag.

Just a mere bit of bunting, interspersed with stripes and stars, and yet that bit of bunting represents the power and will of a mighty people, far exceeding in power and grandeur all other nationalities which have flourished since the foundations of the world.

If there ever was a flag that deserved the love of mankind, even in other countries than this, it is the flag of the United States which has earned its right to exist among the other flags of the world through a depth of tribulation unequalled in the history of all times.

An insult to the flag is an insult to every man, woman and child in the Nation. A few pacifists have cringed before the threat of war to save the flag from desecration, but in the main the citizenship of America is loyal to the death to every stripe and star. No foreign invader may hope to gain a foothold here because of the few who see in old glory nothing more than the cloth on which the stars and stripes are printed.

What is in a flag?

There is more than life, more than death. To keep that flag flying myriads of men have fallen to rise no more on this side of the world line, but over there, where the sunlight of the great Jehovah's smile greets his faithful ones as they cross the river to the music of the cannon, the flash of bright swords and the whip-like crack of musketry, a welcome is in store for all who have given their earthly lives for the flag, and in giving this for that star-gemmed banner they have given their all that this Nation shall not perish from the earth.

By honoring the flag whose birthday we celebrate we honor every soldier

who has fought for it in all the years that have come and gone since its first inception at the hands of Betsy Ross.

While we are building pillars and monuments to our fallen heroes, why forget the woman who was in at the birth of our country's flag? Surely she is entitled to the honest gratitude of every American, and the suggestion that a monument be erected to her memory at the Nation's capital is not out of place right here.

There is an inspiration in that flag which no other emblem can bring into being. There are flags and flags, but only one flag for a loyal American to stand before, with uncovered head, a prayer of thankfulness to the Almighty for what its inspiring spirit hath wrought in the hearts of men.

Amid the sneers of monarchical Europe that flag, with its humble beginning, has kept its place in the sky, increasing its stars as the years go on, the emblem of all that is hoped for in the hearts of free men and women the world over.

It is our proud boast that the flag of Washington, of Lincoln, of all those fallen heroes of all our wars, shall never be trailed in the dust. Defeated at times, perhaps, but never longer than a few brief hours while the American soldier was getting his second wind when again the flag resumes its flight to the head of the column, moving onward, ever onward to final and complete victory. Old Timer.

End of Discussion on Volstead Law.

Grandville, June 9—I have no intention of crossing swords with the Western giant, Charles R. Stark, of Seattle, Wash.

His long gestures of agony over the sins of prohibition are unworthy of notice, and yet he says some things that it might be well enough to notice briefly.

To begin with, there is no defense for the open saloon and never was. It has no redeeming qualities, nor was it abolished in an underhanded manner, as Mr. Stark seems to insinuate. We of Michigan recognized by a popular vote of nearly a quarter million majority the needs of ousting saloons some time in advance of the Nation.

I am not going over the long-winded diatribe of the man from Seattle to reply to his defense of a system that has been known to be an evil during all the years of its existence.

Defense of whisky selling might naturally be expected of a man who sneers at old John Brown of Harper's Ferry fame as a hypocrite. All the world knows, and Mr. Stark advertises, his ignorance when he makes the shameful statement that John Brown was nothing if not fanatically honest. He was as far from being a hypocrite as night is from day. Even his worst enemies never accused the martyr of Charleston of being hypocritical. However mistaken in methods, John Brown was a friend of liberty, and the first great martyr to the cause of liberty for all mankind regardless of color or caste.

When I speak a good word for the lowly sparrow, Mr. Stark says I get on his nerves!

One who hates God's sparrows and denounces one of the world's noblest martyrs for liberty as a hypocrite is well fitted to champion the cause of that greatest curse to modern civilization, the open saloon. Old Timer.

A Telling Retort.

He (after breaking in on a dance)—You know I've never met you.

She (indignantly)—Do you know who you are dancing with?

"No."

"You are dancing with the only daughter of a United States senator."

"Do you know who you're dancing with?"

She (interested)—Why, no.

He (walking away)—Nobody!



Walker
OWOSSO
MICHIGAN

**Makes
Good
Chocolates**

REYNOLDS SHINGLES

If for no other reason than that they are fire-safe, REYNOLDS SHINGLES must commend themselves to the prospective builder.

But added to this is fadeless beauty and remarkable durability, which make REYNOLDS the inevitable choice of the man who compares before he buys.

Lumber dealers who realize that real and substantial profits come only from selling quality products are more apt to handle REYNOLDS than any other asphalt shingle.

H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS

MICHIGAN





Need of Co-operation Among Business Men.

Written for the *Tradesman*.

An impressive fact that characterizes modern industrial invention is that it is the product of scientific research largely conducted by the related industries themselves.

With respect to questions of technology, there has been a remarkable expansion of activity in recent years, stimulated by the demands of the war and by after war pressure. Prohibition has also directed scientific research to the utilization of plant and good will of breweries and distilleries. A once famous brewery in the West has now acquired almost equal and certainly a more enduring fame as a manufactory of ceramics through the application of scientific research to the use of accessible clays. So much more progress has been made in relating scientific enquiry to business that a cry is now going up that the Universities are being drained of men to supply industry, with the result that there is a threatened shortage of men available for scientific exploration in fields without immediate practical application. One business institution, for example, has a staff of more than one thousand scientific men, many of whom were lifted from professorships. Obviously the possible rewards in industry are greater than can be expected in academic work and society is, therefore, under increasing obligation to those men whose passion for knowledge impels them to devote their lives to scientific enquiry without material reward.

In commenting on the apparent inability of Germany to meet the full requirements of the Dawes plan, as measured by her industrial and trade performance before the war, an astute banker remarked recently that Germany's ability was incalculable by any statistical measure, since it would be through processes and methods as yet unknown, but which her scientifically guided industries would develop, that her resources would be found. By way of exaggerated illustration he added that he would not be surprised to hear that Germany was making synthetic fish out of sea water and celluloid, the latter so that we should not miss the bones.

In our own country the Federal Government, largely because of the pioneer work of the Bureau of Standards, is converting abstract scientific knowledge into applied industrial science with the co-operation of industry and in its behalf. Many of the services of the Bureau of Standards are for practical ends obvious even to the laymen. Thus they have worked with the Hotel Association in developing formula

for unbreakable china that not too blatantly proclaims its virtue in this regard and with laundrymen in devising fabrics that do not succumb to cleaning.

There is an impressive amount of technical industrial research. Less is being done in the important field of commercial research. Here again the Federal Government is taking a leading part, under the guidance of Secretary Hoover in the Department of Commerce. The simplification and standardization work accomplished by the Department in co-operation with trade associations is a first class contribution to sound business economics. There are, however, great undiscovered worlds of knowledge in the domain of management. It is not a serious strain on truth to say that there is more common knowledge regarding astronomical facts than there is regarding the methods and principles of business management.

Knowledge of the science of business to continue the comparison with astronomy, is still in the astrological stage. We know that the velocity of light is 186,000 miles a second—an eight minutes journey from here to the sun—and we know or we are authoritatively told that for the same ray of light to reach the nearest star would take four and one-half years. But with respect to the every day processes of business management most of us are unaware and we can only learn by costly experiment. We have not formulated the knowledge that has been accumulated generation after generation and dies with those who possess it. We have not taken it out of our heads. The successful business man regards himself as an elastic and versatile creature, able to meet all the varying conditions which confront his business, but if you ask him how he does it, he will answer merely that he exercises good judgment or confront you with platitudes. As a matter of fact, he is proceeding along rather clearly defined lines; so much so that "knowing the business" is a first requirement of any business man's formula for success.

It is a recent conception that business may co-operate to public advantage. The Sherman law rests on the age long suspicion of combinations since they were historically the means of strangling the consumer.

One of the most significant marks of commercial progress in recent times is the development of the conception of cooperation among members of a trade for the good of the community. In other words, we are beginning to see that our National trade and industrial equipment is a resource for the

AN IMPORTANT FACT ABOUT ONE "SOULLESS CORPORATION"

It goes without saying that a corporate executor will render satisfactorily the business service expected of it, but it is doubtless often wondered:—

IS IT POSSIBLE FOR A CORPORATE EXECUTOR OR TRUSTEE TO SERVE LIKE THE DEPARTED MEMBER OF THE FAMILY CONCERNED WOULD SERVE, IN OTHER THAN PURELY BUSINESS WAYS?

It is. The success with which it does so depends partly on the assistance it has had from the departed member and has from the remaining members of the family,—on the attitude of those to be served; more, on the make-up of the corporate force, on the spirit which dominates the Corporation, but it is possible; it is more than possible.

The Michigan Trust Company's active force is now composed of about 80 men and women, giving their entire time to its service, devoted to such service, and not only willing, but anxious to render such non-business service, in the name of the Company and in its interest as conservator of many family interests. They all know that its interests are their interests; its successes their successes. Among them are fathers, mothers, brothers, sisters, uncles, aunts, even grandparents—each one with a heart, each one competent to lend a hand in this family non-business service; as occasion arises, to give friendly aid and advice, so far as is desired, in all that concerns widows, children, nephews, nieces, and others interested in the estates in its charge, large and small,—in matters of all kinds, financial and otherwise. Such interested persons are urged to make themselves known at its office. They will always be cordially welcomed, will always find new or old friends, to give them information, advice and assistance, patiently.

Let the testator do his part in preparing the way; let the remaining members of the family put themselves in the attitude of reception; and The Michigan Trust Company, through the members of its force, will show a spirit of helpfulness and do its part, not only as business manager, but as friend.

Every member of The Michigan Trust Company force expressly and individually joins in this invitation and statement.

**THE
MICHIGAN TRUST
COMPANY**

Organized in 1889
Corner Pearl and Ottawa
Grand Rapids, Mich.

common good and that that good can best be served by accumulating knowledge regarding methods of performing the service to which trade and industry are dedicated. The trade association is performing an admirable function in this regard.

To mention only one of many that are functioning in the interest of the public as well as the trade, the Portland Cement Association work may be cited. The researches of this Association, conducted at Lewis' Institute in Chicago are examples of the immediate practical utility of research in business.

It is not so important to consider prices and costs as it is to standardize methods and practices up to the level of the best ways of doing the business that have been developed. This is notably true in the field of human relations. The art of handling men is not an occult science or a gift of a few. It is a fairly definite science, the elements of which may be recorded from the actual experience of those who practice it successfully.

As soon as we definitely convince ourselves that business is a form of public service and that the community is as much entitled to the results of experience and investigation in the field of business administration as it is in the realms of science, we shall have a new public regard for business activity and a notable strengthening in the business structure now too subject to the devastations of ignorance of progress in what is less an art than science.

Because business has been nearer our appetites than our sentiment, it has been slower to perceive the obligations that rested upon it to achieve for itself the degree of freedom to progress through exchange of methods and experience which can only come when the public has been persuaded that co-operation between business men will result to the advantage of the public and employees, as well as to stockholders or individual owners.

Henry Bruere.

Tax Facts.

Every manufacturer must add his taxes to the selling price of his product.

Every merchant must add his taxes to the selling price of his goods.

Every farmer must add his taxes to the selling price of his produce.

Every builder must add his taxes to the selling price of the building he constructs.

Every railroad must add its taxes to the selling price of the passenger tickets and freight charges.

Every landlord must add his taxes to the rents of his houses.

Every clothier must add his taxes to the selling price of his garments.

It makes no difference whether it's labor, or materials, or service that is sold, the taxes must be added, and they are!

Unless taxes are added to selling price all industry, farming and business would have to cease.

Decreased taxes mean lower cost of living.

Japanese People Poisoned By German Influence.

The Japanese can not understand American idealism. They judge us by their own ambitions. They have been largely influenced by pernicious German thought. They believe that "might is right." They believe in the "mailed fist," etc. Many of their people believe that the United States is just waiting for a chance to take Japan. When the earthquake came, they thought—"We are helpless. This is the opportunity for the United States." A Japanese battleship was lying at Yokohama. Several American torpedo boats started full speed up the river. The battleship signalled them to stop. They paid no attention. The word went everywhere—"Japan is taken." Imagine their surprise when the torpedo boats stopped, unloaded medical supplies, tents and clothing and other necessary comforts for the sufferers, and landed marines to help police the devastated areas.

Then an American Admiral with his officers in full dress uniforms—swords and all—went ashore and made visits of condolence to all the official buildings. That did settle it. These officers were formally taking over the government buildings from the Japanese.

When the United States sent \$10,000,000 in gold as a gift to help the Japanese, it was hard for them to understand. It was all contrary to what they had been taught and what they believed. There was a wonderful reaction of sentiment in favor of our country.

Then Congress got busy, and, by the way they did it, gave mortal offense by insulting the Japanese national pride.

See Buying Spurt Next Month.

For the most part the demand for women's wear fabrics for Fall continues to be held in abeyance. Sheen worsteds for dresses have been moving a little better than a while ago, and there has been some additional business placed in the needlepoint bolivias and suede fabrics. But the selling agents see nothing developing that is cause for immediate satisfaction. The cutting-up trade, it was pointed out, is playing a waiting game as far as further Fall buying is concerned. Early garment lines are now ready, but that condition has not warranted the garment manufacturer in expanding his piece goods orders. He wants an actual line on the way the retailer will operate, and for this reason some of the selling agents do not anticipate any real stimulation to business until early next month.

Losses Due to Slow Stock-turn.

1. Capital tied up in stock.
2. Interest on inactive capital.
3. Depreciation of merchandise.
4. Mark-downs.
5. Salaries and wages.
6. Handling charges.
7. Shelf and storage room.
8. Insurance.
9. Inefficiency.
10. Prestige—a reputation for having fresh, up-to-date stock.

To make profits swell, keep your business well.



Main Office

Cor. MONROE and IONIA

Branches

Grandville Ave. and B St.
West Leonard and Alpine
Leonard and Turner
Grandville and Cordelia St.
Mornoe Ave. near Michigan
Madison Square and Hall
E. Fulton and Diamond
Wealthy and Lake Drive
Bridge, Lexington and
Stocking
Bridge and Mt. Vernon
Division and Franklin
Eastern and Franklin
Division and Burton

The Bank
Where you feel
at home

FOR PRESENT CONVENIENCE
—A Checking Account

FOR FUTURE OPPORTUNITY
—A Savings Account

And for the interested, helpful,
truly friendly service that makes
both most valuable, the "Grand
Rapids Savings Bank."

THE BANK WHERE
YOU FEEL AT HOME."

Grand Rapids Savings Bank

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CHARLES W. GARFIELD, Chairman Ex. Com.
GILBERT L. DAANE, President
ARTHUR M. GODWIN, Vice Pres. ORRIN B. DAVENPORT, Asst. Cashier
EARLE D. ALBERTSON, Vice Pres. and Cashier HARRY J. PROCTOR, Asst. Cashier
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TONY NOORDEWIER, Asst. Cashier

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

A Father's Greatest Gift— EDUCATION

The greatest gift a father can give a child is one that cannot be taken away—it is an education.

Every father should provide against the uncertainty of life to the end that he may have the satisfaction of knowing that he has assured his children the opportunity of obtaining an education.

If you cannot do this otherwise, take out insurance on your life, payable to your estate.

Reap the happiness and satisfaction of knowing that you have made this certain by appointing as executor and trustee the

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Grocery Associations Never Were Wicked.

Trade associations of the sort found in the grocery trade have always worked to the end of a more efficient merchant. Even when they have approached the danger line of price protection and of agreement not to cut prices it has not constituted any such things as a conspiracy to extort excessive profits.

In the grocery trade—5,000 wholesalers or more and almost 450,000 retailers—competition has been inherent in the nature of the business and to the man who knows, any talk about conspiracy agreements to keep prices up is the extreme of humor or "bunk." It simply cannot be done; there are too many grocers and too many kinds of mind. Even if one group could reach agreement as to a line of conduct there would still be too many on the outside to make such an agreed line of action long possible of maintenance.

In the direction of prices, all that the grocers have ever wanted was some kind of czar, capable of preventing some individual slaughtering prices ruinously and dragging down the whole group by reason of competition. As a rule they know that such things would be futile if enforced by themselves and for that reason they have usually favored legal interpretations which would allow the manufacturer to protect them from each other.

And even then the very man who would shout for protected prices one minute would in a sharp competitive situation try to break the fixed price the next. Price agreements have never flourished, either in fact or as an aim in the realm of grocery trade associations.

But grocers have long desired to do those things which would make the individual more intelligent in his own practices; that would permit the majority to pursue investigations and frame suggestions which would be of the value to the man who knew enough to avail himself of the truth rather than "go it blind." They have sought to get at the truth about operating costs and the economic intricacies of accounting and sales analysis so that individuals might have some guide, some standard yardstick by which to measure their own practices.

True, they have never been balked much in this, but they have many times felt the restrictions of the legal danger-line. The Harvard figures and the co-operation with governmental agencies have done much to make business intelligent and fortunately have never approached the breach of the law.

But when grocers, finding that concerted action was necessary to persuade some manufacturer to rearrange his own prices more fairly, have sought to resolute or to petition such manufacturer to do this or that, abolish such things as free deals and preferential treatment of favored competitors, or have retaliated naturally against bad practices, they have been found trenching on the limits of conspiracy.

But in this decree the court indicates that action taken for the common good of all is not the kind of

conspiracy the Sherman law would interdict. If this can be stretched to affect concerted action in the food trade—associations or groups—it will go far to emancipate the organizations and help make food trade competition fairer and its service to the public far more efficient.

Four Out of Ten Work For Pay.

How many people work? The National Bureau of Economic Research gives an answer to that question in a recent report on population. The Bureau estimates the population of the United States on July 1 of last year at 113,454,000. Of these 35,000,000 are children under fifteen, not employed. Another 35,000,000 are adults not gainfully employed, most of whom are engaged in the arduous labor of housekeeping. A third group of 33,500,000 are working for others. This leaves 9,600,000 who are employers or are in business on their own account.

The proportion of workers grew in war time but has dropped back, so that it stands now about where it did fifteen years ago. Some 38 per cent. of the population are "gainfully employed," the other 62 per cent. being about equally divided between adults and children.

There has been, the Bureau believes, a shrinkage in the number who work for themselves, due to the corporate growth in business. These "entrepreneurs," as the report calls them, numbered 9,883,000 in 1909 and 9,657,000 in 1924 despite a 25 per cent. increase in population.

But how does one define employer? Is the president of the United States Steel Corporation an employer or one of the employed? And if he is one of the employed, how many employers of labor do you know? Corporations have swallowed up most employers save farmers, proprietors of beauty shops (now called beauticians), bootblacks (soon to be called booticians), and perhaps an occasional grocer and butcher. Even the littlest merchant now is apt to be a corporation.

Corporations Wound Up.

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

Hastings Sporting Goods Co., Hastings.
C. A. Prost, Inc., Detroit.
Crandell-Scott Co., Alma.
General Fuel & Foundry Supply Co., Detroit.
Cartwright-Murray Co., Saginaw.
The Shuter Shoe Co., Akron, Ohio and Detroit.
Bush & Lane Piano Co., Chicago and Holland.
United Retail Service Corp., Detroit.
Balonsin-Necefer Co., Detroit.

Fire Loss Causes Modernized.

A report of fires due to electrical causes, from the inspection bureau of a large city, gives as the reason for one outbreak: "Electrical heating element left in circuit by burglars."

Brazil As Buyer.

When Brazil comes shopping in the United States she buys more here than in any other country. Her check received for goods last year was about \$66,000,000.

5% paid on Certificates in force three months. Secured by first mortgage on Grand Rapids homes.

GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION

A Mutual Savings Society

GROUND FLOOR BUILDING and LOAN BUILDING
Paid in Capital and Surplus \$6,200,000.00.

Kent State Bank

"The Home for Savings"

Capital \$1,000,000

Surplus \$750,000

Grand Rapids National Bank

The convenient bank for out of town people. Located on Campau Square 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

\$1,500,000

GRAND RAPIDS NATIONAL BANK

GRAND RAPIDS, MICH.

YOUR BANK

THE Old National Bank has a record of 72 years of sound and fair dealing with its depositors and with the community of which it is a part. Its facilities are available to you in all fields of progressive banking—Commercial Accounts, Securities, Safe Deposit Boxes, Savings Accounts, Foreign Exchange, Letters of Credit, Steamship Tickets.

The OLD NATIONAL BANK

GRAND RAPIDS

THE CITY NATIONAL BANK

OF LANSING, MICH.

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

"OLDEST BANK IN LANSING"

The Early Attack Quenches the Fire.

Generations of the wise and the witty have rung many and many a fresh change on the stale theme of the "early bird." With an equal felicity they have applied it to enterprises so eternally sundered as the garnering of worms and the amassment of money, erecting it, indeed, into a kind of rule of life, cleavage to which, they promise, will return at least a comfortable profit.

Certain it is, anyhow, that in no round of experience do the ways of this venerable bird fit more snugly or with greater benefit than in the work of fire-fighting. Only, here, the antique adage must needs be respun so: "The early attack quenches the fire."

Speed and more speed in attacking fire is recognized to-day to be one unfailing means to keep down a loss from burning which in America is amounting to alarming proportions: already it reaches far above the half billion mark annually. And so it is that while Fire Prevention says, "Don't permit Fire to be born," and Fire-resistant Construction declares that "If Fire does come into being then starve it," Fire Protection finishes by asserting that "If Fire is born and can't be starved to death, it should be killed early in life, as early as possible." For hostile fire, in other and fewer words, is like a bad habit: easiest conquered in its infancy.

And the means to conquer it? They are easily obtained and, obtained, are as easily employed. It takes no great strength to wield a fire bucket, no special talent to operate a hand extinguisher, to smother a blaze with lid or blanket, no unusual deftness. In the home, especially, a few appliances, even improvised, if joined to presence of mind in the limitless fire emergencies that may arise in dwellings, will repay a hundred-fold and more their slight cost and slighter trouble of maintenance.

No structure, after all, is too small or too large, no occupancy by nature too safe from fire, to require the setting up of a "first line of defense"—the back-lot woodshed and the Woolworth building are neither below nor above the need for fire extinguishers and other ready devices; and as for apparently safe occupancies, even filled ice-houses frequently burn, and so do water works. Those persons, in short, will not omit first aid preparations, thus emulating the "early bird," who remember always that the chance spark is parent to the conflagration and that too often what requires a year in building takes an hour in burning.

How to Have a Fire.

1. Insufficient protection in the storage and handling of matches.
2. Careless insulation on handle of the coffee roaster.
3. Carelessness in the matter of rubbish and sweepings.
4. Inadequate lighting equipment, making necessary the use of lamps and candles, which are dangerous.
5. Unprotected floor and wall openings. Fire walls and doors of standard material would prevent fire from spreading all over the building.
6. Exposure due to external hazards.

Your buildings are no safer than your surroundings.

7. Spontaneous combustion originating from bad housekeeping.

8. Lighted matches, cigarette and cigar butts, take third place in the records of fire causes.

9. Heating plant hazards. Hot ashes, coal, etc., have resulted in many losses.

10. Inaccessible and poorly ventilated basements are often fire-breeders.

Mark Twain on America's Fire Loss.

No American, probably, ever was fonder of his country and its institutions than that peculiar native product, Mark Twain. That Mark, however, was not blind to American shortcomings and that he could observe them accurately and describe them incisively is proved by this passage taken from his recently published "Autobiography":

"We boast a good deal in America of our fire departments, the most efficient and wonderful in the world, but they have something better than that to boast of in Europe—a rational system of building which makes human life safe from fire and renders fire departments needless. We boast of the thing which we ought to be ashamed to require."

Propaganda.

"What is all this talk about fire prevention in the newspapers, Silas?" asked Mrs. Easybody, looking up over her reading glasses.

"Just propaganda, m'dear; the insurance companies are trying to make us do their dirty work so they can cut down expenses and pile up surplus."

"But Silas, you said the insurance companies like to encourage big losses and many of them. You said that it gave them an excuse to increase the rate, and advertised the business."

"Huh, did I say that? Well, perhaps I did. They're both darn good arguments. You just stick to your knitting, m'dear, and let the men folks tend to the business end. It's too deep for you to grasp."

Fire.

He would not by a careless word
Do injury to a man,
Nor snatch from life one treasure
More than honor truly can;
And yet while passing thru the woods
One lovely summer day,
He lit his pipe and carelessly
He threw the match away!

He knew the havoc fire can cause
He knew this friendly foe,
He'd seen at home uncounted times
Its weight of loss and woe;
Yet he, who would not by a word
Or deed his neighbor wrong,
Flung to the woods a lighted match
And calmly moved along.

There followed that one careless deed
A forest's dismal fall;
Brave homes which sheltered pioneers
And held their little all
Were swallowed by the hungry flames
Which only rain could stay—
The ruin from one tiny match
A man had tossed away.

One may recall the thoughtless word
And right the careless deed,
But fire no pity shows to men
When once its power is freed;
And many a forest lies today
In desolation gray
Because one careless hand had tossed
A lighted match away.
Edgar A. Guest.

The earned profits of too many stores lie hidden away and lost in dead stock accumulated in out-of-the-way corners.

FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN

ORGANIZED IN 1889.

This Company has returned
A DIVIDEND OF

50%

For 29 consecutive years.
HOW?

By careful selection of risks. By extremely low Expense Ratio.
Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

Agents wanted in the Larger Cities.

FOR FURTHER PARTICULARS WRITE

F. M. Romberg, Manager, Class Mutual Insurance Agency
Finnish Mutual Fire Insurance Co. General Agents
Calumet, Michigan. Fremont, Michigan.

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
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Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

PROTECTION OF THE MERCHANT

By the Merchant For the Merchant

PROVIDED BY THE

Grand Rapids Merchant Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg..

Grand Rapids, Michigan

SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
FREMONT, MICHIGAN

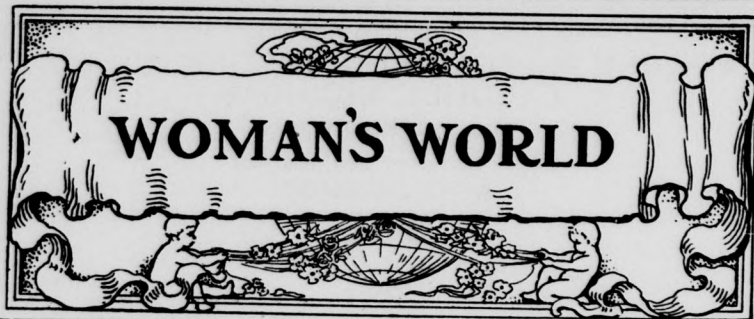
REPRESENTING

Retail Hardware Mutual
Hardware Dealers Mutual
Minnesota Implement Mutual
National Implement Mutual

Central Manufacturers' Mutual
Ohio Underwriters Mutual
Ohio Hardware Mutual
The Finnish Mutual
Hardware Mutual Casualty Co.

We classify our risks and pay dividends according to the Loss Ratio of each class written: Hardware and Implement Stores, 40% to 50%; Garages, Furniture and Drug Stores 40%; General Stores and other Mercantile Risks 30%.

WRITE FOR FURTHER PARTICULARS.



As You Enter the Land of Promise.

Written for the Tradesman.

The marriage rites should mark the entrance of every pair into a new country replete with blessings not experienced before—a country which, like the Land of Promise of old, while in a way given, in another and very real sense, must be conquered by all who would enjoy its benefits.

One of the seven sacraments of the Roman Catholic and Greek churches, matrimony is held in scarcely less esteem by right-thinking Protestants. Fitting it is that the wedding day be celebrated by the ringing of bells, the wearing of beautiful and costly apparel by rejoicing and appropriate ceremony; for it marks the beginning of what is normally not only one of the longest epochs of human life, but the one which is of greatest importance in the relations of the individual to fellow beings and in his or her usefulness as a member of society.

In these days any hint as to making a good beginning is apt to be met by a smile of derision. Whatever savors of the good resolution is regarded as belonging to the lesser sophistication of a past age.

But as we read with open minds the biographies of the best and the greatest, and as we come to know closely the genuine men and women of our acquaintance whose example is most uplifting and whose presence is most inspiring, we learn that many of these choice souls willingly testify, "On such a day I purposely began the upward way." Or who admit without any loss of self-respect, "At such an hour and in such a place I definitely commenced to correct habits and tendencies that I had come to see were wrong."

So at the risk of being somewhat old-fashioned, I trust that the pair I am addressing, who are taken as representative of all the many pairs who are marrying this present June, will try earnestly to make a good beginning, a right start in what we confidently hope will be a long and happy life journey together.

There should be no attempt at a strained and preternatural goodness. No one by even the most resolute act of will, can change instantly into someone entirely different. Every personality, in part at least, is the result, the sum total, of past acts and habits; perhaps of traits and characteristics handed down from remote ancestors. This sum total cannot be metamorphosed all at once. This very persistence of character makes it all the more essential that the inner purpose be high and strong and that a firm check be put upon those predominant wrong tendencies which are the cause of glaring defects or of serious

hidden faults.

It is hoped that each of our pair will bring to the new life the best and the finest of the life that has been left behind and that unitedly you will raise rather than lower the standard to which you have been accustomed. Honor and honesty, courtesy, forbearance and tolerance will abide in the very atmosphere of your dwelling, and all due regard will be paid, not only to the decencies but to the dignities and amenities of right living.

I really wish that in your particular case it may be that neither one is so ambitious of a career, or so absorbed in social or philanthropic activities, or in sports or in anything else that your life together and the home you are founding may not in your estimation ordinarily outrank all other human claims, yielding precedence only to exigent demands of citizenship, of kinsfolk, and of the welfare of humanity.

There is now a crying need for homes where the fires of patriotism are kept burning brightly, where morals are clean, where the daily living is earnest and full of purpose, where the salt of life is not allowed to lose its savor. There is no greater nor better field of usefulness for the average young married pair than that of instituting and maintaining such a home.

Let me impress it upon you that in the usual course of things nothing so beautiful as an harmonious married life just happens. It must, to some extent at least, be achieved. To attain it there must be not only great mutual devotion but also many and great mutual sacrifices and adaptations. Spontaneity must not be lacking, but still, with most combinations of temperament, real harmony, if it exists at all, must come partly as the result of patiently acquired skill in the difficult art of living without needless friction and jar.

In any marriage worthy of the name, each of the mated pair brings to the union some mental and spiritual elements that the other cannot supply. Fortunate are those, the natural division of whose abilities is along conventional lines. That is, where the husband can supply the livelihood, take the initiative in business transactions, and stand as the head of the household in the eyes of the outer world, while the wife is supreme in domestic and social concerns—this is better than any other arrangement and holds greater probability of happiness and concord.

This is not intended, however, as slamming many excellent married persons who, after faithful trial, find the time-honored disposal of duties impractical.

While holding to high ideals, use good hard sense as to common things. Be wise enough to start as you seriously intend to hold out in everyday matters.

During your honeymoon, Little Bride, do not make the mistake of childishly coaxing your young lord to buy you every fool thing that catches your fancy. For thus you would establish in his mind so strong a conviction that you are not to be trusted with money that ten years of subsequent scrimping on your part would not eradicate it.

And you, Mr. Newlywed, during these first few weeks, show some decision of character. Don't be so hesitating and so reluctant to assume responsibility that your recently acquired lady will feel obliged to take the steering wheel in her own hands. If she is forced to take the lead, the initiative which you potentially possess can have no chance to develop.

In your work you are likely to walk in different paths. This being so, it is well if you can share together a portion of your pleasures. A cultivation on the part of each of some of the tastes and hobbies of the other is one of the best possible expenditures of time and effort. By doing this, in at least a few pursuits enjoyment may be mutual.

In Woman's World articles of former years I pleaded for "a square deal in matrimony." Would that I now had some phrase more elegant than this and equally expressive of the fairness and justice as to both sacrifices and benefits that should prevail in marriage. Let there be a hearty readiness to give and take, to meet each other half way. Under normal conditions, either can concede a point far more cheerfully if it is honestly felt that concessions are about evenly divided.

Let whichever one is inclined to a lack of consideration, to selfishness, to unwillingness to look at things from the other's point of view, to exasperating and uncalled-for aggressions, to having his or her own way regardless of anyone else's rights or feelings—let that one put a strong curb on all such tendencies. These traits, manifested in small matters, are the little foxes that spoil the vines of what otherwise might be a happy marriage. When shown in larger concerns they cause lifelong wretchedness or else disruption and divorce.

Let whichever one—in some cases it is the man and in other cases it is the woman—whichever one is too conciliatory, too yielding, too good as we commonly say—also take warning. Far be it from my purpose to arouse animosity between any married pair; or to excite an absurd suspicion of ill treatment when no cause for such suspicion exists; or to encourage any morbid brooding over trifling or imaginary wrongs. But it must be made clear and emphatic that the needless surrender by either one of any important right is base, and carries with it sure punishment for both.

Ponder this well, for in many a marital tangle, it is the one who has the sympathy of outsiders, the absurd one, the one who has weakly and indolently allowed himself or herself to be put

upon by the other, who in a just analysis is the more to blame.

There is with every married pair the life in common. There is also or should be for each one the individual life, separate and distinct from the life of the other. There are many problems that must be solved together, numberless questions to which a joint answer must be given. There are also, for each one, decisions that must be arrived at in the sanctuary of his or her own soul, through whose sacred portal not even the wedded mate should presume to enter.

A recognition of these two essential halves or factors of complete living, coupled with the determination that neither factor shall be allowed to encroach on the domain of the other—this is the finest thing in happy wedlock.

Ella M. Rogers.

The Desert.

Los Angeles, Cal., June 5—Brown and purple and amethyst, pale gold and bronze are some of the tints of the desert. Purple, amethyst and lavender for the ranges of mountains, bronze and blue in the shadows. Pale gold for the sand, copper and bronze are the sage and mesquite brush.

Neither brush nor pen can adequately picture the ethereal blues and purples that veil the hills, casting an enchantment over all. It is something that engrosses one, like the development of a beautiful child. We come to watch with ever increasing interest and devotion, the changeable moods of this another offspring of nature's art.

Here and there small ranch houses appear surrounded by cottonwoods, the only evidence of man's touch for many miles. Occasionally a windmill revolves in the desert air, its lazy whirr accounting for the growth of the cottonwood trees. People there are who live here and find at least a scanty subsistence. Nay more, there are those who revel in this country of the purple shadows; who bask in the sunlight and grow strong of body. Far removed from the noise and stress of city life they learn to recognize the hand of their creator in this land of the sun which we call the desert.

Jessie Allen Siple.

New Trends in Handbags.

The pouch style of handbag in various silks continues to dominate, now replacing almost entirely the flat underarm bag. One of the novelties being shown in the pouch effect is a small bag fashioned mainly of pleated silk but having an imitation lizard leather insert at the top. The bag has a metal frame finished in old gold and is equipped with snap fastener. It is offered in all the leading shades and contains the usual accessories. The same trend is being followed in children's purses, these being exact duplicates of the handbags for adults. Most are pouch bags. A novelty in the others is a "book" bag of real leather, which is a miniature reproduction of the outer binding of a high-priced book, even to imitation gold tooling. Satin bags in various colors are also being accorded considerable attention in merchandise for juniors.

Capital Labor.

Old Man—Son, can you direct me to the bank?

Kid—Yessir, for a quarter.

Old Man—Isn't that mighty high pay?

Kid—Not for a bank director, mister.

YIELDING A GREAT HARVEST.

Bad Seed Sown By Our Grandfathers.

Written for the Tradesman.

Present day banditry, bootlegging, lawlessness, youthful delinquency, disregard of social conventions and of parental authority are aspects of our National life which seem to engage most prominently the attention of preachers, teachers, students and welfare workers. Various causes are assigned for each or all of these features, among which are the kaiser's war, decadence of old-fashioned religion, neglect of Bible reading in the home and absence of it in the school, modernism in pulpit ministrations and parental falling down on the job of bringing up children.

The magnitude of this subject prevents in this article consideration of more than one of these allegations, that of parental failure, and a comparison of what we notice to-day with conditions as we knew them fifty to sixty years ago.

In spite of the scarcity of newspapers and the meager sources of information in the days following our civil war, reports of murders and robberies were frequent enough to keep farm communities and villages in a state of alarm or apprehension.

Petty thieving was common; plenty of the larger boys and young men were raising nightly disturbances, raiding melon patches, orchards and gardens, perpetrating tricks and injuring property—mischievous and deviltry which in middle life they recounted with glee to another generation. Old and shabbily dressed people were subject to ridicule or molestation by village boys and scholars of country schools. Evidence of wealth seemed to exempt people from ridicule and disrespect. Some communities were noted for morality and others for the opposite.

Dishonesty, misrepresentation, unfair advantage, cheating in private bargaining or public merchandising seem to have been more prevalent then than now. Work was a necessity for all, young and old. People who were poor because of shiftlessness were despised. The idle rich were not numerous. There were sometimes fights on election days, at fairs and other public gatherings. Neighbors were more dependent upon each other then, but in no wise more harmonious than now when there are far more kinds and nationalities and sects and political brands.

Education was regarded as a means to some profession or business which would take one out of the worker class. Many boys of talent and ambition looked forward to keeping store, dealing in some commodity, becoming an agent or office holder where one could live well without work. No one worked for the love of it or for health; it was either a necessity or the road to wealth. No one was taught to seek enjoyment in work. Conversation in the home or with neighbors evidenced that the general attitude was to obtain more money, more advantages for their efforts or a living with less work.

The physical, mental and moral de-

velopment of children depended almost entirely upon parents. School teachers were employed by parents to further the children's education according to the wishes of their employers—the parents. To-day teachers are under the direction of school commissioners, principals, superintendents—responsible to these superiors and almost entirely independent of parents' direction of control. The school system has its methods, formulated by the pedagogic class; it carries out its fads; conducts its experiments; issues its orders; makes its demands upon parents and taxpayers as though the latter had no rights in the matter. This may seem an extreme view, but the forming of parent-teachers' organizations to bring about sympathy and understanding and co-operation shows that the gap was widening and that dissatisfaction and antagonism of parents had become serious enough to disquiet the teaching profession.

If all pupils were children of ignorant foreign born people there would be justification for the usurpation of parental direction and control. The state must protect itself from the evils of ignorance; it must direct education and regulate conduct if parents do not.

The various organizations which seek to benefit children in one way or another are enough to occupy the entire time, attention and effort of children so that parents may not require any work, any assistance in the home without conflicting with programs which the child has come to regard as imperative—of first importance.

Those things which are in line with progress and improvement; those measures which are of public necessity under present conditions are largely responsible for lack of parental control. From the day the child is ushered into the cradle roll in Sunday school or the kindergarten or primary schools, the parent, little by little, surrenders control and authority over the child. This is one phase of the question, but there are others.

The parents of the great majority of children to-day are those who set up housekeeping with little or no means—working men and women—rather boys and girls—who from the day they became wage earners used for amusement superfluous dress, useless and frivolous expenditures, all their earnings. Present day parents who are failures in the upbringing of children are many of them sons and daughters of parents of the same class.

And yet—and yet, from our own observation we say that school children now are better behaved, more respectful to elders and strangers than in our younger days; person and property are fully as safe, if we except automobile traffic; country communities and villages and cities are more orderly and peaceful. Young people on the average seem no worse now than in the days of their grandparents.

It may be that law enforcement is more efficient; that youth are more closely looked after and reported; whereas in other times much youthful misdemeanor was overlooked or annoyed citizens found not sufficient legal redress for the trouble of making complaint. Statistics now may not evi-

dence so much greater crime or delinquency in existence, but more uncovered, published, recorded.

It is not necessary to describe in detail the difference between homes sixty years ago and those to-day. Then the daughters grew up in the home and learned the varied arts of housekeeping, homemaking and care of children. Now school and other affairs outside the home fill their minds and occupy their time. When school days are ended they find employment in stores and business places and they do not realize fully the necessity of learning to become home makers.

Parental guidance to-day in large measure depends upon mothers. The father is even less with the children than she.

We do not seek to excuse any failure

or uphold any wrong doing. We ask only that those who seek the causes of any unfortunate, undesirable or harmful condition be thorough in their search and not place the blame on the first visible object.

There are great mass tendencies working together for betterment of all in spite of individual failures and exceptions. There are also various agencies combining and making use of present day tendencies to work harm to whomever they can.

The desirability of riches, ease and idleness, as taught by our fathers and grandfathers, was bad seed sown which to-day is yielding a great harvest.

E. E. Whitney.

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Types of Paris Hats.

Shaded ostrich pompons are being used for trimming many of the small, close-fitting hats that are now being shown in Paris, the forthcoming New Millinery Bulletin, the organ of the Retail Millinery Association of America, will say. Lewis, in particular, goes in for them. He uses a very large number of two-inch upturned front brims, and on shapes made along these lines he places an ostrich pompon on the side crown over the right ear. Another is placed below the brim immediately above the wearer's ear.

The Bulletin will further say that georgette has brought out a new small cloche that has an upturned brim. The trimming of this hat consists of large ribbon bows placed at the side, with a drooping effect behind the right ear. The favored materials used by this designer for midsummer hats are straw cloths and Bangkoks.

"Le Monnier makes an unusual toque of narrow black satin ribbon," the bulletin will continue. "The ribbon is edged with lines of black circe straw. In this hat a small front brim of straw, made similar to the visor of a jockey cap, is used and the ribbon is placed across the head from side to side. It is slightly gathered at the center front to make a flare above a tightly-fitted band, which encircles the head at the base of the crown. A single jeweled pin serves for the trimming."

"Midsummer felts and Bangkoks are trimmed by various designers in Paris with small quills, which are either highly colored or striped with gilt. Jenny, in particular, favors this trimming, which she places at the side of a small cloche shape with the side brim turned up in the back and a narrow brim turned down in front. Jenny is also using an interesting trimming consisting of pearl beads in loops placed across the crown top of small satin and crepe de chine hats."

He Finally Got the Belt.

A local business man who likes to putter around his garden in an old suit of overalls related yesterday an experience he had had in a retail store. From it, he says, a commercial moral can be drawn. He went into the store with the idea of buying a cheap belt with which to keep the pants of the overalls in place and told the clerk what he wanted. The latter came back with a

fine piece of merchandise the price tag of which read \$2.50. Repetition of the request for a cheap belt brought out one at \$1.50, and further repetition produced one to sell at \$1. At this point clerk No. 1 gave up the fight, and clerk No. 2, apparently having been warned by the experience of his fellow sufferer, sold the man in question just what he wanted for half a dollar. The moral in the case, the latter says, is that you really can get what you want if you stick to it long enough, no matter how much of a piker a clerk may think you are. At the same time, the man in question is not going to buy any more belts in that store.

New Midsummer Woolens.

Two new patterned 54 inch woolens were featured at the midsummer opening of the Botany Woolen Mills. Taffeta de laine and bordered flannels were the new weaves. In addition, new versions of silk finish challis were shown. Taffeta de laine, as the name indicates, is of taffeta weave and has printed patterns of both bold and conservative effects in one and two colors upon ivory and neutral grounds. Ten-inch borders afford a dark contrast to the pattern above, which is dotted in border colorings. The bolder designs stress "archery rings." The cloth is 5¾ ounces in weight and is priced at \$2.25. The new ounce bordered flannels, priced also at \$2.25, show mosaic, applique and embroidery patterns, usually in three tones of one color on a basic ground tone. Cut work designs are introduced in one dark color on light and neutral grounds. In 27-inch flannels new plaids in brilliant colorings are featured. The widely varied challis patterns include naturalistic florals, dots, discs, angular blocks.

Are Sold Far Ahead on Hose.

Although those manufacturers of full-fashioned hose for women who sell direct to the retail trade have not sold their production any further ahead than the demands made on them by the retailers have required, mills which make the goods for distribution through jobbing channels are in some instances covered with orders that will absorb production up to Thanksgiving. With many mills of this class the only thing that prevents the selling of more goods is the inability to make and ship them for the deliveries wanted. Despite the pressure for goods and their general scarcity, it was said yesterday that actual price advances have not been many. This is due to the fact that set retail selling prices, which arbitrarily establish the figures the jobbers can pay, have prevented them. However, there has been a lessening of quality by way of compensation. In

some cases this was said yesterday to have taken the form of shortening the silk "boot" of the hose a couple of inches.

Packing Gifts For Customers.

With gift business accounting for a large share of their business not only at Christmas but practically during the entire year, many retailers are devoting special attention to meeting their customers' requirements as to packing. The customer, for example, very often asks the store to send out an article purchased as a gift, without the customer taking it home, the latter believing the store can pack it more attractively and efficiently. In response, one of the largest stores in Boston has decided after careful analysis to open four gift packing rooms—one for silverware, one for jewelry, one for selling sections in the store's annex and the last for gift merchandise purchased in its main and basement stores. When the customer signifies the purchase is a gift the sales person calls a floor superintendent. He places the customer's card or name, together with the name of the person to whom the gift is to be sent, in a special envelope marked "gift merchandise." The article is then directed for the special packing attention mentioned, to the mutual satisfaction of the store and the customer.

Wide Pants Are Responsible.

The old adage that there is nothing new under the sun seems to be set aside by the newest things in men's half-hose. These socks are made especially to conform with the mode that calls for wide trousers bottoms, and this is what the special news letter of the National Association of Hosiery and Underwear Manufacturers has to say about them: "Two inches longer than the average man's hose is the description of a silk ingrain with silk sole, interlined with lisle, to sell at \$20 a dozen. The 'number' was first made to fit the need of the man who wears extremely wide trousers, which are somewhat in the nature of a skirt and apt to show the length of ordinary socks. At any rate, they are much in demand in exclusive shops for men. They are full-fashioned, with full-fashioned cuffs, and of such heavy silk that they are well worth the price charged for them."

Now Comes the Jeweled Anklet.

The jeweled anklet that has become so popular with women of fashion in Central and Western Europe is now making its appearance in this country. It is so made as to permit crossing above and around the ankle and draping over the sandal. In the higher-priced lines it is made of platinum and white gold and is set with large emeralds, amethysts and aquamarines encrusted with diamonds. In the cheaper goods metals and gems more within the reach of the average woman's spending ability are used. New and novel garter buckles, for wear below the knee, are also being offered to the trade. The more elaborate of these show a minimum of elastic and a maximum of ornamentation, the latest being made with an invisible snap to hold them in place.

Lace Demand Has Been Better.

Business in laces during the Spring has shown much improvement over last year. The style trends in ready-to-wear have been favorable and over-the-counter business has been more active. To some extent there has been a better call from the underwear trade, but compared with the orders once received this business has not cut any substantial figure. Wide Venise bandings and edgings are outstanding items in which the retail trade has been interested. Importers and dealers are now working on Fall lines. Prices, it was said yesterday, will show no change over the Spring levels.

Showing Belt and Hatband Sets.

A new idea in leather goods is the belt and hatband set that consists of a novelty leather belt with an exact duplicate in a smaller size that is used to trim small felt or velour hats. It is said by a bulletin from the United Women's Belt League of America to be a new development of the ensemble idea in feminine apparel. The band, which reproduces faithfully every detail of the belt, even to the buckle, is particularly adapted for use on the plain, diminutive hats that at present are in such high favor.

Hot Weather Specials

Bathing Suits for Men, Boys,
Ladies and Children.

Bathing Caps and Sandals.

Bath Towels, all sizes.

Straw Hats for all.

Children Play Suits.

Summer Underwear.

Thin Goods of all the new-
est grades and patterns.

Pongee Silks, Dress Linens.

Take advantage of this hot
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Call if possible or write for
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Paul Steketee & Sons
 Wholesale Dry Goods
 Grand Rapids, Michigan

Fall Stamped Goods Lines Ready.

Fall lines of stamped goods and embroidery yarns for home sewing are in final stages of preparation and will be shown by some of the leading factors next week. Novelties will be stressed in the new merchandise, it was said yesterday. There will be an enlarged range of patterns, already cut and stamped for home sewing and embroidery. Consumer interest in this work is described as growing. At present there is an active call for stamped goods such as house dresses, bedspreads, five piece buffet sets, towels and tubing. White remains a favorite color but high shades, such as tangerine, rose, green, etc., have been bought in profusion. The yarns are of cotton and rayon and have now reached the point where their color fastness is guaranteed.

Bleached Goods Prices Coming?

Indications point to the naming of new prices in the near future on at least one of the leading branded lines of bleached cottons for delivery during the next quarter. Nothing definite is in evidence, however, as to whether the new figure will be higher or lower than those now current. General business in fabrics of this nature has been fairly active of late, despite the seasonal dullness, and recent enquiries have shown that there is a good deal of buying to be done sooner or later. The gray goods situation has had its effect on purchasing of bleached cloths, as it has on the buying of printed fabrics, and a firmer basis for the unprocessed goods would do a lot toward helping the movement of the finished materials.

Aim to Help Fall Selling.

While recently there have been flashes of improvement in the knitted outerwear situation, the spring season for the most part is being written off to experience. Various propositions have been put forth by representative factors of the trade aiming to correct conditions of overproduction and cheapening of merchandise. These have come too late to be of service in the spring merchandising, but it is expected that something that will be workable and of benefit to the entire trade will be devised between now and the opening of the fall novelty lines. Balbriggan suits have easily proved the outstanding items in the spring buying, and the demand for them continues active at present.

Oriental Rugs Will Advance in Price.

Oriental rugs are sure to become more and more rare and the good ones will in years to come bring fabulous prices. In the old days the rug makers made their own dyes of vegetable matter, but now they are using German aniline dyes and the colors will not hold. The ancient bright reds were made from cochineal, a small bug the natives picked from under the leaves of plants. They were dried, then ground and made into a paste. This was one of the most lasting of the old dyes.

Increasing Use of Brand Names.

The use of brand names by department stores to identify their own merchandise in the consumer mind is

greatly on the increase. This is the case not only with regard to upstairs lines, but basement goods as well. One of the large Boston stores, for example, is now seeking a brand name for many lines of merchandise it carries in its low-priced basement department. It has already adopted a name for some of the lines in its upstairs division. The store is staging a contest, with \$50 as the prize, for a best name submitted by any of its employees. The brand name, to be effective, it is pointed out, must be short, must be significant, must compel interest and, finally, must be original.

Better Call For Dress Cottons.

The demand for dress cottons has been materially increased in the last few days by the higher temperatures prevailing in all parts of the country. Most of the call has been for novelties in wash fabrics, especially those including rayon or artificial silk to some extent, but there also has been some good business taken in white goods. Most of the orders calling for the latter merchandise, however, have come from outside the metropolitan district, where the demand for white things on the part of consumers is expected to increase as the season goes on. For the moment, however, there is no question that the wash fabrics are in more favor.

Quietness in Jewelry Trade.

Not much change has taken place in the jewelry trade of late, so far as the volume of business coming in is concerned. The June wedding and graduation seasons are contributing some grist to the mill, so to speak, but on the whole the trade could stand a good deal more business than it is getting. About the only thing that is really good is the so-called special order business, and there are some who profess to see in this a reason for the more or less general quiet in other lines. In the business that is passing, much of it is in rings, bracelets and other standbys.

A Boon For Parents.

Something new in the way of a boon for parents is now being introduced in this country by a concern which imports novelties from abroad. It is a vacuum bottle so made that it can be fitted with a nipple and used as a feeding bottle for infants. As with bottle of this kind that are meant for other purposes, the contents will keep hot or cold for twenty-four hours, and any father who has "dug out" of bed on a Winter's night to warm milk will appreciate the value of the thing. It is a nickel-plated device in which the glass container—it holds eight ounces—can be changed at will, and wholesale at \$24 a dozen.

A Veteran at the Game.

An elderly gentleman who had never seen a football game, was persuaded by a young enthusiast to attend one of the minor gridiron contests.

"Now, said the young fellow as the game was about to start, 'you will see more excitement for a couple of dollars than you ever saw before.'"

"I have my doubts about that," replied the elderly gentleman. "That's all my marriage license cost me."

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Limiting Production and Fixing Prices

S. D. Sanders, well known Western egg man and spokesman for the producers of Washington, writing to the subject of this article, said not long ago that no forward-looking farm leader ever has been foolish enough to propose restricted production as a cure for ills which affect agriculture.

His statement can be refuted, of course. It is only necessary to cite former secretary of agriculture Wallace, who advocated limiting production for this very purpose. But that is not our object in quoting Mr. Sanders.

He goes on to say that on the contrary, he believes "increased, not diminished, production is what the world requires—that to restrict production is to destroy wealth, as it were, before it is created."

Mr. Sanders evidently does not believe in regulated production or in producing only what can be brought to a successful issue. He takes the position, however, that the poultry raisers have the same right to fix prices as has the Standard Oil Company or the U. S. Steel Corporation, and that "the only available and effective means of calling an indifferent country's attention to the peril of a waning agriculture and the disgust of millions of citizens with their calling" is to advocate restricted production.

He says further that, if the affairs of the Nation were properly managed and the farmers were assured decent wages, he would urge every man to do his utmost to "bring to maturity a superabundance of the fruits of the soil."

When business is good do all the business you can is the ordinary business man's way of putting it, and when business is bad limit production.

The interesting part of President Sanders' conclusion is that "nobody has so far thought of suggesting that somebody endowed with authority from the poultry raisers of the country to fix prices be employed for that purpose."

Here, in a nutshell, is the dream of farm organizers; the power to fix prices. It is the same wage-advancing dream which factory, railroad and construction labor have largely succeeded in making real. To the farmer it means raising and not regulating farm prices.

I have thought it would be interesting to trace some of the possibilities of this dream being realized for the farmer, not alone to secure for him the better income which he needs just now to equalize his buying power to that of the city worker, but also to secure for him the greater benefits of a stabilized and expanding industry.

A high tariff on agricultural imports will favor any move to regulate prices for the American farmer because it endows him with latent power to move without having to take into immediate account the farmers of other countries.

Fixing farm prices is very much tied up with crop regulation. Farm life is attractive to many people, and, when there is a living in it, expansion is inevitable. The only way to limit crops is to let the farmer feel the effects of producing more than he can sell to advantage.

It is conceivable that enough farmers may be organized for market purposes and their work pooled in such a way that voluntary regulation of production would follow, but it is inconceivable again that all farmers and all farm land should be so organized. It is likewise inconceivable that any other method of limiting crops than economic persuasion is possible in a free country.

In the absence of complete organization of an industry, by means of which prices might be arbitrarily fixed for the time being, there remains the power of partial organization to dominate a market by withholding or by releasing supplies.

Mr. Sanders cited the Standard Oil and U. S. Steel companies as examples of the influence of industrial organization on prices. It will be admitted that the price gestures of these two companies influence the two industries in which they lead, but the time has gone by in this country when industries are forced to accept a certain price for their products at the command of a leading member. The monarchical system in industry has been replaced by a sort of feudal system wherein the interlocking interests find it advantageous to follow a leader. The leader, on the other hand, finds it advantageous to regard his leadership as a trust, and price fixing as a nice economic problem. The larger company, having more at stake and more of the facts within its view, is, or ought to be better able to interpret the market.

A similar function has been undertaken by the U. S. Bureau of Agricultural Economics in its crop reports and forecasts, and it is conceivable that the egg industry, if sufficiently organized for the purpose, might create a board to function as a price control even better than a government bureau.

The conditions under which an agricultural industry could conceivably create an effective price control board would be: First, a general belief in the advantages of price control; second, a general agreement as to the best vehicle to exercise such control, and,

STRAWBERRIES

Season is early this year. Carlot receipts are liberal now. Berries are beautiful and price is within reach of all. Send your order to us.

PINEAPPLES

Good ripe Cuban Pines now plentiful and reasonable in price. The most desirable sizes are abundant now, later on sizes will be smaller. Buy liberally now.

THE VINKEMULDER CO.
GRAND RAPIDS, MICH.

WE BUY
EGGS

WE SELL
EGGS

WE STORE
EGGS

We Sell

Ful — O — Pep

POULTRY FEED

Oyster Shells

EGG CASES,

EGG CASE MATERIAL,

EXCELSIOR PADS,

GRANT DA-LITE EGG CANDLERS.

Get Our Prices.

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

To a hat salesman

The bread making quality

Of a sack of flour

Is perhaps a small and trifling thing.

But, to a baker, or a grocer,

Or a conscientious housewife,

It is more important than a hat.

Every bird should be interestd

In its own nest.

You owe it to yourself to determine and buy

The best flour obtainable for your purposes.

In doing this, be sure to examine the desirability of

RED STAR

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

third, success of the board in functioning.

To put it bluntly, the members could not be figureheads only. They must be capable of functioning in some such fashion as the governors of the Federal Reserve Bank function.

An individual whose market sense is so keen that his advice is generally sought and followed sometimes appears in the egg industry. The board we are setting up in imagination would have to include men of that stamp and men of very broad vision, as well as men of good purpose and integrity. It would have to be endowed with authority not only to buy and hold, but to sell short, with all that these operations imply by way of funds and egg reserves put at the board's disposal.

It is conceivable that egg producers might evolve a market control board and place at its disposal funds and crop information to enable it to function. The farmer is, above all, interested in stable prices because he prospers by a settled and normally expanding industry, such as good forecasting and control of crops would encourage.

Other crops have been the subject of market study by the Federal Government. The so-called "hog cycle evil" is the subject of a recent circular of the department in which more uniform production is seen as a remedy. The author concludes that the American hog producer can take the excessive swings out of the hog cycle simply by learning to gauge his production with an eye to future conditions, rather than to the existing relation of grain and hog prices.

It is our purpose to follow out the thought that some day the egg-producing farmer may look crop regulation squarely in the face as an economic and not a "price-fixing" problem, and will set about to create a source of market information and control emanating from the industry itself and not from a government service, the employees of which have not and never will have their fortunes at stake in the industry.

The storing of eggs is more nearly like the depositing of money in a bank than are operations in crops which are manufactured before sale. The assumption is that if the regulation of reserves were placed at the command of the board for the good of the producers and of the industry, and, if the board were given suitable authority to go into the market as the Federal Reserve Bank is empowered to buy and sell its notes, there might be developed a knowledge of egg cycles sufficiently accurate to enable the board to exercise a good degree of market control by withholding a portion of the crop or by selling in advance of delivery when prices tend unduly toward over-production; in short, to anticipate the egg cycle.

I am aware that this proposal admits the economic worth of the speculator in the scheme of marketing, but the farmers have accepted one by one the fundamentals of the old order.

The chief difference between the force behind a farmer's board of governors in an egg market and that behind the board of governors of the

Federal Reserve Bank in their function of regulating the discount rate is that in the latter case the credit of a nation is used for expanding its currency by note issue, while, in the former case, the credit of the farmers producing eggs would be used for expanding the visible supply of eggs by selling in advance of delivery, or reducing the supply by taking a portion off the market.

It is something of a new conception in the farmer's program to suggest increasing the visible supply of eggs for the purpose of reducing prices. It assumes that prices are sometimes too high for the good of the industry, having in mind existing facilities for producing better-quality eggs, giving better service and other like measures for expanding consumption. It assumes that there is a cycle of high and low prices in the egg market which should, in the interest of producers and consumers alike, be modified so far as intelligent anticipation of conditions can modify them.

No amount of compiling statistics for this purpose can equal the simple, marketwise operations of buying and selling, which instantly throw into opposition those best qualified to speak for the opposite belief, namely the speculator and the free lance operator. One trouble with speculation in food stuffs as now practiced is that it is too one sided. The producers, who are most interested in a stable industry, are not represented on the exchanges.

When advancing a new idea, it is not wise to carry the working out of a principle too far. If the principle is sound, it will appeal to well grounded business men among whom are numbered some farm leaders.

The ability of farmers to make such a move is an important fact to be considered. Men who have a market gift are, for the most part, rich men or are kept by rich men because of their talents. For the farmer's representatives to go into the market merely to raise prices on the theory that farm wages should be raised would result in certain disaster. If the organized farmer producing eggs has only reached that stage of economic insight, he is not ready to lock horns with an egg market.

The wages of a farm hand, like the wages of a factory hand, are subject to supply and demand. The supply can be withdrawn and wages forced upward if the wage earner is organized to enforce his demand in a particular place at a particular time. The growth of tenant farming and absentee ownership may some day put the strike weapon into the hands of farm laborers.

We have been discussing an entirely different proposition and one not related directly to wages, namely, the regulation of farm prices, especially the price of eggs, which are only slightly manufactured, to the end of taking unfavorable winds out of the price cycle.

Paul Mandeville.

Are you the sort of clerk who tells outsiders what he would do if he were running the store? By that attitude you are weakening your hold on your job.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

From every point of the compass— THEY'RE COMING!

From the North, South, East and West, grocers are getting ready to get together at Dubuque, Iowa, June 22, 23, 24 and 25, for the 1925 Annual Convention.

The largest and the smallest grocers will meet on the friendliest of terms and exchange ideas and plans for better business. Everybody will have a hand in the doings and everyone will benefit.

Have you let your local chairman know you're coming? Do it now. Time is short.

FLEISCHMANN'S YEAST

The Fleischmann Company
SERVICE



You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

Blended For Family Use
The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

Moseley Brothers

GRAND RAPIDS, MICH.
Jobbers of Farm Produce

I. Van Westenbrugge
GRAND RAPIDS—MUSKEGON

Distributor

NUCOA

"The Wholesome Spread for Bread"

CHEESE
OF ALL KINDS
BUTTER
SAR-A-LEE
GOLD-MEDAL
Mayonaise
OTHER SPECIALTIES
Quality — Service — Co-operation

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.

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

Western Michigan's Largest Feed
Distributors.



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

The Hardware Dealer's Paint Department.

Written for the Tradesman.

The shrewd hardware dealer recognizes the wisdom of preparing to cater to every class of trade within his reach. He will also, as experience teaches him to better estimate supply and demand, form an idea as to what departments or sections of his stock will require extension.

If his capital is limited—a not very uncommon thing in the early stages of a business—he must weigh carefully the various matters that concern his trade, that he may not hamper his prospects of success by a too general class of stock instead of a varied stock. He must recognize that in certain sections he needs to stock fairly well on the variety of wants catered to, to create an effect of completeness. Consequently before considering the addition of a new line, it is advisable to have an idea of the past, present and future requirements so that proper space and selling effort can be devoted to the new line when it is stocked.

A live paint department is, however, the big opportunity for the retail hardware merchant. Its possibilities are limited only by the amount of push, energy and determination the dealer puts into it. Bear in mind that people are buying more paint than they did twenty years ago, but that the possibilities of a business crop in this field are even now barely scratched.

Paint is a necessity, not a luxury. Good paint is fully as important as insurance. Paint to the house is what clothing is to the body. Paint makes the home attractive, cheerful and enduring. A periodical investment in paint is judicious economy, because it actually costs less to use good paint than to do without it. In the long run good paint really costs nothing, as it eventually saves more than its cost.

In the old days one or two merchants could supply all the paint materials necessary for the annual or semi-annual painting season in the average community, and the field was limited generally to the paint required for the exteriors of houses and barns. To-day the economy and satisfaction in the touch of varnish here, mixed paint there, a little gilding or some enamel work in another place, have been so convincingly taught by the manufacturers of these various products that the paint field for the retail dealer has been immensely widened.

The hardware store is the natural place for the sale of ready-mixed paints

and paint sundries. Paint is bought and largely used by the sort of people with whom the average hardware dealer is in touch—contractors, carpenters, builders and property owners who visit the hardware store for other materials. All these people are in a position to influence the sale of a great deal of paint.

Granting the fact that the hardware store is the proper place to buy paint and allied lines, the question naturally arises as to the best method of handling the goods.

First, the dealer and his salespeople should know the line. For instance, in talking paint to an interested customer, don't simply pick up a can and say, "This is \$1.65," and put your hand on the next and say, "This is 95 cents," and so on down the line.

There are, of course, various specific talking points and arguments for each article in the paint stock. The good paint salesman realizes that on his powers of presenting the right arguments to different customers depends the making of sales. Take the same careful interest in selling a 35 cent can of enamel as in a sale of several gallons of paint. The beginner especially should not neglect the small order for the big one; rather depend upon the little specialties for profit and to serve as advertising and to get your paint department on the map.

The hardware dealer handling paints has now and then complaints of alleged unsatisfactory jobs. Occasionally these complaints are well founded, but generally they are not. The merchant should make it a rule to investigate all complaints promptly and thoroughly. Your success in building up a growing and permanent paint trade is largely dependent on the satisfaction of your customers. The loss of a single paint customer, if caused by dissatisfaction, is apt to cause the loss of others. Therefore, every effort should be made to promptly investigate complaints and if possible, to satisfy the customer.

Most complaints come from people who attempt to use paint when they are not familiar with its proper use. For instance, they imagine that when they buy a quart of paint, all they have to do is to open the can and apply the paint without stirring. That, of course, is a common difficulty, and very easy to adjust.

A careful and honest investigation will readily establish whether or not any complaint is justified. If the fault is really in the paint, there is, of course nothing to do but make good. If, however, the customer is at fault, a frank talk, without any trace of irritation, and giving sound, legitimate reasons why the paint itself is not at fault,

SODA FOUNTAINS

Spring is here. Your fountain will soon make you money. We have some good buys in new and used Fountains and back bars, chairs and tables. Fountain accessories of all kinds.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Foster, Stevens & Co. WHOLESALE HARDWARE



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

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes
Automobile Accessories
Garage Equipment
Radio Equipment
Harness, Horse Collars

Farm Machinery and Garden Tools
Saddlery Hardware
Blankets, Robes & Mackinaws
Sheep-lined and
Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

will in most cases satisfy any fair-minded man.

A good policy and one calculated to minimize complaints is that of taking a few minutes when a sale is made to properly coach the customer as to the proper methods to use paint, the necessity of stirring the paint thoroughly, the sort of brush to use, the method of application, the necessity of having the surface in proper condition to receive the paint.

As to meeting actual complaints, one shrewd dealer goes into them very thoroughly. When he receives a complaint, he first gets all the information he can from the customer. He finds out how much of various materials was used for the job, the weather conditions, and the condition of the surface when the paint was applied. He then interviews the painter who did the work. This frequently gives him the key to the whole situation, with all the information needed to explain the difficulty.

As an example, a complaint was made regarding a large dairy barn. The lower three or four feet of the paint peeled in long strips. The painter, the owner and the dealer were alike puzzled to explain the unusual phenomenon. On closer investigation it was found the inside of the barn had been sprayed with whitewash, and the sun had drawn the lime and moisture through the boards. The fact disclosed, it was an easy matter to convince the owner that the paint was not at fault—particularly as most of the surface showed no trouble whatever.

Advertising is of course very essential in the paint department. Not merely advertising of your specific line, but education of the public as to some of the things that can be done with paint and paint specialties, in the way of interior decoration, re-finishing old floors and the like. Paint education, through advertising, is a vitally important preliminary to getting the business.

Cut prices should never be made a feature by themselves. Never needlessly cheapen quality. If you advertise an occasional paint leader, let it be something attractive in appearance, of reasonable price, and the best quality to be had for the money. Demonstrations of paint specialties are always good business getters, when properly handled.

It is important that the clerks and store policy should back up all newspaper advertising. Use the windows to periodically display the paint lines you advertise through the newspaper; and have the clerks call the attention of individual customers to advertised lines. The paint displays should be changed frequently. With popular lines and specialties, show cards should be used, showing prices. A good idea at times is to show how much it will cost to, say, re-finish a certain sized floor, or tint the walls and ceiling or an ordinary-sized room. Paint literature supplied by the manufacturers should be judiciously distributed, taking care to see that such material gets into the hands of real paint prospects.

Victor Lauriston,

I Am Resolved

1. To treat each customer with the courtesy that springs from genuine friendliness and respect.
2. To have more thought for the customer's final satisfaction than for the amount of the immediate sale.
3. To know my stock and to be accurate in statements about my merchandise.
4. To be as attentive to the purchaser of an unexpensive article as to one whose needs are more elaborate.
5. To be patient with the customer who is provoked; prompt with the customer who is hurried; sympathetic with the customer who is puzzled; considerate to those who are difficult to satisfy, and hospitable to those who are strangers in my store.
6. To seek a fair understanding of the customer's exact requirements, that I may present merchandise which is precisely the thing desired.
7. To be friendly but not familiar; cheerful but not boisterous; to give information, not advice.
8. To keep my service up to the standard of my merchandise.
9. To increase my sales, not by means of persuasion or trickery; but by making customers feel that this is the store in which they are served pleasantly, capably and promptly; so that they will wish to do as much of their buying here as their needs will permit.
10. To be loyal to my employer, considerate toward my associates and thereby keep true to myself.

Label Manufacturers Pleased.

Label manufacturers express satisfaction over the decision by Judge Hatfield of the United States Court of Customs Appeals to the effect that each imported label must be marked with the country of origin. The decision was regarded as a basic one that will do much to lessen the effects of the competition of foreign imports. It is held to apply to label shipments now en route to this country. These, it was said, will have to carry an additional duty of 10 per cent. and will have to be hand marked, which, besides being expensive, is not satisfactory from the standpoint of appearance.

Flag of Our Country.

Fair enough for any sky—
Flag of Our Country!
Dear enough for men to die
Still to keep it waving high
Where the proudest banners fly—
Red, White and Blue!
Emblem of liberty,
Emblem of constancy,
Emblem of victory—
Flag of Our Land!

Flag of all flags the best—
Flag of Our Country!
Red enough for crimson West,
White enough for purest breast.
Blue enough for ocean crest—
Red, White and Blue!
Gift of the nations sires,
Born of their battle fires,
Fruit of their hearts desires—
Flag of Our Land!

This our pledge forevermore,
Flag of Our Country!
Be it peace or be it war,
On the sea or on the shore,
Still shall triumph as of yore
Red, White and Blue!
Emblem of loyalty,
Emblem of people free,
Here's heart and hand to thee,
Flag of Our Land!
Douglass Malloch.

A well-financed branch factory lasts longer than an under-financed community pride industry.

RAMONA THEATER

Daily Matinee 3 p. m.; Night 8:30 — Popular Prices

A SHOW TO PLEASE EVERYBODY!
CHARLES KING
Presenting a Bit of Musical Comedy in a Vaudeville Way.
Assisted by Willie White.

THE FIVE PETLEYS
Aerial Comedy and Cleverness.

CLIFFORD WAYNE TRIO

America's Foremost Indian Novelty.
The Indians in Full Dress and the Twentieth Century Squaw,
Featuring Master Karh, the Pocket Edition of Fred Stone.

**FRANK-BROWN &
LAVELLE-KAY**
A Comedy Oddity with Music.

**BUD BILLY
COULTER & ROSE**
in "Darktown Frolics."

HAZEL MORAN
The Girl and the Lariats.

HENRY & MOORE
in "His Brother."
RAMONAGRAPH
Up-to-the-Minute News Reel.

**TEEVIN'S
RAMONA**
Orchestra

Added Attraction—See the movies of the Knights Templar parade held in Grand Rapids.
RESERVE YOUR SEATS by calling Dial 22496 or procure them downtown at Peck's Drug Store or the Pantlind Style Shop.

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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.

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Leather Belting Manufacturers

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THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

601-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN



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

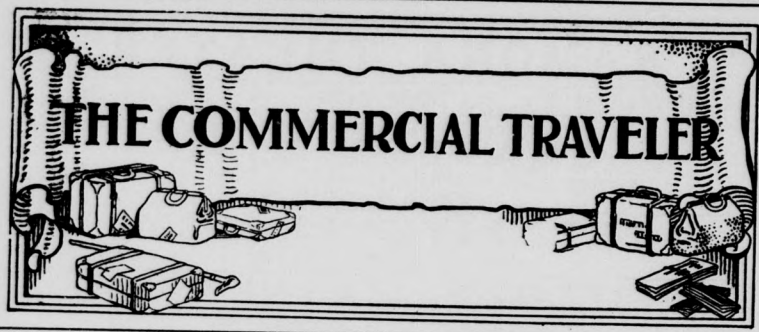
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AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich.

WANTED—Brass Foundry Work
Brass, Bronze and Aluminum Castings

Submit Samples or Drawings.

Prices on Request.

NATIONAL BRASS COMPANY
GRAND RAPIDS, MICH.



News and Gossip About Michigan Hotels.

Glen Lake, June 9—It seems a pity that some action was not taken by the last Legislature in further protecting the fish in Michigan lakes and streams by exacting a rod license from residents of the State as well as from outsiders.

We hear a great deal of this talk about "Michigan for her own people," but a very large percentage of her own people would be treading on their uppers were it not for the resorters who lavishly spend their money here each year.

We advertise and in devious ways solicit this resort trade, but as soon as it comes we tack on a fishing license fee of \$5, whether they are here for one day or an entire season, sugar coating the proceeding with the claim that this money is applied in propagating fish. But what about the very large proportion of our population who are depleting our waters of the finny element by industriously plying their vocations in and out of season, who bear no share of the burden? Of course I am not claiming that the resort element as a whole are complaining at this regulation, but the fact remains that while a very small proportion of our own residents do pay taxes here, many of the resorters are doing the same thing, and very few of them are found to be violating the fish and game laws.

This is suggestive only, but I believe the Isaac Walton League should declare themselves in favor of a rod license for everyone and urge its enforcement. Otherwise the depletion of the fish output will continue, our resort patronage will fall off, and it will not be the tourists who can be blamed.

I made a statement a short time ago that I believed with the single exemption of William F. Schultz, of the Hotel Ben. Franklin, Saginaw, W. O. Holden, of the Park Place Hotel, Traverse City, had been longer in continuous service than any other individual in the State.

Without having the exact facts at hand, I will make the claim that Mr. Schultz deserves the medal for the longest service. In the early '80s he was employed at the old Bancroft Hotel, Saginaw, starting from the lowest rung of the ladder, with the Lyons, who long ago passed to the great beyond. In the later years of his service with these famous brothers he had entire charge of the feeding end of the establishment, and the excellence of the food dispensed by the Bancroft is still the subject of much conversation by most of the old time commercial men. It was he who was in a large degree responsible for the celebrated Bancroft corned beef hash, which was known by reputation from ocean to ocean and is still served at that famous hostelry—now a new and magnificent affair—at every meal.

"Billy" Schultz is the present day manager of the Ben Franklin Hotel. He took it from the receivers' hands some years ago, when it was almost universally agreed that it had little or no chance for existence, and made of it a profit paying investment and a powerful factor in Saginaw's affairs.

I have great admiration for this quiet clean-cut, unassuming gentleman,

who presides over the destinies of one of the neatest and most attractive hotels in Michigan. Always on the job—front to back end of the establishment—agreeable to everybody and enjoying the best of health, and evidently good for another forty years in the mission of dispensing comfort to travelers of every description.

Long live "Billy" Schultz!

A few years ago a young and enterprising traveling salesman, William G. Schindehette by name, decided that he did not care to spend the rest of his days on the road and, as a consequence, secured control of the Hotel New Republic, at Bay City. At the time of taking on this property, the hotel was equipped with modern improvements, but two years ago, on account of serious fire damage, it was rehabilitated and newly decorated and refurnished. It is now first-class in every respect.

Mr. Schindehette, with a much traveled experience knew just what the public demanded, and proceeded to give it to them, and naturally enjoys a very satisfactory and profitable patronage, with rates that are most reasonable. He has had his troubles in the feeding game, but he sticks to it that his patrons may not be inconvenienced, and I predict that some day the rooms will not be charged with the expense of operating the dining room.

A most agreeable gentleman, surrounded by a corps of obliging clerks, he finds it a pleasure to serve his fellow man. "Billy," as he is known by his patrons and friends, is a well-known member of the Michigan Hotel Association, is chairman of its membership committee, and the writer is largely obligated to him for assistance during several drives for new members.

The two Billies—Schultz and Schindehette—are almost as closely associated as the celebrated Siamese twins. You cannot help but admire them.

If newspaper reports are true, Billy Chittenden, now assistant manager of the Morton Hotel, Grand Rapids, is slated for a similar position with the Book-Cadillac, Detroit, until recently filled by Roscoe J. Thompkins. Personally, I hope that the report is erroneous, for I believe that Mr. Chittenden as general manager of the Morton, has a greater future than in the possibly more impressive position at Detroit. He already has developed an extensive local acquaintance, the furniture and other Grand Rapids conventions have brought him in touch with a large and ever increasing element who conduce to hotel profits, and not the least of all the other reasons is the fact that the Morton stockholders need his services to help bring their holdings to a point where they may realize profits. Billy has my best wishes wherever he may tie up, but I hate to have my plans spoiled by a sudden departure like this.

Most of my readers will remember that I began a campaign against the use of the words "choice of" on hotel bills of fare something like four years ago. At that time nearly every Michigan hotel felt that it was necessary to their preservation to limit the selection of dishes on their menus, but the public has been weaned away from the idea that the entire output of the kitchen was necessary to their comfort and the caterers have had very



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

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HENRY M. NELSON
Manager

European Plan MANISTEE, MICH.
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms Dining Room Service
Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

HOTEL BROWNING

150 Fireproof
Rooms

GRAND RAPIDS

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
None Higher.

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

CODY HOTEL

GRAND RAPIDS

RATES { \$1.50 up without bath
 \$2.50 up with bath
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Columbia Hotel

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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.

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan

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 DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

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

The Durant Hotel

Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager



Hotel
Whitcomb
AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN

Open the Year Around

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

J. T. Townsend, Mgr.

ST. JOSEPH MICHIGAN

TAKING INVENTORY

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

little reason to complain of loss on account of the unlimited selection program.

I could mention two or three hotel men who are yet to be convinced, but even they are taking no very strong stand against the innovation. It looks as though the list would be 100 per cent. perfect before very long.

An innovation I noticed, particularly at the Hotel Chippewa, Manistee, is the serving of home-canned fruit on its tables. Mr. Nelson informs me that when Michigan fruits are at their best and freely offered at reasonable prices, he utilizes the services of his employees as can best be spared in preserving and the making of delectable jellies. Hence you will find these items on the daily menus of his institution, served at moderate prices. It is a good scheme and may be profitably worked out almost anywhere, especially when fruit abounds, and "home-canned" has a good sound at all times.

During the past few months I found but two individuals who declined to join the Michigan Hotel Association. One was opposed to all associations; there were altogether too many of them, and then concluded his offering by stating he had been much interested in the effort made by Mrs. Anderson, at the last session of the Legislature in trying to get a bill through increasing the length of sheets, doing away with comfortables on all beds, etc. His case seemed so hopeless I did not dwell on the fact that without association among Michigan hotel operators this bill would undoubtedly have been passed, as well as other equally drastic measures, such as frequent hotel inspection by individuals possessed of absolutely no knowledge of hotel operation, and at the expense of the individual landlord. Of course, other states have indulged freely in this method of hotel regulation, but no one has ever heard of any benefits derived except by officials who nose in at the public crib. Expenses incurred for such "labors" must necessarily be paid by someone, and the hotel must live.

Wide awake hotel operators do not need legal regulation. Their patrons do that for them. If they run good hotels there are no red ink notations on their ledgers. If they do not, they are soon led to slaughter by those they depend upon for a living.

Many hotel men have a custom of entertaining, free of charge, the wives of regular patrons especially when their visits are infrequent, as is usually the case.

Some compliment the rooms—others the entire bill. I think this is a display of proper spirit on the part of the host. It is a subject which has been more or less discussed at gatherings of the fraternity, but no definite action has been taken, the consensus of opinion being that the individual landlord should act according to his own convictions.

It seems to me a very pleasing recognition of the value of the patronage of a class who are, after all, the meat of the hotel business, and it is good advertising, and I am glad so many hotel men consider the advantage of encouraging "living advertisers" for their establishments. In other words, the creating of boosters among traveling lobbies I always have an alert ear for men. On the trains and in hotel lobbies I always have an alert ear for conversation pertaining to hotels and treatment received at their hands. It is interesting always and when you happen to be familiar with the institution under discussion it is doubly so. That is why I happen to know that occasional concessions made by landlords come home to roost in the shape of increased patronage.

Frank S. Verbeck.

The use of nice language can be cultivated very easily and is well worth while. Rough language has no place in any store.

Annual Session of Grand Council of Michigan.

The thirty-second annual session of the Grand Council of Michigan United Commercial Travelers was officially opened Friday morning, June 5, at Coldwater. Louis Haight, a member of Coldwater Council, No. 452, as chairman of the entertainment committee, introduced Mayor Palmer, who, in his official capacity, presented to the United Commercial Travelers the "key of hospitality" of the city of Coldwater. Following Mayor Palmer, Herbert A. Seabald, President of the Chamber of Commerce, gave in his own happy way a welcome to Coldwater. Brother Louis F. Height then turned the gavel over to Grand Counsellor C. C. Carlisle, of Marquette, and called the meeting to order. An invocation was invoked by Grand Chaplain Robert Richards. At the opening of the session a roll call of officers and delegates showed there were about 150 good men and true assembled together to again thresh out matters for the best interest of nearly 7,000 members in Michigan and elect officers and get everything in ship shape for the starting in of the thirty-third year at the Grand Council of United Commercial Travelers in Michigan. Seated on the platform with Grand Counsellor Carlisle was Brother D. P. McCarthy, member of the Supreme Executive Committee, Columbus, Ohio, who was the official guest of the Grand Council meeting. The day was excessively hot and Grand Counsellor Carlisle, before declaring the noon recess, appointed the different committees pertaining to the Grand Council meeting and declared a recess until 1:30. At the opening of the afternoon session the different standing committees made their reports and with the exception of the hotel committee there had been very little necessity of any activities during the year just closed. Brother D. P. McCarthy gave a very nice talk on some of the good points of the organization and generally what "Dan" says finds a lodging place in the heart of all the boys.

The annual report of Grand Treasurer B. N. Mercer showed the financial condition of the Grand Council of Michigan 100 per cent., and the report of Grand Secretary M. Heuman, showed that during the year just closed there had been a very satisfactory increase in the membership. The general routine of business brought up to the election of officers which, to the lay member, is generally the most interesting part of the whole meeting, and in the election of officers, as is most always the case, there was but one contest, that being for Supreme Sentinel. The other officers each being unanimously elected for one office higher, which resulted:

Grand Counsellor—Fred J. Fenske, of Bay City.

Grand Junior Counsellor—L. V. Pilkinton, Grand Rapids.

Past Grand Counsellor—C. C. Carlisle, Marquette.

Grand Secretary—M. Heuman, Jackson, (and right here we want to say that we cannot tell just how many times Morris Heuman has been re-elected to succeed himself as Grand Secretary.

Grand Treasurer—B. N. Mercer, of Saginaw.

Grand Conductor—Burt Rutherford, of Saginaw.

Grand Page—A. H. Brower, of Jackson.

For the office of Grand Sentinel, the following nominations were made: E. J. Herring, Detroit, receiving 55 votes.

D. J. Riordan, of Lansing, 37 votes. T. J. Adams, of Battle Creek, 11 votes.

Chas. A. Blackwood, of Kalamazoo, 10 votes.

Herring, of Detroit, receiving a majority, was declared elected, but it was a conceded fact by many present that there will be nothing doing in 1926 for any other candidate who might want to run against Dan Riordan, because Dan will be a candidate again in 1926.

James E. Hardy, of Detroit, and E. J. Schoomacher, of Battle Creek, were two members of the executive committee who carry over for another year.

E. P. Monroe, of Muskegon, and R. W. Easton, of Flint, were elected on the grand executive committee to succeed themselves for another two years.

The State meeting of the Secretaries, which was held Thursday afternoon, resulted in the election of A. F. Rockwell, of Grand Rapids, President, and E. B. Bennett, of Bay City, Secretary.

The following delegates were elected to attend the Supreme Council meeting in Columbus, Ohio, which opens Tuesday, June 23:

John Murray, of Detroit.
C. C. Carlisle, Marquette.
Louis J. Burch, of Detroit.
Wm. M. Kelley, Jackson.
W. S. Lawton, Grand Rapids.
H. R. Bradfield, Grand Rapids.
E. A. Welch, Kalamazoo.
John A. Hatch, Battle Creek.
A. J. McEachron, of Detroit.

Alternates.

John D. Martin, Grand Rapids.
Geo. E. Kelley, Kalamazoo.
C. C. Stockweather, Detroit.
W. S. Burns, Grand Rapids.
W. J. Devereaux, Port Huron.
Frank L. Day, Jackson.

J. E. Burtless, Marquette.
F. J. Fenske, Bay City.
J. Q. Adams, Battle Creek.

The appointment of standing committees for the year 1925 and 1926:

Legislative Committee—D. J. Riordan, chairman, Lansing; W. E. Zimmerman, Owosso; M. L. Evans, Coldwater.

Railroad and Transportation Committee—John Q. Adams, chairman, Battle Creek; F. W. Nickloy, Adrian; J. W. Fitzharris, Escanaba.

On the hotel committee the Grand Counsellor tried to keep the original committee together that had been

working for the last five years, but found it necessary to change the personnel of one member, resulting as follows:

John D. Martin, chairman, Grand Rapids.

E. F. Ballantyne, Port Huron.

E. C. Spaulding, Flint.

Grand Chaplain, O. M. Leidline, Saginaw.

Much credit is due the members of Coldwater Council for the mighty fine programme and we really think that the programme and reception and entertainment which was accorded everybody, starting on Thursday, could not have been carried out had it not been for the very able assistance rendered by the ladies auxiliary. The busy day of Friday was brought to a close by an elegant banquet served in the Masonic Temple and then, it being such a short distance from the Masonic Temple to the armory, a grand march was formed to the strains of good music. You never saw a happier bunch marching down the street than the members and their ladies going down Main street to the armory. And even after everybody was tired dancing at the armory there was a congregation of several hundred, kept things busy until the wee small hours Saturday morning. However, everyone seemed to be up Saturday morning, full of pep and vim for the street parade, and after lunch on Saturday the sports and festivities came to a close with a very spirited ball game between teams from Jackson and Kalamazoo. On different occasions and at different intervals during the festivities of the three days—for these meetings are no longer a two day meeting, because nearly everybody is there by noon of Thursday—constant reference was made to the cordiality of Coldwater people. In bidding farewell to the city of Coldwater, the members of Coldwater Council, the chief of police and all others who tried so hard to make everybody have a good time, the usual parting greetings were in the name of our good Irish friend, "God be with you till we meet again."

John D. Martin.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14%
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15%
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearings	50@1 00

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

Your mint for coining money is your mind.

Howe, Snow & Bertles

(INCORPORATED)

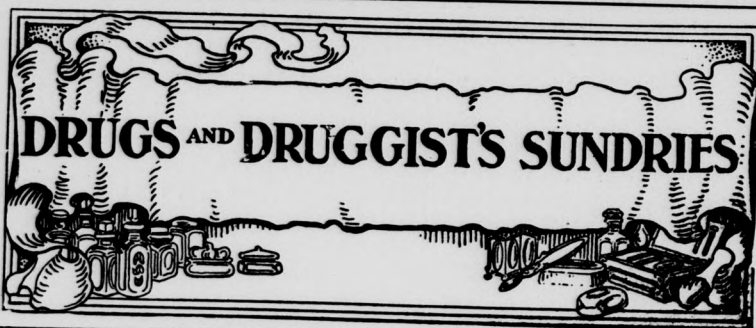
Investment Securities

GRAND RAPIDS

New York

Chicago

Detroit



Chemistry Moved Too Fast.

Business owes a great debt to scientific research. That's a fine, solemn platitude—but there are times when business wishes science wouldn't move quite so fast. If there's any doubt about that, consult the methanol industry.

Methanol is our old acquaintance, wood alcohol, in its dressed-up name. It's made from distilling a variety of hard woods, and the industry had gone peacefully on until its investment reached about \$100,000,000. Then one day it waked up with a start. A big user of wood alcohol had imported hundreds of tons of synthetic methanol at a price the American distiller couldn't meet. Chemistry had jumped farther than industry.

We all use methanol. It goes into paint and varnish; it's a raw material of formaldehyde; and formaldehyde is, in turn, a raw material of bakelite and the other synthetic resins, so that while Mr. Smith is using wood alcohol or methanol as part of his pipe and on his radio set, Mrs. Smith is using it for the back of her hand mirror; and both enjoy it in the movies, for methanol helps make films.

For years methanol in this country has been what its name implied—wood alcohol—a distillation of beech, birch and maple, with some oak and hickory. Besides methanol, the distilleries produced charcoal, acetone, acetate for acetic acid, creosote and tar.

The demand for charcoal has steadily declined. Acetone is now made by fermentation with an efficiency and at a price which enables it to command the market, and during the war we learned how to make acetic acid and its several derivatives by fermentation and also by another contact process.

These progressive scientific steps have left methanol the only profitable product of wood distillation, but the distillers didn't worry especially, for the uses of methanol constantly increased.

But while this country and Canada didn't worry about the supply of hard woods, Europe did, and has been investing in research. Catalytic methods for the fixation of nitrogen, which have so changed the trend of that industry that the Great U. S. Nitrate Plant No. 2 at Muscle Shoals has been rendered commercially obsolete for synthetic ammonia production, were first developed on the Continent; and there was no difficulty in so changing the ammonia procedure as to produce methanol.

Rumors of the work in progress reached America, and in general were regarded as interesting, if true. But the industry declined to worry.

A few months ago, however, quantities of synthetic methanol reached our shores. One firm has since contracted abroad for its year's supply, at prices enough below those for the natural product to obtain the business. The wood distillation industry, with more than \$100,000,000 invested, appears to have a choice between developing a synthetic process of its own or going out of business. Present information indicates that the synthetic product can be made for less than one-third the price quoted on the market for the natural product.

The raw materials for this new competitor are carbon monoxide, made by passing steam through coke heated to incandescence, and hydrogen. The catalyst is a mixture of certain metals and metal oxides. The reaction takes place at moderate temperatures and pressures in apparatus similar to that already developed for synthetic ammonia production.

One feature of this development is the way in which the laboratory has kept pace with increased demands and decreasing natural resources. The varieties of wood yielding methanol are limited as to their number and availability. In the course of events the increasing demand for methanol and its products would inevitably lead to price levels which would have limited production of materials classed as semi-necessities. But for this research which has been successfully carried on, a serious shortage of methanol loomed not far ahead. Thanks to the laboratory, the danger is indefinitely postponed.

One of the two raw materials from which synthetic methanol is made is gas produced with the use of coke. This may have a significant bearing upon our liquid fuels of the future, for it indicates that so long as we have coal—any kind of coal—liquid combustible materials can be produced. We may not be prepared to use methanol in automobiles at the moment, but such application is not to be regarded as an impossibility, and the present work may be but the forerunner in a series of applications of the catalyst principle for the production of liquid fuels from solid ones.

Harrison E. Howe.

Embalming Fluids.

The fluid which is said to meet with the approval of the National Funeral Director's Association of the United States has the following composition:

Solution of formaldehyde	11 lbs.
Glycerin	4 lbs.
Sodium borate	2½ lbs.
Boric acid	1 lb.
Potassium nitrate	2½ lbs.
Solution of eosin, 1 per cent.	1 oz.

Water, enough to make -----10 gal.

The sodium borate, boric acid, and potassium nitrate are dissolved in 6 gallons of water; the glycerin is added, then the solution of formaldehyde, and lastly the solution of eosin, and the necessary water.

The Missouri State Board of Embalmers is said to favor the following solution:

Corrosive sublimate	3 drs.
Zinc chloride	½ oz.
Arsenous acid	11 drs.
Sodium chloride	140 grs.
Alum	3 ozs.
Solution of formaldehyde	15 ozs.
Water, enough to make	5 gals.

Dissolve the solids in a portion of the water; then add the formaldehyde and the remainder of the water.

The following solution is said to preserve the natural appearance of specimens:

Sodium arsenate	1 lb.
Glycerin	16 ozs.
Formaldehyde	6 to 9 drs.
Water	64 ozs.

Ointment and Powder For Warts.

An ointment sometimes recommended for warts is the following:

Verdigris	50 grns.
Savin, powder	50 grns.
Soap cerate	1 oz.

The following powder is said to be very effective:

Calomel	30 grs.
Boric acid	15 grs.
Salicylic acid	5 grs.
Cinnabar	3 grs.
Rub into the wart 2 or 3 times a day.	
Or use the following:	
Mercuric chlorid	5 grs.
Salicylic acid	1 drgm.
Collodion	1 oz.

In the case of multiple warts, where a large number appear within a short time, there is some constitutional derangement, and the patients are usually advised to take Fowler's solution in very small doses, or magnesium sulfate in 5 gr. doses 3 times daily.

Children's warts, appearing principally on the hands, may be removed by applying several days solution of soda or potassa, and then covering them with collodion containing tannin. The same treatment applies for common warts.

Linimentum Calamina.

The following was presented by John K. Thum to the Pennsylvania Pharmaceutical Association:

It will be remembered that the ordinary calamine lotion has the great disadvantage of drying when applied to skin affections where such an effect is not desired. In order to prevent this, more or less experimentations was carried out with varying formulas and the following was finally adopted as answering every requirement:

Powdered tragacanth	4.00
Phenol	1.50
Glycerin	1.50
Calamine	25.00
Zinc oxide	25.00
Cottonseed oil	150.00
Distilled water	q. s. ad 500.00

It will be noticed that this makes an emulsion and the pharmacist will of course proceed to manipulate it in the usual way for making this class of pharmaceuticals.

For Glossy Hair.

(C. L. G., New Jersey) requests a formula for a preparation similar to the advertised specialties which will give the hair a glossy well kept appearance and keep it in place.

We have never seen an analysis of this type of preparation but are reliably informed that they are in some instances white petrolatum carrying some perfume, generally a volatile oil. The brilliantines of this type contain liquid petrolatum, paraffin, olive oil and spermaceti in various proportions. The following is a type:

Olive Oil	100 gm.
Spermaceti	30 gm.
Oil Bergamot	2.5 cc.
Oil Clove	3.0 cc.
Oil Rose Geranium	1.0 cc.

Melt the paraffin on the water-bath, add the olive oil and incorporate well. As soon as fairly cool add the volatile oils and stir thoroughly. This will furnish a semi-solid preparation.

Catarrh Jelly.

1. White petrolatum	8 ozs.
Menthol	3 drms.
Thymol	5 grs.
Eucalyptol	1 drm.

Melt the petrolatum on a water-bath and add the thymol and menthol, stirring until dissolved. When nearly cold mix the eucalyptol thoroughly through the mass. The quantity of petrolatum may be increased if desired.

2. Petrolatum	1 lb.
Oil of wintergreen	48 grs.
Oil of peppermint	192 grs.
Camphor	192 grs.
Iodoform	6 grs.
Carbolic acid	1 drop

Melt the petrolatum on a water-bath add the camphor and when dissolved remove from the fire. Incorporate the remaining ingredients when the mixture is nearly cold.

Silver Soap.

For the very finest silverware the following is recommended:

Good white or yellow soap, finely shaved, 80 parts; burnt magnesia, 18 parts; jewelers' rouge, finest levigated, 2 parts; water, sufficient. Dissolve the soap in the smallest possible quantity of water by the aid of heat; then incorporate the other ingredients. This will keep silverware, not badly stained, in the highest possible condition.

Chilblain Remedy.

George G. Makenzie states that the following is a convenient, economical and efficacious application for chilblains when unbroken:

Phenol	1 part
Glycerin	25 parts
Alcohol	100 parts

Styles in the Hereafter.

A revival was raging in a Virginia Negro church. The fruits had been considerable. One obdurate soul, however, resisted the efforts of the elder. Called to account for his reluctance, he replied:

"Yo see how it is, elder. I'se got a problem. I don't see how I'se gwine git mah shirt on ovah mah wings when I gets to glory."

"Dat ain't yo problem," retorted the exhorter promptly. "Yo' problem is how is yo' gwine git you' hat on ovah yo' horns."

Here comes The Flag!
Cheer it!
Valley and crag

HAZELTINE & PERKINS DRUG CO.
Manistee MICHIGAN Grand Rapids

JUST GOOD CANDY

Pure and Wholesome

THAT'S

Putnam's

PUTNAM FACTORY


Grand Rapids, Mich.

5 lbs. of Good Writing Paper for \$1.00

For the Home, School and Office—pure white bond, very little trimmings—all writing paper properly styled the Economy Package.

Also good for mimeograph and typewriter use. Easily matched in envelopes. Try your local dealer. If he cannot supply you pin a dollar bill to this advertisement with name and address and we will send either size postpaid.

Merchants write for prices.

A small, stylized illustration of a building corner, showing a window and architectural details, located in the bottom right corner of the advertisement.

**KALAMAZOO VEGETABLE
PARCHMENT CO.,
Kalamazoo, Mich.**

**WHOLESALE DRUG PRICE CURRENT**

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

Acids			Lavender Flow			Cinchona		
Boric (Powd.)	15	25	Lavender Gar'n	85	20	Colchicum		10
Boric (Xtal)	15	25	Lemon	2	25	Cubebes		10
Carbolic	25	40	Linseed, bld. bbl.	@	15	Digitalis		10
Citric	58	70	Linseed, bld less 1	22	15	Gentian		15
Muriatic	3 1/2	15	Linseed, raw, bbl.	@	12	Ginger, D. S.		10
Nitric	15	25	Linseed, ra. less 1	19	12	Gualiac		20
Oxalic	1 1/2	50	Mustard, artifi. oz.	@	50	Gualiac, Ammon.		20
Sulphuric	3 1/2	50	Neatsfoot	1	35	Iodine		95
Tartaric	40	50	Olive, pure	3	75	Iodine, Colorless		150
Ammonia			Olive, Malaga, yellow			Iron, Clo.		
Water, 26 deg.	10	15	Olive, Malaga, green	2	75	Kino		10
Water, 18 deg.	08	14	Orange, Sweet	4	50	Myrrh		25
Water, 14 deg.	5 1/2	12	Origanum, pure	@	50	Nux Vomica		55
Carbonate	20	25	Origanum, com'l	1	00	Opium		25
Chloride (Gran.)	10 1/2	20	Pennyroyal	3	00	Opium, Camp.		25
Balsams			Peppermint			Opium, Deodora'd		
Copaiba	90	1 20	Rose, pure	18	00	Rhubarb		10
Fir (Canada)	2	55	Rosemary Flows	1	35			
Fir (Oregon)	65	1 00	Sandalwood, E.	10	00			
Peru	3	00	L	10	00			
Tolu	3	00	Sassafras, true	2	50			
Barks			Sassafras, artifi.					
Cassia (ordinary)	25	30	Spearmint	7	00			
Cassia (Saligno)	50	40	Sperm	1	50			
Sassafras (pw. 50c)	@	55	Tansy	5	00			
Soap Cut (powd.)			Tar, USP	50	65			
30c	18	35	Turpentine, bbl.	@	102 1/2			
Berries			Turpentine, less 1					
Cubeb	@	1 25	Wintergreen, less 1	08	1 22			
Fish	@	25	Wintergreen, leaf	00	25			
Juniper	03	20	Wintergreen, sweet birch	3	00			
Prickly Ash	@	30	Wintergreen, art.	80	20			
Extracts			Wormseed					
Licorice	60	65	Wormwood	8	50			
Licorice powd.	@	1 00	Potassium					
Flowers			Bicarbonate					
Arnica	25	30	Bichromate					
Chamomile Ger.)	20	25	Bromide					
Chamomile Rom.	@	50	Bromide					
Gums			Chlorate, gran'd					
Acacia, 1st	50	55	Chlorate, powd.					
Acacia, 2nd	45	50	or Xtal					
Acacia, Sorts	20	25	Cyanide					
Acacia, Powdered	35	40	Iodide					
Aloes (Barb Pow)	25	35	Permanganate					
Aloes (Cape Pow.)	25	35	Prussiate, yellow					
Aloes (Soc. Pow.)	65	70	Prussiate, red					
Asafoetida	65	75	Sulphate					
Pow.	75	1 00	Roots					
Camphor	1	05	Alkaset					
Gualac	@	70	Blood, powdered					
Gualac, pow'd	@	1 10	Calamus					
Kino	@	1 20	Elecampane, pwd					
Kino, powdered	@	60	Gentian, powd.					
Myrrh	@	65	Ginger, African, powdered					
Myrrh, powdered	@	19 92	Ginger, Jamaica					
Opium, powd.	19	65	Ginger, Jamaica, powdered					
Opium, gran.	19	65	Golden seal, pow.					
Shellac	90	1 10	Ipecac, powd.					
Shellac Bleached	1	00	Licorice					
Tragacanth, pow.	1	75	Licorice, powd.					
Tragacanth	1	75	Orris, powdered					
Turpentine	@	25	Poke, powdered					
Insecticides			Rhubarb, powd.					
Arsenic	15	@	Rosinwood, powd.					
Blue Vitriol, bbl.	@	07	Sarsaparilla, Hond. ground					
Blue Vitriol, less	08	15	Sarsaparilla Mexican, ground					
Bordea. Mix Dry 12 1/2	@	25	Squills					
Hellebore, White powdered	20	30	Squills, powdered					
Insect Powder	50	70	Tumeric, powd.					
Lead Arsenate Po.	17	30	Valerian, powd.					
Lime and Sulphur	@	22	Seeds					
Dry	9	22	Anise					
Paris Green	22	39	Anise, powdered					
Leaves			Bird, ls					
Buchu	1	25	Canary					
Buchu, powdered	@	30	Caraway, Po.					
Sage, Bulk	25	30	Cardamon					
Sage, 1/4 loose	@	35	Coriander pow.					
Sage, powdered	@	35	Dill					
Senna, Alex.	50	75	Fennell					
Senna, Tinn.	30	35	Flax					
Senna, Tinn. pow.	25	35	Flax, ground					
Uva Ursi	20	25	Foenugreek pow.					
Oils			Hemp					
Almonds, Bitter, true	7	50	Lobelia, powd.					
Almonds, Bitter, artificial	4	00	Mustard, yellow					
Almonds, Sweet, true	1	40	Mustard, black					
Almonds, Sweet, imitation	75	1 00	Poppy					
Amber, crude	1	50	Quince					
Amber, rectified	1	75	Rape					
Anise	1	00	Sabadilla					
Bergamont	5	75	Sunflower					
Cajeput	1	50	Worm, American					
Cassia	4	25	Worm, Levant					
Castor	1	90	Tinctures					
Cedar Leaf	1	75	Aconite					
Citronella	3	00	Aloes					
Cloves	3	50	Arnica					
Cocaoaut	1	80	Asafoetida					
Cod Liver	1	80	Belladonna					
Croton	2	00	Benzoin					
Cotton Seed	1	40	Benzoin Comp'd					
Cubebes	7	00	Buchu					
Eigeron	6	00	Cantharades					
Eucalyptus	1	25	Capsicum					
Hemlock, pure	1	75	Catechu					
Juniper Berries	3	25						
Juniper Wood	1	50						
Lard, extra	1	50						
Lard, No. 1	1	35						

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

Carnation Milk
Pet Milk
Every Day Milk
Borden Milk
Coffee

DECLINED

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 25 lb. keg 12
Royal, 10c, doz. ----- 95
Royal, 6 oz., doz. ----- 2 70
Royal, 12 oz., doz. ----- 5 20
Royal, 5 lb., doz. ----- 31 20
Rocket, 16 oz., doz. 1 25

BEECH-NUT BRANDS.



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

BLUING

Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 3f
3 dz. 15c, dz. 1 2f

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 60
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Branzen ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

Parlor Pride, doz. ----- 5 25
Standard Parlor, 23 lb. 7 25
Fancy Parlor, 23 lb. 8 25
Ex. Fancy Parlor 25 lb. 9 25
Ex. Pcy. Parlor 26 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

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

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 3 00

BUTTER COLOR

Dandelion, ----- 2 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50
Apple Sauce, No. 10 7 50
Apricots, No. 1 1 35
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 3 00
Apricots, No. 10 ----- 3 00
Blackberries, No. 10 10 00
Blueberries, No. 2 2 00
Blueberries, No. 10 ----- 12 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 3 75
Cherries, No. 10 ----- 11 00
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 25
Peaches, No. 1 Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 3 00
Peaches, 2 1/2 Cal. 3 25
Peaches, 10, Mich. ----- 7 75
Pineapple, 1, sl. 1 80
Pineapple, 2, sl. 2 80
Pineapple, 2 br. sl. 2 65
Pineapple, 2 1/2, sl. 3 35
Pineapple, 2, cru. 2 60
Pineapple, 10 cru. ----- 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 00
Plums, No. 2 ----- 2 00
Plums, No. 2 1/2 ----- 2 75
Raspberries, No. 2, blk 3 25
Raspb's, Red, No. 10 12 00
Raspb's, Black,
No. 10 ----- 11 50
Rhubarb, No. 10 ----- 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 90
Lobster, No. 1/4, Star 2 70
Shrimp, 1, wet 2 10
Sard's, 1/4 Oil, ky. 5 75
Sardines, 1/4 Oil, k'less 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/4 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska ----- 2 75
Salmon, Pink Alaska ----- 1 75
Sardines, Im. 1/4 ea. 10 28
Sardines, Im. 1/2 ea. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 40
Bacon, Lge Beechnut 4 05
Beef, No. 1, Corned ----- 2 70
Beef, No. 1, Roast ----- 2 70
Beef, No. 2 1/2, Qua. all. 1 35

Beef, No. 1/4, Qua. all. 1 75
Beef, 5 oz., Qua. all. 2 60
Beef, No. 1, B'nut, all. 4 50
Sap Sago ----- 2 85
Beefsteak & Onions, 2 75
Chili Con Ca. 1s 1 35
Deviled Ham, 1/4 ----- 2 20
Deviled Ham, 1/2 ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 5 1/2
Potted Meat, 1/4 Libby 90
Potted Meat, 1/4 Qua. ----- 85
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/4 ----- 1 35
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbell's ----- 1 15
Quaker, 18 oz. ----- 95
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus,
No. 1, Green tips 4 60
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50
Green Beans, 2s 2 00
Gr. Beans, 10s 7 50
L. Beans, 2, 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20
Beets, No. 2, wh. 1 75
Beets, No. 2, cut ----- 1 80
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex. stan 1 85
Corn, No. 2, Fan. 1 50
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 2 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 42
Mushrooms, Choice ----- 53
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 50
Peas, No. 2, Sift. ----- 1 85
June ----- 1 25
Peas, No. 2, Ex. Sift. ----- 3 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 50
Pimientos, 1/4, each 12 1/2
Pimientos, 1/2, each ----- 27
Saut Potatoes, No. 2 1 60
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 40
Tomatoes, No. 3 2 00
Tomatoes, No. 2, glass 2 60
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 70
Lilly Valley, 14 oz. ----- 2 60
Lilly Valley, 1/4 pint ----- 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 95
Sniders, 16 oz. ----- 2 85
Quaker, 10 1/2 oz. ----- 1 80
Quaker, 14 oz. ----- 2 25
Quaker, Gallon Glass 12 50

CHILI SAUCE

Snider, 16 oz. ----- 2 50
Snider, 8 oz. ----- 2 50
Lilly Valley, 8 oz. ----- 2 15
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 2 50
Sniders, 8 oz. ----- 2 50

CHEESE

Roquefort ----- 52
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 New ----- 26 1/2
Longhorn ----- 28
Michigan Full Cream 27
New York Full Cream 30
Sap Sago ----- 42

CHEWING GUM.

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

Blue Grass, Baby, 96 ----- 4 30
Blue Grass, No. 10 ----- 4 40
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 dz. 4 90
Every Day, Tall ----- 4 75
Every Day, Baby ----- 4 65
Pet, Tall ----- 5 00
Pet, Baby, 8 oz. ----- 4 90
Borden's, Tall ----- 5 00
Borden's Baby ----- 4 90
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

DRIED FRUITS

Apples

Domestic, 20 lb. box 11
N. Y. Fcy, 50 lb. box 16 1/2
N. Y. Fcy, 14 oz. pkg. 17 1/2

Apricots

Evaporated, Choice ----- 26 1/2
Evaporated, Fancy ----- 21
Evaporated, Slabs ----- 21

Citron

10 lb. box ----- 48

Currents

Package, 14 oz. ----- 17 1/2
Greek, Bulk, lb. ----- 16

Dates

Hollowi ----- 09

Peaches

Evap., Choice, unp. ----- 15
Evap., Ex. Fancy, P. P. 20

Pearl

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

Raisins.

Seeded, bulk ----- 10
Thompson's s'dles blk 10
Thompson's seedless, 15 oz. ----- 11 1/2

California Prunes

70@80, 25 lb. boxes ----- 09 1/2
60@70, 25 lb. boxes ----- 10 1/2
50@60, 25 lb. boxes ----- 12
40@50, 25 lb. boxes ----- 14 1/2
30@40, 25 lb. boxes ----- 17
20@30, 25 lb. boxes ----- 23

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07
Cal. Limas ----- 15
Brown, Swedish ----- 17 1/2
Red Kidney ----- 10 1/2

Farina

24 packages ----- 2 50
Bulk, per 100 lbs ----- 06 1/2

Hominy

Pearl, 100 lb. sacks ----- 05

Macaroni

Domestic, 20 lb. box 08 1/2
Armours, 2 doz., 8 oz. 1 80
Fould, 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 3 00

Pearl Barley

Chester ----- 5 00
00 and 0000 ----- 6 50
Barley Grits ----- 06

Peas

Scotch, lb. ----- 7 1/2
Split, lb. yellow ----- 08
Split green ----- 10

Sago

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 9 1/2
Minute, 3 oz., 3 doz. 4 05
Dromedary Instant ----- 5 50

FLAVORING EXTRACTS

JENNINGS' 30 YEARS STANDARD EXTRACTS

Dos. Lemon PURE Vanilla
1 50 ----- 1/2 ounce ----- 2 00
1 80 ----- 1 1/2 ounce ----- 2 65
3 25 ----- 2 1/2 ounce ----- 4 20
5 50 ----- 4 ounce ----- 7 20

UNITED FLAVOR

Imitation Vanilla
1 ounce, 10 cent. doz. 90
2 ounce, 15 cent. doz. 1 25
3 ounce, 25 cent. doz. 2 00
4 ounce, 30 cent. doz. 2 25

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

FRUIT CANS

Mason.
Half pint ----- 7 60
One pint ----- 7 65
One quart ----- 8 90
Half gallon ----- 11 95

Ideal Glass Top.

Half pint ----- 8 85
One pint ----- 9 10
One quart ----- 19 95
Half gallon ----- 15 15

CHOCOLATE.

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

COCOA.

Bunte, 1/4s ----- 42
Bunte, 1/2 lb. ----- 85
Bunte, lb. ----- 85
Droste's Dutch, 1 lb. ----- 50
Droste's Dutch, 1/2 lb. ----- 25
Droste's Dutch, 1/4 lb. ----- 25
Hersheys, 1/4s ----- 32
Hersheys, 1/2s ----- 32
Huyler ----- 38
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 5 lb. cans ----- 31
Runkles, 1/4s ----- 32
Runkles, 1/2s ----- 36
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT.

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

CLOTHES LINE.

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



COFFEE ROASTED

Bulk
Rio ----- 28
Santos ----- 34@36
Maracaibo ----- 37
Gautemala ----- 38 1/2
Java and Mocha ----- 47
Bogota ----- 39 1/2
Peaberry ----- 36

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

Telfer Coffee Co. Brand Bokay.

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 45
Quaker, Baby, 8 doz. 4 25
Quaker Gallon, 1/4 dz. 4 30
Blue Grass, Tall 48 ----- 4 40

CIGARS

Worden Grocer Co. Brands
Canadian Club ----- 37 50
Master Piece, 50 Tin ----- 37 50
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 24
Starlight P-Club ----- 135 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana Specials, 20, per M 75 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges.

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

Hard Goods.

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

Cough Drops

Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

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

Specialties.

Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 31
Silver King M. 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, 2

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

HORSE RADISH	
Per doz., 5 oz.	1 20

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	2 10
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 35

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	23 1/2
Delicia, 2 lb.	23

Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25
Wilson & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

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

Safety Matches	
Quaker, 5 gro. case	4 50

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

MOLASSES.	
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Gold Brer Rabbit	
No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to case	6 45
No. 1 1/2, 36 cans to case	5 30

Green Brer Rabbit	
No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
No. 2 1/2, 24 cans to case	5 10
No. 1 1/2, 36 cans to case	4 30

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

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 5c extra	
Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.	
Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia Raw	12 1/2
Peanuts, Vir. roasted	15
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16 1/2
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	28

Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

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

PEANUT BUTTER.



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

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosene	13.1
Red Crown Gasoline	18.7
Tank Wagon	39.2
Gas Machine Gasoline	22.6
V. M. & P. Naphtha	41.2
Capitol Cylinder	23.2
Atlantic Red Engine	13.7
Winter Black	13.7

Polarine

Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 3 oz. cans, doz.	2 25
Parowax, 100, lb.	8.0
Parowax, 40, 1 lb.	8.2
Parowax, 20, 1 lb.	8.4



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 60

PICKLES	
Medium Sour	
Barrel, 1,200 count	24 50
Half bbls., 600 count	13 00
0 gallon kegs	10 00
Sweet Small	
30 gallon, 3000	50 00
5 gallon, 500	10 00

Dill Pickles.	
600 Size, 15 gal.	13 00

PIPES.	
Cob, 3 doz. in bx.	1 00@1 20

PLAYING CARDS	
Battle Axe, per doz.	2 65
lue Ribbon	4 75
Bicycle	4 75

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & H'f.	15 1/2
Good Steers & H'f.	14 1/2
Med. Steers & H'f.	12 1/2@14
Com. Steers & H'f.	10 1/2@12 1/2

Cows.	
Top	13
Good	11 1/2
Medium	10
Common	9

Veal.	
Top	15 1/2
Good	14
Medium	12

Lamb.	
Spring Lamb	30
Good	27
Medium	22
Poor	16

Mutton.	
Good	14
Medium	10
Poor	8

Pork.	
Light hogs	15 1/2
Medium hogs	15
Heavy hogs	26
Loins	22
Butts	22
Shoulders	19
Spareribs	15
Neck bones	16

PROVISIONS	
Barreled Pork	
Clear Back	34 50@35 00
Short Cut Clear	34 50@35 00

Dry Salt Meats	
S P Bellies	31 00@32 00

Lard	
Pure in tierces	19 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
Compound tierces	13 1/2
Compound, tubs	14

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18@20
Veal	17
Tongue, Jellied	32
Headcheese	16

Smoked Meats	
Hams, Cert., 14-16 lb.	37
Hams, Cert., 16-18 lb.	38
Ham, dried beef	34
California Hams	17
Picnic Boiled	
Hams	30
Boiled Hams	45
Minced Hams	14
Bacon	30

Beef	
Boneless, rump	18 00@22 00
Rump, new	18 00@22 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pig's Feet	
Cooked in Vinegar	
1/4 bbls.	1 55
1/2 bbls.	2 75
3/4 bbls.	5 30
1 bbl.	15 00

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

RICE	
Fancy Blue Rose	7 1/2@8
Fancy Head	8@9
Broken	6

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	3 35
Sacks, 90 lb. Cotton	3 45

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH	
Middles	16
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure	1 40
Wood boxes, Pure	28
Whole Cod	11 1/2

Holland Herring	
Mixed, Kegs	1 10
Queen, half bbls.	10 25
Queen, bbls.	17 50
Milkers, kegs	1 25
Y. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00

Herring	
K K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	4 20
Boned, 10 lb. boxes	20

Lake Herring	
1/4 bbl., 100 lbs.	6 50
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING	
2 in 1, Paste, doz.	1 35
Combination, ds.	1 35
Tri-Foot, doz.	2 00
Bixbys, doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 35
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
2 1/2 Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	1 35
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT.	
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	2 40
Med. No. 1, Bbls.	2 75
Med. No. 1, 100 lb. bg.	85
Farmer Spec., 70 lb.	85
Packers Meat, 56 lb.	57
Crushed Rock for ice cream, 100 lb., each	75

Butter Salt.	
280 lb. bbl	4 50
Block, 50 lb.	36
Baker Salt, 280 lb. bbl.	4 10
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40
Colonial Iodine Salt	2 40



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



Worcester	
Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
AA-Butter	4 20
Plain, 50 lb. bbls.	4 20
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	85
sk.	85
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100 lb. sack	80

SOAP	
Am. Family, 100 box	6 30
Export 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 25
Fels Napha, 100 box	5 60
Grdina White Na. 100s	4 10
Rub No More White	
Napha, 100 box	4 00
Rub-No-More, yellow	5 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 75
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 20
rummo, 100 box	4 85
Sweetheart, 100 bx	6 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

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Mears, June 4—Do you know anything of the Great Northern Co. or Great Northern Radio Co.?

A gent representing the concern called on me to-day. They are to have a crew of expert radio men with an aerial equipped car to demonstrate and sell a fine cabinet radio outfit on instalments to my farmer customers. All I have to do is to permit them to place one of their \$288 machines in the store as an advertisement and sample. They sell and collect or take notes. They do not hold me responsible for anything. I am to furnish storage for four or six machines, but they take all risk of fire or theft. I do not sign a note nor have a cent to pay. Neither do I sell 'em. They do all the work of selling, installing and collecting. All I do is to furnish a little storage space and I get 25 per cent. on all sales the men make.

A short contract he wanted me to sign, clearly specified this, as he told me. Maybe I am overly suspicious, but if I read right the company would have sent me four radio outfits at \$288 per each, which I would have had to pay for. That was my idea after reading the contract. Hope I am wrong, as he was a nice pleasant guy. I understood him to say he had worked for the Bernard Co., of Iowa, twelve years ago. It was twelve years ago that I did a stroke of business with the Bernard Co. to their profit of some \$450. The profit was not mutual. I still have a dent in my wallet. This man and his proposition may be all O. K., but his offer of 25 per cent. for nothing and letting a merchant use a good \$288 machine, with up-keep at their expense, etc., looked fishy to even a sucker. Any way I was too much of a bullhead to sign. Maybe I am due to lose much money by being afraid to sign up, but I make my coin so hard I am afraid of easy money.

Chronic Kicker.

Mr. Brubaker (Chronic Kicker) probably saved himself the pleasure of a very unpleasant experience by refusing to have anything to do with the schemers he so graphically describes. He has never bitten very hard on any swindle and increasing age and experience have made him even more cautious than he has been in the past. Any one who would boast of having been connected with the Bernard concern is naturally an object of suspicion. This concern has been repeatedly exposed by the Tradesman. The following letter shows how Rich was made Richer by seeing one of the warnings:

Thornville, June 8—I received a copy of your paper packed with some goods I received from a jobbing house in Detroit and I read it all and it interested me. Most of all I was interested in the exposure of an Iowa concern, entitled "Fraudulent on Its Face," because the representative of the company referred to therein, John Bernard, has been working in this part of the State during the last few days, and your paper had me posted, so I thought if a chance copy could save me \$490 in cash, I would send you \$3 for a yearly subscription.

F. H. Rich.

A definite proposal to curb fraudulent bankruptcies through refusal of men's furnishings manufacturers to sell any merchandise, even on a cash basis, to those who have been involved in such failures was set forth by Charles E. Merton at the annual meeting of the National Wholesale Men's Furnishings Association. Mr. Merton's proposal recommended the appointment

ment of a fair trade committee, which would carry on the movement and obtain the signatures of the manufacturers to a specific agreement not to sell goods on any terms to fraudulent bankrupts. This, he said, will prevent them from obtaining goods which they need and thus have the effect of "keeping the rotten merchant out of the furnishings business and greatly build its morale."

Coldwater, June 6—Enclosed find a copy of the Iconoclast which is booming Idaho Copper as an investment. Idaho Copper was suspended from the Boston curb market after a notice sent from the Idaho State surveyors alleging that it was being sold under false pretenses. Iconoclast was apparently discontinued. I do not know whether or not the Iconoclast is published regularly, but I consider it a new and extremely tactful method of putting worthless stocks before the public.

R. S. T.

The Iconoclast is sent through the mails by first-class postage rates. It does not go under class of regular publications. It is not the first time publications have been used to advocate the sale of worthless or speculative stocks, but we have never known such publications to serve anyone but themselves.

It was interesting to see an estimate by a high stock exchange official that the public is cheated out of a billion dollars annually by fraudulent securities and to note its avowed attempt to "stamp this sort of thing out." Firstly, what is a fraudulent security? Secondly, who really knows the extent of loss suffered. Thirdly, the worst obstacle is the loser himself, and largely herself: the ladies constitute a growing element yearly. The writer, using a fairly safe set of figures representative accounts (an excellent cross-section of general business) estimates the growth in number of active women traders and investors in five years from half-of-one per cent. to nearly three per cent. Considering their small percentage, they are better than the men folk in caution and unwillingness to take anyone's say-so without further investigation. Perhaps the reason they do not constitute five to ten per cent. of our trading and investment public is due to their sensible lack of gullibility. The gentle sex, however, predominates in such companies as American Telephone, Pennsylvania, General Motors and U. S. Steel to an overwhelming degree, when we consider our former "three per cent. of public" figures again demonstrating their good sense. Or it might not be particularly ingenious to know a good thing when one has the chance to investigate it, study it, and weigh it up, as anyone can do in the case of these four and forty other corporations. This minimizes our compliment to the woman-investor. But—if the dear public has a billion cash to lose annually, it wants to and has to lose it so long as it cannot be educated to appreciate the sanity of leaving the "adventuring end" of corporations (and near corporations) to those able to lose.

The border line between fraud and sinister intention is very narrow, and we have seen raw promotions (particu-

larly in oil stocks) make good, and promising looking corporate investments go "sour" and become utterly worthless—through malpractices, mismanagement, or plain hard luck. The mere fact that a stock is "listed" on any reputable exchange, big or little, does not insure its success, and never has guaranteed it against its possible eventual utter worthlessness. And the public ought to know, at least, that while the exchanges keep out, and off their listing privileges, all trading and quoting of corporation securities unable to comply at the time of listing and thereafter periodically, with certain rigid requirements, it does not and cannot guarantee its future.

Now the listing committee consists of human beings! They are astute humans, business men, men of high character, and extremely jealous of their past record and reputations. They have their skilled investigators, statisticians, analysts—a corps of trained men (not magicians) who try to examine everything through a magnifying glass. But they do not, and have never pretended, to handle a seer's crystal; and cannot divine the future one month ahead better than the average well-informed business man. We have a tremendous quantity of unlisted securities, forming fully fifty per cent. in dollar value of the officially "listed" items. They have only gone under the lens of public opinion and appraisal, for example: the Standard oils, bank stocks, trust company stocks, mill securities, and the high-priced, closely held, private corporations like Gillette, Borden, etc.

Selling the public gold bricks, and the pastoral community a share in the Brooklyn Bridge, is an old occupation. The money-changers, driven out of the Temple courtyard 2,000 years ago were no different from 100 per cent. Miller. The "prospects" eager to arbitrage gold, silver and copper of Syria, Phoenicia and Arabia were being defrauded, just as the modern "security" buyers succumb to the wiles of the money-changers' successors.

Legitimate stocks are not usually touted. They do not have to be. If anyone is educated to distinguish the difference between legitimate securities and green promotion enterprises, he has no excuse for being defrauded. Even among the legitimate stocks, a certain percentage go "sour" and their prices decline—often to nothing. In legitimate business the mortality is far greater than that. Not one per cent. of businesses started become outstanding successes, and buying shares is nothing else than securing an equity in a business! But, the difference is—the share-buyer can pick and choose from among thousands. Naturally, those that have made good or have "gone over the top" command higher prices, and one pays the higher price cheerfully for the privilege and advantage of securing a certainty.

Now is a good time to gather up all the shelf-clingers, put them on a bargain counter, and move them. Their room and the money they bring will come in handy.

We buy and sell property of all kinds. Merchandise and Realty. Special sale experts and auctioneers.

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GRAND RAPIDS MICHIGAN

Sand Lime Brick

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

Brick is Everlasting

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

20,000 PARTNERS
PROFIT FROM
CONSUMERS POWER
PREFERRED SHARES

INQUIRE
AT ANY OF
OUR OFFICES
FOR ALL THE
FACTS



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

Sidney Elevator Mfg. Co., Sidney, Ohio

Fieglers

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

We don't make records—we break them!
We make your debtors pay and they pay to you. No commissions to pay. No Lawyer fees or any other extras. References: Battle Creek Chamber of Commerce and the Old National Bank, Battle Creek, Mich.

**MERCHANTS' CREDITORS
ASSOCIATION OF U. S.**
208-210 McCamly Bldg.
BATTLE CREEK, MICH.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, June 1.—On this day was held the adjourned first meeting of creditors in the matter of International Vinegar Co., Bankrupt No. 2662. The bankruptcy was presented by two of the officers. The officers personally were represented by Wicks, Fuller & Starr, attorneys. The trustee was present in person and by Norris, McPherson, Harrington & Waer, attorneys. Corwin & Norcross were present for creditors. Preliminary examination was held and the meeting again adjourned to June 9, at which time certain of the officers of the bankrupt were to be present.

In the matter of Carroll Walker, Bankrupt No. 2066, the funds for the first meeting have been received and such meeting has been called for June 15.

June 3. On this day was held the first meeting of creditors in the matter of Clarence Austin, Bankrupt No. 2639. The bankruptcy was presented in person and by F. L. Blake, his attorney. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date, no trustee was appointed and the matter closed and returned to the district court as a no asset case.

On this day also was held the first meeting of creditors in the matter of George W. Alexander, Bankrupt No. 2680. The bankruptcy was presented in person and by Roy M. Watkins, his attorney. Several creditors were present in person and by Harold Smedley, attorney. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date and the case closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Guy C. Kittenburg, Bankrupt No. 2690. The bankruptcy was presented in person and by Dunham, Cholette & Quail, attorneys for the bankrupt. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting was then adjourned without date and the case closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Joseph G. West, Bankrupt No. 2693. The bankruptcy was presented in person and by attorney, Dan Youngs. No creditors were present or represented. No claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date, and the case closed and returned to the district court as a no-asset case.

June 4. On this day was held the adjourned first meeting of creditors in the matter of Clarence A. Hal, Bankrupt No. 2698. The bankruptcy was not present or represented. The trustee was present in person. The meeting was further adjourned to June 11.

On this day also was held the first meeting of creditors in the matter of Margaret Humphrey, Bankrupt No. 2700. The bankruptcy was presented in person and by Frank J. Powers, attorney. Eldred & Gemund were present for creditors. No claims were proved. The bankrupt was sworn and examined by Mr. Gemund and by Mr. Powers before a reporter. The meeting was adjourned without date and no trustee appointed for the present.

In the matter of Fred Ballinger, Bankrupt No. 2701, the funds for the first meeting of creditors have been received and such meeting has been called for June 18.

In the matter of Harold De Leeuw, Bankrupt No. 2703, the funds for the first meeting have been received and such meeting has been called for June 19.

In the matter of Charles S. Bassett, Bankrupt No. 2707, the funds for the first meeting have been received and such meeting has been called for June 19.

In the matter of John R. Dertien, Bankrupt No. 2673, the funds for the first meeting have been received and such meeting has been called for June 19.

In the matter of C. W. Webster, Bankrupt No. 2694, the funds for the first meeting of creditors have been received and such meeting has been called for June 19.

In the matter of Grant R. Lorch, Bankrupt No. 2710, the funds for the first meeting of creditors are in and the first meeting has been called for June 19.

June 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John A. Meulenberg, doing business as Meulenberg Sheet Metal Works, Bankrupt No. 2711. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Kalamazoo, and has operated a sheet metal shop at such city and also at Benton Harbor. The schedules filed list assets of \$17,252.32, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$16,025.56. The first meeting will be called and note of the date given here. A list of the creditors of the bankrupt is as follows:

J. M. & L. A. Osborne Co., Cleveland 1,593.30
R. J. Schwab & Sons Co., Mil-

waukee	293.33	Friedley Vohart Co., Chicago	370.80
Excelsior Steel Furnace Co.,	224.25	Peters Hardware Co., Benton Harbor	12.45
Chicago		National Lead Co., Chicago	37.00
Northwestern Stove Repair Co.,	105.85	Michigan S. & M. & Rfg. Co.,	9.00
Chicago		Grand Rapids	
Utica Heater Co., Utica	35.00	Farmers & Merchants National	1,900.00
Edbling Mfg. Co., Pontiac	13.92	Bank, Benton Harbor	575.00
W. S. Adler Co., Cleveland	21.00	Roland & Miller, Elkhart	90.00
Success Heater Co., Des Moines	105.96	Mrs. Stewart, Benton Harbor	28.20
Farquhar Furnace Co., Wilmington, Ohio	145.00	L. R. Klose Co., Kalamazoo	20.00
Stearns Register Co., Detroit	350.31	Columbia Elec. Co., Kalamazoo	137.82
Sheet Metal Mfg. Co., Youngstown, Ohio	106.10	Ohio Plate Glass Co., Toledo	7.00
Michigan Mutual Liability Co., Detroit	490.11	U. S. Smelting Wks., Philadelphia	72.00
Doubleday-Hunt-Dolan Co., Kalamazoo	21.00	Tel. Directory Adv. Co., Detroit	436.05
Insulating Products Co., Kalamazoo	25.00	J. D. Swarthout Co., Saginaw	66.00
F. J. Lewis Mfg. Co., Chicago	223.35	Miller & Woodhams, Kalamazoo	61.00
Kal. Plating Works, Kalamazoo	13.30	Mid-Continent Refining Co., Kalamazoo	45.34
Tolhuizen & Mersen, Kalamazoo	78.16	Independent Oil Co., Kalamazoo	28.00
Chicago Furnace Supply Co., Chicago	25.18	Alfred J. Mills, Kalamazoo	94.00
Manny Heating Sup. Co., Chicago	75.76	Kala. Blow Pipe Co., Kalamazoo	44.55
Chas. G. Bard, Kalamazoo	1,209.99	Garrett Ins. Agency, Kalamazoo	280.40
Dr. Dan H. Eaton, Kalamazoo	24.00	Barbour Asphalt Co., St. Louis	854.54
Kala. Glass Works, Kalamazoo	9.65	Premier Furnace Co., Dowagiac	140.57
Association of Credit Men, Kalamazoo	20.00	Edwards & Chamberlain Hardware Co., Kalamazoo	290.85
Furnace & Sheet Metal Magazine, Chicago	1.00		
Iron Trade Review Magazine, Cleveland	6.00		
Associated Building Employers of Michigan	50.00		
National Sheet Metal Contractor, Philadelphia	2.00		
Kalamazoo Spoke & Nipple Co., Kalamazoo	7.05		
Murphy Battery & Electric Co., Kalamazoo	6.20		
Robert M. Lucas Co., Chicago	15.84		
Waterloo Register Co., Waterloo, Iowa	3.45		
Gauntlett & Forsythe, Kalamazoo	5.67		
Wm. U. Metzgar, Kalamazoo	18.71		
Dalm Printing Co., Kalamazoo	3.10		
Lucas Coal Co., Kalamazoo	4.00		
Butler Battery Shop, Kalamazoo	14.75		
M. & T. Electric Co., Kalamazoo	2.59		
G. R. Welding Co., Grand Rapids	2.82		
Insulating Products Co., Kalamazoo	25.00		
Kal. Foundry & Machine Co., Kalamazoo	unknown		
Kal. Gazette, Kalamazoo	115.35		
Kal. Plating Works, Kalamazoo	13.50		
Industrial Products Co., Kalamazoo	25.00		
Wertzler Printing Co., Kalamazoo	53.50		
Fred G. Stanley, Kalamazoo	700.00		
Tuttle & Bailey Mfg. Co., New York City	2,500.00		
Robert E. Proctor, Elkhart, Ind.	2,500.00		
Rudy Furnace Co., Dowagiac	46.75		
The Mamer Co., Benton Harbor	400.11		
Joseph T. Ryerson, Chicago	unknown		
Thiesen Clemens Co., St. Joseph	148.75		
Culer & Downing, Benton Harbor	1.35		
Benton Harbor Ry. & Light Co., Benton Harbor	5.46		
Benton Harbor Gas & Fuel Co., Benton Harbor	2.58		
Merchant & Evans, Chicago	253.08		
Twin City Typewriter Co., St. Joseph	3.00		
Berger Co., Chicago	224.84		
R. L. Polk Co., Chicago	25.00		
Mich. Bell Tel. Co., Benton Harbor	7.70		

June 8. On this day was held the first meeting of creditors in the matter of Harry C. Moyle, Bankrupt No. 2695. The bankruptcy was presented in person and by attorney, Emil B. Gansser. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the case closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Milo F. Brown, Bankrupt No. 2672. The bankruptcy was presented in person and by attorney, L. D. Averill. Several creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting was then adjourned without date and the case closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Oscar E. Fredell, Bankrupt No. 2691. The bankruptcy was presented in person and by attorney, W. H. Yearnd, attorney for the bankrupt. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. R. A. Wellman, of Cadillac, was appointed trustee, and the amount of his bond placed at \$100. The first meeting of creditors was then adjourned without date.

CASH PAID

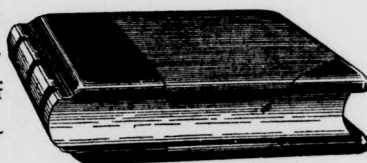
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ism so that any sheet is immediately accessible.

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Grand Rapids, Michigan

BUSINESS WANTS DEPT.

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

FOR SALE OR RENT—A one store building, living rooms above. Great opportunity for groceries, meats and confectionery. Has been a money maker for years. Year around business. One of the fastest growing resort towns in Western Michigan. For particulars write Lock Box 14, Baldwin, Michigan. 942

FOR RENT—A modern business room in best business district of town of 10,000 population. Suitable for fancy grocery, shoes, or men's and women's furnishings. Bradley Bros., Wabash, Indiana. 943

FOR SALE—We have in our hands for sale twenty acres of land, and house and store under one roof, which we think one of the best locations on our territory for a country store. The Hillsdale Grocery Co., Hillsdale, Mich. 945

For Sale—Stock on hand and copyrights of mail order publishing business. Of extreme interest to retail merchants, especially those who have businesses in smaller communities. Also film rights of these publications, which have unlimited possibilities for rental of films to chambers of commerce, Rotary and Kiwanis clubs and other business men's organizations to campaign for "BUYING AT HOME" and keeping business in their towns. Can be sold separately or together. This proposition has great economic value and will bring tremendous returns upon the investment. Legitimate reason for selling. Address C. M. LANSING, room 759 McCormick Bldg., Chicago. 944

SIGNS—Order your tack up signs by mail. Quick service. Cards 28x22 inches, \$1; 22x14, 75c; smaller cards, 50c; over six words per card, 5c per word extra; 10% discount on orders of \$3 or more. White Letter Sign Co., 1307 South Washington Ave., Royal Oak, Mich. 946

Position Wanted—Young man with fifteen years' experience in hardware business desires position as store or department manager. Have been assistant manager, buyer, and advertising manager. Can furnish A-1 references. Desires to locate in city of 15,000 or larger. Address No. 947, c/o Michigan Tradesman. 947

For Sale—Three 16 inch DC stationary electric fans, manufactured by Viehl Manufacturing Company, Elizabeth Port, New Jersey, 110 volts. Reason for sale, on account of local current changed from DC to AC. Fans in A No. 1 condition, at \$5 each. F. O. B. Sebawaing, J. C. Liken & Co., Sebawaing, Mich. 948

For Sale—Grocery and meat market. Stock and fixtures will inventory about \$5,000. Good location in good factory town. Address No. 949, c/o Michigan Tradesman. 949

BUTCHER SHOP, slaughter house and ice house; complete; fully equipped; Arctic ice machine in shop. Price reasonable. Write, or see, Oscar Buss, Manchester, Mich. 950

FOR SALE—Bakery in a live western New York town of 5000 population, doing \$42,000 to \$45,000 business annually, mostly retail. Completely equipped, only bakery in town. Good opportunity for a live business man. Emil A. Saenger, Inc., 360 Elm St., Buffalo, N. Y. 936

FOR SALE—Modern up-to-date store, "The Adam Drach Co., Ludington, Mich. Will sell the entire stock of dry goods, shoes, ready-to-wear, fixtures, and lease or fixtures and lease separate. Excellent opportunity. Established forty-five years. The best store and location in Ludington and Mason county. Inquire William Palman, Ludington, Mich. 939

FOR SALE—Thriving drug store in small Southern Michigan town. Under present owners over thirty-eight years, are retiring because of age. Practically cash business. Will sell building and stock, or stock only and rent building. Good opening for physician-pharmacist. Address No. 941, c/o Michigan Tradesman. 941

FOR EXCHANGE—MODERN TWO-story brick store, room 50x90 occupied. I want general merchandise. A. L. Redman, Olney, Ill. 925

Wanted—Cash register, scales, floor case, Burroughs Add machine. A. L. Redman, Olney, Ill. 929

Refrigerators—Nearly new, all sizes. Scales, show cases, cash registers. Dickry Dick, Muskegon, Mich. 919

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, etc. LOUIS LEVINSON, Saginaw, Mich.

Plain Human Nature in the Making.

Grandville, June 9—Civil war in China!

Germany delaying to settle her troubles with the allies. Everything in a state of befogment with, it is said, Russia poking firebrands in the Far East.

Churches have inveighed against war to no purpose. Peace meets and peace resolutions are not worth the paper on which they are printed. What is the world coming to?

It is the same old world with which we have had to deal these many long years. Human nature is the same last year, now and is likely to so remain throughout all the future. If man did not die and pass from this sphere of existence there might be some hope of converting him to conditions of eternal peace, but where a new generation comes on as fast as the old disappears the work of Christianizing has to be done all over again.

A minister tells me that summertime is not the most propitious season for advancing the cause of religion. Automobiles have wrought a revolution in manners and methods. It is so easy to slip away to adjacent lakes, to stand under the open sky and feel the touch of Nature's God the confinement behind four walls of a church edifice has no attractions.

There is a God in Nature that we all recognize, and nowhere can we meet this divine influence so happily as out in the open.

The minister in question was not fault finding. He could well understand the drawing nature of all outdoors in these days of sunshine and flowers. People are less bound by the old laws of churcharity than ever before. The early Christians went up into the mountains, there to read the great God of Nature, there to pray and preach and become filled with the divine influences of a Great Spirit which touches but lightly him who places his trust wholly in forms and ceremonies which have outlasted their usefulness.

The Sabbath day has become a day of recreation for a large number of auto owners, and who is there that does not come under that head?

To be sure the great automobile army is nearly as effective in its slaughterings as that other army which goes into action amid the blare of trumpets, the sound of drum beats and the crack of firearms. Nevertheless the people must have their outings which now come daily instead of at week ends as in other days.

The everyday life of the world is but a great battle field in which one must mind his step if he would save his neck for a little longer sojourn in this material world. Wars and rumors of wars have no terrors for the citizen of to-day.

China is a heathen nation and yet it has a religion as old as the world. In fact, some part of the belief is infatuating, and since so many errors have been indulged in by modern religionists in an attempt to Christianize the yellow races we may not wonder that even these still cling to their own ideas as to the making of worlds and the inhabitants thereof.

Why will nations fight each other?

It might be asked why neighbor Jones permits his brood of chickens to scratch up his friend's garden, why his dog tears through flower beds dear to the feminine heart, why boisterous children are permitted to race through the next house, out over the beds of sweet peas, tearing down climbing vines, making a shocking mockery of neighborly friendships?

It is all there in the natural bent of the hearts and feet of children unschooled in ideas of right and justice.

The retired old man dotes on his vegetable garden; in his simple mindedness he plants melon seeds, watches the vines grow, fill with blossoms which gradually expand into big fat melons. When ready to be sampled

the old fellow goes out to the garden to pluck a delicious Kleckly's Sweet with which to treat some friendly callers.

What is this?

Yesterday several lusty ripe melons were awaiting the hand of the planter—to-day, where once the melons reposed, is a barren waste. Some cute boys—mayhap men—have antedated the owner's visit and carried off the work of months of doting care, and the grower has no reward for his labor.

Isn't there a welling up of wrath in that old codger's bosom?

That uprising of anger is but the premonition of a battle could the owner but lay hands on the despoiler.

While the world stands there will be despoilers, and while despoilers continue their raids on melon patches, dogs tramp down flower beds, cats kill birds, children raid homes to scatter things in wild disorder, there will be aroused passions which bring about that friction called war.

If everybody was good there would be no trouble. Good, however, is not a common trait. Intrusion on the rights of others is usually the starting point of all wars.

China's present civil war may amount to but a momentary spasm in the great world, and yet, should Japan and Russia become mixed in the fracas, there is no telling where it will end.

Peace-loving nations like the United States should never go to war. One might say that Sam or Jim is a careful driver when referring to auto travel but how about the other man? This country may be the best of friends to other nations and yet there are mad, drunken drivers among other countries who are often causing a smashup to the best of car managers.

Old Timer.

Practical Convention For Practical Michigan Merchants.

Port Huron, June 6—That thought was the spirit that guided the minds of those of us who gave time and study to the preparation of the program. We felt we did not need theoretical or meaningless talk unsupported by proof from actual experience. The men booked on this program have proved successful and have lived through the advice and suggestions they are going to give us. Their addresses will be concise statements of the high spots in their practical experience—isn't that a real opportunity for us?

Those who come to carry back ideas (and that means every member of the Association) will do well to bring along their notebooks, for there will be hundreds of business-helping helps to take back home with you to apply to your own business. That, the program makers guarantee, for they know the men that are to talk, and they know their messages.

As President of the Michigan Retail Dry Goods Association, I personally urge you to attend—for I, too, am a practical merchant and want practical men like yourself here. Our exchange of ideas will be mutually helpful. Be here early the morning of Thursday, June 25, and remain through the two days of the convention. Don't miss a minute of it!

Gratiot Inn, the convention home, offers you all of the rest, relaxation and joy that its ample facilities can give—and they are many. It is a homey place where guests unconsciously become acquainted quickly. You'll feel you have had a real vacation. Plenty of room for your wife and kiddies so bring them along, too.

J. B. Sperry,

Pres. Mich. Retail Dry Goods Ass'n.

A man's standing in business is based on what he has actually done and can prove on paper, rather than on what he thinks he can do.

Experiences on a Trip To Milwaukee.

Mears, June 8—I took two days vacation. First one in eighteen years. Went to Milwaukee on the fruit growers' excursion, June 4 and 5. Sure I am a fruit grower—got a wild crab apple tree in my garden and two geese berry bushes.

Mr. Purdy, the produce man of Hart, was running this end of it and invited me, because he wanted to live things up. Everything went as per schedule—band and vaudeville and dancing on the boat, as promised. Free feeds and banquets. Even was entertained by an aviator who played golf in the air and drove a plane while hanging on by his teeth; or they will be his teeth when he pays the dentist. Sixty-five men, mostly from Oceana county, and also five ladies in the party; in other words, five took their wives and the remainder went for a pleasure trip. Ed. Powers, the Hart ice cream man, cut quite a dash in borrowed clothes. He was all dressed up in a stylish suit, borrowed from a Muskegon Buick salesman. That is, the outfit was in style in the year 1901. Clarence Spittler, Hart merchant and fruit grower, combined pleasure with business by almost purchasing three Holstein cows for \$4200.

One Shelby man reported you could find the old fashioned buttermilk which made Milwaukee famous—if you knew where to look. I dunno, myself. Mr. Purdy and Mr. Hawley and G. & K. Truck line with the boat company and Milwaukee commission merchants made a combination that surely had things fixed right. Everyone who did not get an outside berth got an inside cot. One cot was badly smashed by someone who snored too heavily. The boat company lays it to either Nate Pierce or Will Shults. As a chaperone, the boys say I can't be beat, but it kept me awful busy. I don't know how many churches there are in Milwaukee, as I lost track after the fourteenth glass of buttermilk. We did not meet many Milwaukee people, outside of commission men, but some of the boys got well acquainted with a member of the police force. He was a nice tall German cop, but so unreasonable. He seemed very much German, but must have been in the United States some time, as he understood the value of a \$10 bill. He was too darn free with advice and no so free either. We all had a good time, but personally just now I don't care if I never go to Milwaukee again. Too much "high" life between high and sleep in the streets.

Yours as ever till I reform.

Chronic Kicker.

Passing of a Long-Time Citizen.

Boyne City, June 9—For twenty-five years amusement seekers of Boyne City have seen the same face at the ticket window of the opera house. The entire personnel of the business section of the town has changed and very largely the residents have gone in one way or another and been replaced. Middle aged people have grown old and young people have become middle aged and more. Children have grown up and their children are begging for dimes to see the picture show. The unbroken forest wilderness has given place to a wilderness of brush and farms. The sand trails of the lumberman's tote team are replaced by the paved highway full of automobiles, while C. I. Bellamy has looked out at the passing throng and ministered to its desire for amusement and relaxation.

He came here from Luther twenty-five years ago when Boyne City was a small village, at the beginning of the development of the lumber industry, and lived to see the last log cut and has passed on, having lived out by three years the allotted three score and ten given to mortals.

Mr. Bellamy was like most of us, a man of peculiarities. One of them was helping young men to a start in a business way. Unfortunately, this

peculiarity was not profitable to him. He would never take any security for such loans, and the ventures were not always successful. He never paid anything by check—always money—no matter what the amount might be. He was a liberal contributor and supporter of all movements for the good of the town.

His funeral was from the opera house. The local masonic lodge had charge of the funeral and he was buried from the home that he had known for a quarter of a century. One by one the young men who built the town are passing on. One wonders if the newer generation will do as well with their heritage as their predecessors did with the wilderness that was theirs to develop.

Charles T. McCutcheon.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 9—Wm. Judson, President of the Judson Grocer Co., now puts in his forenoons at the store. He expects to put in full time, beginning next week.

Guy W. Rouse and Wm. S. Cook (Worden Grocer Co.) are in French Lick this week, attending the annual convention of the National Wholesale Grocers Association.

Edward Frick (Judson Grocer Co.) is taking the rest cure at Blodgett hospital. He has been there two weeks and expects to remain about two weeks longer.

Moses Dark has purchased a new Franklin sedan. He and his daughter, Josephine, will go to Saginaw Saturday to spend the week end with Rev. Ray Dark, who will return to Grand Rapids with his father and sister, pending his departure for a three months' tour of Europe. He will sail from New York June 20.

The prospects for an onion crop in Michigan this season are decidedly poor. Many growers have planted seed three to five times, without result. From present appearances only those growers will have onions who used Japanese sets.

Beware of These Bad Check Artists.

Kalamazoo, June 9—Sheriff's officers are searching for two couples, one elderly, said to have passed nine worthless checks on various firms in this vicinity. The latest check cashed by the quartet was given at the Rose Tire Shop, 230 North Rose street, and was for \$17.50. The people drove to the place in an old ford touring car, newly painted, and purchased a light bulb. The check was given in payment and change was made by the firm. The check was made out to J. H. Cooper and was signed by C. H. Gill. The elderly woman was said to be fleshy while the younger woman was slim and good looking, being about 20 or 22 years old. The younger man was about 30. All were plainly dressed.



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