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GRAND RAPIDS

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 24, 1925

Number 2179

Salute to the Flag

Flag of our great Republic—
Symbol of human liberty,
Inspirer in battle,
Guardian of our homes—
Whose stripes and stars
Stand for courage, purity and union,
We salute the!
We, the children of many lands,
Who find rest and safety
Under thy folds,
Give our hands, our heads
And our hearts to thee:
We pledge our lives
And sacred honor
To guard and revere thee
And our beloved country—
Forever.

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

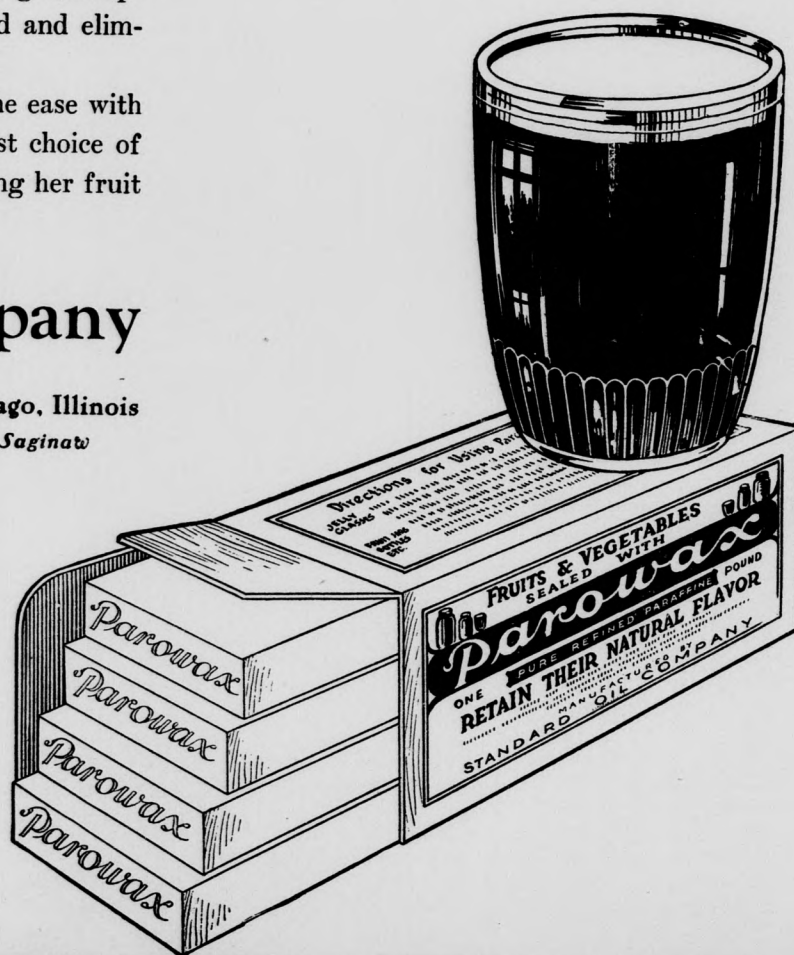
Michigan Branches at Detroit, Grand Rapids and Saginaw

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.



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, JUNE 24, 1925

Number 2179

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

Canadian subscription, \$4.00 per year,
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.

CHINA MAN.

Yes, he is peculiar. He stands up unarmed in a crowd and allows himself to be shot down by machine guns in a cause he would not fight for if he were armed.

He goes on strike with hundreds and thousands of others, not to benefit himself but merely as a protest against what he regards as a case of abstract injustice; but he could not be brought to organize effectively to enforce justice.

He tolerates foreigners in his land, and despises them; he deals honestly with them in business matters and on occasion puts a boycott on their products so effective as to break the back of an entire nation's trade.

While recognizing the essential futility and wrong-headedness of Bolshevism, he permits himself to be led by Russian agents into all kinds of excesses; he could never be a Communist, but he lends himself to the ends of Communists.

He is fundamentally a pacifist, yet numerically he leads the world in armies. He sees more wars and less bloodshed than are seen in any other country in the world. He refuses to take wars seriously, but is constantly engaged in them.

We cannot understand him at this distance or at any distance. Yet ordinarily he is easy to deal with. We feel that he does not understand us and at the same time suspect that he plumbs our inmost motives.

We want to do business with him and to help him adapt himself to the scheme of world civilization. He goes on the warpath against all foreigners and we land marines in his cities. We judge him by our standards and are usually wrong; he misjudges us by his standards, and we are not sure that he is wrong.

And when the present troubles have

quieted down the Chinese will remain just as much of a puzzle as ever.

NO MARKED CHANGE.

There has been no marked change recently in general conditions which is calculated to affect the business situation as a whole, although in some instances a tendency to improve is manifested. A betterment in all kinds of construction activities, for example, is reported from different sections of the country. The gathering of the winter wheat harvest, under way in various portions of the Middle West, is also providing employment for many thousands. Chain stores and mail order houses are increasing their sales over last year's totals, and many of the department stores and specialty shops report similar gains. Distributive channels continue to be busy in providing goods which retailers are clamoring for in order to fill in ill-assorted or depleted stocks and which ought to have been bought long ago in anticipation of the warm weather. Buyers from out-of-town stores have been coming to the city in fairly good number, considering the season of the year. Some are here for preliminary Fall requirements, but most of them are after goods immediately needed and to be shipped by express. The primary markets are doing little, as is customary at this period, and things are not expected to pick up much in them until about the middle of next month. At that time a better line will be had on Fall prospects in the farming regions and industrial output can be better gauged. Just now there is sufficient uncertainty about the situation for the last half of the year to induce hesitation on the part of merchants.

SEASONAL BUYING.

A great many of those engaged in merchandising apparently find it necessary to be reminded that the Summer has just begun. They are so accustomed to looking forward that they keep on anticipating the seasons long in advance instead of concentrating more on what is about them. This accounts for the eagerness often shown in offering jobs and clearances just about the time when sales at normal prices should be at their peak. There has not been so much as usual of this kind of procedure this month, especially in the garment trades; but it is likely to be stimulated because of the Fall openings which have just occurred and which direct attention to what is offered for wear after the Summer is over. The disposition is generally to get rid of the stock in hand as speedily as possible and at any old price in order to make way for next season's displays. Manufacturers are at one with retailers in this matter, and the latter are the ones who try to take advantage of such a situa-

tion. In the lines of women's wear, from shoes to hats, the practice has been to keep on producing numberless styles, each of which is designed to last for only portion of a season. The original purpose of this was to stimulate sales, but the real effect is to keep the minds of buyers unsettled and to make retailers wary of stocking up on goods that would only sell during a temporary vogue and until they were displaced by others a little more up to date. This evil is one which is squarely up to the producers.

MACMILLAN'S POLAR QUEST.

Undiscouraged by the failure of the Amundsen attempt to fly to the North Pole, Donald MacMillan has sailed on his Northward trip to explore the Arctic domain. His enterprise may or may not carry him to the Pole, for that is not the primary aim of his expedition. He says himself that should he attain that goal it will be merely incidental to his contemplated exploration of the land area which both he and Peary believed they saw in 1913. MacMillan's faith in their discovery is not shaken by the elusive glimpses of the land they then obtained, its disappearance and reappearance at different stages of the light and time. And his belief is strengthened by the speculations of the scientists, who account for tidal variations solely on the theory that there must be land in the locality.

MacMillan's expedition is equipped with every modern facility which experience and invention can suggest. He expects to utilize the airplanes with which the party is well supplied, and one will always be kept in reserve in case the exploring flights—to be made in pairs—come to grief. If all goes well—and MacMillan's experience in the Arctic has taught him that it is not to be discounted—the explorers should cover in a day a region that it would take three months to traverse with dog sledges. And it is safe to assume, also, that whatever glory may accrue to the expedition will be shared by all. MacMillan's own experience with Peary, if nothing else, will have taught him this.

ITALY STEPS UP.

To-morrow will begin discussions between Italy and the United States looking to a war debt settlement. Mussolini has said the word which puts Italy in front rank of those who are stepping up to the cashier's desk.

Mussolini has immense advantages over the others. He has no home politics to placate. What he says, goes, unless and until some one is willing to spill blood to say him nay. War debts could not, within the bounds of any conceivable development, be turned into a fighting word.

Next month, Belgium, barring accidents, will be in line for discussion.

Advices from France are awaited expectantly. It is to the advantage of debtor nations to have the conversations overlap, as it is scarcely possible for one to hope for more favorable treatment than another.

Roald Amundsen has failed, but failed gloriously. His first story of the self-salvage only hints at difficulties overcome and privations suffered. He speaks of the "tremendous effort" of getting a plane out of the ice-pack and leveling a starting place along the frozen surface. One plane had to be abandoned and all the fortunes of the party committed to the other. Rations were reduced to less than a pound a day in a fight against time and hazard. And when after "man trials and tribulations" a crack opened in the ice of this Arctic air field, the word had to be given to get away in a hurry and take the final risk. That was the supreme moment in the adventure, and it holds a thrill for all of us. Captain Amundsen has added to his prestige by the skill and courage which he displayed in extricating his party from their desperate plight. At King's Bay he had said that he would have more faith in his feet than in the airplanes in the event of trouble, but he will have to make his acknowledgments to the flying machine after all.

The Scopes trial at Dayton, Tenn., may not settle the Bryan contention that you can't make a man out of a monkey, but it will settle that you can't make a goat out of a press agent. "Nick Gibson, publicity promoter," has risen on his hind legs to declare that he originated "the monkey trial" for the purpose of putting Dayton on the map and getting \$1500 for himself. After getting \$150 Gibson was discharged, and proceeded to "gum up the cards." He has brought suit for the remainder of the sum he thinks is due on his idea. Citizens of Chattanooga, who exhibited an unmonkey-like jealousy from the beginning, immediately began taking advantage of the troubles of the Dayton promoters. They assert that Judge Raulstone allowed the Scopes indictment to be illegally drawn thus unfairly shutting Chattanooga out of the limelight. They propose that a new indictment shall be drawn against a Chattanooga teacher, so that the trial may be held in that city, where there are a great many more people who believe they are and are not ascended from monkeys. All of which adds to the gayety of an amusing situation.

You cannot easily make your store the biggest of its kind in town unless it already approaches that position, but you have it within your power to make it the best in one way or another.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Grand Rapids, June 22—There has just come to my attention from Mr. L. I. MacQueen, Secretary of the Pittsburgh Association, the following letter:

Enclosed you will find a statement regarding a bogus check operator who is working in your district and who appears to be confining his efforts to department stores in various towns which he has visited.

We are very anxious, if possible, to apprehend this individual or individuals and we are sending out this general warning in the hope that using such channels as you have open to you that you will have your members warn their customers to be on the look out for this crook.

It occurs to me that if you could get word to your merchants at once, especially those selling clothing lines, they might direct their salesmen to spread a dragnet through this section of the country.

You may be sure that I will appreciate any assistance you may be able to give us in apprehending this check operator."

Possibly you would like to give some publicity to it in your paper. Thanking you for whatever you can do that will be for protection of merchants, I am

E. De Groot,

Asst. Sec'y. G. R. Credit Men's Ass'n.

The following description of the chap accompanies the above letter:

A man giving the name of W. J. Turner or H. A. Donnelly and bearing the following description:

Age—45 to 50.

Height—5 foot, 5 inches to 5 foot, eight inches.

Weight—160 pounds.

Complexion—fair—smooth face, light hair and eyes.

Wearing light gray suit, straw hat, tan shoes, rapid and convincing talker, with pleasing personality, is going over the country cashing checks purported to be issued by National Tube Co., Lorain, Ohio, drawn on the National Bank of Commerce, Lorain, Ohio, to the order of H. J. Turner or H. A. Donnelly and signed by Harrison E. Lewis, or H. E. or H. A. Rawlinson, Treasurer.

The checks range from \$84.50 to \$137.50. In the cases brought to our attention the payee, who, of course, endorses in the presence of the one cashing the check, the victims thus far being retail merchants and department stores, it being the plan for the payee to make a purchase upon the excuse of not having sufficient currency and then he springs the spurious check and departs with both merchandise and cash. In one case he got away with all of the money simply on the pretext of making a purchase. So far he has operated in Baltimore, Maryland; Norfolk, Virginia; Louisville, Kentucky; Flint, Michigan, and the last operation that we know of was in Grand Rapids, Michigan, on June 9—the Wurzburg Dry Goods Co. at that point being the victim to the amount of \$137.50.

The man exhibits the following line of credentials, all of which are fraudulent, viz:

Letters purporting to be from National Tube Co.

Automobile license card (state and number unknown).

Membership card of Elyria Country Club, Elyria, Ohio, issued to W. J. Turner.

Various bills and statements (all receipted) purporting to be from merchants in Elyria, Ohio, a city about six miles from Lorain, Ohio.

In his conversation he alleges to be a representative or traveling man, traveling for us out of Lorain, Ohio, at which point we have a plant but no bank account.

Checks of pale green color on Hamermill safety paper.

With the promised co-operation of Assistant Attorney General William J. ("Wild Bill") Donovan and backed

by a war chest of more than a million dollars, the National Association of Credit Men at their thirteenth annual convention at Washington this month, have launched a campaign to halt commercial crime in America. Credit crooks are to be pursued relentlessly and the association has made plans to open three central administrative offices in New York, Chicago and San Francisco, with branches in twenty-five other important cities of the country. Business loses an average of more than \$250,000,000 a year because of bad credits, according to the report of Chairman William H. Pouch of the national committee which raised the million dollar war fund. This loss affects everybody from producer to consumer. In this connection Mr. Pouch said:

"First, the retailer suffers from unfair competition from the distress merchandise which is thrown upon the market by the business burglar or his accomplice.

"Second, the manufacturer or wholesaler suffers by excessive credit losses.

"Third, the consumer in the end bears the burden, because the manufacturer, wholesaler and retailer must charge higher prices to make up their losses."

The \$1,000,000 fund was subscribed by credit men in the various cities. New York subscribed \$381,096, Philadelphia \$70,985, Baltimore \$26,030, Milwaukee \$24,850, Indianapolis \$21,005, Cleveland \$54,251, Chicago \$71,500, Buffalo \$28,360, Pittsburgh \$41,014, St. Louis \$45,000, Kansas City \$18,000, Detroit \$55,610, Minneapolis and St. Paul \$59,805, Cincinnati \$82,665, and Boston \$92,770. The committee on investigation and prosecution reported that in the seven years it has been in operation it has had a total of 276 fraudulent debtors convicted. Altogether, it reported, 824 cases were accepted, 601 indictments obtained and \$528,269.60 in concealed assets returned to estates. Colonel Donovan told the credit men that United States district attorneys throughout the country "will welcome your assistance" in disclosing commercial fraud. In the prosecution of alleged crooks, Colonel Donovan commended the credit men for their record, and proceeded to explain on what principles the Department of Justice operated against this class of suspects.

"The Bureau of Investigation," said Connel Donovan, "is not a detective bureau, but it is a bureau made up of educated, trained and skilled men, who, I think most of you agree, have been of the greatest assistance in bringing, during the last year or so, some of the big commercial crooks of the country to justice. The bureau is successful because in the preparation of a case they see the day of ultimate trial by a jury and they know that suspicion is not enough, and that certain rules of proof must be followed.

"Commercial fraud is particularly hard to trace. The prosecuting forces of the Government are not large enough or sufficiently equipped to properly deal with the detection and prosecution of frauds arising out of

Time, Telephones and Time-Tables

THERE'S no such thing as falling behind schedule or missing a town or two if your salesmen use Long Distance to supplement regular visits to the trade.

Appointments made by Long Distance will enable the salesmen to avoid unnecessary delays and to step in ahead of waiting competitors. Thus, they can save time and make their trains.

By making Long Distance calls from "Key Towns," too, salesmen can cover remote points otherwise infrequently visited and so keep in constant contact with the whole area.

Use Long Distance
to Build Business
MICHIGAN BELL
TELEPHONE CO.



BELL SYSTEM

One System—One Policy—Universal Service

business transactions. It must go for assistance to you men who have an intimate and detailed knowledge of business."

The drive against credit crooks, Colonel Donovan said, should not only be aimed at catching the guilty and prosecuting them, but at prevention. More stringent demand that all merchants keep accurate books of account and be prepared to submit financial statements was recommended by the speaker.

"It is apparent," he said, "that financial statements have a direct bearing upon concealment of assets and other commercial fraud prosecution. Every Federal Reserve Bank requires from its member banks financial statements to cover commercial paper offered for rediscount."

E. A. Sinclair, of Troy, Kansas, writes a salesman recently called on him representing "The Oklahoma City Tape Co.," selling tape and tape machines. By buying ten rolls of tape with the druggist's advertising printed on it, which they were to print, the druggist would be given a tape machine free, and if cash was paid an additional 10 per cent. discount was allowed. Mr. Sinclair bought on these terms and after waiting quite a while for his tape and machine, he wrote the company, but the letter was returned unclaimed. He then wrote the Chamber of Commerce of Oklahoma City enquiring about this company. The Chamber of Commerce secretary replied, saying:

For your information let me advise you that we had never heard of the Oklahoma City Tape Co. previous to the time we received the letter similar to the one written to us by you.

Upon investigation we found that three men, who used the trade name of "Sanford and Nordeen" (that being the names of two of them) and the third person must have been your man. "A. Holinquest," bought about 20 tape machines, gummed tape, etc., from the Oklahoma City Paper Co. for \$7.50 per unit, tape and machine. One of the partners went to Salina, Kansas; one in another direction and one remained here around the office of the S. W. Merchants' Transfer and Storage Co. for about two weeks, then he disappeared.

In about three weeks from the time these men left the city, this organization commenced receiving complaints. The writer feels that you are a victim of misplaced confidence and in case you never run across these fellows again, will be compelled to put that particular transaction down on the "Experience dearly paid for" column.

No doubt other druggists were caught by his same fraud, as the trio are no doubt working the same or some other graft somewhere else by this time.

Hides, Pelts and Furs.

Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	17
Calfskin, Green, No. 2	15½
Calfskin, Cured, No. 1	18
Calfskin, Cured, No. 2	16½
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

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

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

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

Look For the Usual Yearly Calamity Rumor.

Grand Rapids, June 24—This is offered the retail grocery trade and can be taken for what it is worth, but—

If history repeats itself insofar as coffee is concerned, no doubt the retail grocer can expect to receive in the course of the next two to three weeks (as it has from year to year) vague rumors of a damaging frost to the coffee crop now being harvested. Or possibly the diet, like the times, will be changed this year, and instead of the "frost" rumor, there will be given to the retail grocer confidential information that a rumor is in circulation around New York and New Orleans to the effect that a pestilence has swept over South America, perhaps a drought, or possibly a deluge might be the catastrophe this year. No, not a deluge. It couldn't be used very consistently, because the good Lord himself has promised never to again show his displeasure in this manner. Nevertheless, something will just have to happen again this year.

So, Mr. Grocer, don't be surprised when you hear of the yearly calamity to the coffee crop.

This information will be passed along to you by the salesman who received it from the buyer, who received it from the importer, who received it from his principal in Brazil, who received it from— Now where did he receive it? Well, it doesn't make any difference where he received it. He received it just the same. The rumor is in the air. The odds are that the rumor is nothing more than air, and the air down there is usually hot.

P. F. Walsh, Jr.,
Mgr. Coffee Dept. Worden Grocer Co.

Drug Store Owner Routs Bandit Pair.

Detroit, June 20—Friday night two men entered the City Drug Co., at 503 Jefferson avenue East and at the point of revolvers took \$37 from the cash register.

Saturday night, two men answering the description of the first pair as nearly as the frightened clerks could recall, entered the same drug store for the same purpose.

"Turn over your jack!" they commanded David Stendon, the proprietor. "I'll turn over nothing!" Mr. Stendon replied. "I stand on my rights this time."

Seizing a revolver he had concealed behind the counter, he fired. One of the visitors uttered a cry of pain. They fled to the curb and disappeared in a waiting automobile, leaving behind a spot of blood on the floor.

"I held the fort," Mr. Stendon told the police.

This Display Convinces.

There is only one reason why residents of your community buy from large city mail order merchandise houses, and that is they believe they save money. The advertising of the local retailer should be directed toward the education of his trade that they can save money by buying at his store instead of sending out of town.

A step in this direction is to take the catalogue of any mail order house which does a large business in your community. Select therefrom an article which you either carry in stock or can buy and sell at a lower price than quoted by this mail order house. Display it in your window with the price tag attached, and at its side place a catalogue of this mail order house, opened on the page on which the article is catalogued. You should also call their attention to the fact that you not only sell at a lower price but you can save transportation, mail and money order cost as well as the delay.

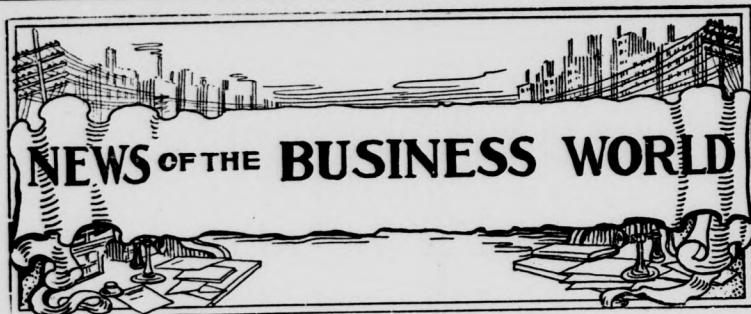
Four Methods of Attracting Trade

There are four principal ways of attracting customers, of getting them into a buying frame of mind—window displays, advertising, by mail and by personal solicitation—and, of these four, we would place the last mentioned, the personal solicitation—and, of these four, method at the head of the list. While the other three are all good, to an extent depending entirely on how thoroughly and continuously they are expressed in terms of actual utility, they lack that most important of selling requisites—the point of personal contact. Mr. Customer may see something he needs in your window, but being on his way to meet an engagement, he puts off his business call until some more propitious time; he may read your advertisement in the local paper and make a mental resolve to stop in and see the goods advertised, but one thing after another crops up and he forgets all about it; he receives your mail matter, or not, often depending on who gets it first from the hands of the letter carrier, but even if he does, it is very apt to find its way to the willow morgue on general principles—not enough time to consider circulars when there is so much other reading matter at hand and the loud speaker on tap; but, when you corner him in your own store by the personal face-to-face method, he's simply got to pay attention, to say "yes" or "no" to your proposition right then and there, and, if he's in the market for anything at all—he'll buy it. It's the time and the place, the buyer and the seller and the goods all brought together—the real peak of every business transaction.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Wacousta—H. E. Hemmingway succeeds L. W. Saxton in the grocery business.

Fremont—D. G. Fitzsimmons succeeds R. D. Miller in the grocery business.

Coopersville—The Coopersville State Bank has increased its capital stock from \$30,000 to \$40,000.

Monroe—The Kroger Grocery & Baking Co. has taken possession of its store at 18 Washington street.

New Buffalo—The New Buffalo Lumber & Coal Co. has increased its capital stock from \$15,000 to \$50,000.

Onekema—Louis Haidt has opened a cigar, confectionery, ice cream and billiard parlor in the Hoffman building.

Port Huron—The Rosenthal & Winkelman Co., department store, has changed its name to the Winkelman Co.

Grand Rapids—Otter, Inc., 41 Monroe avenue, N. W., haberdashery, has increased its capital stock from \$25,000 to \$60,000.

Benton Harbor—The Benton Harbor-St. Joseph Gas & Fuel Co. has changed its name to the Michigan Fuel & Light Co.

Detroit—The Universal Concrete Products Co., 3444 Russell street, has changed its name to the Universal Tile & Supply Co.

Wellston—Hobart Axson is erecting a store building which he will occupy about August 1 with a stock of fresh and salt meats, etc.

Reese—Fire destroyed the Blue Bird Inn, entailing a loss of about \$12,000, with \$3,000 insurance. Phillip J. Herzberg, owner and manager, believes it may have been of incendiary origin.

Saginaw—Fire damaged the confectionery store and restaurant of Michael Kassam, 211 Lapeer street, entailing considerable loss which is covered by insurance.

Kalamazoo—C. E. Folger, formerly in charge of the carpet department of Gilmore Bros. store, has engaged in the carpet making and laying business under his own name.

Onekema—Truman M. Smith is building a large addition to his store building and will open a hardware store in connection with his dry goods and grocery store.

Sturgis—Albert C. Bay, who has conducted a meat market here for the past 15 years, has sold it to Ralph Ritsema, recently of Kalamazoo, who has taken possession.

Ludington—David Gibbs is adding a women's rest room to his model grocery store. All the creature comforts essential to such a feature will be installed and maintained.

Ann Arbor—The Ann Arbor Dry

Goods Co., 316 Main street, has dissolved partnership, Max Bittker retiring. George Bittker will continue the business under the same style.

Reese—Winterstein Bros. has been incorporated to conduct a general store, with an authorized capital stock of \$20,000, of which amount \$12,300 has been subscribed and \$2,992.50 paid in in cash.

Plainwell—The Lawrence hotel has been sold to James Vander Wege, of Holland, who has taken possession and is modernizing the building and putting it in condition to handle the tourist trade.

Bitley—L. C. Zettlemoyer has erected a new store building, 34x60 feet in dimensions, one story and basement, with bungalow residence in connection. Mr. Zettlemoyer is the oldest established merchant in Bitley.

Detroit—Lubin's, Inc., Washington Arcade, has been incorporated to conduct a retail business in shoes, hosiery, shoe findings, etc., with an authorized capital stock of \$75,000, all of which has been subscribed and \$20,000 paid in in cash.

Owosso—Property of the John R. Kelly Co., a plumbing concern, will be offered June 27 at receiver's sale. In the petition for dissolution the inventory showed assets of \$93,684, and bills payable at \$79,676.08. There were 88 creditors listed.

Port Huron—Directors of the New Egyptian Portland Cement Co. have authorized the addition of new equipment, to cost \$100,000. Production this year so far has increased 22 per cent. over 1924, and shipments have grown 10 per cent.

Detroit—The Columbia Furniture Co., 30 East Columbia street, has been incorporated to conduct a retail business with an authorized capital stock of \$5,000, all of which has been subscribed, \$1,300 paid in in cash and \$2,019.39 in property.

Detroit—The Deane-Harris Co., 2369 West Fort street, has been incorporated to conduct a general heating and plumbing business with an authorized capital stock of \$25,000, of which amount \$4,000 has been subscribed and paid in, \$2,000 in cash and \$2,000 in property.

Detroit—The Clover Creamery Co., 8230 East Forest avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000 common and \$10,000 preferred, of which amount \$10,000 has been subscribed and \$1,000 paid in in cash.

Detroit—Cross Bros. have merged their hardware business into a stock company under the style of the Cross Hardware Co., 10328 Woodward

avenue, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,050 in cash and \$4,950 in property.

Saginaw—Samuel Schwinck, wholesale and retail meat dealer, has purchased the property formerly occupied by the D. A. Bentley Produce Co. on Water street and will remodel it and build a large addition, installing modern sausage making machinery, refrigerating plant, etc. All of the manufacturing and wholesale business as well as all storage will be taken care of at the new plant.

Republic—The stock in Levines's department store has been sold by Louis Levine, the owner, to Israel Malsin, of Iron River. The business was established forty years ago by Barney Levine, a pioneer of this section. Mr. Malsin was formerly interested in the Krom store, in Iron River, and has had considerable experience in merchandising. Mr. Levine will devote his time to business interests which he has in Chicago.

St. Joseph—Assets of the Gurinian Candy Co., were sold at public auction to a committee representing a majority of the bondholders for \$107,473.49. The bondholders' committee was the only bidder. The company may, if it wishes, redeem the plant and other assets at the price paid within the ensuing six months. If the assets are not redeemed by that time, the title passes to the bondholders. The bondholders' committee, which comprised Kirk E. Sutherland, Fred W. Tebbe and Frank A. Kelble represented all but about \$8,000 of the outstanding bonds of \$125,000. For the assets they paid \$100,000 plus \$7,473.49, the bill of the trustee, the Michigan Trust Company, of Grand Rapids, for expenses in taking care of the plant and for services.

Manufacturing Matters.

Detroit—The Radiant Specialty Co., 4027 Twelfth street, has increased its capital stock from \$3,000 to \$40,000.

Detroit—The Western Rosin & Turpentine Co., 6512 East Palmer avenue, has increased its capital stock from \$75,000 to \$100,000.

Detroit—The Michigan Brush Manufacturing Co. has plans for extensive enlargements of the present plant on Michigan avenue. The company was recently incorporated for \$50,000, fully paid in.

Grand Rapids—The Kent Iron & Metal Co., 636 Lettellier street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$12,500 in cash, and \$17,500 in property.

Detroit—The Handy Cleaner Corporation, 3021 Wabash avenue, has been incorporated to manufacture and deal in auto and motor accessories, with an authorized capital stock of \$110,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The M. Unger Co., 1822 East Woodbridge street, has been incorporated to manufacture and sell at wholesale and retail, glass, and articles for the auto industry, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Hamtramck—The Victor Light Co., 12031 Joseph Campau avenue, has been incorporated to deal in electric supplies, fixtures, lamps, etc., at retail, with an authorized capital stock of \$20,000, all of which has been subscribed, \$5,000 paid in in cash and \$10,000 in property.

Benton Harbor—The General Die Casting Co. has been incorporated as a subsidiary of the Benton Harbor Malleable Foundry Co., and will remove from Chicago to Benton Harbor, with plant located on Graham avenue. The corporation is authorized to issue capital stock of \$60,000. All stock has been subscribed and \$40,000 has been paid in in cash. There are 1,200 shares of common stock of \$50 par value each and no preferred stock.

Owosso—Coincident with purchase of the old Detroit Creamery property, which will be occupied for the manufacture of the Sorg engine, comes announcement of the incorporation, in Michigan, of the Sorg Engine Manufacturing Co., capitalized at \$100,000. O. J. Eckland, who has been a production official of the Duluth plant of the Marshall-Wells Co., has been engaged as superintendent. The principal activities at the start will be directed toward production of the four horsepower Sorg engine. The plant will get into real production by October, and within a year from the present time it is estimated by Mr. Eckland that he will have sixty men employed.

Gabby Gleanings From Grand Rapids.

Grand Rapids, June 23—Louis J. Koster, of Grand Haven, writes as follows: "My daughter has arranged a personally conducted tour for her mother and father, and we three leave here Saturday morning, June 27, going to Chicago, Kansas City, Colorado Springs, Denver, the Grand Canyon and Los Angeles. We will remain there until about Aug. 1. When we expect to go to San Francisco, Portland, Seattle, Vancouver, Glacier, Lake Louise, Banff, Winnipeg, Minneapolis and home. We are not rushing through. We expect to stop at each of the cities mentioned a day or two and do most of our traveling day time, so that we can view God's wonderful handicraft through the valleys of California and the Canadian Rockies by sunlight. Our stop at Denver will be in the nature of a visit with one of Edson, Moore & Co.'s traveling men, who is being treated for tuberculosis there. I think it will do John Afman a lot of good to see one of his fellow employees, for John is still with E. M. & Co. I have been with the old house for nearly forty-six years and I think I can stand this—my first really long vacation. The firm said to go and stay as long as I wished, and they will send our Mr. Long out to cover my territory during my absence. I have friends in nearly all the places mentioned in the United States and expect to forget the dry goods game for the time being and see the country and visit them. I do not expect to linger around Hollywood or to go to Tijuana, in Mexico, for you know I have arrived at that age where I must behave. I have no choice. It is now a necessity and, besides, my family are with me. We do not expect to get back until the last of August and the mere anticipation of traveling with my family and visiting the greatly praised beauties of the Golden West seems to have put new life in me and we all look forward to a good time."

Wants which go every which-way must have a sense of direction.

Essential Features of the Grocery Staples.

Sugar—Local pobbbers hold cane granulated at 6.35c.

Tea—The demand during the past week has shown an increase, meaning especially the business from first hands. This has been partly due to the revolutionary conditions in China, which are expected to interfere with the shipment of China teas, especially Congous and greens. It is said that no more of these teas may come forward for two months, as the Chinese workers are out on strike. If this is verified it will undoubtedly cause an advancing tendency in these grades of teas. As a matter of fact there has been already an advance of from 2@3c per pound. Other teas are steady in sympathy.

Coffee—The market has continued nervous and irregular during the past week. There were a number of slight advances, but later the market weakened and declined. Possibly future Rio and Santos coffee is about a half cent lower for the week. All of the advances which have occurred since the recent slump have emanated from Brazil where, as has been reported, a tremendous effort is being exerted in every conceivable way to put the market back where it fell from. This has not been successful as yet. The market for spot Rio and Santos coffees, green and in a large way, has shown practically no change for the week. Milds show slight declines here and there, averaging about a quarter cent per pound. The jobbing market for roasted coffee is dull.

Canned Fruits—Several prominent California packers have named tentative opening prices and others are expected from day to day. One broker representing an established canner says that his bookings immediately after opening were heavier than in the corresponding time last year. He says that a big California fruit business is expected because pineapple will increase the demand for peaches and other items, while there is a desire to buy early on contract because in several instances the first prices named have proved to be the lowest. Cherries, pears and berries are leaders but peaches and apricots are now receiving more attention. Brokers would not be surprised to see tentative prices soon withdrawn or advances made. Pineapple has been taken on contract and while the heavy bookings have been entered the tardy dealers are still stocking up.

Canned Vegetables—Pea canners regard the packing season now under way as extremely critical. In the West, where the major part of the pack is canned, Alaskas are making a poor showing and it is estimated that they will be considerably less than half of the anticipated output. Sweet peas, which are later, were thought to be more favorably placed but recently the trend has been to minimize production of that variety also. From a third to a half of last year's production is predicted for Illinois and Wisconsin. In the South peas are not panning out the usual number of cases to the acre. Western canners are not seeking business but many Southern packers are

doing so. The strength shown in peas in the West makes it unfavorable for the buyer to dictate terms and rather than accept the ideas of canners he is waiting until the peas are in the cans, thinking that the crop may pan out more than expected. Spot peas are quiet but steady. The demand for tomatoes is restricted. No. 1s are almost out. Good standard 2s under buyer's and packer's labels are taken against actual needs at a 5c differential in price. Threes are not so much wanted, while 10s meet with a restricted demand. Futures are firmer in the South and Middle West with very light local buying on contract. Corn is taken against jobbing needs and enough is in sight to prevent any advances. The asparagus pack is not turning out the record-breaker which was expected and some packs may be short.

Canned Fish—Maine sardines are somewhat more active and carload business for factory shipment is passing. Holdings down East are light since old pack is almost exhausted and new fish has not been plentiful. California and imported sardines are without special feature. Outside of chinooks and choice Alaska red talls salmon is quiet. Pinks are still a disappointment and are as cheap here as in the West. Tuna and other fish are in better jobbing demand as they usually are in the summer.

Dried Fruits—Spot prunes are moving in a distributing way in almost seasonable volume, although they are handicapped by the receipts of fresh fruits, which have been selling readily on account of the warm weather. Interior markets are depending upon New York more than they usually do, since it has been cheaper to buy here than on the Coast. Oregon and California packs are not priced, so that any drives can be made by retailers through the medium of catch sales and they are, therefore, not featured. Many distributors are reducing their holdings and are getting in line to buy carryover more freely from the Coast for late summer and early fall. Oregon prunes at the source are firmer than California fruit as the tonnage is relatively less and probably does not amount to much over twenty-five cars. California small sizes were advanced last week by some packers as they are virtually exhausted. Large prunes are also scarce. Mediums constitute the bulk of the carryover. Raisins are in more demand for Coast shipment for package and bulk lines. There has been a material reduction in spot stocks and some distributors who have neglected California for some months are now ordering for prompt and later shipment. The prospect of a moderate sized crop inspires confidence in the 1924 surplus. Vines have been affected by drouth and are not producing the expected tonnage. Apricots are almost exhausted and now new crop has the center of the stage. There has been some contract buying of Northern and Southern packs and a stronger market in California has developed. Some packers have withdrawn and some have so far not quoted. The spectacular product is 1925 peaches. Advances of 1@1½c have

occurred since opening and while highly speculative there has been some buying. Packers are rather guarded in their postings and while some do not urge the trade to cover, they insist that present quotations are justified.

Cheese—The market has had a quiet week, but a firm one. No change has occurred anywhere since the last report.

Provisions—The demand during the week has been very slow, with no developments as to price except that lard is a trifle firmer. Other grades of beef and hog products have remained unchanged and are showing comparatively light demand.

Review of the Produce Market.

Asparagus—Home grown, \$1.50 per doz. bunches.

Bananas—7@7½c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$ 5.55
Light Red Kidney	-----	9.50
Dark Red Kidney	-----	10.00
Brown Swede	-----	5.00

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

Butter—Since the last report the market for fine creamery butter has declined about 1c per pound, meaning particularly fancy creamery. The cause was the fact that offerings have been heavy and the demand only moderate. At the present writing the situation is steady, with a satisfactory demand. Undergrades of butter are irregular in price and not wanted. Local jobbers hold fresh creamery at 42c and prints at 44c. They pay 22c for packing stock.

Cabbage—\$6 per crate for new from Mississippi.

Cantaloupes—Prices are higher, due to short crop and strong movement. Local jobbers quote as follows:

Standards	-----	\$4.75
Jumbos	-----	4.75
Ponys	-----	4.00
Flats	-----	2.50

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. \$1.10 for Jumbo and \$1.50 for Extra Jumbo; crate stock \$8 for Florida.

Cherries—Sour command \$4 per crate of 16 qts.

Cucumbers—Illinois hot house command \$3 for extra fancy and \$2.50 for fancy per box of 2 doz.; Alabama hampers, \$2.75.

Egg Plant—\$3 per doz.

Eggs—In spite of the comparatively moderate weather a good many of the eggs that have come forward have shown heat defects, thus reducing the percentage of strictly fine eggs. The demand for these has been very excellent during the week and prices have advanced 1@1½c per doz. Undergrades of eggs are in very poor request. Local dealers pay 29c for candled stock.

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

Timothy, fancy	-----	\$ 8.00
Timothy, choice	-----	7.60
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	-----	\$12.00
300 Red Ball	-----	11.50
360 Red Ball	-----	11.50

Lettuce in goon demand on the following basis:

California Iceberg, 4s and 4½s --\$8.00
Hot House leaf, per lb. ----- 10c

Onions—Texas Bermudas, \$4.50 per crate for White or Yellow; Egyptian in sacks, \$7.50.

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

126	-----	\$8.50
150	-----	8.50
176	-----	8.50
200	-----	8.50
216	-----	8.50
252	-----	8.50
288	-----	8.00
344	-----	7.00

Red Ball, 50c lower.

New Potatoes—Carolina stock commands \$6.50 per bbl. for No. 1 and \$4.50 for No. 2.

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

Parsnips—\$1.25 per bu.

Peppers—Green, 60c per doz.

Pineapple—All sizes Red Spanish command \$5.50@6 per crate.

Potatoes—Country buyers pay 50c in Northwestern Michigan; 60@75c in Greenville district.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	23c
Light fowls	-----	16c
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 in small supply at \$3.50@4 per 16 qt. crate.

Sweet Potatoes—Delaware Sweets \$3.50 per hamper.

Tomatoes—Home grown, \$1.75@2 per 7 lb. basket.

Veal Calves—Local dealers pay as follows:

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

Water Melons—70@\$1 for Alabama stock.

Advertising the Buy-Rite Stores of Omaha.

Written for the Tradesman.

My friend, Ernest Buffett, is putting over his idea apparently in good shape. The center of that idea is the Buy-Rite Stores of Omaha. I have told much about Ernest before this. Maybe you remember his remarkably efficient and effective price-marking system. Well, this Buy-Rite scheme is really a development from the price-marking idea. For Buffett is like others in this respect—when ideas start to sprout, they grow away beyond their original scope.

Buy-Rite was started by Buffett with twelve stores, I believe, as the nucleus. The twelve stores were strategically located for Omaha's better neighborhood trade. Hence they were strictly non-competitive. Now there are fourteen grocers in the organization. This much I have also told. So far the plan was confined to the buying end, as the name implies.

But quite evidently as these men have become intimately acquainted, confidence has been fostered. The next inevitable step has been taken—they are now advertising co-operatively. I do not know who handled the advertising at the start. Probably it was one of the grocers. The idea maybe was that they could save money by doing the work of writing, planning and placing the advertising themselves. Great stuff, this save idea! Somebody has said that "it is to be observed that those who offer bargains grow rich faster than those who take advantage of the same. That applies equally well to those who cry "save" by way of buying their wares, but it is costly saving to make your own shoes.

Some of the early advertisements were such a jumble of type, arrangement, names, offerings and addresses that any reader must be pretty wakeful and attentive to grasp what it was all about. But the advertisements now look as if a real advertising man had taken hold of the job.

The first I have before me is a full page of the Omaha Bee, which is a detailed description of the Buy-Rite organization, its character and aims. In the middle upper portion is an outline map of that portion of Omaha in which these stores are located. Each location is plainly shown. On either side, neatly arranged, are twenty-three reproductions of photographs. The pictures are those of nice looking men. Mostly they are pretty serious. Few of them "look pleasant please." But all are clean-cut grocers with whom anyone would feel safe in trading.

The type matter—of which there is plenty, but not too much—is well planned, readable and skillfully arranged. The heading: "Buy-Rite Stores Start Big Educational Campaign to Better Acquaint You With Buy-Rite Advantages and Policies" tells the tale, perhaps a bit bombastically. The type-man has not yet learned that small letters are more easily read than capitals, but that is a minor fault.

Following are paragraphs devoted to "Complete outline of purpose and policy outlined by Buy-Rite members"—a title which holds one "outline" too many:

"Endorsement seal marks fulfillment

of Buy-Rite Quality." Under this head it is shown how everything sold by the Buy-Rite organization must pass rigid inspection. This is vitally important. If true—that is, if such inspection really is carried through regardless—this alone will justify the confidence and trade of Omaha.

"Qualifications of Buy-Rite dealers" is worth quoting, both for the facts in the case and the merits of the expressions used: "Your Buy-Rite grocer has been trained in his vocation. He has accepted this vocation for his life's work. To him the grocery business is his opportunity to be of service to his community. With this purpose in mind he is working whole-heartedly to be of service to you and a success in his work. Service implies success; and, likewise, success comes only after service. Only grocers who have realized both service and success are members of the Buy-Rite organization. Each Buy-Rite member has been chosen because of his ability and willingness to serve and to save for you."

That stuff is good because it sticks to facts. And they are important facts. It is true that Buffetts crowd is made up of grocers everyone of whom was a proven success in his own business before Buy-Rite was formed. This is not an organization of lame ducks and weak sisters. These are not men who have behind them a history of complaint of "conditions" or bellyache about the unfairness of competition. Each of these men has been strong, enterprising and aggressive enough to build up his own money-making business alone and unassisted. And that is one remarkable, unusual and vigorous condition.

The stuff is somewhat weak because fully one-third of the words might be taken out of it and the sense made more direct, stronger, more convincing and clearer thereby. But this is a friendly criticism, as all of this story is intended to be.

"The Buy-Rite grocer feels his responsibility" is rather unfortunately treated. Too bad, too, because the heading is capable of splendid development.

"You get the advantage of Buy-Rite carload buying" is a caption that requires extra careful handling. Part of it is thus treated: "The fourteen Buy-Rite members pool their purchases on most items, buy many items in car lots. A manufacturer saves selling and distributing expenses, so Buy-Rite stores purchase at lowest prices. This saving is passed on to you." Maybe this is true. But it should not be stressed too often or too heavily, because Buy-Rite is service—and that is what should be emphasized rather than price. Given real values, this question of price will take care of itself automatically.

"Your neighborhood is served by a Buy-Rite store" is vouched for by the map. Good point. "Buy-Rite stores are well equipped" is another good point. "You get the benefits of Buy-Rite expert buying"—questionable, especially in view of the car-load-purchase stuff. "Buy-Rite stores offer most in service at the least cost" is good stuff and well treated.

Lastly, the "phone for food" idea is

REYNOLDS SHINGLES

The very marked and continued increase in the number of lumber dealers who are discarding other asphalt shingles in favor of Reynolds is gratifying proof to us that the Reynolds policy of "quality first" is the right one upon which to build a permanent business.

H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN



Walker
OWOSSO
MICHIGAN
**Makes
Good
Chocolates**

emphasized with stress on its convenience, coupled with delivery.

The other page advertisements are filled with better stuff than some of the earlier efforts, but there is too much mere reading; too much pleading a special cause.

Along with that fault there is the much more serious one of listing a lot of merchandise on the "things-and-prices" plan. What tell has this crowd to do with "peaches, Hunt's Supreme brand in heavy syrup, Yellow free and yellow cling (halves), 3 large cans, 89c"? That is simply chain-cash-carry-serve-yourself-and-save over again. That is going right into the low-price, non-service class—where you don't belong. Cut that out.

If you are going to get close to the consumer, cut out that trade jargon and get down to the language Mrs. Consumer and her neighbors use when they talk over their teacups. Get it something like this:

"Delicious California peaches, 3 large cans, 89c. These are unusual peaches. They are so large that only umpsteen pieces could be put into anyone can—and most of these cans hold but steen immense halves! The clings are firmer than the freestones, and have that snappy flavor so difficult to define, but which you recognize instantly. The yellows are not quite so fine in texture, but extra mellow—and this feature appeals to many. Packed by Hunt Brothers—their Supreme brand. Nothing could be finer—syrup rich and heavy. Try a few—then our suggestion is that you put in a supply."

Go through the whole list this way. That will fill three times the space—with facts—and will be more effective.

Paul Findlay.

Human Interest in This.

Advertising which has sufficient human interest to put its readers into a reminiscent and friendly frame of mind is very difficult to obtain. One suggestion for such advertising is found in reproducing in your advertisements or windows historical or important news events connected with your city. Go to your local newspaper office and ask to see their local files of fifteen or twenty years ago. Copy from these files the interesting occurrences. The population of your city is constantly changing and it is but natural that the newcomers and new generation will be interested in the history of your city. When the newspaper files are incomplete or unobtainable, the main historical events can be told to you by an old resident. In newspaper advertisements these articles should be connected up with merchandise advertising. In window display, of course, merchandise can be shown.

Battle Creek—Calling in of 50,000 shares of preferred stock by the Michigan Carton Co. is announced as a step in increase of capital from \$1,000,000 to \$1,500,000, according to Lawrence Fell, secretary. A total of 150,000 shares of common stock of no par value will represent the company's new capitalization. The increase will provide improvements in plant machinery and stock will be offered employees.

Eight Reasons Why People Should Buy at Home.

Eight good reasons why the consumer should buy his groceries from the local merchant, instead of buying them from the mail order houses:

1. This store will duplicate the prices of any responsible mail order house on goods of equal quality, in the same quantities and on the same basis of delivery and payment.
2. This store will be glad to extend the advantage of credit to responsible persons, something which no mail order house will do.
3. This store is close at hand. You can visit it and examine your purchases before investing your money. Another advantage catalogue buying does not offer.
4. This store will promptly remedy or make right any error or any defective article purchased.
5. Through direct and indirect taxation I help support your schools, your churches and other institutions. No mail order house pays taxes of any kind here. This store is entitled to your support.
6. This store offers a cash market for any product of your farm. It is this more than anything else that gives your land its present value.
7. This store maintains a delivery service by motor truck in a broad area. You have no transportation charges to pay and you get your purchases much more promptly than you do from catalogue houses. And furthermore you pay transportation charges buying from a mail order house.
8. Every dollar kept in circulation in this community helps to increase property values. Every dollar spent outside of this community that could as well be spent here helps to build up some other community at your expense.

Blotter Suggestions.

If used properly, the blotter offers an excellent advertising media for the retail merchant who desires to keep in touch with his customers by mail. When carefully distributed a blotter is always useful to the recipient and the advertising thereon has a worth during a longer period.

In using blotters, avoid the hackneyed or "card" form of copy. Tell something specific about your store, its goods, its policy. An ideal plan is to print a monthly calendar on a blotter and then describe and price a list of special values offered during the month. Another plan is to use the front of blotter for a facsimile store paper. This can be done by setting the heading across top and dividing the reading matter into two columns with a rule between. Items of interest about your store, its customers, goods and employees should constitute the copy.

Another plan is to issue a monthly blotter containing a picture and reading matter about some one article of merchandise you carry.

Change the color of blotters with each printing when you use them for regular mailing. If you exhaust the variety of colored stock, use different colored inks.



THE GOODRICH WAY

"Operating Steamships Every Day in the Year"

LEAVE GRAND RAPIDS

Muskegon-Grand Haven
Electric

Via Grand Haven

DAILY

8:40 P. M. G. R. TIME

Michigan Electric Railway
Lines Via Holland

Daily Except June 19th

8:00 P. M. G. R. TIME

Day Boat Every Saturday

Leave Holland 9 a. m.

Except June 20th

FARE FROM GRAND RAPIDS \$4.20

Round Trip \$7.30

Upper Berth \$1.80. Lower Berth \$2.25.

SAVE MONEY—Travel the Cool, Clean, Comfortable Way

Tickets sold to all points South and West.

Reservations on Detroit, Cleveland and Buffalo Steamers

Vacation Trips on All Great Lakes Steamers.

Four Ticket Offices for Your Convenience as Follows:

Muskegon Electric
156 Ottawa Ave.
Citizens 65-671
Main 671

PANTLIND
LOBBY

Michigan Electric
Rear Hotel Pantlind.
Citizens 4233
Main 4470

GOODRICH CITY OFFICE

PEARL AND OTTAWA

IN CONSOLIDATED RAILROAD TICKET OFFICE

CITZ. 64-509
CITZ. 62-343

W. S. NIXON, Gen'l Agt. MAIN 554



Bank by Mail

As easy as mailing a letter

4% Certificates of Deposit

4% Savings Accounts

Interest compounded semi-annually.

Your affairs kept strictly private.

A STATE bank, and member of THE FEDERAL RESERVE SYSTEM.

EXTRA SAFETY, for we make no UNSECURED LOANS.

Send Check, Draft, Money Order or Cash in Registered Letter.

Write for booklet on "Banking by Mail."

**HOME STATE BANK
FOR SAVINGS**

GRAND RAPIDS
Capital and Surplus \$312,500.00
Assets over - \$4,000,000.00

OVERREACHED THEMSELVES.

Beyond the daily happenings of more or less temporary consequence and frequently unrelated to one another which mark the present course of business, a significant movement noted recently has been the disposition to make a sellers' market. For a long time the buyers have been having things their own way. By contracting their purchases and delaying them up to the latest moment they succeeded in cowering producers into parting with their output at prices which admitted of little or no profit. Tactics of this kind have been particularly in evidence in textile lines and in what are known as the needle trades. It has been a rare thing for buyers of such commodities to order even the minimum of their requirements at or near the opening of a season, although they knew that at the very worst, they would be able to dispose of that much of the goods. Their hope and expectation was that by holding back as long as possible they would be able to put the screws on manufacturers and gain concessions while taking no risks. They relied on producers feeling impelled to keep their plants going in order to reduce overhead and so piling up stocks on hand which the buyers could draw on whenever they felt like it. The thing was as one-sided as the handle of a jug. What the effect of such a policy is has been shown in the recent reports of woolen and cotton mills to their stockholders and explains why it is that about one-third of the jobbing manufacturers of women's wear are forced out of business every year, as the Governor's Advisory Commission recently reported.

But there are now evidences that the worm is beginning to turn and that producers will at least try and have some say. Mills have been curtailing their output to correspond somewhat with the orders in hand. In consequence, supplies of some needed kinds have not been available to buyers when they sought them. The recent hot spell brought this matter acutely to attention. Take the matter of underwear as an example. A cool and rather late Spring afforded a pretext for buyers to hold off in purchasing. Makers of the goods in question, being in receipt of good orders for heavyweights for Fall, got busy on what they had under order as soon as they could after disposing of the small amount of lightweight stuff contracted for. When hurry calls came in for Summer supplies these were not to be had in many instances, nor were the mills disposed to go out of their way to help out the delinquents. The excuse given for not ordering, namely, that buyers were waiting to see what raw cotton would sell for, was rightly considered a mere pretext because any possible difference in the cost of the raw material would only amount to a few cents a dozen in that of the finished goods. This was especially the case with nainsooks. Something of the same kind of embarrassment came with tropical worsteds, for which there was a sudden demand, and for other hot-weather merchandise. Lack of stocks by retailers hurt their business and taught them a lesson they are likely to heed

in the future. And none sense the meaning of these happenings more than the producers, who are beginning to see their opportunity.

COOLIDGE WAVING THE CLUB.

The Coolidge Administration does not want trouble next winter, so it has gone to the Chicago Board of Trade demanding all trades be closed the day they are made and that certain arbitrary limits be fixed on daily price changes and on the size of some trades and of "hedgies." If the Wheat Pit refuses to change its rules, it is to be thrown to the wolves of Congress.

In other words, the Administration does not want the farm bloc war-dancing on Capitol Hill this winter. If nothing is done, a dozen Wheat Belt bills will be aimed at the wheat pits. The radicals will be turned loose to go as far as they like. The Government is waving the club of another law over the grain exchanges.

There is such an act now. The first one was passed in August, 1921, and killed by the Supreme Court in May, 1922. On November 1, 1922, the Capper-Tincher act became a law. It does not interfere with hedging or buying and selling contracts for future delivery. It is aimed at undue manipulation, cornering and dissemination of false or misleading information. It was to be the shadow of a great rock in a weary land for the wheat farmer. Manipulators, disseminators and speculators played horse with that law recently. Nevertheless, with our childish faith in law and regulation, we are now talking about more laws with more teeth in them. If the wheat pit proves stubborn, Congress will oblige. It will dally with price-fixing and legislate daily price changes. It may blithely prohibit hedgings. The upshot of its tinkering may result in much damage to the grain exchanges, the grain trade and the grain farmer.

It will be much better if the wheat pit will reform itself, as the only market reforms that ever amount to much are made by the exchanges themselves. For their own sakes and the good of the grain industry, they should do whatever house-cleaning is necessary. If they fail, many worse things may happen.

While Congress cannot control and legislate for the grain markets of the world, it can, blunderingly try. While it can pass laws by the bale, it cannot take away the inalienable right of the sucker to be a sucker. Nor can it prevent him from climbing a fence of legal barbed wire fifteen feet high to get rid of his money. Wall him in with "blue sky laws" and he throws his bankroll through the transom. He breaks down the fences to get to the shearing place.

He is one of the things most seriously wrong with grain markets. In his immemorial right to be a sucker he upsets the laws of supply and demand and stands the market on its head. When the Government undertakes to reform the grain exchanges and tamper with market control, it must deal with trade machinery, world trends, the Livermores and the sucker. It would be simpler to carry an armload of live eels up a seven-story ladder without losing an eel.

COTTON AND COTTON GOODS.

Several times during the past week cotton quotations moved up or down with some suddenness. Whenever a cloud or two hovered over any part of the growing regions this was taken as a pretext for depressing prices. This kind of thing has no significance except as showing the nervousness of operators. With factors as they are there is a chance for a record-breaking crop this year, although no one is willing to admit this publicly. On the other hand, should weather and other conditions prove unfavorable for the next three months or so, the yield may fall below last year's. The large margin between the two possibilities promises to provide good sport for the speculators for some time to come. The Department of Agriculture is taking an interest in trying to have better cotton of a longer staple than one inch produced. This can only be done by a proper selection of seed and more scientific cultivation. In California growers are seeking uniformity by restricting to a single variety the cotton grown in a prescribed area. Consumption of cotton in domestic mills in May amounted to 531,471 bales, which was about 66,000 bales less than in April but larger than in May, 1924. The goods' market, everything considered, shows signs of improvement. More business is being done, although the prices obtained are said to show little or no profit on staple goods. Conditions are better in the fine and fancy cloths, which circumstance lends force to what Irving Bullard, Boston banker and textile manufacturer, said the other day to fellow-voyagers on their way to the International Chamber of Commerce meeting. "The future of cotton mills," said he, "depends on the introduction of art in the design of cotton fabrics." A drawback to their prosperity, lies in the fact that the 100 per cent. increase in capacity in the past twenty-five years has put them in the position of being able to produce more goods than can be sold. Imports of cotton fabrics have been steadily declining, while exports are increasing. Prices show little change and forward buying is restrained because of the uncertainty of the future cost of the raw material.

WOOLS AND WOOLENS.

Trading in wool abroad is almost at a standstill, awaiting the opening of the auction sales in London next month. In this country some sales have been made of Texas and other clips at 47 cents a pound in the grease. Imports for the week ended June 13 were about 4,500,000 pounds, mostly of combing wools. There is much agitation for more accurate statistics regarding wool supplies and consumption. The suggestion has been made that the International Institute of Agriculture at Rome, which collates world figures of the grains, take up the task of securing similar data about wool. The work will not be an easy one. Even the wool clip of this country does not appear to be calculated with any degree of exactness. It has been no unusual occurrence to have quite a wide margin between the figures of the Agricultural Department and the Census Bureau in

this matter. The most definite figures of production have come from Australia and New Zealand. As regards wool consumption, Western wool growers have announced their purpose to petition Congress to compel dealers and manufacturers handling and consuming wool to report on their activities to the Census Bureau. This is a drive at the American Woolen Company which has, with some other manufacturers, refused to make reports voluntarily. The big company in this way, it is asserted, has been in the position to know what amounts of wool other concerns were consuming while keeping its own figures to itself. But how to compel them to do otherwise is a problem. The woolen goods market presents few new features. Much is still to be done with heavyweight fabrics which are being taken sparingly. A good season for tropicals appears to be assured in view of the recent run on them. Women's wear fabric sales are still held up by the possibility of labor troubles.

BAFFLED AND BEATEN.

Politically, Senator La Follette was a singular bundle of inconsistencies. He thundered against party bosses, yet in Wisconsin he was one of the most tyrannical and proscriptive bosses that ever lived. For years he ruled the Republican Party in his own State with a rod of iron. He declaimed against the use of money in politics, yet was not unwilling himself to spoil the Egyptians, as was brought out in the story of his financial relations with ex-Senator Stephenson, of Wisconsin. For a long time Senator La Follette professed that his one great object in public life was to reform the Republican Party from within, with the incidental result of inducing it to nominate him for the Presidency. But in later years he gave it up in disgust and weariness and went off into his futile bolt of 1924. The popular vote which he obtained in the last Presidential election was more a vote of general discontent than of belief or hope in his particular policies; and although this vote was surprisingly large, under the circumstances, it was so much smaller than he had hoped and predicted that the disappointing result must have had its effect in breaking down at last his health and spirit, so long indomitable.

For a man who for so long filled so large a space in our political annals, Senator La Follette left behind him a meager record of attainment. Perhaps he preferred to live a life of contest rather than of achievement. He knew to the full the joy of battle. But he could not hide during the last few years the marks of a man who had been baffled and beaten. His career may have been useful in some respects, but it certainly was neither fortunate nor rich in the durable satisfactions of public life. Ambitious young men may admire him, but can hardly wish to imitate him. That old Tory, Lord Eldon, said at the end of his life that if he had to begin it all over again he would take up the career of an agitator. There is little in the complete record of Senator La Follette to provoke an envy like that.

Some Men I Have Known in the Past.

Steven A. Sears, one of the most expert exponents of the baking industry this country has ever produced, was born Oct. 3, 1853. He was educated in the public schools of Grand Rapids. He entered the employ of William Sears & Co when quite a young man and learned every branch of the business, including the manufacturing, selling and managerial departments. For many years he traveled on the road, where he was so popular and successful that he came to be known everywhere as a prince of good nature and good fellowship. On the sale of the Sears bakery to the New York Biscuit Co., Mr. Sears was made manager of the local branch and placed in charge of all the other plants in Michigan. On the merger of the New York Biscuit Co. into the National Biscuit Co., he was made a director of the latter corporation and given charge of the manufacturing department. This took him away from Grand Rapids, remaining long periods at Chicago, Boston, Kansas City, Milwaukee, Indianapolis and Cincinnati, during which time he re-organized the plants in those cities, changing everything from the ground up. He was hampered several times by strikes—mostly on the part of union teamsters—but handled them so expeditiously and effectively that he came to be looked upon as the diplomat of the system. He was the only man in the organization who could eliminate all the trade union element from the situation without bloodshed or controversy. To this day the unscrupulous leaders of unionism are unable to understand how it is that no union man is employed in any capacity by the National Biscuit Co., due to the adroitness with which Mr. Sears accomplished his purpose. He was at one time manager of the Western department, with headquarters at Chicago, and for some years was "close to the throne" at the executive offices of the company in New York. Mr. Sears voluntarily retired from active connection with the corporation in 1913 and for seven years devoted his entire attention to recreation and restoring his health, which was shattered by too close application to business. All his efforts to regain his health proved unavailing and he passed away Nov. 9, 1920.

Mr. Sears was married Nov. 10, 1880, to Miss May Godfrey. Two children blessed the union—Stephen and Harold. Mrs. Sears died Oct. 16, 1892, and two years later he married Miss Marion Davis, who died about four years later. William Sears, who died while a member of the U. S. Navy, was a son of this marriage. Mr. Sears subsequently married Mrs. Austin K. Wheeler, who survived him.

Mr. Sears was a Mason up to and including the Shrine and Knight Templar degrees. He was a member of St. Mark's (Episcopal) church and always did his share in the prosecution of work of a charitable or philanthropic character. He was genial in disposition, loyal in his friendships and true to himself in all the relations of life.

Steven Sears, as I knew him—and I knew him well—was a man in every sense a man and a personage to be

reckoned with. From the condition of his birth and youth he developed himself upon individualistic lines, caring nothing for adventitious aid such as might come from ordinary associates in business or in civic life. He preferred to stand upon his own feet and to order his own course. His independence, however, was not more evident than was his stern integrity. For hypocrites and humbugs, such as he regarded too many of his fellow-beings to be, he had a constant and often explosive scorn. "Mostly fools," was his estimate of the multitude. But once convinced of a man's sincerity he would go to any length to render him needed assistance. This was the key to his heart.

Steven Sears was every inch a man. Strong of physique and broad of mind,

memory of one who strove to serve honestly and well, builded for him a monument in the hearts of his friends that will remain as long as life lasts.

E. A. Stowe.

Post Office Department Faces New \$80,000,000 Deficit.

The astute politicians and so-called experts who figured out the boosted postal rates that went into force on April 15 have fallen down with a sickening thud. The gross revenues of the postal service which were designed to be increased nearly \$6,000,000 per month are actually declining a million a month, or at the rate of \$12,000,000 per annum.

The officials now have before them the receipts of 50 selected post offices for the month of May which show a

open a series of hearings in this city on July 20.

These hearings will constitute the basis upon which the joint committee, which consists of three members each of the Senate and House Committees on Post Offices and Post Roads, will frame a permanent schedule of postal rates designed to take the place of the temporary legislation which became effective on April 15. The joint committee will travel extensively and will hold hearings in Philadelphia, Atlantic City, New York, Boston, Augusta, Me., Chicago, St. Louis, and Kansas City, and may possibly visit the Pacific Coast.

The task before the committee is one of great difficulty in view of the downward trend of revenues since the higher rates of the temporary law became effective. The increases were designed to provide additional revenue with which to pay the 68 million dollar increase in postal salaries authorized by Congress, but inasmuch as the new rates instead of producing more revenue promise to increase the 68 million dollar deficit to \$80,000,000, the joint committee will face positive proof that the scientific revenue point has been exceeded in the schedule of the temporary law and that if the Government is to pay the increased postal salaries out of postal receipts the rates must actually be lowered rather than raised.

The outcome to date of the ill-advised legislation jammed through so hastily in the last Congress is a big victory for the publishers and other business men who protested against the rates of the temporary law. They urged the congressional committees not to tamper with the rates in an experimental way and pointed to Postmaster General New's prediction that the existing schedules would show an annual increase during the next few years of more than \$30,000,000, which in a short time would offset the deficit temporarily created by the boost in postal pay.

Instead of going to the White House and trying to sell this sensible idea to the President, who had declared he would veto the postal salary increase bill unless provision were made to meet the additional disbursement by some kind of a revenue measure, they accepted the President's statement literally and prepared a measure which now has all the exterior appearance of a beautiful gold brick. Buck-passing is a favorite indoor sport in Washington, and when Congress returns to Capitol Hill in the fall it is more than likely that the Senate and House leaders will endeavor to fix the blame for this absurd denouement upon the Chief Executive.

However you may look at it the laugh is not on the business men of the country who can regard with equanimity a situation which must preclude any further boosting of postal rates. The congressional leaders will do well not to indulge in any premature merriment at the expense of the President, who certainly would not have insisted on higher postal rates if the congressional leaders had made it clear to him that lower rates would mean more revenue.

Kindness is the oil that makes the wheels of cars run smoothly.



Steven A. Sears.

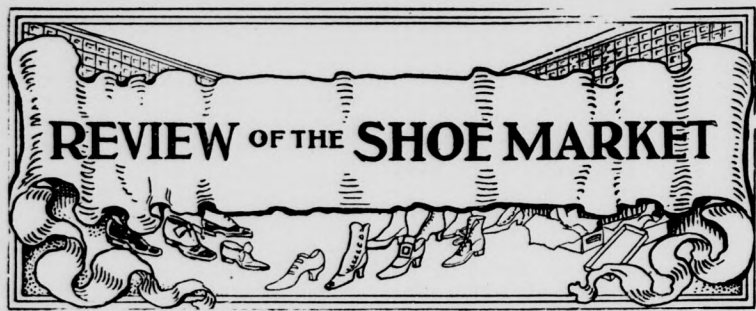
he stood for the loftiest ideals, and he inculcated in his associates and employes a deep sense of loyalty, love of righteousness and high business ethics that were so characteristic of his life.

A man of great heart, of sympathy and justice, and of genuine affection for "his boys," and "his girls," as he delighted to refer to his associates whose work came under his supervision and whose successes always received hearty commendation.

Steven Sears was genuinely loved by his co-workers and by all who had the privilege of enjoying business or personal relations with him. His sterling qualities, his frankness of manner, his squareness of dealing and, above all, his broad, sympathetic nature, which will always remain as a loving

total of \$28,454,861 as compared with \$29,083,231 for April and \$29,085,090 for March. For many years these offices have turned in more than half the country's total postal receipts and if they are now running behind March at the rate of \$20,000 per business day, or more than \$500,000 per month, the department cannot avoid the conclusion that the receipts of the entire postal service are shrinking at the rate of more than \$12,000,000 a year.

Instructions have been issued throughout the service to expedite the forwarding to Washington of the reports of June business at all post offices. These figures are desired by the authorities as the basis of a summary of the effect of the new postal rates which is to be laid before the joint congressional postal committee which will



Freak Lasts a Menace To the Dealer.

Troubles and epidemics of troubles come to the shoe man periodically. The individual is prone to believe that the particular trouble of the moment belongs exclusively to him.

Such were the sentiments expressed at the opening of the style committee conference at the California convention held recently at Santa Brbara. The short last was the most discussed of any of the style problems of the present and coming season. Thoughtful and studious men, men who stand equal in ability among the country's smartest, unreservedly condemned the practice of some shoe manufacturers and last designers for having allowed the trade to drift into a situation causing a loss of thousands of dollars in replacing "misfitted" shoes impossible to fit correctly, and the harm and misery done the wearer of such misfitted footwear.

During recent seasons the trade has drifted from one extreme to another in an effort to create something to attract new business. A few seasons back we had the extreme long and pointed lasts, the final designs of which were so ugly to the eye and foot as to promptly kill off the vogue. This left the retail merchant with millions of pairs of high priced fodder for the dollar bargain tables. There are still some to be found unsold or consumed.

It developed at the California conference that not a few, but all the merchants there had the same experiences. Unanimously these merchants agreed that the problem as to size of women's shoes is an unsurmountable obstacle in correctly fitting footwear made on lasts one and a half sizes under stick measure. Many were the battles recounted. The marking of shoes TS brings no relief because the customer falls back on the merchant even when told the shoes are too short. If he does not make good he has lost a customer and receives much bad advertising. And also, a customer who receives a new pair of shoes at a total loss to the merchant tells other customers of her success in getting a new pair. All of which is an added burden to merchants already harrassed to the breaking point in making both ends meet.

A lesson must be learned from previous experiences in breaking away from common sense standards and drifting into absurd freaks in last measurements. For the moment the race to make something more extreme may produce a few additional orders, but in the end the trade suffers from the reaction. Instead of a gain the merchant faces an ultimate loss.

Shoe merchants must be discrimin-

ating in selecting their models and select lasts with a view of being able to fit feet with shoes that will be comfortable from the first day worn, pleasing to the eye and shaped to the foot.

The time has come when the merchant who comes into contact with the consumer must assert himself as being the better judge of what customers should wear and to frown upon any attempts to put over lasts and styles he knows are unfitted to build good will. We are living in an era of "jazz" in many things and customs, but jazz lasts have no place in the scheme of building a business founded on genuine good will and satisfied customers.

It is time to go back to standard measurement and last lengths and the job should be thoroughly well done and stuck to until finished in such a fashion as to discourage for a long time to come any attempts to promote freak lasts.—Shoe Retailer.

A Few Tips on Buying For Fall.

Buy patent and black satin for bread-winners. Buy straps for volume sellers and pumps for the younger trade. Buy pumps with an eye to a selection of buckle trimmings that will be the main factor in selling the shoes. Buy straps with a simplicity of line that will make them good and easy fitters and quick decision sellers.

Buy plain patents and some patents which the applique is subordinated to which the applique is subordinated to showing the patent as the base of the shoe. Make the trimming absolutely a mere touch of color rather than a half of the shoe itself. Buy satins plain and with fancy stitching, but again make the stitching effect conservative.

With colors stick to the middle of the road. It is more than likely that blonde and similar lighter shades will have had their day by fall.

Somewhat darker shades will have a place in the demand for the complete color scheme. Gray is for the extremist only and should not be a keynote of the average merchant's stock for early and late fall.

As to differentiating between colored kid and colored suede the prettiest and most practical shoes will be those built on the right lasts, patterns and heel heights, with a colored kid vamp with a quarter of suede a trifle darker in tone, making a two tone shoe that will meet the appreciation of women with an eye to refinement. Such a group of pretty shoes will go far toward meeting the demand for a colored kid shoe, a suede shoe, and a two tone shoe, all in one. These shoes may have an applique of the colored kid on the suede quarter, still more enhancing

the beauty and range of the shoes that will have a vogue in the fall.

Colors in satins also should be dressed with an applique of colored kid in a slight contrast that falls into the class of blend. Colors of the medium browns will cover a wider range of demand than extreme shades. Colors with a violet tone contrast in fancy stitching belong in the cheaper grades rather than the higher priced shoes.

Moderately stitched shoes with single needle rows will find a more ready sale than shoes with heavier double row, and the guimpe stitch has had its day.

Tan calf, if it is to continue as a factor in competing with the more delicate and softer shades of kid, must be in pretty shoes as to pattern, trimmed with cut outs of not too ornate character and with fancy stitching. The pattern will be the big factor in selling tan calf shoes to the public. Slightly darker tones of tan-brown will be the shades most likely to find favor with the yellow tinge pushed to the background.

Black kid and black suede shoes must also be well thought out as to pattern, trimming and decoration to be successful sellers. There are thousands of women who will want black shoes and other than patent but they will want them attractive in design.

Evening slippers will show a tendency to depart from the tinsel silver that has so long held the center of the stage.

White satin is due for a vogue in a perfectly well balanced one strap, and in opera pumps, either in regent, escalloped vamp regent, or in a slip-on pump with an ornament of beads or rhinestone, small in effect preferably. French beaded ornaments will be a favorite decoration.

To take the place of tinsel silver, satin or cotton brocade base with a tinsel overlay design running through it will be the big innovation as such materials can be dyed any tint to match or blend with costumes.

Buy middle of the road lasts, avoiding extremes. Volume selling heels will be 13/8 and 14/8 lighter box heels, 16/8 and 17/8 lighter, slimmer and straighter spike Spanish, and the introduction of extreme high Louis heels for the big city extremist only.

He is not poor who has not lost faith.

Six Shoe Colors For Fall.

A supplement to the 1925 fall color card, containing the six shoe and leather colors for fall, has been issued by the Textile Color Card Association. The colors, which were selected by the Joint Color Committee of the allied shoe and leather associations, harmonize with many of the new silk and wool shades as well as the hosiery colors soon to be issued. The six colors are autumn blond, India tan, rosewood, national gray, woodland brown and rugby tan. Autumn blond is paralleled on the 1925 fall card by a wide range of beige tones such as blondine, nougat, bisque, hamadan and mosul in the ensemble silk and wool groups. India tan, a soft brown, and rugby tan, or a golden tint, combine with many of the silk colors, and may be matched to the hosiery colors found on the standard hosiery color card. Woodland brown, resembling autumn foliage, may be worn with many neutral tones which have the subtle suggestion of purple, such as sarouk and kermanshah. Rosewood is considered one of the most important of the colors, and is in harmony with such shades as sierra, cordova, Korea and sonora. National gray falls in the same group as moonbeam, flint and frost gray.

Men's Fine Shoes Not Active.

Except for the demand reported for sport footwear of one kind or another, "at once" business that is now coming in to makers of the better grades of men's shoes is not large. The sport stuff, however, is moving quite briskly, with an especially good call reported for the better qualities of crepe-sole oxfords. Fall business to date shows up very favorably with that of a year ago, and the indications are that the next few weeks will be productive of orders that will bring the new season's volume well over the "top" of 1924. Light-weight custom effects make up a very large part of the business that has been placed, especially in orders calling for shoes meant for men beyond the college age.

You may observe proper caution about saying anything about competitors in your advertising, but are you careful in your conversation? Don't knock the other fellow.

The richest is the simple life.

This Mark



Means Real Value

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Michigan, U. S. A.

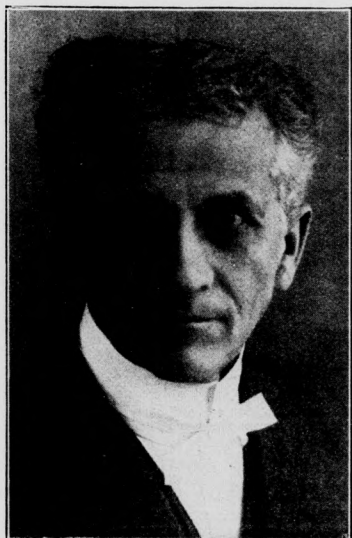
MEN OF MARK.

L. B. DesVoignes, President Dowagiac National Bank.

Hon. L. Burget DesVoignes was born at Wooster, Ohio, in 1860. His antecedents were Swiss-French on his father's side and Holland-Dutch on his mother's side.

When he was five years old his parents removed to Mendon, where he spent his boyhood. He attended the public schools at Mendon, graduating there. He then attended the law department of the University of Michigan, from which he graduated in 1880.

He first located at Marcellus, and engaged in the practice of the law. In 1890 he was elected Prosecuting Attorney of Cass county, serving two terms. In 1896 he was elected Judge of Probate of Cass county. While serving his third term, in 1905, he was elected Circuit Judge of the thirty-sixth Judicial Circuit, serving three



Hon. L. Burget DesVoignes.

terms and declining a fourth term in 1924.

His career on the bench was marked by exceptional ability, very few of his decisions having been reversed by the Supreme Court. He presided with great dignity and discretion, receiving high praise from the bar and litigants because of his uniform courtesy and fairness.

Since his retirement from the bench, Judge DesVoignes has devoted much of his time to travel in the effort to see something of his own country and its people.

During the past twenty years he has been a director of First National Bank of Cassopolis, where he has resided since 1897. As chairman of the committee on examination, he has devoted what time he could, outside his judicial duties, to the bank.

At a recent meeting of the directors elected President. The preferment of the Dowagiac National Bank, he was came to him as a complete surprise, as he had in no manner had any previous connection with the bank. It was a tribute to his ability as a financier and executive.

Judge DesVoignes is a Mason and Knight Templar, affiliated with Niles Commandery. He owns up to some

hobbies, being quite a disciple of Isaac Walton, fond of the rod and gun.

Good Words Unsolicited.

Paul Gezon & Co., general dealers, Wyoming Park: "We enjoy your paper very much and could not do without it."

W. H. Ransom, general dealer, Walloon Lake: "I did not intend to allow my subscription to run over due. I am enclosing \$3. We would hardly know how to keep house without the Michigan Tradesman, although just at this time of year we are too busy with work (not over run with customers yet) to do much perusing of its valuable pages."

Pewamo Hardware Co., Pewamo: "Am sending check for your paper. Would not try to get along without it for twice what it costs. You sure do hit the crooks on the head and that alone is more than worth the money."

Michigan Masonic Home, Alma: "We wouldn't like to have to keep house without it."

Earl D. Babst, President American Sugar Refining Co., New York: "You have always been very generous and friendly to me, a fact which I have long appreciated. In fact, I appreciate your sterling efforts so much that, for twenty years, I have never read a paper so thoroughly from cover to cover as I do the Tradesman. I love your brickbats as much as your bouquets. You know how to shower both!"

M. H. Lincoln, grocer, Jackson: "I notice that my subscription to the Tradesman runs out soon. I have never missed a copy of your magazine since I began taking it and should feel that I had lost a friend and a helper should this happen. Should I ever happen in Grand Rapids, you can plan on having a caller. Enclosed please find check for \$6 for the Michigan Tradesman for two years."

Henry L. Minkel, grocer, Mecosta: "If it was the last \$3 I could borrow you could get it for the Tradesman."

John Russell, Iron Mountain: "I dislike sending you the enclosed check, closing up my account with the Tradesman—a paper I have enjoyed for upwards of forty years, as you may know from your records. I have been out of business for about a year now and may have to leave this part in the near future. The merits of the paper are so manifest that any merchant doing business without it stands in his own light."

C. A. Brubaker, general dealer, Mears: "Am enclosing check for \$3, per your request. This is one of the occasions I really take pleasure in sending a check. A man always feels good when he makes an investment that pays 200 per cent. per annum."

Brand Your Own.

The neighborhood merchant can profit by emulating the larger stores, chain stores, etc., by combining the advertising and store individuality which comes from branded merchandise.

There are many articles or products which can be bought in bulk, and which if marked with some distinctive trade name or manner of packing will create trade for the store. The name is the mark that gives the customer

confidence for he or she can come into the store and name exactly what was received on the previous purchase and which satisfied so well.

Rather than place the mark of identification on the article itself, have labels printed which can be attached to package. On large articles, metal name plates and transfer labels can be used. They can be purchased direct

from manufacturers of such articles in any large city. Cost of these identifications is very moderate.

In business as in baseball, the breaks of the game go to the man who plays hard and plays square, with the right spirit of team work all of the time.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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of Fremont, Michigan

WILLIAM N. SENF, SECRETARY-TREASURER

Fourth National Bank

GRAND RAPIDS,
MICHIGAN

United States Depository

Established 1868

The accumulated experience of over 56 years, which has brought stability and soundness to this bank, is at your service.

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Robert D. Graham,	Marshall M. Uhl,	Samuel G. Braudy,
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Mutual Fire Insurance Company

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205-217 Michigan Trust Building

GRAND RAPIDS



LAND OF GREAT WEALTH.

Why Europeans Regard Americans With Amazement.

During recent years, and more particularly the last three, we have been prone to think that the business of this great Nation had been passing through a period of depression, the effect of which had been reflected in our own industry to the extent that we all have unconsciously formed the opinion that our own condition was a result of general conditions over which we had no control, and which, perforce, we were compelled to accept and endure until "general conditions," so-called, underwent a change, and that when this occurred our trade would again share in the general prosperity of the land.

This, however, is not the situation, because basic facts and figures, which are not capable of dispute, refute the conclusion I have mentioned. What are the facts?

Consider raw materials. The facts show that in 1924 the United States produced:

55 per cent. of the world's iron ore.
51 per cent. of the world's pig iron
55 per cent. of the world's cotton.
66 per cent. of the world's steel
51 per cent. of the world's copper.
62 per cent. of the world's petroleum
43 per cent. of the world's coal.
52 per cent. of the world's timber.
65 per cent. of the world's naval stores.
42 per cent. of the world's phosphate.
80 per cent. of the world's sulphur.
63 per cent. of the world's mica.
62 per cent. of the world's lead.
64 per cent. of the world's zinc.
60 per cent. of the world's talc and soapstone.
45 per cent. of the world's barytes.

Industrially this is a pretty good showing for a country that has less than 7 per cent. of the world's population.

Now let us consider some facts about distribution and consumption so that we may realize what our American people spend of what they earn. It is estimated by governmental and private authorities that the total National income last year was \$68,000,000,000. Half of this huge sum was spent in retail stores, and of this \$35,000,000,000, \$15,000,000,000 was left in grocery and food stores, \$1,700,000,000 in tobacco shops and \$1,500,000,000 in candy and soft drinks.

Almost \$8,000,000,000 was spent in clothing stores, \$3,500,000,000 in automobiles, \$1,300,000,000 in furniture and housefurnishings stores and \$1,000,000,000 in jewelry and music shops.

The purchasing power of the inhabitants of the United States is indicated by the foregoing figures. They

constitute food for reflection, but let us consider some other interesting facts about the business of this country of ours.

America eats up its income. What people put into their mouths, including tobacco, represents more money than all other expenditures at retail stores combined. Ten years ago one-fifth of one's income was deemed sufficient for food. But last year the figure rose to 27 per cent. More families spend from 35 to 40 per cent. of their income on food.

The bill of the entire Nation at retail food stores in 1909 was \$4,000,000,000. In 1921 this was doubled and it was almost doubled again last year. Americans eat more in calories than most other people of the world. The American calories average at 3,650 to 3,900 a day. In the United Kingdom the average is 2,860 calories and in Italy 2,560. Our climate, the country over, is of course, on the whole, much colder than that of either of the other nations mentioned and we need more heating food. Ten per cent. of the American people are said to eat more than 4,000 calories a day without the hard work that justifies this.

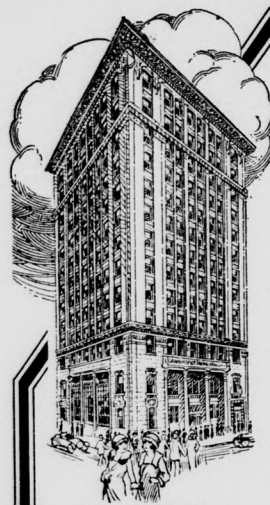
In the last ten years hotels and eating places in this country have increased 50 per cent. to a total of 125,000. There are 85,000 confectionery stores selling eighteen pounds of candy a person a year to the people of the United States. This is an increase of 300 per cent. in a few decades. Candy and soft drinks represent 6 per cent. of the food bill.

Before the Civil War a few pounds of sugar a person a year was the consumption. In 1910 it was seventy-nine pounds and now (1924) it is 100.

We have spoken of the necessities of life, now what about luxuries and semi-luxuries. Let us consider the automobile. Taking the ownership of autos and motor trucks as an adequate measure of world progress, we find the United States has 88 per cent. of the total number of motor vehicles in the world. The South alone has 1,200,000 more automobiles than all the rest of the world outside of the United States, and this section has 1,200,000 automobiles more than the entire United States had as late as 1915.

The world spent \$3,360,000,000 for new autos in 1924. During that year there were assimilated 3,300,000 new passenger cars and trucks and 200,000 motorcycles. The United States now has 84 per cent. of all passenger cars, 74 per cent. of all trucks and 11 per cent. of all motorcycles in the world.

The Nation's expense account in per capita terms for a year throws light on the requirements and taste of Ameri-

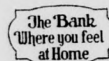


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cans. For diamonds the American on the average spends annually \$2.58. He spends 22 cents for dentrifices, \$1.30 on pickles and 18 cents on pens, both fountain and steel. He puts out \$4.15 for near beer and 6 cents for ink; \$3 for ice cream and 90 cents for eggs; \$3.75 for toilet soap and \$1.10 for books. He spends \$27 on joy riding and kindred activities and \$1.29 for the work of religion. Five dollars goes for jewelry and 15 cents for art works. Eleven cents is invested in health service and 65 cents is spent for coffins. Nine dollars go for perfumery and cosmetics and 32 cents for watches. Ten dollars is pent on public schools and \$1.85 is invested in shirts. He spends \$45 for luxurious foods and gives 8 cents to the salaries of professors.

At the rate the country is absorbing radio sets it is evident that the bottom of the American purse was not reached when the motor car was bought and the garage built. Each succeeding year shows a larger per capita and total consumption of merchandise other than food. How long the upward trend will continue no man can say but the end is not yet in sight.

These amazing facts of the consuming power of Americans constitute food for reflection. Britons and European peoples generally are amazed at the amount the average American spends yearly for food, clothing, house rent and luxuries. The fact that abroad every citizen of the United States is looked upon as rolling in wealth comes largely from the reports of foreign visitors who have found in this country such evidences of wealth commonly possessed as can be duplicated nowhere else. The high wage scale that prevails in our industrial life permits our workers to have what only rich people abroad can buy.

It is almost incomprehensible to a European that there can be a nation of 110,000,000 people where everybody as a rule eats the same varieties of food, wears the same clothing, lives under approximately the same housing conditions and commonly enjoys such luxuries as are reserved for only the fortunate minority. It follows that the United States has become known as the land of great wealth collectively and individually. The reputation it deserves because the facts prove that here humanity has come near to achieving plenty for everybody.

And still even this fair country that is a paradise for common humanity—the every day man and woman—the air is constantly charged with the cries of those who say that somewhere else or in some other style of government will be found that which is better. It is not true. There never has yet been anything as good or does there exist elsewhere any common living conditions comparable with those which are enjoyed by practically the whole 110,000,000 people in the United States. Let each of us rededicate ourselves to our native or adopted land and stand shoulder to shoulder in support of those fundamentals of our Government on which this country has grown to be the greatest and the most prosperous in the world. James H. Stone.

Thoughts Suggested By the Modern Banking House.

A good many years ago I had the pleasure of seeing a great spectacular melodrama at Drury Lane (its name was "Cheer! Boys, Cheer!" and it was one of the best of its kind), and the incident which most amused the house was the determination of a rich Australian to withdraw her account from the Bank of England because it was so dirty. She argued that an institution which would not clean itself up was no fit place for a woman's money; whereas the audience, being English, felt with all its soul that dinginess was the hallmark of conservatism. Every inch of grime on the face of a National bank was added guarantee of security.

This is a familiar note in the literature of England. When Trollope wants to emphasize the authority of a very learned counsel, like Mr. Dove in "The Eustace Diamonds," he takes pains to lodge him in dim and dusty chambers. When Dickens wants to satirize the gullibility of the British public he paints in fantastic phrases the splendors which deceive them. The massive marbles and shimmering plate glass of the Anglo-Bengalee Loan and Life Insurance Company in "Martin Chuzzlewit" stand for bankruptcy. The very clock and coal scuttles, the lettering of the circulars and the buttons on the porters' waistcoats shriek their warnings to the wise.

A somewhat similar prejudice in favor of dirt and discomfort was not unknown to Americans a generation ago. Business of vast importance was transacted in offices austere devoid of ease. A great pioneer publishing house took a perverted pride in the inaccessibility of quarters, gained by steep flights of steps, and presenting, when reached, a perfected miracle of inconvenience. Now this same firm dwells, like the "Bohemian Girl," in "marble halls," which yet retain the saving grace of severity. An American magazine, which used to live so many stories high that only an Alpine climber could get to it, is now housed in quarters so beautiful that they have become a place of pilgrimage. "The old order changes," and the new order is in accord with the dominant impulses of the age.

For what is expressed in a modern bank but the natural development of a people whose keenest life is its business life, whose broadest domination is the domination of agriculture and industrialism, and whose expenditures are as vast as its boundaries! Americans have strewn their land with churches which are, for the most part, copies of authorized models; with monuments which are, for the most part, honest efforts to speak an unknown tongue; and with public buildings which are, for the most part, magnificent devices for diverting the people's money into the politicians' pockets. But out of their own hearts, and by the light of their own genius, they built the skyscrapers, aiming only at strength and utility, and reaching the towering heights of beauty. Urged on by their own needs, they covered the ground with a tracery of railway tracks which they never dreamed were beautiful until they saw what etchings

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artists made of them. Inspired by a spirit of sober enterprise, they built railway stations which are unsurpassed and unsurpassable, vast and dignified banks, and colossal edifices to hive the golden bees of commerce.

The atmosphere of a bank is like no other atmosphere in the world. There is the visible presence of ways and means on the one hand, and there are the suggestions that reach out into time and space on the other. We see the material side embodied in the safe deposit vaults of the up-to-date bank, the indescribable complications of its vast circular door and of its tiny locks, the walls of shimmering steel that hide the secrets of wealth behind their smooth, white surface. We see it in the familiar processes by which mechanism accomplishes with speed and certainty the tasks once confided to faltering human hands and blundering human minds. We see it in the numerous offices, the array of desks and typewriters, the army of men and women employed in carrying on the ceaseless routine of business. And we hear it in the murmur of sound which arises on every side, and which, like the humming of bees, is the soft, insistent, imperious voice of toil.

Agnes Repplier.

Change in Ownership as Grounds For Avoiding Insurance.

As a general rule, fire insurance policies carry a standard stipulation which provides that any change in the ownership of the property insured, made without the consent of the insurance company, will render the policy void. And, since stipulations of this kind are usually upheld by the courts, the point is one well worth careful attention where a business is sold outright, or there is any other material change in the ownership thereof. For if a business is sold or transferred, and no notification of such transfer is given to the insurance company that is carrying the risk thereon, and a loss occurs after the transfer, the insurance company may be well within its rights in declining to pay the new owner. The possible danger to a merchant in overlooking this point of insurance law, where a going concern is purchased, may be illustrated by the following.

In one case of this kind a business was operated under a trade name. The owner of the business took out fire insurance on the property under the trade name he was using. Following this he sold a one-half interest in the business to another party, and thereafter he sold the other half interest to another man, and the then owners continued to operate the business under the original trade name.

Now, it appears, that during these respective transfers of the business little attention was paid to the insurance policy covering it. The insurance company was not notified of the different changes in ownership, nor did it have notice of these changes from other sources.

Following the last transfer of interest in the business a loss occurred and the owners sought to collect upon the policy taken out by the first owner. The insurance company denied liability on the grounds of a change of owner-

ship in violation of the terms of the policy. In upholding this contention the court said:

"The property having passed to other persons without obtaining the consent of the insurance company, and the transfer of the policy, the property was no longer protected. A fire insurance policy is a contract of personal indemnity made with the individual protected, and does not go with the property as an incident thereto, to any person who may buy that property. If it goes at all, it goes as a matter of contract for the transfer of the policy."

But, the owners of the business claimed, since the insurance policy was taken out in the trade name of the business by the first owner, and they had continued the business under the same name, they should be allowed to recover on the policy under the trade name. In reply to this argument the court said:

"We do not think it material that the trade name continued the same. The individual owning the business were different; just as different as if a different name had been used. The principle above referred to, therefore, has full operation, regardless of the persistence of the same trade name."

Now, at this point, it may be noted that the question of when and under what circumstances a change of ownership, or in the personnel of a firm, will void insurance carried by such firm, is one of many angles. In view of which the subject cannot be covered by the statement of a general rule that would apply in all states and situations. However, this much may be said.

As a general rule, fire insurance policies contain clauses which render them void in case of a change in the ownership of the insured property, without the consent of the insurance company; and further, such stipulations are valid and will be enforced by the courts if their terms are violated.

So, leaving aside all legal refinements, and hair splitting arguments relative to whether or not a given change of ownership of the property of a firm will violate the terms of the insurance carried, the only safe plan for the business man to follow is to be sure the policy is not violated. This can always be done by getting in touch with the insurance company, explaining the transaction, and having the proper endorsement placed on the policy if this is necessary. By this procedure, nothing will be left to chance, and the danger of after litigation and dispute in case of a loss may be eliminated.

Leslie Childs.

A Reasonable Request.

A lady, evidently from the country, walked around the big town awhile and finally clamped herself down to a park bench, tired, more than skin deep. She had only been seated a short while when a man walked up to her.

"Madam, I must demand that you get up from that bench," he said.

"I will not. And who are you?" she replied, haughtily.

"I'm the man who laid his wet paint brush down where you're sittin'."

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That "Two-Cent Loaf of Bread."

I used to be a sort of Socialist, not a real, radical, honest-to-goodness socialist, but a part-way Socialist—more than one-half of 1 per cent., but not really intoxicating.

In those days I was writing for a living, and I still am. I didn't know as much as I do now, but I wrote with a lot more certainty about a lot of things.

That's by way of explaining a crime of my youth which I'm still trying to live down. 'Way back in 1909 I told a lie—at least it was a lie to the extent that I told only part of the truth. And I'm still trying to catch up with that lie and kill it good and dead, so that it can't wiggle a toe—but I never shall.

The story has to do with army bread sold at 2 cents a loaf. It is a story of government efficiency, of eliminating the rapacious manufacturer, the grasping middleman and the greedy retailer. If the army could have bread at 2 cents a loaf, why couldn't the civilian have bread at 2 cents a loaf?

It was a good story when I first wrote it fifteen or more years ago for the New York newspaper which then engaged my services. I was proud of it, so proud that I felt the gospel ought to be spread; and I took that piece, dressed it up a little more luridly and landed it in the Sunday supplement of the New York Call, which was a real Socialist paper.

And that yarn is still alive. Only the other day Mr. Ford's Dearborn Independent said the army's 2-cent bread was a fine instance of social efficiency. Then the Christian Science Monitor ran it in this shape:

At commissaries and supply depots operated by the Government, where those employed in strictly governmental activities are allowed the privilege of purchasing food and some other commodities at cost, bread is sold at a uniform rate of 2 cents a loaf. Estimating this as actual cost, the margin left to the commercial baker and retailer represents, on a 12-cent loaf, 600 per cent.

The way out for those who object to paying this seemingly large tribute is easily found. The remedy would be for them to establish their own private bakeries and to make their own loaves. But that is hardly the point. Modern apartment houses, or at least many of them, are not adapted to what is called "heavy" housekeeping. And besides all this, the tendency is away from that sort of thing.

It may actually be as economical, in a small family, to buy bread at the high prices charged as to attempt to make it at home. What should be considered is the apparent unreasonableness of the price charged. It is not enough to defend it upon the ground that the people would rather pay it than to go without bread. The fact to be established is as to whether or not a margin of 600 per cent. between cost and selling price is too high.

There is the hoary old sinner! Bread at 2 cents a loaf for everybody. A bushel of wheat yields 62 one-pound loaves of bread. Therefore, when wheat is at \$1.24 a bushel, bread ought to be 2 cents a loaf? Why not?

The Monitor estimates the "actual

cost" of the army bread at 2 cents; but is it? Not much. That's the cost to the army of the flour and the yeast. And the flour is bought in carload lots.

Just figure out the things that go into a loaf of bread besides flour, water and yeast. There's rent, there's fuel, there are taxes, wages, gasoline for trucks to bring it to your door; oh, there are a hundred other items, and not one of them figures in that 2-cent loaf.

I've learned a lot about business since I wrote that article that has dogged me ever since; and some of it has been about the baking business. Meanwhile I've seen that story travel around the globe, and I've never seen it denied by the industry it was aimed at.

I could disprove it myself, but I don't need to. I can call an unprejudiced witness, Major Robert Littlejohn, of the Army's School of Subsistence, at Chicago. I've heard him explain his 2-cent loaf, and his story runs like this:

"In the system of book-keeping that brings the cost of bread out at 2 cents per loaf nothing whatever is counted but the carload price of flour and the trifle of yeast used. We pay out cash for the flour and check this off to the soldier to whom we issued that flour as baked bread to balance the ration fund.

"The bakery in which the bread is baked is on a tax-free ground, and there is no rent. It was built by the Quartermaster's Department and kept up by them. If the baking plant needs repairs or paint or even rebuilding, it is not charged to the 2-cent loaf.

"The labor problem is met in the same way. Bakers and helpers are soldiers, paid as soldiers, not from the proceeds of the 2-cent loaf."

And there you are! Any baker could bake a mighty cheap loaf if—

He didn't have to pay rent or charges on his capital.

He didn't have to pay wages of any sort.

He didn't have to pay taxes.

He didn't have to pay delivery charges.

But I'll bet that soon I'll see that 2-cent loaf yarn again, perhaps in a slightly altered form: and someone will hand it out to me as an argument for government ownership or a proof of government ownership.

Fall Business Has Benefited.

A nice business has been booked in fabric gloves for Fall, according to leading manufacturers. One maker insists that his bookings are fully 50 per cent. ahead of last year at this time. The situation is said to arise out of the limited supplies of new merchandise available for late Spring delivery of popular-priced silk and fabric gloves. The manufacturers held down their production, following a cautious manufacturing plan based on the early Spring indications. The result was a paucity of wholesale stocks, with some immediate delivery business still filtering into the wholesale market. The fancy cuff glove is the leading style for Fall, with the soft Autumnal shades stressed.

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Wanted—A Psychological Shock Absorber.

Written for the Tradesman.

In a few articles preceding this, the aim has been to aid every young married pair in getting a good send-off on their great adventure. Warnings were sounded, constructive measures offered. Implied in what has been said before, let it be stressed here, that provided you are congenial and well suited to each other, that you have a deep and genuine mutual affection, and that in your marriage you have done no violence to Nature's laws, then the rest is up to you two. To both, mind you, for neither one can, by any possibility, achieve happiness in marriage unaided by the other.

The outstanding suggestion thus far is that you should be independent of parental control. For growth in character and the attainment of harmony, you must be free to set up the standards that you mutually agree upon, to realize as best you may the ideals that you hold in common.

No word of what has been said in this regard is taken back now. Rather is it emphasized that it is only when you two are self-subsistent economically and in every other way, that you can have the opportunity that is rightfully yours to make adjustment to each other, and to live your own life together in your own way.

From this on, unless you have been married far too young, the final decision in all your concerns should rest with you. Little bride, you are not to run to your mother with every problem that comes up, and you, big boy, must not be too closely tied to your mom's apron strings.

But your independence established and recognized, you should strive for pleasant relations with your parents on both sides. There should be no bitterness between you and them, but a warm and tender affection instead. To this end you must supplement nature—fill in where that lady left some strange gaps. For in playing up the life of you two together, she would let you neglect the folks. A word further as to her omissions. Sometimes nature leaves a gaping wound in the household that has lost a daughter by giving her in wedlock—a wound which she takes no immediate measures to heal. Almost never, with any degree of promptitude, does she in the least abate the intensity of that primal unreasoning instinct because of which the woman who, by his marriage, is compelled to give up a well-loved son, feels that she has been robbed, despoiled of the very treasure of her heart.

At the coming of an own child, weak and helpless though it is and

sure cause of endless toil and anxiety, nature takes care of what otherwise would be a hopeless situation by supplying an inexhaustible fund of maternal love. Often she grants to some favored matron a gracious satisfaction in the newly acquired son-in-law; but only rarely does she bestow upon the sorrowing mother who must accept willy nilly a daughter by marriage, even a tiny bit of good will toward the intruder.

Far from seeking to decrease the inherent antagonism, nature for a time directly incites each woman to battle valiantly with the other. This antagonism is the crux of the whole matter.

As if this were not a sufficiently prolific source of trouble, there is added the wide difference of viewpoint between the young people and the parents.

What are we elders to think of the clear-eyed youngsters of to-day, who are so sophisticated as often to seem pitifully old, who are so unabashably frank, wear so little clothing spiritually as well as physically, have no illusions, take nothing on faith, get right down to brass tacks, are incapable of reticence and concealment; who are, to our horror, ready to carry liberty to the very verge of license and beyond, who are so lacking in reverence that they regard nothing as holy, who cuttily condemn as "piffle" much that we have held sacred, concerning which they do not hesitate to advise curtly, "Aw cut it out!" but who have such clearness of purpose, such sturdy honesty, such genuine sincerity, that to them we elders must yield the palm as to some of the fundamental virtues?

Because of these sterling traits that we so greatly admire, can we hope that those other traits which we so deprecate are merely the wide swing of the pendulum—the excessive yet necessary reaction from the slavery of tradition and other unwholesome and dwarfing restraints?

And what do they think of us, whose treasures they look upon as junk, and whose cherished beliefs are mere bunk in their estimation? With stinging sarcasm they dub as "apple sauce" the hollow compliments that from time out of mind have been the great staple of polite conversation. With sharp and ruthless eyes they have pierced all our morbid sentimentalism, our shams and deceptions.

But have they the insight to discern that many of our artificialities are due to an instinctive conservation of what we have deemed best for the race; that sometimes, when we could not attain the inner grace of righteousness, we have thought it wise to hold to its outward forms; that in our decorum there is a center of real gentleness and

kindness; that in their zeal for naked truth and utter freedom some have coarsened as compared with the older generation; and that the healthy cultivation of the finer sensibilities which they are neglecting, adds greatly to the riches of life?

It is not supposed that either you two or your parents represent the full limit of the tendencies that have just been compared. Rather is it assumed that you, young man, are a conservative sort of fellow, and that you, dear girl, never have been an extreme flapper. Also that the parents on both sides are rather modern and progressive. Even so the elders retain enough of the prejudices in which they were reared, and you youngsters have absorbed enough from the atmosphere in which you have come up, that there is a wide mental divergence, making it hard to find common ground for association together. There is a slight jar when either of you meets any one of the folks, a jar that possibly may develop into a severe psychological shock whenever you, little bride, come in contact with your husband's excellent mother.

Owing to the marvelous cohesive power of blood, each pair of these worthy parents could get along all right with their own—the trouble comes in with the "in-laws." And this is rarely at all serious except as regards the mother-in-law-daughter-in-law complex, which in many instances is extremely difficult. The distress of this complex varies in intensity—happily lessened whenever either woman has a variety of interests or has advanced beyond the instinctive stage of development—usually reaching its apex in those cases where the son who has to be given up is the only child of a widowed mother.

What can you two do about all this? You can be good children, respectful, considerate, helpful. Don't flaunt your lately acquired independence. If your parents were reluctant to yield what was your right, do not on that account be grudging in giving to them the deference that is their due.

Talk over your affairs with them, and should you see that some idea of theirs is better than yours, be humble enough to act upon their suggestions. Having dropped some money in unwise speculations, they can give you straight tips on how not to drop yours, and in various ways and on many occasions may keep you from needless loss or humiliation.

Do not forget that these four are in all likelihood your best friends, and in case of need would deny themselves to the utmost for you two. Remember, little bride, that this same mother-in-law whom you suspect may almost hate you, would, if the test came, share her last nickel and her ultimate crust with you. That this is so is one of the great paradoxes of life.

You, young man, should be agreeably companionable with your father-in-law, and attentive and courteous to your new mother. Try to make her like and respect you.

With your husband's dad, little girl, you are not likely to have the least friction or trouble. Be friendly and nice to him. Now as to your mother-

in-law. Although you can't see why she should be so badly broken up just because her son got married, try to do nothing that will further wound her feelings. Never thrusting yourself upon her, still be ready to meet her half way in any advances she may make. Unless she is a person in whom the Christian graces greatly abound, you will have to adjust to her—she will not adjust to you. You and she may have a common liking for some side pursuit as the cultivation of flowers or the study of birds, or maybe you can render her some of the little services that are so acceptable to an older woman. In whatever you do for her, aim to please not yourself, but her; don't attempt to bring her to your way of thinking as to what she should wear or how she should entertain. If you can devise any psychological shock absorber that will meet the needs of the case, good for you! Better yet if you can in any way lessen the antagonism between you. It will be greatly to your credit if you can handle masterfully the mother-in-law-daughter-in-law complex, for this is an outstanding bugbear of the domestic relations. Ella M. Rogers.

Novel Powder Puff Pockets.

A novel embroidered powder puff pocket with puff is now being offered by a rubber goods firm. The pocket is made of soft rubber, which in itself is claimed to have many advantages over the old type of powder puff container, particularly the prevention of the powder from scattering and keeping it free from moisture during the hot weather. In addition, the pocket features a needlepoint lace embroidery in the form of a butterfly or square medallion ingeniously appli-qued so that it appears as if the rubber itself was embroidered. The pockets are available in a variety of colors, the velour powder puff coming in the three staple shades of white, pink and peach. The merchandise is packed in a specially constructed box for handy and effective counter display. The pockets wholesale at \$1.75 per dozen.

Courtesy.

If I possessed a shop or store,
I'd drive the grouches off my floor.
I'd never let some gloomy guy
Offend the folks who came to buy;
I'd never keep a boy or clerk
With mental toothache at his work,
Nor let a man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time
And spends a nickel or a dime
With courtesy and make him feel
That I was pleased to close the deal.
Because to-morrow, who can tell?
He may want stuff I have to sell
And in that case then glad he'll be
To spend his dollars all with me.

The reason people pass the door
To patronize another store
Is not because the busier place
Has better silks or gloves or lace,
Or cheaper prices, but it lies
In pleasant words and smiling eyes.
The only difference, I believe,
Is in the treatment folks receive.

It is good business to be fair,
To keep a bright and cheerful air
About the place and not to show
Your customers how much you know
Whatever any patron did
I'd try to keep my temper hid,
And never let him spread along
The word that I had done him wrong.

A Whole Class Indicted.

He—Would you marry a man who lied to you?

She—You don't think I want to be an old maid, do you?

The Farmer Knows His Business.

There is no doubt that American business has become increasingly aware in recent years of the significance and the needs of agriculture. The numerous conferences between farmers and city business men and the various efforts in the direction of unified action bear witness to this fact. Awareness of agriculture and its problem is not enough, however. To know that there is a problem is something, but it is only a first step.

If American business is to make any significant contributions to the solution of farm problems, it must get down to brass tacks, find out what these problems are and what they involve, and then offer its help to the farmer in solving them.

American urban business does not yet as a whole understand farming or the farmer. For example, a group of city business men, honest and well meaning, hits upon the idea that more dairying is needed in the community. The business men reach this conclusion on the basis of articles they have read in newspapers and magazines pointing out that dairying is a stabilizer of agriculture, which, of course, it is. But it may happen that their community is already carrying on all the dairying that can be effectively maintained there. The project of the business men will cost money and labor but will be a failure because the men back of it do not thoroughly understand the agriculture of their own community.

In many, perhaps most, places an increase in dairying would be exceedingly useful, but it is not safe in any particular case to rely on a generality like this. A chamber of commerce surveys its town before inviting industries promiscuously to locate there; it does not want to risk the likelihood of business failures. It is just as easy and just as important to make a survey of a farming community under direction of the farmers of that community and with the assistance of agriculturists of experience in that field of work.

Furthermore, the business man in city or town must realize that the farmer is likewise a business man, and that business men have a perpetual objection to being directed from the outside. Nobody needs to tell the farmer what to do. He has little liking for advice, and rightly so. What he wants is an equal chance to carry on his business as other business is carried on. He will welcome co-operation from others, just as any good business man will, but he will insist on running his own business. For instance, if farmers generally decide that co-operative marketing is the best practice for them, they will carry out their plans regardless of any opposition that may arise from other elements in the population. Any individual or any group that tries to stem the tide of agricultural progress is certain to suffer for his rashness. Farming is the oldest big industry we have and the farmer knows his business from centuries of experience.

I am confident that far-sighted business men in the cities and the towns are going to come to a greater and greater realization of the importance of these facts and are going to co-operate with the farmer in carrying

out the practices which he finds are necessary to the success of his business.

One specific way in which co-operation can be given to the farmer to-day is in connection with the freight-rate problem. A careful study should be made of the whole freight-rate structure. On the basis of such a study it should be possible, in adjusting freight rates, to take into account both the market value of farm products as reflected over a reasonable period of years, and the influence inevitably ex-

erted by freight rates over the economic development of particular regions and of the country as a whole.

I realize that the cost to carriers must be fully reckoned with as a factor in rate making, but I am convinced that it is equally important to consider the value of the service to the shipper. It is not my idea that freight rates should be continually changed to meet fluctuations in market prices. What we must do is iron out present inequalities in the freight-rate structure and work out a policy whereby read-

justments can be made in the levels of freight rates to meet the changes that occur in economic conditions over considerable periods of time.

William M. Jardine,
Secretary of Agriculture.

"Take care of the pennies and the dollars will take care of themselves" refers not only to money but also to actions of small or large value.

Beware of the amateur who plays poker with a winning smile.

and especially now in placing future orders

remember these advantages
Del Monte offers

- 1-A READY-MADE MARKET
- 2-ONE POPULAR BRAND ON A WIDE LIST OF FOODS
- 3-AND A QUALITY THAT BRINGS YOUR CUSTOMERS BACK FOR MORE

The decision you make **now**—in ordering canned fruits—determines your success for a year ahead!

It's doubly important, therefore, to remember the big advantages the DEL MONTE brand offers.

First—the assurance of being able to turn your stock **quickly**. You know in advance that you have a market—a quick, ready acceptance of every item in the whole line.

Second—DEL MONTE advertising! It's stronger this year than ever before. It's directed right into the homes of your best customers—building new volume, persistently, month after month.

And, most important of all, DEL MONTE quality! It's the goodness of every item in the line that makes the advertising so successful—and brings **back** to you the kind of steady, repeat business you want.

Why not make up your mind **NOW**? Say DEL MONTE to your jobber when he calls—and get ready for the biggest year you've ever had on canned fruits.

Just be sure you **SELL**
DEL MONTE



July Suggestions

Right now—these hot days—we are urging millions of housewives to "freeze DEL MONTE Fruits in the can."

Try this idea yourself—then feature it with your trade—and put new life in your summer canned fruit sales.

We can supply free display material or leaflets for your customers, describing this new method. Let us know your requirements. Address Promotion Department, California Packing Corporation, San Francisco, California.



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

Simplifying Carton Thicknesses.

A bulletin has been sent out by the National Notion Association asking the opinions of members on the proposition to reduce the thickness of the material now used for carton containers. The Division of Simplified Practice of the Department of Commerce suggested the canvass in the belief that a reduction in the number of thicknesses will result in substantial savings both for the users of paper cartons and the manufacturers of box board and allied products. It is pointed out that at present about 25 per cent. of the production of box board is on a basis differing so little from the proposed simplified thicknesses as to make the strength differential negligible. The bulletin contains the specific recommendations of the box board manufacturers dealing with set-up boxes, large outside containers and folding boxes. Colors are standardized to size in the following order: Gray, green, yellow, blue, buff and red, with special colors to be limited to a minimum of twenty tons. The recommendations, however, do not involve grade, quality, individuality of design or size of the finished package.

Advance Buying Is Cautious.

With a large group of the well-known style houses in the ready-to-wear industries announcing their Fall openings next week, practically the entire trade will then be ready for buyers. Various factors have contributed to the later showing by some of these firms, but it is generally agreed that there has been no necessity of early openings. Reports from salesmen on the road and also from firms which have already opened their lines, indicate that the retailers have inspected the new offerings with interest, but that there has been no placing of substantial early orders. The buyers are expected to do considerable experimenting in their early business to test out what will sell. The manufacturers have in mind a similar procedure, and much pruning will be done of later season offerings, based on the preferences shown by retailers.

'Prospects in the Lace Trade.

The close of the Spring season was a considerable disappointment to the lace trade. After a good early demand, it is said buying tapered off, largely because of the vogue of printed silks. There is some business passing at pres-

ent in cotton laces, mainly in bandings, edgings, all-overs and galloons in 4, 6 and 36 inch widths. There is a scarcity of white laces reported at the moment, because most of the goods were dyed in the ochre shade, which was counted on to dominate through the season. Fall prospects are somewhat indefinite and will not shape up from the buyer's standpoint for a little while yet. Buyers are expected to do some sampling of the novelties, including brocades and metals, at first. Tulle is spoken of as likely to have good demand from the dress trade for evening gowns. These are stressed in the 72 inch widths, which can be cut to any smaller width desired. Ombres and the high colors are featured. Very sheer laces have been selling to the millinery trade, and this has added to the business in colored laces to match. This type, however, is not a Fall item.

Glove Silk Underwear Sales.

An improvement in the demand for glove silk underwear for Fall is commented on by manufacturers, a fair volume of business for October-November delivery having been booked during the last ten days. It is believed however, that it will be about the middle of July before active covering begins to be done by the retailers. There are some immediate delivery orders being received. These, one well-known wholesaler said yesterday, are mainly for the combination brassiere-chemise-step-in garment and the glove silk princess slip. The brassiere top garment comes either plain or lace trimmed, with pink and peach the outstanding shades. The vogue of the straightline dress has greatly favored the sale of the princess slip of this material as it clings close to the figure and the thinness of the material is such as to eliminate unsightly bulges.

Cheaper Dresses Well Styled.

One of the outstanding reasons for the success which manufacturers of the cheaper lines of dresses have met with this season is said to be the marked improvement that has been made in the styling of them. In many cases, it is further said, it is possible for a woman to get "lines" in a dress now at \$10 to \$15 that could be had a few years ago only in garments costing two or three times that amount. The result is that the sales of cheap dresses have increased, women and girls of moderate means finding it possible to make a better showing with two cheap dresses than with one more expensive one. The further assertion is made that never before in the history of the ready-to-wear trade were values in popular-priced merchandise greater than they are at present.

Summer and Fall Hats.

The leading Paris milliners are producing ribbon and flower trims for Summer and feather and ostrich trims for Fall. In this one sentence, according to radio information received from that city by the Retail Millinery Association of America, is contained the entire fashion forecast.

"Reboux has a new hat that she is selling in large numbers to the American tourists, as well as the Parisienne vacationist," says the New Millinery Bulletin, the official organ of the association. "It is a crocheted straw so fine in pattern that it looks at first glance exactly like a bengal straw, but it is really a knitted straw thread. These new hats are made in all colors and trimmed chiefly with ribbon. Sometimes they are trimmed with anemones, in delicate tones, a bunch of these flowers being placed over the right ear of the wearer."

Ostrich tassels are used a great deal in Paris to trim midsummer hats. Lucie Hamar used glyserined ostrich tassels in red and gold to trim a small cloche of quilted faille silk. The tassels, three in number, were arranged at the right side, dropping over the ear. Georgette embroiders her copelines with chenille, which is used to make a ridge around the edge of the wide brims, and futuristic motifs are scattered over the brim and the crown."

1926 Lines of Straw Hats.

Wide brims, fancy bands and head easings are described as the features of the 1926 lines of straw hats. These will be generally opened about the second week in July. Basic prices, it was said yesterday, will show very little change over those of this year. The trend toward incorporating special easings so that the hat will not press upon the head or, as one manufacturer put it, "will ride softly," will be stressed notably in the lines of most manufacturers. Brims will run about the same width, it being believed that the present widths are close to the limit for metropolitan wearers. The re-order business on straws this season has been good, the retailers being enabled to get a good turnover before the season swings into the cut price and "second straw" stage.

Leather Goods Picking Up.

The call for luggage and other leather goods is beginning to show the effect of the approaching vacation season, but a good deal of consumer buying of these lines still has to be done before makers of the goods will find themselves busy. One reason for this appears to be that retailers, more especially in the case of luggage, show little disposition to fill in broken lines completely. A factor that is helping the small leather goods situation to some extent is the more active business that is being done by concessionnaires at various amusement parks and beaches throughout the country. This is attributed directly to the hot weather. In some quarters duplicate orders from these buyers are making their appearance.

Balbriggan Dresses Still Wanted.

Practically no diminution of the demand for balbriggan dresses has been noted as a result of the recent warm

weather, and there is little doubt that the vogue for them will carry through the remainder of the season. They are particularly designed for sports wear, and with the approach of the vacation season the consumer demand for them has improved materially. They are said to be ideal for the purpose for which they have been created, combining lightness of weight with the degree of warmth that is often desired when in the mountains or at the seashore. Well-styled garments to retail at from \$15 to \$20 appear to have the call.

The Waist Line Will Help.

The decree of Paris that women shall have waistlines again is expected by blouse men here to have a noticeable effect on their business this Fall. For one thing it presages the return of the two-piece tailored suit, and with it the tuck-in blouse. The adoption of a definite waistline, according to a bulletin from the United Women's Wear League of America, means that there will no longer be a need of hanging skirts from the shoulders and that they will again be fastened around the waist. At the same time the new vogue raises a question as to the future of the overblouse, which for some time has overshadowed waists of the tuck-in type.

SUMMER SPECIALS

Fast selling, right priced
seasonable merchandise, just
what you have been looking
for—

No. 1101—Wide Leather
Belts, 32-36, Russet,
Tan, Black, Doz. — \$4.00

No. 71N — Silk Striped
Sport Belts in latest
colors, Doz. — \$7.00

No. 00—Palm Leaf Fans,
12 in. wide, Doz. — 45c

No. 2220 — Children's
Sock Garters, dozen
pairs on easel, Doz. 75c

No. 1000—Fly Swatters,
wooden handle, rubber
end, sanitary, extra
special, a Doz. — 60c

Special—Vacuum Bottles,
fine for tourist trade,
each in carton, quarts,
Doz. — \$13.50

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

Are Retailers Responsible?

Commenting on the relatively large business now being done in the cheaper lines of dresses at retail, as against more expensive apparel, the question is raised by an authority on ready-to-wear trade conditions as to just how far the retailers are responsible for it through "trading down." The contention is advanced that retailers have been straining for volume sales for so long, through the medium of special offerings, that the average woman has got to the point where anything more than \$15 or \$20 for a dress is high. The result is that sales volume on garments retailing above those figures has suffered. Whether sales volume has actually increased as a result of this kind of merchandising is said to be open to question. The inference, however, is that it has, otherwise the stores would not pursue the policy they are now following.

Balbriggans Hit By "Athletics."

Balbriggan underwear for men and boys is being considerably outdistanced in popularity this season by the so-called athletic type of nainsook goods, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers. The letter quotes one prominent jobber as saying that his orders on "bal" shirts and drawers have fallen 25 per cent. under last year's for the same period. His sales this year he estimates at 90 per cent. for nainsooks and 10 per cent. for knitted garments. The former sell best at 75 cents and \$1 per garment. At least 95 per cent. of this jobber's orders for boys' underwear have so far called for nainsooks.

Trade in Popular-Priced Jewelry.

Although, in common with most other lines at this time of the year, not a great deal is being done in popular-priced jewelry at the moment, enough business is being taken to tide things over until the demand picks up again. With the idea of tempting buyers into action a number of new things have lately been brought out. Among the new items are iridescent faceted glass bangle bracelets made in red, blue, green and other popular shades, in addition to several color combinations. They are designed especially for wear with the colored dresses that are now so popular, and are meant to be worn several at a time. They retail at 50 cents each.

Metal Laces Well Regarded.

While the lace trade is still feeling its way with respect to the Fall possibilities, the outlook for metal laces among the novelties is considered good. These laces not only include the staple silver and gold effects, but also colored metals in a wide variety of shades. At the same time, a feature will be made of silk and metal laces. In these the groundwork is of silk, with tinsel thread being used for added embellishment.

Wide Printed Chiffons For Fall.

Printed chiffons are regarded with much favor for Fall, and leading fabric houses are planning to make extensive offerings shortly of these materials. Interest already shown by the dress trade in the goods is said to warrant the be-

lief that they will meet with a very favorable reception. The materials are intended for evening dresses and will be featured in the 54 inch width. These sheer fabrics will be offered in a large number of new designs, it was said yesterday, among which new Mme. Pompadour patterns stand out. Stress will also be placed on solid color ranges, particularly an absinthe green.

Ribbon Trade Is Quiet.

Aside from the immediate delivery fill-in orders, the ribbon trade lately has been quiet. Fall lines are in process of preparation, with the salesmen scheduled to go out on the road next month. The belief is that belting ribbons for making hats are likely to continue their popularity during the Fall. The millinery trade is also counted on to show continued interest in narrow moires. The demand of No. 16 moires has been good and there has been a spurt in the buying of No. 3 white moires. Narrow ombres have been selling well, although the wider numbers have not taken to the extent expected.

Scarf Orders Take Spurt.

Reorders for the higher grade novelty scarfs for women's wear are shaping up very well. Wholesalers report that the warm spell has caused a flock of hurry-up orders received by both wire and mail. The vogue for these accessories will be broader than it was last year, owing to the greater stress placed on new types for beach and sports wear, in addition to the essentially dress scarf. The patterns of this merchandise are highly varied and include a large number of color combinations in which the high shades are stressed. Cheap or low end scarfs have not sold well, according to both manufacturers and retailers.

Want Bathing Suits in a Hurry.

Last-minute buying by retailers of bathing suits continues a feature of the knit goods demand. The influence of the hot weather has cut into retail stocks so heavily that buyers have come post haste into the market here to cover their immediate needs. Stocks at wholesale are described as low, some of the leading manufacturers having practically no goods that can be shipped immediately. The situation is taken to presage a healthy condition for the opening of the 1926 lines. The modified one-piece suit with short skirt attached is the leading type wanted, with bright colors stressed notably.

White Vogue Would Help.

An even more rapid spread of the vogue for white this season, especially in dresses, than is now in evidence, would not be amiss so far as makers of lingerie are concerned. For one thing, it would stimulate greatly the call for slips and petticoats, particularly those garments equipped with the so-called shadow hems. Many thousands of these garments are already being worn with the sheer-colored voile dresses that are seen so much in this neighborhood, but being dressed in white was said yesterday to have a marked effect on the average woman's donning extra underthings. It is on this account that the hoped-for increase in business is based.

Programme Arranged For the Port Huron Convention.

The Michigan Retail Dry Goods Association will observe the following programme at their seventh annual convention June 25 and 26:

Thursday Morning.

- Gratiot Inn, Port Huron,
- 10—Registration of all members and guests. Installation of exhibits.
- 12:15 to 1:30—Joint luncheon—Port Huron Rotary Club, Michigan Underwriter's Association and the Michigan Retail Dry Goods Association, addressed by an able public speaker.

Afternoon.

- 1:45—Welcoming remarks by Hon. J. B. McElwain, Mayor of Port Huron.
- 2—Announcements.
- 2:15—Brief address by President of Association, J. B. Sperry, Port Huron.
- 2:30—Address—Practical Merchandising for Small Stores, A. J. Richter, Smith Bridgman Co., Flint.
- 3—Discussion—J. H. Clements, Rochester.
- 3:30—Address—Itinerant Salesmen and Dishonest Advertising.
 - (a) Local Ordinances Pertaining Thereto, John H. Combs, Retail Merchants Board, Toledo, Ohio.
 - (b) Present Status Michigan Laws, C. L. Glasgow, Nashville, President Retailers' Council, or F. L. Warner, Lansing, Assistant Attorney General.
- 4:30—Address—Giving Your Store a

Personality, Ralph Yonker, the J. L. Hudson Co., Detroit.

- 5—Report of Committee on Nominations.
- 5:15—Report of Secretary-Treasurer, H. J. Mulrine, Battle Creek.

Evening.

- 6:30—Convention Dinner, dining room Gratiot Inn. Music by Sperry Glee Club. First Vice-President George T. Bullen, presiding. Special guest and speaker, David Humphrey Foster, Beloit, Wis. Brief address "How to Avoid Piece Goods Shortages," W. R. Ballard, J. B. Sperry Co., Port Huron. Question Box—Round Table Discussions.

Friday Morning.

- 9—Call to order—Announcements.
- 9:15—Election of officers.
- 9:30—Address, with charts, Modern Methods in How to Cut Retail Costs, J. W. Knapp, Lansing.
- 10:15—Brief Address—Deferred Payments—Effect on Dry Goods Business—L. M. Schroder, Battle Creek. Discussion—W. C. Weichmann, Saginaw and M. Rosenthal, Flint.
- 11—Inspirational Address—Fred W. Anderson, the Miracle Merchant, Cozad, Neb.
- 12—Unfinished Business—Report of committee on resolutions. Adjournment.

Afternoon.

Visit Port Huron stores and points of interest in Sarnia, Ontario.

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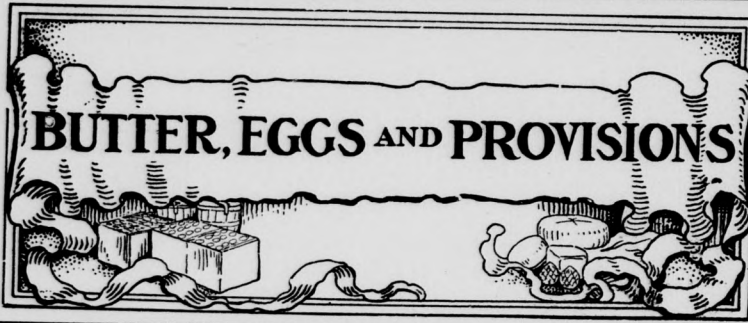
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Uncle Sam as a Price Fixer.

I recall no cleaner cut example of farm prosperity created by artificial price regulation, nor also of its consequences, than is told in a report of the United States Grain Corporation just released to the press. The report aims at exhausting all criticism of the corporation and every page speaks of success, if by success is meant high prices for the farmers and a profit (small, to be sure, but a profit nonetheless) for Uncle Sam.

Mr. Hoover says in his comment on the report that in July, 1917, as U. S. food administrator, he faced a foreign combination against our wheat growers which purposed to keep down the price of the crop then harvesting to about \$1.50 per bushel at our farms. This price, in the opinion of the administration, meant loss of future acreage planted to wheat at a time when wheat was to be greatly needed.

The report shows that the Grain Corporation succeeded in the purpose for which it was organized. An investigation was hurriedly made by the U. S. Department of Agriculture through the county agents, resulting in the conclusion that the weighed average cost of production during 1917 for all wheat-growing states was \$1.71 per bushel. In the appendix to the report are tables prepared later from more leisurely investigations of the department, wherein "more carefully determined costs" were shown to have been \$1.02 per bushel for winter wheat states and \$1.12 per bushel for spring wheat states.

In the light of these facts, now well supported, the purpose of our allies to buy the 1917 crop of wheat at \$1.50 per bushel on American farms does not appear as a serious blow to profitable production, nor is it easy to see wherein our own government's action in raising the price to \$2.20 was not something of an "affront to patriotism," which the author of the report says would have characterized a period of private profiteering growing out of the same situation.

Some of us had an opportunity to talk with wheat farmers in 1920 while government support of the market was being withdrawn. To me, as to anyone at all familiar with the farmer's mind at that time, the declining price of wheat was of less serious concern than was the price to which land had risen. So much has transpired since to emphasize the disastrous results of the land boom that argument of this point would appear to be unnecessary.

The report goes on to say that, in determining the price to be maintained for wheat, the committee appointed by Mr. Wilson at the suggestion of Mr.

Hoover "kept constantly in mind three factors: (1) the fact that the United States was at war; (2) the need of encouraging the producer, and (3) the necessity of reducing the cost of living to the consumer. In consideration of these and other conditions the committee recommended that the price of No. 1 Northern spring wheat and equivalent grades be \$2.20 per bushel at Chicago, with differentials for other grades and other markets."

Mr. Hoover was impressively fair to the farmers in recommending the personnel of the committee, six members of which were chosen to represent farmers and their interests, two to represent labor organizations (consumers) and one, Theodore N. Vail, to represent business, while the chairman, Mr. Garfield, and Dr. Frank W. Taussig were economists.

A striking effect of this selection is the fact that "for several days the committee was deadlocked, four of the six farmer representatives contending for a price of \$2.50, one for \$2.30 and one for \$2.25. The two representatives of labor voted for \$1.84, while the other members were voting for prices from \$2.10 to \$2.25."

In view of the washing out of fortunes in the wheat-raising areas when the land boom subsided following the removal of war regulation, any unbiased observer will agree, I think, that only the stress of war and the temporary need for more wheat justified the action of our Government in creating the Grain Corporation, and that similar measures in peace time are wholly unjustified by the success of that corporation in the purposes realized.

The reader should be reminded, of course, that a period of general speculation began with our entry into the war early in 1917, and that the six months preceding the passage of the food control act had been a period of uncontrolled speculation in all food stuffs under the leadership of wheat. Indeed, when the delivery of May futures was demanded, the price rose to \$3 per bushel, and "with the settlement of the Chicago corner between the Board of Trade officials and the Allied buyers the price of wheat receded and stood at about \$2.40 at Chicago when the Food Control Act was passed."

The report is of extreme interest for the care with which it was prepared by Frank M. Surface, an economist of note, and also for the fact established that, notwithstanding the high price levels of other commodities during the period under discussion, "never before did the farmer receive such a wide margin between the cost of production and the farm price; that never

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CANTALOUPEs and NEW POTATOES

For the season now opening, we will maintain the reputation we have earned by handling only the best Brands and Packs obtainable.

VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

WE BUY
EGGS

WE SELL
EGGS

WE STORE
EGGS

We Sell

F u l — O — P e p

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

before was the relative purchasing power of wheat in terms of other commodities as high as in the years 1917, 1918 and 1919; that both the farm price and the market price of wheat were at relatively higher levels than the prices of other farm products; that wheat prices in the United States were higher than in other wheat producing countries; that the market value of wheat lands boomed to undreamed of values and that the relatively high prices stimulated wheat growing until in the last year of the guaranteed price the acreage was more than half again as large as before the war. By every measure which we can apply the wheat farmer in the United States was extremely prosperous during these three crop years. This prosperity was the direct result of the policies pursued by the Food Administration and the Grain Corporation. The suggestion that the farmer would have received higher prices without the control measures is an illusion."

Finally the report is interesting as showing that, backed by the financial responsibility of the Government, the market for certain crops can be maintained at artificially high levels over a long period of time but with the inevitable period of depression following, and with its wake of speculation during the still later period, when prices are running wild in an effort to find a normal, market-governed level.

Government support is only of incidental bearing in this connection; great aggregations of capital can, under certain conditions of monopoly, do the same thing which the Grain Corporation did, and the power of organized farmers can, it is conceived, wreck and make great fortunes.

Here is to be found political and financial incentive for unscrupulous or ill-informed farm leaders who may pose as economists for the power which organized agriculture may by chance of fortune place in their hands to manipulate for private ends.

Paul Mandeville.

Every Business Man His Own Prophet.

It is our opinion that every business enterprise should have an economic laboratory and that every business man should be his own prophet.

It is necessary to depend in some measure on expert financial advice, and we have received substantial service from the organizations or the individual economists who have brought together the facts, critically scrutinized them, and ventured to tell what the future may bring forth.

When the skies darken, the clouds gather, and gusts of wind strike us, we know that a storm is about to break. We do not have to be told to seek shelter. Often the skies of business have been darkened, the clouds have gathered, the wind has begun to blow fiercely, yet business men have failed to measure the signs and neglected to prepare the shelter that must soon be needed.

This subject recalls to memory the fatalistic events in the fore part of 1909 when there were numerous signs of an impending storm, and yet business went along merrily, goods were ordered without the slightest fear and

our industrial capacity was taxed to the utmost. When the storm broke, nearly everyone was unprepared and, therefore, drenched to the skin.

Trained thinking on this subject is extremely important. We may honor the expert, but we should not rely entirely on him.

We should develop our skill in the reading of signs and in foretelling what the future may unfold. There are too many blind chances in business, too many disasters because the precipice was not discovered until it was too late to recover one's footing.

In the interpretation of business events, in forecasting our financial drifts, credit is a very good barometer. To understand the rules of credit and the relation of its movements to production and marketing, will build up our own prophetic powers and keep us from being blind followers of any economical or statistical school. It is no more difficult to develop the ability of reading the economic signs than to direct the activities of an industry and make a large capital pay.

J. H. Tregoe.

Do You Know?

That 21,000,000 letters went to the Dead Letter Office last year?

That 803,000 parcels did likewise?

That 100,000 letters go into the mail yearly in perfectly blank envelopes?

That \$55,000 in cash is removed annually from misdirected envelopes?

That \$12,000 in postage stamps is found in similar fashion?

That \$3,000,000 in checks, drafts and money orders never reach intended owners?

That Uncle Sam collects \$92,000 a year in postage for the return of mail sent to the Dead Letter Office?

That it costs Uncle Sam \$1,740,000 yearly to look up addresses on misdirected mail?

That 200,000,000 letters are given this service, and—

That it costs in one city alone \$500 daily?

And Do You Know?

That this vast sum could be saved and the Dead Letter Office abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?

Moral: Every man knows his own address if not that of his correspondent.

Put it in the upper left hand corner!

Vision of Animals.

Men and monkeys have far better eyesight than any other animals, except birds. It has been found that most birds have powers of vision about 100 times as great as that of normal man. Some birds can see a worm at a distance of 300 feet. The eyes of birds are especially adapted to see moving objects at great distances, so that the approach of an enemy is observed by them long before the human eye could detect it.

Insured.

He: It wouldn't be much trouble for us to marry. My father is a minister, you know.

She: Well, let's have a try at it, anyway; my dad's a lawyer.

HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables



Van Dam

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, Granulated 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.

It Pays To Keep the Stock on the Move.

Written for the Tradesman.

It is a recognized truth nowadays that the hardware store must be rendered attractive to draw trade. This is due primarily to two recognized causes. The hardware store is now catering to women as well as to men; and the stock carried is wider and more varied, including certain lines which must be attractively displayed if they are to sell.

One of the big problems facing the hardware dealer is to find means to make his store clean, bright and inviting in appearance, and thus attract all classes of trade. Prime factors in the attainment of this object are: an attractive store front, a neat arrangement of stock, good fixtures, elimination of crowding, getting plenty of light in the store.

Circumstances sometimes conspire to prevent the dealer from carrying out these ideas. His premises may be so small that it is impossible to avoid overcrowding and equally impossible, therefore, to keep the stock neat. Environment may prevent the entrance of much light into his store.

There is, however, one factor which is most important in rendering the store attractive to customers, one which every dealer finds it within his power to use—keep the stock "new."

There are many lines handled by the hardware dealer which from their very nature are slow sellers. They are likely, therefore, to stay some time in the store and thus to accumulate dust. It is not uncommon for certain sections of a store to remain untouched for months, because there has been no call for the goods which occupy that section.

What is the result? The goods begin to look dull and old. Customers gain the impression that the stock in the store is out of date. The effect of seeing the same old goods in the same old place every time they enter the store is far from a good one. They conclude that the establishment is antiquated, most completely out of date.

On the other hand, the impression made upon customers by a stock which has the appearance of being new is most striking. Attractive goods, bright labels and fresh colors on every hand—no wonder that money burns in the pocket of the customer.

The one way to keep the stock perennially new is to move it around. The assiduous and daily use of the duster and broom is necessary, but the arrangement of the goods must be

changed as well. A new arrangement makes the goods look new.

There is another advantage attained besides creating the much desired air of newness. By moving the stock around the most seasonable goods can be always kept to the front. The store which has the same goods in the same place week in and week out—you can find lots of this sort—may appeal to some of the people some of the time, but there are times when it will not appeal to any of the people. To appeal to "all the people all of the time" it is absolutely necessary that the store should at all times be featuring the most seasonable goods.

This necessitates considerable—in fact, continuous—work in rearranging the interior, so that each season's best sellers are brought forward. The work, however, brings an ample reward.

One hardware dealer says:

"We believe in moving the goods around in our store as much as our facilities permit. We have a line of tables on one side of the store, running about half way to the rear. These are used for the display of strictly seasonable goods. Part of the counter is used for the same purpose. During the latter part of May and early June these tables were used for such goods as would appeal to people looking for wedding presents. Varying the display to suit the rapid change of the seasons and the vagaries of demand, we will show paint, builders hardware, preserving kettles, skates, and so on. On entering the store, people are confronted with an array of the goods they are most likely to need. These goods are placed where they cannot be overlooked. They are, in fact, almost in the customer's way.

"We find this method of display is productive of the best results. Goods, which otherwise might have gone unnoticed, are purchased by customers. The prominence given the article calls it to the customer's attention. It has an indirect effect on sales also. People who may not need immediately the article shown come back later and purchase. We have lots of instances where customers come in and ask for something, explaining, 'You had it on that counter last week'—or last month, perhaps.

"In accordance with our policy of 'interior rejuvenation' we believe that in the fall the stove stock should be brought to the front. Accordingly this row of tables is swept out and the goods displayed thereon are relegated to less conspicuous places. The tables are most of them placed temporarily in the cellar. The space thus rendered vacant is used for stoves, and we find that the prominence thus given the line helps our stove sales.

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

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

"The same plan is followed in all parts of the store. We keep the goods moving. A rolling stone gathers no moss and a moving stock has no chance to accumulate dust and that long-in-stock appearance which sends the customer to another store.

"The same argument applies to the store windows. Displays should be changed often. Permanence in the interior arrangements is not nearly so damaging as permanence in window displays. People demand something new all the time as the price of their attention to the goods in your window. We make a point of dressing our windows at least once every week, and the system is bringing the best of results."

Some hardware dealers go further and change their window displays, concurrently with their newspaper advertising, twice every week. Much depends, however, on the locality and the amount of display space available.

In this connection I recall the experience of a merchant some years ago with a new metal polish. He put a carton of the polish, so many packages to the carton, on display on a counter, merely taking the cover off the carton and leaving the contents unbroken. He paid no great attention to the polish in the next few days, leaving it to sell itself. To his surprise and disappointment, when he happened to look at the polish some days later, the carton was as full as it had been at the first. For some days longer the stuff persistently refused to sell.

In disgust the merchant took home a package of the polish, to try out. It was perfectly good polish. Next day, without any special effort apparent, the stuff began to sell; and in a little while it was selling like hot cakes.

The merchant, wondering what started the polish going, hit upon what he still believes to be the solution. Customers fought shy of the full carton. The minute, however, the merchant started things moving by breaking the previously unbroken display other people, seeing that somebody had already bought some of the stuff, were willing to take a chance on it. Every display suggests something. In this case the unbroken display subconsciously suggested leaving things alone while the broken display imparted the suggestion of buying. After that, whenever he put a carton of goods on display, the merchant always took the precaution to first extract a couple of the individual packages.

The same principle applies to all interior arrangements. Your inside displays, to be effective, must suggest action; must impel the customer as strongly as possible in the direction of buying. To this end not merely attractive displays, but such helps as showcards and price tickets afford, should be used. Victor Lauriston.

Nails vs. Ranges.

Every now and then we run up against the man who talks to our salesman about as follows:

"No, there's no use, Mr. Jones. I'm not interested. There's no money in stoves. I've got four lines of 'em. And I don't turn 'em over twice a

year. If I could sell 'em the way I do nails, maybe I'd do something with them. I sell more nails than any man in town. Now, nails—"

And so forth. No money in stoves; move too slowly; too hard to sell! Give him nails, now!

You've all heard it. We have, too. And whenever we do, we're inclined to answer about as follows:

"All right—take nails! You buy them on a 3.85 base and you sell them to the building trade at a 10 per cent. margin. Over the counter you sell them for 5c per pound, in lots of two to three pounds—an item which you have to weigh out as carefully as if you were a jeweler, for fear you may give some over-weight and lose the whole profit in a couple of good-sized nails. Then you have to wrap and tie them up—more time—put back the over-weight and go put the charge on the books.

"What's your average profit on this transaction, including your time and materials?

"Figure it out, and you'll find that there is more profit in one ordinary stove sale than there is in selling a thousand parcels of nails, weight three pounds, to a thousand counter customers!

"Suppose this dealer—according to his statement—sells eight ranges a year at about \$115 to \$120 apiece. His gross profit on each is around \$40. A total, let's say of \$320. All right. Incidentally, he'd have to sell nails to eight thousand customers in order to reach this figure. But the point, let's say, is that he can't live on \$320 and stoves are hard to sell. Can he increase this business?

"The answer is that in ninety-nine cases out of a hundred he can double it the first year, if he consults with his manufacturer, gets up on his toes and goes out and digs up his customers instead of waiting for the spring rains to uncover them and send them drifting in.

"That's the real answer to the man who says there isn't any money in the stove business because they move too slowly!

"The truth is, they're moving faster than he is."

The White Collar Age.

We live in the age of the White Collar—of over-feeding and under-work. Jazz would be music; rant, poetry; and Cubism, art. Purpose has given place to pleasure and life is a discordant riot of the senses reeling on to chaos, and will so continue until sanity and industry shall again associate themselves with human endeavor.

Money is like dynamite. It will move a mountain or destroy the user, depending on the skill of the handling.

Heredity and inheritance, rather than the stars, are the shapers of destiny.

Undiluted by diplomacy, truth is about as unpopular a conversational material as may be found in a day's walk.

The man with nothing to divide is an easy convert to socialism.

Preston M. Nolan.

Get This Paint Pamphlet.

Drop a line to the Department of Agriculture, Washington, D. C., and get a copy of Farmers' Bulletin 1452. It is full of good suggestions intended for paint consumers but quite as useful to the boys who push the paints from their vantage ground behind the counter.

Painting improves appearance, but the chief purpose of painting on the farm is to preserve buildings, fences, and implements from the effects of the weather, says the Department of Agriculture. Interior painting is usually done to make the home more attractive, but it also serves a useful purpose in making walls and ceilings more sanitary and dark rooms lighter. Painting at regular intervals is the cheapest way to keep buildings and implements in good condition.

A knowledge of the different kinds of paint and their particular adaptability is a great advantage to the farmer who wishes to do his own work. The department has published Farmers' Bulletin 1452 for the express purpose of helping the farmer to select the right paint for the particular job at hand.

It gives directions for mixing paint, for preparing surfaces, and for applying the paint. Full directions for making and applying several kinds of whitewash are included also.

Painting should not be put off too long. If wood has begun to rot or iron has begun to rust, the rotting and rusting will continue after the paint has been applied. Moreover, the longer painting is delayed, the more difficult and expensive it becomes.

This interesting bulletin may be had free of charge as long as the supply

lasts. Don't wait until the last one has been distributed.

Forty-Six Cups of Tea a Day.

When it comes to pure, unadulterated tea, Lew Meyerson, 30 years old, of Bradley, Beach, N. J., just can't get enough. Lew claims he drinks more tea than any other one man any place. He considers forty-six cups a day a fair average. Lew likes his tea strong, seldom uses milk, and sugar—never.

Good window trims are sometimes expensive, but they are not as expensive as poor window trims, though the latter cost nothing.



A SUMMER HOME ON WHEELS

The Clare Auto Tour Trailer is equipped with comfortable beds, a 12 x 14 ft. waterproof tent. Space under tent in which to cook and eat meals. Every convenience for comfort. Light and rigid, trails perfectly. Ideal for tourists. Write today for catalog and prices.

CLARE MFG. CO. Clare, Mich.

Camping and Commercial Trailers



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

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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

WANTED—Brass Foundry Work

Brass, Bronze and Aluminum Castings

Submit Samples or Drawings. Prices on Request.

NATIONAL BRASS COMPANY

GRAND RAPIDS, MICH.



Soot and dust on window sill
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.
Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich.

WE INVITE

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

GRAND RAPIDS BELTING COMPANY
Leather Belting Manufacturers
1-3 IONIA AVE. GRAND RAPIDS, MICHIGAN



News and Gossip Concerning Michigan Hotels.

Glen Lake, June 23—South Haven ought to have a big turn out on the occasion of the Michigan Hotel convention to be held there Friday and Saturday of this week. Five separate and distinct announcements have been broadcasted throughout Michigan.

First, there was one from the local committee of arrangements, one from the Chicago & South Haven Steamship Co., a royal command from the South Haven Chamber of Commerce, in addition to which were the official announcements of the Association. Evidently South Haven folks take the hotel men seriously.

Newspapers report the loss of the Chandler House, at Onaway, by fire last week. I am very sorry about this, as will be those of the craft who enjoy the acquaintance of Mrs. Conover, the owner, and are familiar with the home-like institution she presided over. It is to be hoped that the Chandler will be rebuilt without delay, for it was certainly one of the chief assets of that thrifty city.

At the annual convention of the American Hotel Association, held at Colorado Springs, last week, Chas. H. Stevenson, Hotel Stevenson, Detroit, was elected a member of the executive council.

George C. Burke, who came to the Hotel Scott, Hancock, some three years ago as manager and last season took control of the Hotel Douglass, Houghton, has been appointed manager of the new 100 room Hotel Olympic, Gary, Indiana. Mr. Burke is a good hotel man, and a splendid mixer, and will make a success of his new venture, but it will be a matter of great regret to Upper Peninsula travelers to lose him from that field, where his activities were so acceptable.

Curtis A. Hale, formerly of the Drake and Blackstone hotels, in Chicago, has been appointed manager of the Bellevue Hotel, at Lake Orion, this State.

J. B. Curlee, who purchased the Park Hotel, at Mt. Pleasant, from C. W. Bosworth, some three years ago, and sold out last year, is now in possession of the Hotel Hildreth, Charles City, one of the leading hotels in Northern Iowa. A. W. DeKau is at present operating the Park Hotel, which is a good property in an enterprising town.

Quite frequently I hear the expression that this, that and the other hotel, are "robber's roosts," when the party making the statement knows nothing whatever of the hotel in question. Some time ago I was calling on a particular friend of mine in a certain hotel which did not have a particularly desirable reputation in the matter of cleanliness. This party was occupying a room with bath at a rate of \$2.50. The room was far from neat, the bath was positively unclean, and I suggested that one occupying such quarters was in a fair way of cheating himself. The excuse given for stopping here was that a neighboring hotel, par excellent, held one up on prices when the true facts were that the rates charged were practically the same, and there was absolutely no comparison to be made in the matter of accommodations, the range being so far apart. My friend finally screwed up his courage, inves-

tigated and changed, and now he writes me of the wonders of the new home. When you hear that the other fellow is a "high-jacker," investigate on your own hook, and in ninety-nine cases out of 100 you will find the offender is "over in the next county."

Seemingly there should be no excuse for untidiness in a hotel, but there are occasions when the operator is hard pressed to secure proper help, and a due allowance should be made for conditions of this character. Recently I was in a hotel where I made the discovery that the carpet sweeper had not been used under the bed for some time and I called the landlord's attention to it. He was much exercised over the condition, but had sense enough to not take umbrage at my criticism. It was simply a question of a shortage of competent help, and the physical incapacitation of one who had such matters in charge. An occasional lapse of this kind might be excusable, but not when it was a chronic condition. Once in a while in well regulated private institutions the host or hostess is compelled to make excuses for shortcomings which to all appearances are little less than criminal and scandalous.

It is announced that the Detroit & Cleveland Transportation Co. will this year operate a line of boats between Chicago and Buffalo, touching at Mackinac Island, and a few other points en route. For many years this company supplied the most of the business enjoyed by the Island hotels, but the La Follette act was too heavy a handicap for them and they gave up the service. Whether they will be able to make any money this year remains to be seen.

The Michigan Transit Co. will inaugurate their summer service this week. This company has always maintained an efficient schedule, but their rates of fare have been much too high and they have permitted the rail lines to carry the tourists. The same applies, also, to their freight rates, which are equivalent to railroad charges, with the addition of dockage costs, which make their offerings unattractive.

While a certain percentage of summer visitors are favorable to boat transportation and will pay these charges, there is not enough of this class of traffic to keep them going, hence they must offer something attractive in service, as well as attractive in cost, otherwise the drawing influences are all in favor of the rail lines, which provide all essential comforts at about water rates.

The automobile charges by this particular line are also much too high—prohibitive, in fact—a matter of universal comment and criticism. I am not interested financially in transportation, but it seems to me if I were I would get the business. Make the pot boil, as it were, while the season—so very, very short—lasts, and not have so many vacant state rooms, which would quite likely be occupied if reasonable rates were offered.

The secretary of the Ohio Hotel Association has favored me with a copy of a placard which is being supplied all members of his organization as a warning against bad check operators.

It is certainly timely, for this class of swindlers are certainly getting in their work good and large, and this season they are offering a repertory of

HOTEL BROWNING

150 Fireproof Rooms

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

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



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL CHIPPEWA

HENRY M. NELSON

Manager

MANISTEE, MICH.

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

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

CODY HOTEL

GRAND RAPIDS

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

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Bell Phone 596 Citz. Phone 61366

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Expert Advertising

Expert Merchandising

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GRAND RAPIDS, MICHIGAN

The Durant Hotel

Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

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



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.

"stunts" which are indeed interesting, especially if you do not have to pay for them.

Whether any estimate could be possibly made that would give one an idea of the amount of these depredations among hotels is hard to say, but the truth is bad enough, and every effort should be made by all hotel men to punish the depredator. There have been altogether too many cases of leniency displayed in permitting these cases to be settled out of court.

Here is a case in point: A guest comes to you with an engraved check of the Grand Manufacturing Co., which has an appropriate place for the signature of the president, and the counter signature of some other officer; has the payee's name typewritten, the number printed in red ink, and the amount put in by some sort of alternative proof device, added to all of which is a typewritten form showing for what purpose the check was issued and declaring that, once endorsed, it becomes a receipt for that amount and for that purpose. These bogus checks are more easily exchanged for money than any other form.

Another: The customary uses for certified checks are to file with bids, as security, but not as a medium of exchange, and the hotel man who accepts one, if he has any knowledge of the banking business, has no excuse to offer. But just now there is an epidemic of certified checks, and it seems to be a very popular way of extracting money from the hotel till. Now this is really a very easy and inexpensive method of producing spurious checks. All that is needed is a rubber stamp and not an expensive one at that. A dollar will buy a perfectly satisfactory one, provided a rubber stamp manufacturer can be found who does not ask too many questions. Of course reliable rubber stamp manufacturers will not supply them, but even at that checks have been cashed where the stamp showing that the drawee had money sufficient to pay the check, had been made with a moveable type outfit, purchasable anywhere for 50 cents. Under no circumstances have anything to do with a certified check, as no responsible bank will issue them except for the specified purposes mentioned. Once understood, and then remembered, there need be no losses through this channel.

Now the personal check is another thing altogether. The cashing of these by hotels should only be permitted when the party is well known, one to whom you should be willing to advance an equal sum in cash as a loan. It is not a question of identification, but just having the money in the bank to check against. The hotel man who accepts them under any other condition is simply borrowing trouble.

All this and much other information is included in the chart I have mentioned, together with fac similes of about a dozen checks, all pronounced forgeries, and all handled through Ohio hotels.

State Banking Commissioner McPherson is getting ready to organize the machinery of his office for the purpose of protecting investors against bogus transactions in stocks and bonds. In other words, to enforce what is known as the "blue sky" law.

There are a number of financial institutions in the State which are irregular, but more attention has been paid to alien schemes, and home investors have been stung on local investments in great numbers.

One of the greatest catch penny schemes now-a-days is the financing of hotels in communities where there isn't a chance on earth of their ever paying out. Millions of Michigan capital has been diverted to such channels, and when it comes to the supervising of financial schemes, these should be looked after promptly.

A decision of the Supreme Court of the State of New Jersey relative to the matter of sign boards along

public highways, ought to interest the users of this method of advertising in other states.

The decision in this particular case is to the effect that a right of way for a public highway is simply an easement or permit granted by contiguous property owners for the public use of such property for transportation purposes only, and nothing must be allowed to interfere with such traffic: but the question of placing signs along fences—so long as they do not interfere with travel—is within the control of the abutting property owner. He may grant or refuse to grant permission for the erection of such signs and the highway department must not interfere in any manner.

Hotel operators will be interested in knowing this. No test case has been tried and in Michigan it would be worth while to have this matter legally disposed of. Highway officials have ruthlessly destroyed signs which were really conveying desired information to the public, without consulting interested parties, and it is high time a stop was applied to such transactions.

It is true, perhaps, that there are a lot of ugly, inartistic sign boards along the highways, but it is also true that many of them have been of value to travelers, and so long as the abutting property owners can control their erection, State authority, which has no legal foundation, should be withdrawn.

This is a matter which should be brought up for action at the Kalamazoo Hotel Men's meeting in September next.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 23—Summer season is now in full swing here. The Dixie Inn, at Hessel, opened for business June 21. Fish and chicken dinners will be served throughout the season. Mrs. Skeils will look after the comfort of the patrons, as usual, and a good season is anticipated.

Both State ferries are now running across Mackinac Straits on summer schedule. Trips will be made each hour and a half from both peninsulas, continuing until 9 o'clock at night.

Food experts say that people eat less since the war. That's fine; but they pay more for it.

F. W. Mellinger, of Lakewood, Ohio who is the owner of the coopeage plant at Manistique, has closed a deal whereby Charles Isackson becomes the owner of the plant, which still contains all of the machinery and is complete in every way except the dry kilns, which were never rebuilt after the fire. Mr. Isackson does not intend to wreck the building, but is trying to find parties who can make use of the plant; if not as a coopeage plant, possibly for something else.

E. Arrowood is now employed at the J. Larson & Co. meat market, at Manistique, taking the place of Axel Victorson, who on account of ill health will not return for some time.

Two in 11 are old at 80. The other nine are dead.

James Mackie, proprietor of Harmony Beach, has announced the opening this week. Dates are reserved for dancing parties. There are bath houses for the bathers. Refreshments will be served during the season. Harmony Beach is one of the best beaches in the city and a very attractive place to visit.

Claude Smith, of Manistique, has purchased the building in which he is conducting his meat market and grocery store from Mrs. Frank Peterson. Mr. Smith intends to make a number of improvements to the property, which will include a modern glass front and an up-to-date refrigerator.

John Schuster, the well-known meat dealer at Manistique, is building a summer home on the lake, about thirteen miles from the city.

Most of the people who sit around

waiting for their ship to come in never sent any out.

Mr. and Mrs. H. E. Fletcher celebrated their twentieth wedding anniversary last Sunday, entertaining twenty-five of their friends at their commodious summer cottage on the river.

H. P. Hossac, the well-known merchant at Cedarville, was a business visitor here last week. Mr. Hossac expects to operate the hotel at Cedarville again this season.

Hate to be a joy killer, but we doubt if a fly ever got out when the screen door was open.

H. A. Thiebert, of Oakridge Park, whose general store was destroyed by fire several months ago, is remodeling the large bakery building on the Island, which he will occupy as a general store within the next ten days. Mr. Thiebert also operates the ferry connecting Neebish Island with the mainland.

William G. Tapert.

No Cheap Wheat or Flour This Year. Written for the Tradesman.

Previous reports of damage to the winter wheat crop of the United States are being verified and estimates run all the way from 400,000,000 to 425,000,000 bushels this year against a production last year of 590,000,000 bushels and an average production from 1919 to 1923, inclusive, of 626,000,000 bushels, so making a rough estimate the winter wheat crop of the United States this year is 200,000,000 bushels short of the average, which, of course, is a serious loss.

The heaviest losses have been sustained in Kansas, Oklahoma, Nebraska and Ohio; for instance, the 1925 Kansas crop is estimated at 88,175,000 bushels, last year's totalled 153,644,000 bushels; Oklahoma's 1925 crop is estimated at 29,064,000 bushels, last year, 54,874,000 bushels; Nebraska's 1925 crop is estimated at 37,427,000 bushels, last year 54,483,000 bushels; Ohio's 1925 crop is estimated at 19,048,000 bushels, last year's crop 37,313,000 bushels.

The condition of the spring wheat crop, on the other hand, has improved if anything. The spring wheat sections have had plenty of moisture and the weather has been favorable. A production of 254,000,000 bushels is estimated, which plus the most optimistic estimates on winter wheat, 424,000,000 bushels, makes a total estimated crop of spring and winter wheat in the United States of 678,000,000 bushels as against 872,600,000 bushels last year and an average for the preceding five years of 856,178,000 bushels.

According to these figures we will harvest this year the smallest crop of wheat since 1917 when only 636,318,000 bushels were produced.

A Government publication estimates the total domestic consumption for all purposes in the United States for the year ending July 1, 1925 to be 678,000,000 bushels, so it is apparent we are producing no more than enough wheat to meet domestic requirements.

Were the United States to be asked to supply the usual amount of wheat for export, the price position of wheat would be very strong indeed; in fact, the present price would appear very low. However, the world wheat outlook is favorable from a production standpoint.

The very efficient methods of transportation and the super-efficient facilities for dissemination of market and

crop news places the price of wheat on a world basis more than ever before, so that a short crop in the United States does not mean famine prices are going to prevail, for if the rest of the world has a surplus, the price levels of United States wheat will be held to the world basis plus transportation charges, of course.

A prominent and reliable grain concern places the world crop on the following basis:

Europe—	
1924	1,488,000,000 bushels
1925	1,600,000,000 bushels
North Africa—	
1924	80,000,000 bushels
1925	105,000,000 bushels
United States—	
1924	873,000,000 bushels
1925	678,000,000 bushels
Canada—	
1924	262,000,000 bushels
1925	370,000,000 bushels
Carry Over—	
July 1, 1924	280,000,000 bushels
July 1, 1925	135,000,000 bushels

so the present estimate of the world crop, outside of South America and Australia, which crops are harvested after the first of the year, are for 1925, 2,948,000,000 bushels. These same sections produced in 1924, 2,943,000,000 bushels which shows surplus of 5,000,000 bushels for this year's world crop.

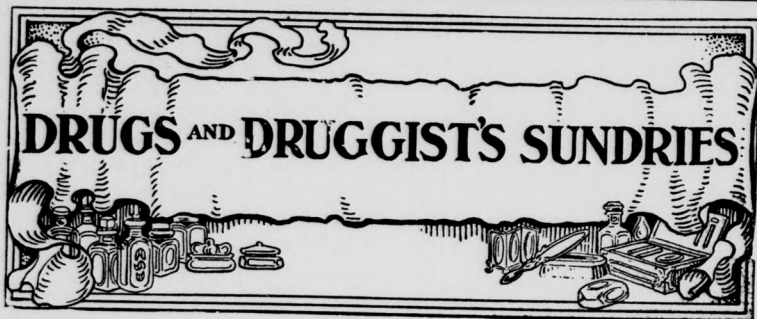
Prices during the last six months for the 1924 crop have been comparatively high for peace times and undoubtedly we will have a much higher range of values the first six months of the 1925 crop year than prevailed during the same period last season, yet it must be borne in mind that crop conditions have been discounted and are reflected in prices now quoted for futures.

It appears advisable to replenish stocks sufficiently to properly care for normal trade requirements, but there seems to be no occasion for heavy buying to cover future requirements at this time; in fact, we are of the opinion that wheat will sell at a lower price in August than it is bringing at the present time, for the simple reason sharp premiums are being asked for choice old wheat on account of the fact it is really scarce. With a heavy movement of new wheat on the premium phase of the situation will be eliminated to a large extent and will in itself produce a lower average cost for wheat and flour.

On the other hand, the flour trade should not expect cheap wheat or cheap flour this year, as such a condition is practically impossible based on the present outlook. Lloyd E. Smith.

Beans and Peas—The demand for dried beans is very poor, although most of the line have continued steady. Red kidneys as a matter of fact are even firmer than they were, with an advancing tendency. Black-eyed peas are steady, with a light demand.

Syrup and Molasses—Molasses is selling steadily, but without any boom. Good grades are steady in price. The export demand for sugar syrup is better and the tone of the market is therefore firmer. Compound syrup is also in good steady demand at unchanged prices.



You Can't Live Long Unless You Drink Right.

We hear so much these days about what to eat and what you shouldn't eat. I think it is a mistake that we don't hear more about what you should drink. Of course, we have heard enough about what you shouldn't drink.

The fluid intake of the body in a way is much more important than the food intake. You can live 40, 50 or 60 days without food, but you can only live a few days without water. There must be a tremendous amount of fluid taken into the body every day. You might just as well eat a chunk of coal as to eat food without water or without fluid. The food must be put into solution before it does the body any good, and so there must be taken every day a quantity of fluid.

I find among the fair sex, an aversion to drink water on the theory that it makes the ladies fat. Now, as a matter of fact, that isn't true, and I speak as one who has some authority in the matter of fatness. I had a class one time of fat women. You may have seen the pictures on the screen. The newspapers thought it would be a great thing to have a contest. While one of their women editors took a group of men, I took a group of women to see which group could take off more fat. We were going to have a health show in New York, and I saw the advertising value of that, so I said, "If you have the last week of the contest coincide with the week of the health show, I will do this, I will take a class of women." They agreed to that, so one Monday morning this newspaper announced to the Health Commissioner that the class was to open. It attracted a great number of women.

They started coming at 10 o'clock, and I will give you my word at 2 o'clock there was never such an aggregation of fat people gathered together in one place. They weighed all the way from 180 to 371 pounds. There were five hundred of them. I never saw so much women in all my life. As a matter of fact, they took off seven and one-half inches of waist measure, five hundred of them, and I think they drank all the water they wanted to drink.

The great trouble about taking fluid with your meals is that you take too much food if you take too much fluid with your meals. On that account, I think I can really say in all conscientiousness that it would be a great deal better to put a pint of carbonated beverage on the table instead of water.

Now the trouble is that if you put a lot of water on the table, with the weakness of human beings, there will

be a lot of water drunk and a lot of food will be taken down, more than you need. I want you to remember you live on one-third of what you eat and the doctor lives on two-thirds.

Now, there is a psychology about these things. You put a pint of carbonated beverage in front of an individual and he will exercise some economy in the consumption of it. He knows he can't have a quart or two quarts; he has only a pint, consequently he will husband that pint. My judgment is, with that pint of carbonated beverage in front of the small boy, he will limit his consumption at meal time to that pint of beverage, when if he depended upon water he might take two pints or more.

The danger is, and I want you to remember that because it is of value in presenting this subject of yours to the public, that the average person drinks too much fluid at meal time, and he does not drink enough between meals. So when you put a pint of carbonated beverage on the table and tell him to drink it, you are doing him good, because you are going to improve his process of elimination, his process of absorption. At the same time, you are not going to overload his stomach by an excess of food which is apt to be taken when too much water is absorbed.

Up in my city we have 137,000 babies born every year. If we were to put that into the language of bottles, as mentioned by Mrs. Browne, put these babies shoulder to shoulder, they would make a line twenty-two miles long, some babies.

Before the introduction of pasteurization of milk in my city, one quarter of the babies died before they were a year old; 243 per thousand died. Now the death rate is only 60 per 1,000. Pasteurizing of milk is largely responsible for it.

We must see to it that the common drinking cup is put out of existence, and no better thing could come to any schoolhouse than to have the sale of carbonated beverages in the basement or nearby so the children could get what everybody knows to be a clean drink free from the danger of contamination.

Invariably you find an epidemic of dysentery, to say nothing of an epidemic of typhoid fever or even cholera, and it means a contaminated water supply. So the first thing to do is to make certain all the fluids taken by the children and by the citizens generally shall be free from contamination.

Skin diseases and many other ailments are due to not taking enough moisture, not taking enough fluid, and so anybody who drinks freely of these

beverages is very likely to have a clear skin, because the process of elimination is carried on in such a day as to do away with the danger of skin disease, and, also, there can be no doubt, that in convalescence the grape juice with sparkling water added or the citrus juice with sparkling water added will do much to coax the appetite and restore the individual to health.

There is a very valuable point, I think, in connection with the mineral value of the fluids which we consume. Every particle of mineral substance contained in the fluid you take has an effect upon health. We get out of fluids not only the protein value, the carbohydrate value and the chemical values, but we must not disregard the mineral values. That is why we made our campaign against denatured flour, because the mineral element is taken out. There is no question but what the mineral element of water is valuable.

If I had all the money which is spent by Americans who go to European watering places, I could pay the National debt. You can bring these waters to any home carbonated and ready for consumption, and you can also have all the values of the European trip provided at home, and these waters do carry value.

Royal S. Copeland.

Local Irritations Frequently Result in Cancer.

The fact that local irritations of many kinds occasionally prove to be inciting causes of cancer is far more than a basis for further investigation. It is the keystone of a great deal of useful work which is being done in the prevention of this disease.

For example, the public is taught that a broken tooth which continually rubs upon the tongue or cheek so often causes a sore which develops into a cancer, and no one with this dental defect should neglect to have the trouble corrected immediately. And so with the plates to which false teeth are attached. They frequently fail to fit as they should, and cause soreness which is of a far more dangerous kind

than one might suppose. Cancer of the mouth and tongue is a common disease, and quite needlessly so, for if teeth were kept in good condition and the mouth kept clean, as it should and can be, cancer in this location would become rare. At present cancer of the mouth causes over 3,500 deaths in the United States every year, mostly among men.

The public has little knowledge of the risk involved in chronic irritations. An elderly woman was seen to have a cancer above her ear where her spectacles had rubbed and continued to irritate the spot. When her attention was called to the matter she remarked that there was nothing serious about it, because she knew it was only her glasses which caused the irritation. Because one knows the exciting cause, it does not necessarily follow that the trouble is not cancer.

Again, moles and especially some kinds of moles, when continually irritated may develop into a rapidly growing and fatal form of cancer. A while ago a man had one of these on the side of his head. Every time he brushed his hair he irritated it, more or less unconsciously. Cancer eventually developed and he died of it. Had the mole been removed when he was a young man his life would have been saved.

One of the scientific papers presented at the Atlantic City convention of the American Medical Association dealt at some length with the question of heredity and pointed out that, whereas it had been possible over a long period of time and with thousands of selected mice to produce families or strains of mice which were particularly susceptible to artificially implanted cancer, it was unwise and unreasonable to accept these results as showing that spontaneously occurring cancer in human beings is inheritable. A certain predisposition does seem to run for a time in certain families, but most qualified students of cancer believe that heredity plays but a small part in the occurrence of cancer among human beings under the ordinary circumstances of everyday life.

The number of cancer victims seems

Daily Mat.
3 p.m.

RAMONA

The Home of Good Shows

Night
8:30

RAMONA PARK AGAIN LIKE DAYS OF OLD!

"Ramona has a genuinely topnotch vaudeville bill this week—the sort of bill which assures audiences that the good old days of high class vaudeville bills, for which Ramona used to be famous, have returned," writes Miss Remington in the Press.

"You'll be hard to please if you don't find some very worth while entertainment at Ramona this week. As a whole the bill is worth going to cool-shored Reed's lake to see," says Clarence L. Dean in the Herald.

General Manager DeLamar's promise to restore the old time name of Ramona has been fulfilled.

to be increasing, but all students of the cancer problem do not agree upon this matter. Some hold that the growing death rates really indicate that an increasing number of deaths which formerly would have been unintentionally or intentionally hidden under the names of other diseases or no disease, as old age, for example, are being uncovered as a result of the more intelligent way

George A. Soper, Ph. D.

If you think your job is not as big a job as you ought to have, see how you can make it bigger by studying its chances.

Poise is the quality that enables a woman to seem serene when she fears something is loose.

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 type-writer 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.

**KALAMAZOO VEGETABLE
PARCHMENT CO.,**

Kalamazoo, Mich.



Two \$1 Sizes

- 5 lbs., 500 sheets
letter size
8½x11.
- 5 lbs., 450 sheets
legal size
8½x13

EVERYBODY SELLS COLLAR BUTTONS

ROLLED
GOLD
PLATE
FRONT
Assorted
All the Leading
Shapes.
**Assortment
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Contains



Size 9 3/4 x 5 3/4 inches, Height 4 inches, with Hardwood, 6 Section Sliding Tray, with Turned Wood Pull. A good strong durable case, complete with 12 dozen Rolled Gold Plate Buttons.

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HAZELTINE & PERKINS DRUG CO.
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JUST GOOD CANDY

Pure and Wholesome

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PUTNAM FACTORY

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavender Flow		8 00@8 25		Cinchona		@ 1 80			
Boric (Powd.)		15 @ 25		Lavendar Gar'n		85@1 20		Colchicum		@ 1 80	
Boric (Xtal)		15 @ 25		Lemon		2 00@2 25		Cubeb		@ 1 80	
Carbolic		39 @ 46		Linseed, bld. bbl.		@ 1 15		Digitalis		@ 1 80	
Citric		58 @ 70		Linseed, bld less 1		22@1 35		Gentian		@ 1 35	
Muriatic		3 1/2 @ 8		Linseed, raw, bbl.		@ 1 12		Ginger, D. S.		@ 1 80	
Nitric		9 @ 15		Linseed, ra. less 1		19@1 32		Gualac		@ 2 20	
Oxalic		15 @ 25		Mustard, artifi'l. oa.		@ 50		Gualac, Ammon.		@ 2 40	
Sulphuric		3 1/2 @ 8		Neatsfoot		1 35@1 50		Iodine		@ 95	
Tartaric		40 @ 50		Olive, pure		3 75@4 50		Iodine, Colorless		@ 1 50	
Ammonia				Olive, Malaga,		2 75@3 00		Iron, Clo.		@ 1 35	
Water, 26 deg.		10 @ 18		Olive, Malaga,		2 75@3 00		Kino		@ 1 40	
Water, 18 deg.		09 @ 14		green		2 75@3 00		Myrrh		@ 2 50	
Water, 14 deg.		6 1/2 @ 12		Orange, Sweet		4 50@4 75		Nux Vomica		@ 1 55	
Carbonate		20 @ 25		Origanum, pure		@ 2 50		Opium		@ 2 50	
Chloride (Gran.)		10 1/2 @ 20		Origanum, com'l		1 00@1 20		Opium, Camp.		@ 35	
Balsams				Pennyroyal		3 00@3 25		Opium, Deodor'd		@ 2 50	
Copaiba		90@1 20		Peppermint		18 00@18 25		Rhubarb		@ 1 70	
Fir (Canada)		2 55@2 80		Rose, pure		18 50@14 00					
Fir (Oregon)		65@1 00		Rosemary Flows		1 25@1 50					
Peru		3 00@3 25		Sandalwood, E.							
Tolu		3 00@3 25		I		10 00@10 25					
Barks				Sassafras, true		2 50@2 75					
Cassia (ordinary)		25 @ 30		Sassafras, artifi'l		90 @ 1 20					
Cassia (Salgon)		50 @ 60		Spearmint		7 00@7 25					
Sassafras (pw. 50c)		@ 55		Sperm		1 50@1 75					
Soap Cut (powd.)				Tansy		5 00@5 25					
30c		18 @ 25		Tar, USP		50 @ 65					
Berries				Turpentine, bbl.		@ 1 00					
Cubeb		@ 1 25		Turpentine, less		1 07 @ 1 20					
Fish		@ 25		Wintergreen,							
Juniper		09 @ 20		leaf		4 00@6 25					
Prickly Ash		@ 30		Wintergreen, sweet		birch					
Extracts				Wintergreen, art.		80 @ 2 10					
Licorice		60 @ 65		Wintergreen, art.		6 00 @ 6 25					
Licorice powd.		@ 1 00		Wormwood		8 50 @ 8 75					
Flowers				Potassium							
Arnica		25 @ 30		Bicarbonate		35 @ 40					
Chamomile Ger.)		20 @ 25		Bichromate		15 @ 25					
Chamomile Rom.		@ 50		Bromide		69 @ 85					
Gums				Bromide		54 @ 71					
Acacia, 1st		50 @ 55		Chlorate, gran'd		23 @ 30					
Acacia, 2nd		45 @ 50		Chlorate, powd.							
Acacia, Sorts		20 @ 25		or Xtal		16 @ 25					
Acacia, Powdered		35 @ 40		Cyanide		30 @ 30					
Aloes (Barb Pow)		25 @ 35		Iodide		4 30 @ 4 49					
Aloes (Cape Pow)		25 @ 35		Permanganate		20 @ 30					
Aloes (Soc. Pow.)		65 @ 70		Prussiate, yellow		65 @ 75					
Asafoetida		65 @ 75		Prussiate, red		@ 1 00					
Pow.		75 @ 1 00		Sulphate		35 @ 40					
Camphor		1 05 @ 1 10		Roots							
Gualac		@ 70		Alkalat		25 @ 30					
Gualac, pow'd		@ 1 10		Blood, powdered		35 @ 40					
Kino		@ 1 20		Calamus		35 @ 60					
Kino, powdered		@ 60		Elecampane, pwd		25 @ 30					
Myrrh		@ 65		Gentian, powd.		20 @ 30					
Myrrh, powdered		65 @ 19 92		Ginger, African,		powdered					
Opium, powd.		19 65 @ 19 92		Ginger, Jamaica		30 @ 35					
Opium, gran.		90 @ 1 10		Ginger, Jamaica,		60 @ 65					
Shellac		1 00 @ 1 10		powdered		55 @ 60					
Shellac Bleached		1 00 @ 1 10		Goldenseal, pow.		@ 7 50					
Tragacanth, pow.		1 75 @ 2 25		Ipecac, powd.		3 75 @ 4 40					
Tragacanth		@ 25		Licorice		35 @ 40					
Turpentine		@ 25		Licorice, powd.		20 @ 30					
Insecticides				Orris, powdered		30 @ 40					
Arsenic		15 @ 25		Poke, powdered		35 @ 40					
Blue Vitriol, bbl.		08 @ 15		Rhubarb, powd.		1 00 @ 1 10					
Blue Vitriol, less		08 @ 15		Rosinwood, powd.		@ 40					
Bordea, Mid. Dry 12 1/2		@ 25		Sarsaparilla, Hond.		ground					
Hellebore, White		20 @ 30		Sarsaparilla, Mexican,		ground					
powdered		50 @ 70		Squills		35 @ 40					
Isell. Powder		17 @ 30		Squills, powdered		60 @ 70					
Lead Arsenate Po.		17 @ 30		Tumeric, powd.		17 @ 25					
Lime and Sulphur		22 @ 33		Valerian, powd.		@ 75					
Dry		9 @ 25		Seeds							
Paris Green		22 @ 33		Anise		@ 35					
Leaves				Anise, powdered		35 @ 40					
Buchu		1 25 @ 1 30		Bird, is		13 @ 17					
Buchu, powdered		@ 1 30		Canary		13 @ 20					
Sage, Bulk		25 @ 40		Caraway, Po.		30 @ 30					
Sage, 1/2 loose		@ 35		Cardamon		@ 40					
Sage, powdered		50 @ 75		Coriander pow.		30 @ 20					
Senna, Alex.		30 @ 35		Dill		12 1/2 @ 20					
Senna, Tinn.		25 @ 35		Fennell		25 @ 40					
Senna, Tinn. pow.		20 @ 25		Flax		09 @ 15					
Uva Ursi		20 @ 25		Flax, ground		09 @ 15					
Oils				Foenuagreek pow.		15 @ 25					
Almonds, Bitter,		7 50 @ 7 75		Hemp		8 @ 15					
true		4 00 @ 4 25		Lobelia, powd.		@ 25					
Almonds, Bitter,		1 40 @ 1 60		Mustard, yellow		15 @ 25					
artificial		75 @ 1 00		Mustard, black		20 @ 25					
Almonds, Sweet,		1 50 @ 1 75		Poppy		22 @ 25					
true		1 50 @ 1 75		Quince		1 50 @ 1 75					
Almonds, Sweet,		1 50 @ 1 75		Rape		15 @ 20					
imitation		1 50 @ 1 75		Sabadilla		25 @ 35					
Amber, crude		1 50 @ 1 75		Sunflower		11 1/2 @ 15					
Amber, rectified		1 50 @ 1 75		Worm, American		30 @ 40					
Anise		1 00 @ 1 25		Worm, Levant		4 25 @ 4 50					
Bergamont		5 75 @ 6 00		Tinctures							
Cajuput		1 50 @ 1 75		Aconite		@ 1 80					
Cassia		4 25 @ 4 50		Aloes		@ 1 45					
Castor		1 90 @ 2 15		Arnica		@ 2 40					
Cedar Leaf		1 75 @ 2 00		Asafoetida		@ 1 35					
Citronella		1 50 @ 1 75		Belladonna		@ 2 10					
Cloves		3 00 @ 3 25		Benzoin		@ 2 65					
Cocoonut		25 @ 35		Benzoin Comp'd		@ 2 55					
Cod Liver		1 85 @ 2 10		Buchu		@ 2 35					
Croton		2 00 @ 2 25		Cantharadial		@ 2 35					
Cotton Seed		1 40 @ 1 60		Capsicum		@ 2 30					
Cubeb		7 00 @ 7 25		Catechu		@ 1 70					
Eigeron		6 00 @ 6 25									
Eucalyptus		1 25 @ 1 50									
Hemlock, pure		1 75 @ 2 00									
Juniper Berries		3 25 @ 3 50									
Juniper Wood		1 60 @ 1 75									
Lard, extra		1 50 @ 1 70									
Lard, No. 1		1 50 @ 1 50									

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

New York Cheese
Beef
Lamb

DECLINED

Twine

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

BEECH-NUT BRANDS.



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

BLUING

Original

condensed Pearl

Crown Capped

4 doz., 10c. ds. 8f

3 ds. 15c. ds. 1 2f

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 60
Cream of Wheat, 24, 14 oz. ----- 2 80
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Branios ----- 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. Fcy. 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

Shoe

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

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 1s, 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 ----- 2 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. 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 25
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 85
Clam Ch., No. 3 3 00
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 20
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, No. 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, 1/4s 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska 2 75
Salmon, Pink Alaska 1 75
Sardines, Im., 1/2, ea. 10 28
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 40
Bacon, Lge Beechnut 4 05
Beef, No. 1, Corned ----- 2 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 50
Beef, No. 1, B'nut, all. 4 50
Sap Sago ----- 85
Beefsteak & Onions, s 2 75
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak ----- 3 15
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 5 1/2
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Qua. ----- 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

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

CANNED VEGETABLES.

Asparagus,
No. 1, Green tips 4 60
No. 2 1/2, Lge. Green 4 50
W. Beans, cut ----- 2 25
W. Beans, 10s ----- 5 50
Green Beans, 2s 2 00
Gr. Beans, 10s 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1 20
Beets, No. 2, wh. 1 75
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex. star 1 65
Corn, No. 2, Fan. 1 80
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 3 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
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 14
Pimientos, 1/2, each ----- 27
Swt Potatoes, No. 2 1/2 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 of 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 95
Quaker, 10 1/2 oz. ----- 1 60
Quaker, 14 oz. ----- 2 25
Quaker, Gallon Glass 12 50

CHILI SAUCE

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

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 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
Longhorn ----- 28
Michigan Full Cream ----- 28
New York Full Cream ----- 32
Sap Sago ----- 42

CHEWING GUM.

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

CHOCOLATE.

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

COCOA.

Bunte, 1/4s ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, 1 lb. ----- 32
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 35
Hersheys, 1/4s ----- 32
Hersheys, 1/2s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 5 lb. cans ----- 31
Runkles, 1/4s ----- 32
Runkles, 1/2s ----- 36
Van Houten, 1/4s ----- 76
Van Houten, 1/2s ----- 76

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
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 65

Quaker, Baby, 8 doz. ----- 4 55

Quaker, Gallon, 1/2 dz. ----- 4 50

Blue Grass, Tall 48 ----- 4 40

Blue Grass, Baby, 96 ----- 4 30
Blue Grass, No. 10 ----- 4 40
Carnation, Tall, 4 doz. ----- 5 00
Carnation, Baby, 8 doz. ----- 4 90
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
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 ----- 24
Evaporated, Slabs ----- 21

Citron

10 lb. box ----- 45

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

Peal

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

Raisins.

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

CONFECTIONERY

Stick Candy

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 ----- 23
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 8c
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 38

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07
Cal. Limas ----- 15
Brown, Swedish ----- 07 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 09 1/2
Armours, 2 doz., 8 oz. 1 80
Fold's 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 2 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

Tapoca

Pearl, 100 lb. sacks ----- 9 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 60

FLAVORING EXTRACTS

JENNINGS' FLAVORING
STANDARD
EXTRACTS

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

UNITED FLAVOR

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

Jiffy Punch

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.	26
Good Luck, 2 lb.	25½
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25½
Delicia, 1 lb.	23½
Delicia, 2 lb.	23

Van Westenbrugge Brands
Carload Distributor



NUCOA, 1 lb.	25½
NUCOA, 2 and 5 lb.	25
Wilson & Co.'s Brands	
Certified	25½
Nut	20
Special Role	25½

MATCHES	
Swan, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bx	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
Gibby, 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. 2½, 24 cans to case	6 45
No. 1½, 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. 2½, 24 cans to case	5 10
No. 1½, 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. 2½, 24 cans to case	3 50
No. 1½, 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, 2½ lb. Wh. L	5 20
Dove, 36, 2 lb. Black L	4 30
Dove, 24, 2½ lb. Black L	3 90
Dove, 6, 10 lb. Blue L	4 45
Palmetto, 24, 2½ lb.	5 15

NUTS.	
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Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia Raw	12½
Peanuts, Vir. roasted	15
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16½
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	72
Peanuts, Spanish	32
125 lb. bags	13
Filberts	120
Pecans	120
Walnuts	59

OLIVES.	
Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 25
Bulk, 6 gal. keg	8 50
Quart Jars, dozen	6 59

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

PARIS GREEN.	
1½s	31
1s	29
2s and 5s	27

PEANUT BUTTER.	
-----------------------	--



Bel Car-Mo Brand	
8 oz., 2 doz. in case	5 30
24 1 lb. pails	5 90
12 2 lb. pails	
5 lb. pails 6 in crate	
14 lb. pails	18½
25 lb. pails	
50 lb. tins	

PETROLEUM PRODUCTS	
---------------------------	--

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



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, 8 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	
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

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

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 50
Bicycle	4 75

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & Heif.	@18½
Good Steers & H'f	15@16½
Med. Steers & H'f	13½@15
Com. Steers & H'f	10@12½

Cows.	
Top	13
Good	11½
Medium	10
Common	9

Veal.	
Top	15
Good	14
Medium	12

Lamb.	
Spring Lamb	30
Good	27
Medium	25
Poor	18

Mutton.	
Good	14
Medium	10
Poor	8

Pork.	
Light hogs	15½
Medium hogs	16½
Heavy hogs	15
Loins	25
Butts	21
Shoulders	17
Spareribs	14
Neck bones	06

PROVISIONS	
Barreled Pork	
Clear Back	34 50@35 00
Short Cut Clear	34 50@35 00
Dry Salt Meats	
S P Bellies	31 00@33 00

Lard	
Pure in tierces	19
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¼
10 lb. pails	advance ¼
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	14
Compound, tubs	14½

Sausages	
Bologna	12½
Liver	12
Frankfort	17
Pork	18@20
Veal	17
Tongue, Jellied	32
Headcheese	16

Smoked Meats	
Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	30
Ham, dried beef	@34
California Hams	@19

Picnic Boiled	
Boiled Hams	30 @32
Minced Hams	45 @47
Bacon	14 @17
	30 @39

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	
¼ bbls., 35 lbs.	1 55
¾ bbls.	2 75
1 bbl.	5 30
	15 00

Tripe.	
Kits, 15 lbs.	90
¼ bbls., 40 lbs.	1 60
¾ bbls., 80 lbs.	3 00
Hogs, per lb.	@42

Beef, round set	
Beef, middles, set.	25@30
Sheep, a skein	1 75@2 00

RICE	
Fancy Blue Rose	7½@08
Fancy Head	8@9
Broken	06

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, Illnum	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	3 40
Sacks, 90 lb. Cotton	3 50

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbls.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2½ lb. packages	2 25

COD FISH	
Middles	16
Tablets, 1 lb. Pure	19½
Tablets, ½ lb. Pure,	
doz.	1 40
Wood boxes, Pure	28
Whole Cod	11½

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

Lake Herring	
¼ bbl., 100 lbs.	6 50

Mackerel	
Tubs, 100 lb. fncy 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
S. Z. Combination, dz.	1 35
Dr-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 40
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
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



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2½ sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 20
Plain, 50 lb. blks.	45
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	85
sk.	
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	28
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

Proceeding of Grand Rapids Bankruptcy Court.

Grand Rapids, June 16—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Henry Reil, Bankrupt No. 2717. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and is a foundry laborer by occupation. The schedules list assets of \$283.90, with liabilities of \$594.65. The court has written for funds for the first meeting and upon receipt of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

E. K. Warren Store, Three Oaks	\$35.00
Pete Schilling, Three Oaks	45.00
G. Shelley, Three Oaks	5.00
John J. Reich, Baroda	30.00
Ernest W. Kraus, Baroda	50.00
Hartlines, Baroda	65.00
Wm. S. Mead, Baroda	9.00
Baroda Lumber & Sup. Co., Baroda	11.00
Charles Bengier, Baroda	18.00
Damske & Frobel, St. Joseph	30.00
A. Schadler, St. Joseph	55.00
E. F. Walter, St. Joseph	35.00
Mr. Berk, St. Joseph	55.00
Aber-Grimm Hrdv. Co., St. Joseph	26.00
R. & W. Rahn, St. Joseph	13.65
Wm. Lemke, St. Joseph	15.00
John Wallace Sons Co., St. Joseph	10.00
Theoda Gay, Milan	56.00
John (Unknown), Milan	30.00

June 16. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William A. Ver West, Bankrupt No. 2718. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and has operated a meat market and grocery at such city. The schedules show assets of \$153.57, of which \$400 is claimed as exempt to the bankrupt, with liabilities of \$2,859.19. The court has written for funds for the first meeting and upon receipt of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

City of Kalamazoo, Kalamazoo	\$142.79
S. F. Besbris, Kalamazoo	70.00
Cadillac Produce Co., Cadillac	50.44
City Fish Market, Kalamazoo	3.05
Consumers Power Co., Kalamazoo	26.94
De Leeuw Bros., Kalamazoo	38.48
Detmar's Sausage Co., Grand Rap.	5.42
Willard Doster, Kaamazoo	525.00
Goodrich Candy Co., Kalamazoo	6.85
Hekman Biscuit Co., Kalamazoo	38.63
Haywood Milling Co., Jackson	40.25
Johnson Paper Co., Kalamazoo	80.54
Ties Kakabee, Kalamazoo	368.15
Kal. Biscuit Co., Kalamazoo	45.40
Kal. Creamery Co., Kalamazoo	12.63
Kal. Garbage Co., Kalamazoo	4.29
Kal. Gazette, Kalamazoo	116.60
Lee & Cady, Kalamazoo	62.29
H. J. Lewis, Kalamazoo	75.58
Miller & Hart, Chicago	56.24
Oscar Mayer Co., Chicago	17.43
Perfection Biscuit Co., Fort Wayne	57.23
Pipers Ice Cream Co., Kalamazoo	121.26
Renfro Tea Co., Chicago	67.74
C. Sagers, Kalamazoo	47.06
Sentz & Son, Marshall	16.41

Southern Michigan Grocery Co., Coldwater	132.46
F. Spalla, Kalamazoo	61.34
Star Paper Co., Kalamazoo	90.63
Taylor Produce Co., Kalamazoo	323.71
U. S. Savings Stamps, Toledo	15.00
Vanden Berg Bros., Kalamazoo	51.39
A. W. Wals, Kalamazoo	80.87
Worden Grocer Co., Grand Rapids	7.09

June 17. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Preston W. Porter, Jr., Bankrupt No. 2719. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of the city of Grand Rapids, and is a salesman by occupation. The schedules list assets of \$885, of which the bankrupt claims exemptions of \$250, with liabilities of \$3,379. The court has written for the funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

City of G. R. and County of Kent	\$ 30.00
G. R. Savings Bank, Grand Rapids	225.00
J. J. Johnson, Grand Rapids	600.00
Industrial Bank, Grand Rapids	90.00
Leo J. Thome, Grand Rapids	400.00
General Motors Acceptance Corp., Detroit	unknown
Catherine Wasdyke, Grand Rapids	30.00
Dr. R. G. Wright, Grand Rapids	18.00
Dr. W. A. Bell, Grand Rapids	6.00
Dr. G. F. Lamb, Grand Rapids	20.00
Ira A. Kinney, Grand Rapids	25.00
C. S. Marshman, Grand Rapids	25.00
Roscoe Bloore, Grand Rapids	18.00
David B. West, Grand Rapids	38.00
Wm. Maynard, Grand Rapids	40.00
S. E. Braendle, Grand Rapids	35.00
Peerless Tube Co., Providence, R. I.	7.00
Marie E. Hendricks, Grand Rapids	60.00
P. E. Gast & Son, Grand Rapids	12.50
G. R. Sanitary Towel Supply Co., Grand Rapids	5.00
N. C. Steketee, Grand Rapids	5.00
Horace T. Barnaby, Grand Rapids	30.00
W. A. & Otto D. Wood, Grand R.	10.00
Charles Lee, Grand Rapids	25.00
Charles Hext, Grand Rapids	40.00
Donovan Clothing Co., Grand Rap.	100.00
Lee Tire Co., Grand Rapids	55.00
Wm. Clark, Rockford	215.00

Hugo Will, Carol	450.00
Thompson & Lockerby, Grand Rap.	75.00
Fox Jewelry Co., Grand Rapids	125.00
Dr. A. Noordweier, Grand Rapids	13.00
Dr. W. A. Baker, Grand Rapids	2.00
Michigan Litho. Co., Grand Rapids	50.00
Motors Bankers Corp., Grand Rap.	200.00
Millard Irving, Grand Rapids	unknown

The following are liable as endorsers: Stanley Thompson, Grand Rap. unknown; Homer H. Freeland, Grand R. unknown; J. Dornbos, Grand Rapids unknown; P. W. Porter, Grand Rapids unknown; Mary A. Porter, Grand Rapids unknown. On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles H. Fox, Bankrupt No. 2720. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of the city of Kalamazoo, and is a salesman by occupation. The schedules list assets of \$250, all of which are claimed as exempt to the bankrupt, with liabilities of \$744.15. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Singer Sewing Machine Co., Kalamazoo	\$ 30.00
Walter W. Lang, Kalamazoo	100.00
Peter Bresson, Kalamazoo	65.00
Perry J. Cole, Kalamazoo	449.15
Kalamazoo Citizens Investment Co., Kalamazoo	100.00

In the matter of Roy L. Drukker, doing business as Century Casket Co., Bankrupt No. 2463, the trustee has filed his final report and account and the final meeting of creditors will be held at the office of the referee in bankruptcy, June 29. The trustee's final report and account will be passed upon, administration expenses and preferred claims paid and a first and final dividend paid to general creditors.

In the matter of John Voshel, Peter Voshel, and Voshel Bros., Bankrupt No. 2601, the trustee has filed in court his petition for leave to conduct a sale of the assets of the estate at public auction, which petition was granted. The sale will be held by the trustee, at the office of the State Savings Bank, of Scottville, June 29. The property consists of road making machinery and is inventoried at \$2,200. An inventory is at the office of the referee in bankruptcy, at Grand Rapids.

June 18. Adjourned first meeting creditors; bankrupt present and by attorneys, Charles E. Misner present for Grand Haven Sales Service Co., Bankrupt sworn and examined without a reporter. The trustee was present in person. Claim of Grand Haven Sales Service Co. denied as secured claim and allowed as general claim. The first meeting was then adjourned without date.

June 19. On this day was held the first meeting of creditors in the matter of Fred Ballinger, Bankrupt No. 2701. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined by the referee, without a reporter. The first meeting was then adjourned without date 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 John R. Dertien, Bankrupt No. 2673. The bankrupt was not present, but represented by Roman F. Glocheski, attorney. Creditors were present in person and by E. A. Maher and Leroy Herman. The first meeting was then adjourned to June 23.

On this day also was held the first meeting of creditors in the matter of Grant R. Lorch, Bankrupt No. 2710. The bankrupt was present in person and by attorney F. L. Blake. Creditors were present in person and by attorneys Dunham, Cholette & Quail and Jewell, Face & Messenger. Claims filed were not passed upon. C. W. Moore was appointed trustee, upon failure of creditors to elect, and the amount of his bond placed by the creditors at \$500. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Harold De Leeuw, Bankrupt No. 2703. The bankrupt was present in person. No others were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting of creditors was then adjourned without date and the case closed and returned to the district court as a no asset case.

On this day was held the sale of assets in the matter of Bridge Street Furniture & Stove Co., Bankrupt No. 2687. The bankrupt was not present or represented. The property was offered in person and by attorney. Several bidders for sale and the final offer was that of

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A huge advertising campaign is carrying the health message of Fleischmann's Yeast right into every home in America.

Every one knows how it corrects constipation, clears the skin, aids digestion, and builds health and strength. Identify yourself with this campaign and supply the demand.

More customers and better ones will be the result because bigger appetites need more food.

FLEISCHMANN'S YEAST

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SERVICE



BEECH-NUT

Prepared Spaghetti



Ready to Serve!

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

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

A. Allen, of \$910 for the property as inventoried, less reclamations, and the sale was accepted and confirmed to him. The special meeting and sale was then adjourned without date. The trustee was directed to pay administration expenses and a first dividend to creditors, if possible.

On this day also was held the sale of assets in the matter of John D. Martin Furniture Co., Bankrupt No. 2608. The bankrupt was not present or represented. The trustee was present in person and by attorney. Several bidders were present. The highest offer received was that of Joe Wepman, of Lowell, for the sum of \$690. This offer included the stock in trade and office furniture and equipment. The sale was confirmed. The special meeting of creditors and sale was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication and reference in the matter of Frank E. Hathaway, Bankrupt No. 2723. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of the city of Muskegon, and is a motor car dealer at such city. The schedules show assets of \$2,079.60, with liabilities of \$249,053.85. The assets of the estate are all covered by secured claims and therefore the court has written for funds for the first meeting, upon receipt of which the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Union National Bank, Muskegon	\$2,900.00
First State Sav. Bank, Muskegon	2,400.00
The following items of the liability of the bankrupt as endorser upon the commercial paper of Frank E. Hathaway, Inc.:	
Hackley Nat. Bank, Muskegon	\$60,151.40
National Lumberman's Bank, Muskegon	23,072.23
Union National Bank, Muskegon	34,383.00
Brinen Lumber Co., Muskegon	981.20
W. L. Steiner, Muskegon	735.90
Muskegon Glass Co., Muskegon	7,745.49
Muskegon Tile & Fireplace Co., Muskegon	4,292.76
Chaddock Agency, Muskegon	981.20
L. Gudelski, Muskegon	367.95
Geo. A. McIntosh, Muskegon	1,594.45
P. J. Connell Co., Muskegon	613.25
Mich. Materials Co., Muskegon	981.20
Edwards Lumber Co., Muskegon	
Heights	490.60
S. D. Butterworth, Muskegon	3,556.85
Hackley Nat. Bank, Muskegon	3,800.00
Mich. Trust Co., Grand Rapids	100,000.00

President of Mexico Is Playing With Fire.

Grandville, June 24—There are American newspapers which are taking the side of Mexico in the latest diplomatic exchange of notes between the U. S. Secretary of State and the Mexican president. Why this should be so is a puzzle. Mexico has much to be thankful for that it is the great republic of North America and not some European government that has dealings with her at this time.

Ingratitude is a trait most objectionable at any time, and right now, when relations between the two republics seem to be of a most friendly nature, it comes with poor grace from the nation South of the Rio Grande.

What has Mexico to fear from the United States?

Nothing whatever, since, but for the friendliness of this country, our neighbor on the South would long ago have become a dependency of some European monarchy.

It is not so very long ago that Mexico lay at the feet of an European power, with a foreign official dictating Mexican policies as its emperor. That condition might still exist had not Secretary Seward politely yet firmly requested French withdrawal from Mexico. The withdrawal was promptly made since the indomitable Phil Sheridan sat in his saddle only too anxious to dash across the Rio Grande and scatter the armies of France.

Has Calles forgotten this? Is there no gratitude in the heart of a Mexican for the good services this Nation has rendered that republic?

The independence of Mexico has been guaranteed by the United States, but for which there would be a foreign emperor occupying a throne in Mexico City to-day.

President Calles should remember these facts before he sets himself up as a monitor for this friendly republic.

A few years ago disorder worse confounded reigned throughout the country bordering the Rio Grande. Outlaws skipped across the boundary, assaulting and murdering American citizens without let or hindrance. At such

a time Pancho Villa ran amuck along the border, and Mexico seemed not to care what he might do as against Americans.

To-day a different state of affairs exists. After one of Villas' marauding raids, some years ago, an American army was sent into Mexico in search of this outlaw. The mistake was made of waiting a week after Villa's raid before pursuit was organized. Meantime the outlaws found safety in the hills beyond reach of the American soldiers. Tardy action then saved the skin of as despicable an outlaw as ever disgraced civilization.

At another time Mexicans fired on United States sailors, insulted the American flag, for which an apology was demanded by the administration at Washington. No satisfaction was given by Mexico. There have been unnumbered insults and assaults made by the nation at the South which have been to date all too patiently borne by this country.

Recently, under the reign of Calles, injustice and heckling has been heaped upon Americans within the Mexican borders, and because our Secretary of State demands that these things cease, American newspapers defend the stand of the Mexican president in calling Secretary Kellogg down sharply.

Comparative peace and quietude having reigned on the border for the space of a few months it is declared that our Secretary Kellogg should have gone about preparing public sentiment for a rupture before calling the Mexican president's attention to acts unbecoming a friendly power such as Mexico is supposed to be.

There has been too much of this watchful waiting in the past to suit either justice or full blooded Americans who have met with rebuffs, insults and even robbery at the hands of our supposed-to-be friendly neighbors.

The time for palaver and weasel words in dealing with the nation across the Rio Grande has ceased to be a virtue. There are those who cannot understand anything short of physical violence to bring them to time. When Calles sees to it, through government force, that the outlaws of his country who prey upon Americans, are brought to condign punishment it will be time enough to use soft words.

The main trouble with Mexico is that America has been too good to her. We have stood between her and national destruction a number of times. We have parleyed and palavered while their outlaws were cutting the throats of our citizens, without even gaining the respect of these greasers.

Calles is playing with fire. American patience is fast being worn to a frazzle. Guaranteeing Mexican autonomy as against foreign aggression, the United States, instead of winning the everlasting gratitude of the country, has excited only its sneers and contempt.

We stood all this during all the years of the Kaiser's war, and even after. We have come at length to the turning of the ways. Mexico, whatever President Calles may say or do, must either fish or cut bait.

It is gratifying to self respecting Americans to know that we have at last a Secretary of State who has the interests of his own fellow citizens at heart, who will brook no further treachery and barbarism from across the border.

Secretary Kellogg is absolutely right in the stand he has taken, and he will be fully sustained by every good American citizen who has become nauseated with our heretofore knuckling to the impudent banditti across the Rio Grande.

The name Mexican has become a synonym for everything lawless and disfiguring in the treatment we have received from those whom we have befriended and tried to make good and efficient citizens and neighbors. Then why blame Secretary Kellogg for doing his duty in the matter?

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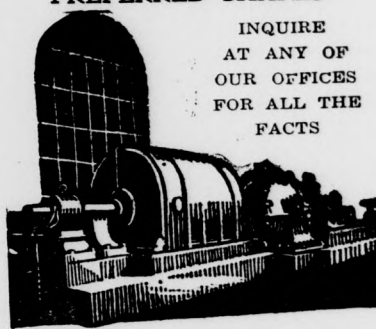
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Business Wants Department

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

FOR SALE—Leading meat market and grocery, best location in factory town. Prosperous farming district. Address No. 954, c/o Michigan Tradesman. 954

FOR SALE—Butter Kist popcorn and peanut roaster, all electric, \$300. Dorrance Cash Grocery, Dorrance, Kansas. 955

ICE CREAM PARLOR—The finest and best equipped on Dixie Highway between Grand Rapids and Kalamazoo. A real honest-to-goodness money maker. Will pay for itself first season. \$2,000. Nuf sed. Address C. C. Otis, Plainwell, Mich. 956

For Sale—Grocery and variety stock, in live town in resort district. Address No. 957 c/o Michigan Tradesman. 957

FOR SALE—No. 1 FRESH CREAMERY BUTTER in tub lots. A card brings prices. Henry Foley, Mt. Pleasant, Michigan, R. No. 5. 958

For Sale—Small stock of drugs and fixtures, soda fountain included. Reason for selling, death of owner. Mrs. Edith Rodenbaugh, Breedsville, Mich. 959

For Sale—An established retail hardware business. Located in growing manufacturing town and in center of good dairy and farming section. Stock clean and up-to-date. If interested write direct to the owners. Wilder Bros., Steuben Co., Painted Post, New York. 960

FOR SALE—TWO TOLEDO SELF COMPUTING counter scale. Round barrel style. In first class condition. Will sell at 50%. M. Rabinoff & Son, Madison, Wisconsin. 961

Dry goods, furnishings. Established six years. Leaving city. Sell entire stock, or lease fixtures separately. Beneau, 4868 Beaubien, corner Warren, Detroit. 962

For Sale—McCray refrigerator, almost new. Size 7 ft. x 6 1/2 ft. 30 inches deep. Six double glass doors, and mirror in center. Phone or write Wise & Switzenberg, Allegan, Mich. 963

I want to buy an established grocery business in Southern Michigan. Must be a good one. F. C. Harlow, Keego Harbor, Michigan. 964

For Sale—General stock of merchandise located thirty miles from Grand Rapids. Will inventory about \$5,000. Address No. 951, c/o Michigan Tradesman. 951

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

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

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.

CASH PAID
for Shoes, Men's Clothing, Women's Wear and other merchandise stocks, also surplus merchandise. Will buy, lease or furnish tenants for business properties. Investigation and offer made upon request. JAMES H. FOX, 425 Pleasant, S.E., Grand Rapids, Mich.

National Wholesale Grocers Full of Enthusiasm.

So far as the initiation of formal negotiations for the combining of the two great National wholesale grocery organizations is concerned, everything is now ready for clear sailing and the prospect is especially promising for success.

The overtures made by the American Association at Washington were more than cordially received by the National, not by vote of directors, but by unanimous action of the wholesale body of the convention. After the close of the convention President Morey named as his committee on negotiations Carl H. Schlapp of St. Louis, chairman; Arthur P. Williams, of New York; Paul H. Earle, of Birmingham, Ala.; Arjay Davies, of Easton, Pa.; Carl C. Virgil, of Chicago, and George E. Lichtey, of Waterloo, Iowa.

This is regarded as an especially strong diplomatic committee and one that is representative of the stronger elements in the National. Mr. Schlapp is well known in the borderland of the two territories involved, with connections in the South that give him a standing with the American Association leaders. Mr. Williams has already been secretly negotiating with private representatives of the American and is responsible for much of the progress already arrived at. Mr. Earle is one of the firm of Earle Bros., a member of both associations, and by a peculiar circumstance his brother Samuel is a member of the American's negotiative committee. Mr. Davies and Mr. Lichtey are recognized as among the strongest of the association's ex-presidents and Mr. Virgil is active head of one of the largest wholesale organizations in the West, with large stores in six or eight states.

Besides, the National, after having failed in the previous negotiations four or five years ago, is determined to enter the new conference with an especially liberal spirit of "give and take" and most of the American committee are credited with a similar plastic spirit. Some of them were informally at West Baden last week and discussions have already been started. No one expects immediate results, in fact it may be months before the various obstacles are ironed out, but they will shortly start, and so far as can be seen everyone is determined to put the merger through if at all possible.

The convention was by no means the largest the association has held, in fact was rather small but not indicative of any serious lack of stability or enthusiasm. The hotel management state that the hot weather put a bad crimp in the attendance, no less than 300 reservations having been canceled at that time. Then again, West Baden is not especially accessible by rail connections and, above all rural convention states are not usually selected. The location proved, however, particularly satisfactory in many other ways.

Of course, the phone for food movement was a big feature of the convention, as expected, for the association is determined to carry this movement on, with elaborate enlargements of the plan until it develops into a genuine edu-

cational movement for the benefit of retailer and wholesaler alike; something of the elaborations is suggested in the report of chairman Miller.

Akin to this development was another note which came out in the talk of President DePuyt, of the National Retailers. One of the previous speakers had referred to the lack of force among retailers' associations in influencing improved trade practices among retailers. President DePuyt immediately admitted the truth and made an earnest appeal for the help of jobbers to build up stronger associations to help the future of the independent retailer. So strong was his appeal that President Morey and others frankly assured him that in the future much more attention would be devoted to retailer uplift nationally than ever before. In that respect it turned out that Mr. DePuyt evidently did a fine piece of work in arousing a new note of co-operation for the benefit of old line co-ordination, and the whole convention arose in pledge of co-operation.

There were several sharp points that cropped out of the various addresses and papers. For instance, there was the condemnation by one of the resolutions of the wide application of the instalment buying system, which it was shown is undermining the credit structure of all business, but especially that of the food trades.

Then there was the resolution against the setting aside of the packer consent decree, which movement will be fought to its final conclusion. The association plainly shows that it did not originate the packer consent decree, but that it arose out of a Government action in which the grocers were only interveners.

Then there was Dr. Copeland's Harvard report on the study of turnover in the wholesale grocery business. It is as yet incomplete but enough has been disclosed to affect much of the grocers' practice. The Doctor touched a very potent spark when he pointed out the fallacy of overworking jobbers' brands. His conclusions will be applauded by every specialty manufacturer in the country and as the study proceeds will probably be an evolutionary influence.

Beware of the National Detective Bureau.

A year or so ago Stephen G. Eardley and Dan Hanley organized the National Detective Bureau and engaged in business in the Houseman building. They undertook to handle all classes of criminal matters and commercial collections and adjustments; also undertook to cover certain portions of the city with private police service at night. The latter was paid for by home owners at a stated rate per year, payable quarterly in advance. Hanley enjoys the reputation of being a man of good parts and soon found he was in partnership with an irresponsible drunkard, so he quietly retired. Eardley continued the business after a fashion up to about three weeks ago, when he suddenly left town, ostensibly to engage in the same line of business at Battle Creek. He is a man capable of good work along the line of his chosen occupation, but an

insatiable passion for liquor makes him utterly irresponsible and unreliable. He has a brother in the County Court House, who is Circuit Court Commissioner and very well regarded. The business is now being conducted by A. Van Orman, who has a very unsavory reputation. He is well known in police circles, having recently been fined \$200 and costs in the Superior Court for conducting a gambling house over the Majestic theater. Everything in the offices is covered by a chattel mortgage held by Norman Beecher.

Some of the men who have been active as night watchmen or special policemen by the concern claim to have received no pay for their services for the past three weeks. Eardley collected the fee quarterly in advance and has left the men to shift for themselves. They contemplate continuing the night police work, but without adequate direction and without the co-operation of the police department, which evidently does not take very kindly to spasmodic amateur efforts of this character, their plans will probably not carry very far.

Any business that is managed by Van Orman or men of his ilk should be regarded with suspicion and distrust by every man who expects to get value received.

Rapid and More Frequent Railway Car Service.

Boyer City, June 23—Boyer City has a railroad all its own. About a quarter of a century ago the White boys had cut all the timber that could be hauled, economically, into town. They started a little logging road. The road was extended from time to time. It was an uphill job in every fact. The profile of the road looks as though some giant had started from the Lake Huron Shore and built a nice long grade across the State to Elmira and had run out of dirt and had to quit, leaving the side of the hill on the West side about as straight up and down as the sand would lie. The projectors of the railroad had to go up that side of the hill to reach the timber. They got the road to Gaylord. The big sign on M 18 says that Gaylord is the top of Michigan. There the road was pushed on down the hill to Atlanta and finally, to Alpena. In going from Gaylord to Alpena, the railroad follows the valley of the Thunder Bay river. Not close to the main stream, but far enough away to cross all the little streams which make the river; also it crosses the streams that are the sources of the Sturgeon and Black rivers which flow into Cheboygan. The whole line is a paradise for the trout fisherman and hunter. One day when we were up in Mac's office we started in to count all the little streams the railroad crosses. There seemed to be dozens of them—all full of trout and things. The trout were not on the map, but we knew they were there, because Jersey told me some fish stories.

The railroad is the Boyne City, Gaylord & Alpena Railroad. For many years its principal business has been that of hauling logs, posts, ties and pulp wood, and the passenger service has been of the best.

William H. White has started a new development. The road has put on two gas motor cars to make two round trips per day from Boyne City to Alpena, making connections at Gaylord and Boyne Falls with the Michigan Central and Pennsylvania railroads. The cars will accommodate fifty passengers, with baggage and express. They are very comfortable and make good time—four hours either way. So, when you come up this summer, this road can show you some of

the finest farming country, as well as the best fishing ground, to be found in Michigan.

Our new gymnasium is going forward in fine shape. The walls are up and the roof is being put on. When the children go back to school this fall they will have an adequate place in which to do their stunts, as well as a suitable auditorium for their forensic exercises. This is the culmination of a six year campaign by the school board to provide proper accommodations for the school.

Then, also, the new salting station at the foot of Main street is approaching completion. We have had a "pickle station" here for years, but it was away out of town and was very inconvenient for growers to get at. This new station is close to the business part of town and easy of access, so we are all going to grow cucumbers and winter in Florida.

Charles T. McCutcheon.

Death of Estimable Lady at Ypsilanti.

Ypsilanti, June 22—Mrs. D. L. Davis wife of the pioneer grocer, died at her home in this city last Tuesday.

Ida May Sweet was born in Waterloo, New York, sixty-five years ago, and there she spent her girlhood, coming to Ypsilanti with her parents when about 16 years old. She was married in 1882.

Besides her husband she is survived by two daughters, Mrs. John E. MacAllister and Mrs. Richard Weir, Ypsilanti, and a son, Frank G., Chicago. A sister, Mrs. Eva Barrowcliff, lives in Detroit, and a brother, Charles I. Sweet, resides in Bay City. There are also six grandchildren. One daughter, Mrs. Harris Fletcher, preceded her in death.

Mrs. Davis was a woman of lovely character. She was effectually a home builder and under her gentle influence her children grew up to be helpful members of their community. A devoted wife, mother and friend, the serene and beautiful influence of her home enriched many lives that came within its circle and her too early death will bring sorrow to many hearts.

The careful merchant finds some poor accounts on his books, but it is the careless man who finds his profits all tied up in poor accounts.

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