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GRAND RAPIDS

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, JULY 8, 1925

Number 2181

THE REAL AMERICAN

I'd like to be the sort of man the flag could boast about;
I'd like to be the sort of man it can not live without;
I'd like to be the type of man that really is American;
The head erect and shoulders square,
Clean-minded fellow, just and fair,
That all men picture when they see
The glorious banner of the free.

I'd like to be the sort of man the flag now typifies,
The kind of man we really want the flag to symbolize;
The loyal brother to a trust,
The big, unselfish soul, and just,
The friend of every man oppressed,
The strong support of all that's best,
The sturdy chap the banner's meant,
Wher'er it flies, to represent.

I'd like to be the sort of man the flag's supposed to mean,
The man that all in fancy see wherever it is seen,
The chap that's ready for a fight
Whenever there's a wrong to right;
The friend in every time of need,
The doer of the daring deed,
The clean, generous-handed man
That is a real American.

Public Reference Library,
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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 airtight 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

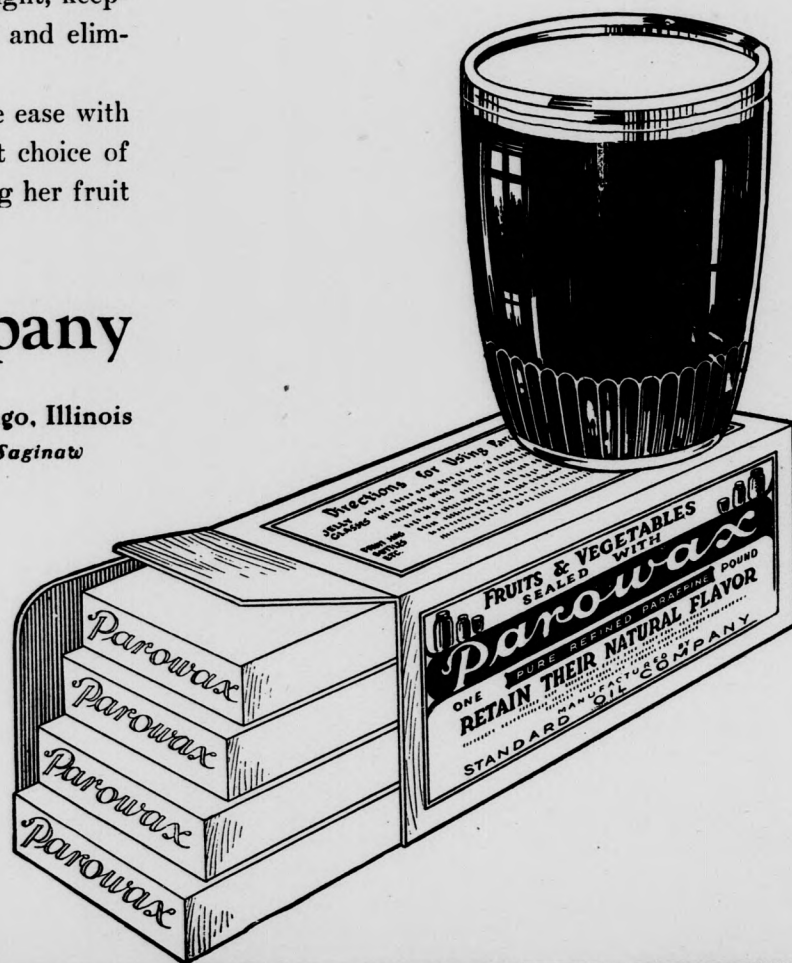
Michigan Branches at Detroit, Grand Rapids and Saginaw

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, JULY 8, 1925

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

Canadian subscription, \$4.04 per year,
payable invariably in advance.

Sample copies 10 cents each.

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

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

FLAX AND LINEN.

Before the war Russia produced the flax which provided for most of the world's linen needs. The cutting off of this source of supply was keenly felt for some years. At present only a comparatively small percentage of the quantity formerly furnished by Russia enters into international trade. Despite this, there does not appear to be any lack of the material, mainly because there is less demand for it than there used to be. When linen got too dear substitutes were found for it. First the finer mercerized cottons were used and, lately, rayon alone or in combination. Flax prices abroad recently have softened, despite an agreement between Russia and Latvia not to sell their flax below a certain price level. Stocks at Riga and Reval are said to amount to about 30,000 tons and there are also fairly large stocks in other continental countries, with this season's crop still to come. At Belfast, the center of the Irish linen trade, complaints of poor business in linens led to a drastic curtailment in the production of yarns and cloths. "Manufacturers," it is stated, "intend to avoid operating their spinning and weaving plants merely for the purpose of having available stocks to offer at quotations which will only meet the bare costs of their production and leave overhead charges out of consideration." Since this determination was arrived at more enquiries are said to have come in from this country, which is the best customer for Irish linens; but there has been no improvement in the volume of orders. Buyers insist on haggling in the matter of prices.

A MODERN JEREMIAH.

In the midst of material prosperity is a good thing to "see ourselves as others see us." The Census Bureau sets down in figures our picture of ourselves.

During the year 1923 the combined manufacturing outputs of the States of New York and Pennsylvania were approximately \$16,400,000,000. These figures exceed those for the same states during 1919 and are greater than those for the output of the entire country in 1904 or any year prior to that. If the other states show similar increases, the 1919 record total of \$62,418,000,000 will be exceeded.

Before we allow ourselves to exult over this picture we should ponder the view of ourselves as an industrial Jeremiah in the London Morning Post sees it. He congratulates his countrymen on having escaped the fate of America. He finds the United States is going to the dogs. Wealth is accumulating and men decaying. Too many laws, crimes and prohibition are debauching "the flower of the nation's youth."

The prophet concludes his lamentation thus: "We in this country do not begrudge the American his prosperity, nor do we blind ourselves to the fact that 90 per cent. of the present American prosperity is due to American economic good sense and happy absence from their political midst of the Bolshevik-ridden Socialists and shibboleth-ridden Liberals."

It is a very interesting point of view. It leaves the reader as bewildered as the Jeremiah himself.

VACATION AS A JOKE.

President Coolidge is on a vacation. This is a rather playful use of the word now most widely used in the United States. Mr. Coolidge, in Swampscott for the summer carries his chains with him. Unlike other citizens, he cannot leave his work behind, nor is he ever for a moment permitted to forget it. He has no rest. He cannot play in public with a dog, as more fortunately placed men are permitted to do. He may not lie in the grass. If he went forth to speed a motor car the Nation would be shocked. Instead of doing the usual diverting and restful things, Mr. Coolidge receives delegations, makes addresses, worries about what Mr. Kellogg may be doing, listens for alarming echoes of Mr. Dawes—all that sort of thing. In the intervals he works as usual.

Inauguration of the regular overnight mail plane service between this city and Chicago is filled with promise for the future. Placing thirty-two beacon lights along a 774 mile course to guide the planes and insure landing places in case of need reads more like an old-fashioned fairy tale than a practical business plan, yet it is in keeping with the whole trend of modern civilization in its efforts to annihilate distance and save time, the most important thing of which life itself is

made. We have been somewhat slow in commercializing the use of the airplane. The passenger service between London and Paris is an old story. By establishing a regular air mail service we have gone a long way toward better things. As we become used to the air mail the need for a passenger service will grow upon us. Familiarity with the shortness of the distance by mail will breed contempt for the mileage and create a popular impatience with the slower travel by rail. We have beaten Kipling's twenty-year-old vision of an air mail by seventy-five years. The year he set was 2000 A. D. By that time the railroad may be as obsolete as the horse car.

Exhaustive tests on meat by the Bureau of Standards in Washington have yielded several highly astonishing results. Not a single beefsteak was found that would be suitable as a substitute for shoe leather. Rib roast subjected to proper degrees of pressure are declared utterly unavailable for use as freight car bumpers. Application of tensile-strength meters shows that beef, even of the finest quality, cannot, under present conditions, be employed in the manufacture either of ship cables or automobile tires. The wave of optimism that has swept through boarding house circles as a result of the announcement has not yet been reflected in the stock market or in the stock yards. But the repercussion, when it does come, is likely to be neutralized by disappointment among the general public that popular conceptions with regard to the toughness of meat have been branded as erroneous. Many persons, however, will cling to the hope that, with perfection of the instruments used by the bureau, some kinds of meat will be found mastication proof.

Donald MacMillan on his Arctic venture will carry out the plan he adopted during his previous sojourn in the North. His men will be instructed to talk to each other as little as possible. This rule of silence seems an accentuation of the hardships of Arctic life, but the sense of it is obvious. Men in such voyages, constantly together, get talked out. When they are familiar with the least detail of each man's life they bore one another. The failure of some Arctic quests has been due in part to the strained personal relations that came from being too much together. There is an obvious moral to be deduced for everyday contacts in temperate latitudes. Some families owe it to themselves to draw apart now and then for changed scenes and fresh experiences that will make them more entertaining company for themselves when they reassemble. It is not nec-

essary to go to the Far North to find the disadvantages of knowing one another so well that there is nothing left of the pleasant sense of exploration and of mystery in another's mind.

The Japanese are asking that the Nine-Power treaty of the Washington Arms Conference be further delayed from going into effect. These agreements sought to hand back to China its national sovereignty. They would end extraterritoriality and other grievances of the Chinese. The delay in putting them into effect, caused by the failure of France to ratify, has helped bring about the present Chinese crisis. Tokio believes conditions are so unsettled now that negotiations would be impossible. There is, however, little evidence that the unrest will subside. It may, in fact, be worse before it is better. If there is any virtue in these Far Eastern agreements made at Washington more than three years ago, why not give them the earliest possible trial? They can hardly make matters worse, and they were calculated to make them better.

That an earthquake costs more by indirection than by any immediate damage it inflicts may be gathered from the sudden demand that has arisen all over the country for quake insurance. Starting with the Woolworth and Equitable buildings in New York and extending throughout the leading cities of the country, East, West, North and South, wherever tall buildings exist, the insurance companies are being swamped with requests for rates. Coverage is also requested for tornado and many other forms of catastrophe hazard. Insurance authorities express the opinion that the Santa Barbara disaster does not warrant such widespread fears. Nevertheless they exist, and at the insurance rates quoted, 6 or 7 cents per \$100, the Western quakes may impose upon the country at large annual protection charges never before contemplated in business costs.

Because it is easier to talk than to work, some men's success always remains something to look forward to rather than something to look back upon.

What you mean by saying you are not appreciated is that others are not regarding you at the valuation you place upon yourself. Perhaps it is you who is mistaken.

Progress is greater in some directions than in others. If you insist upon moving only in the same old direction you may be going in the line of the least progress.

When you are tempted to buy something you can't afford—go by it.

Report on Dubuque Convention by Mr. Goossen.

Lansing, July 6—I was appointed a delegate to the Dubuque convention by our local Lansing Association. President Christensen also asked me to represent him at the convention as a regular delegate from our State Association. This arrangement enabled me to convey my thoughts with special interest concerning the work done by our State Association. I received my credentials signed by Secretary Gezon and President Christensen. I then went prepared not only to represent our Association, but the State as well, in behalf of our State President. When the State of Michigan was called upon, I responded by reading a report from Michial J. Smith, chief clerk of the Food Department of our State, and of its history, outlining the laws and accomplishments, including fifteen cases which were carried to the Supreme Court and affirmed. This report was gotten out by Mr. Smith at my request and showed how that the Federal laws were patterned after our efforts. I have assisted through my reports on short weights and inferior quality goods to bring about our food laws which must be honored by every foreign country that brings goods into the United States. I have also assisted Mr. Smith, who has sent groups of two, three and four into our store and I would explain to the new inspectors my understanding of the law. Mr. Smith got out a masterly report, which was highly appreciated. After reading this report I stated that we had just woke up to the wonderful work done by the Michigan Tradesman during the past forty-two years.

Then I spoke of the insurance reduction and that a grocers division of the Michigan Millers Mutual Insurance Co. was obtained, by which the grocers get 25 and 30 per cent. rebate, besides a commission to the State Association. Then I spoke of the Lansing Sunday closing law and how it was sustained. Next I spoke of the Merchants Council, which brought about our transient merchant and hawkers law, so that the delegates to the National gathering got an idea that Michigan was on the map. According to the reports on credentials we were entitled to six delegates, but we had only three present. D. L. Davis, of Ypsilanti, lost his wife very suddenly June 19 which changed his plan of coming, together with Mr. Lamb's plan also.

The officers of the National Association accomplished a great good for future grocers, by the Government establishing an educational program for clerks and proprietors. They may obtain instruction concerning the grocery business through their Association. We were addressed on the subject by Miss Bacon and Mr. Hoover was a member of the Board for the advancement of retail grocers. We were also addressed by J. C. Westfall on co-operative buying, which proved a wonderful success and retailers owning their own wholesale house to combat oppressors.

Many subjects were threshed out too great to enumerate, but to attend a National convention is to meet men of tact and ability and certainly a great education for the man wishing to make the most of his business. And when the closing time pressed the convention to adjourn, the election of officers was in order, together with selection of the next convention city. To obtain recognition for an office, you must have a petition with five signatures from five different states, before a name goes on the ballot or your city is placed thereon. Nashville, Tenn., came with a brass band, streamers around their hats, dodgers, circulars, etc. Rochester came with buttons, a large delegation and banner over speaker's platform, and ourselves with ribbons. "Let's Go To Lansing, the Convention City." Seeing what these

two cities had worked for, Mr. Sorg, from Ann Arbor, reasoned together with me and came to the conclusion to withdraw after being heard. When the three cities were brought up for consideration I arose and addressed the President, stating that, besides the work as a delegate, I was instructed to invite the next convention, 1926, to our city, and explained how we had been asleep and just woke up to the fact that we had accomplished the greatest and best pure food laws, that we would like the honor of entertaining the convention in our city; that we would be able to house them in the new Hotel Olds, across the street from the State Capitol and opposite the Government postoffice and a half block from the business center; with no factory noise, smoke and railroad cars and whistles, all being far enough away to make the meeting place ideal. I had a letter from J. W. Symons, of Saginaw, ex-President of the Wholesale Grocers, asking them to come to Michigan; and a letter from Fred Rauhut, of the National Grocer Co., a letter from the Chamber of Commerce, signed by Charles H. Davis, international delegate to the World Congress of Secretaries in Europe; also of the Reo Motor Car Co., who would entertain them in or through their factory; also a picture of the new hotel and a letter from the Mayor's office, signed by Alfred H. Doughty, Mayor, with seal of our city. When I stated, notwithstanding the disappointment of those who placed the confidence on me to invite you, yet for the harmony that is manifested we would not be selfish to press our attitude, for others or personally and because of the character, and wonderful work of Phillip A. DePuyt as National President and his desire for the next convention to be held in his city, we would therefore withdraw, and thank those who had promised their support. They might vote as they wished and we desired an early consideration. We would vote in honor of the President for Rochester, N. Y., and there was great rejoicing and handclapping and the President said Lansing would be considered for 1928 and Nashville, Tenn., for 1927, and Rochester won out 2 to 1.

I expected Paul Gezon would stay for the conference of State Secretaries Thursday evening, June 2, but had gone home at 2 p. m.

The city of Dubuque is a wonderful work of nature. The city is surrounded by seven hills and each hill has an institution of learning. It is called the seven wonders of the world. The citizens did us a great favor by furnishing 100 automobiles to take the delegates all over its hill town. Besides they are wonderful entertainers.

M. C. Goossen.

King Boris of Bulgaria, whose aversion to capital punishment is well known, has signed the death warrants of three men who took part in the wholesale murder when the Cathedral was bombed in Sofia. None who has watched the course of the young sovereign can doubt the sincerity of his distress in the ordeal that confronted him. But it is difficult to see how he could overlook the flagrant crime of the sacristan of the church, its sworn defender, who was an arch-conspirator. When ex-Secretary Hughes was Governor of New York he said to a friend that a man never realized the responsibility that goes with executive power until he was faced by the problem of executive clemency to evildoers. Boris differs from such cold-blooded kings as those who held sway on the peninsula of old and is sensitive to his account with civilization as with the impartial historian of days to come.

THE MONITOR WAY



*All Metal—Sanitary—
Durable
Nothing to Wear Out.*

We have succeeded in securing the exclusive sale for the famous

MONITOR ALL METAL WASHING MACHINE

which is conceded to be one of the mechanical marvels of the age. Under our arrangement with the manufacturer, we are permitted to sell only one dealer in a town.

There are six good reasons why our customers should handle this article, as follows:

1. It is non-seasonal.
2. It is a Ford model of its class.
3. It is efficient in its operation.
4. It is distinctive in its appearance.
5. It is popularly priced to sell to the masses.
6. It is all metal and cannot get out of order if properly used.

No gears, drive shafts, wheels or useless parts. No pegs, ribs, cups or cylinders. Inside of galvanized tub perfectly smooth. Rigid angle iron and mild steel frame construction, riveted. Neatly finished in aluminum bronze.

Washing principle designed to wash in less time and save wear and tear on clothes. In swinging washer from side to side, water and clothes are forced alternately against the two air chambers. This places high compression in each of the air chambers, which, when released is discharged directly under the clothes, forcing hot suds and steam through the fabrics—a cleansing process that has never been equalled. Monitors do not rub the clothes—they wash them.

We solicit correspondence with hardware dealers in open territory.

MICHIGAN HARDWARE CO.

WHOLESALE HARDWARE

Sporting Goods and Fishing
Tackle

GRAND RAPIDS, MICH.

Don't Make a Contract on Sunday.

I have received the following letter from a Chicago reader of these articles:

The other day the question was brought up by a member of our industry of the legality of signing checks or dating legal documents on a Sunday or holiday. This would make a good subject for one of your articles on business law.

The legal doctrine that contracts made on Sunday are void is one of the few attributes of the Sabbath that the progress of times has left to us. There has been very little encroachment on that doctrine by the courts, I think because it does not involve any question of the people's recreation or pleasure, such as the enforcement of the law against amusements on Sundays.

Most states have Sunday laws, as they are called, forbidding worldly business or employment. The making of contracts on Sunday is illegal because it is considered worldly employment.

It is a rather curious feature of the Sunday law, however, that a contract made on Sunday in a state where Sunday contracts are good, will be enforced in a state where Sunday contracts are bad. In other words, the contract gets its status of legality or illegality from the law of the state where it is made.

The enforcement of the Sunday law against contracts has a great many shades and variations. The courts have determinedly preserved it against actual Sunday contracts, but with equal determination have refused to extend it. It can be said generally that any ordinary business contract made on Sunday is void and either party can get out of it without laying himself open to damages. No suit can be successfully brought on it. This doctrine has been carried pretty far. In one case, for instance, A owed B a debt which was about to fall due. On Sunday he ran across B and got from B a verbal promise to renew the loan. Later B repudiated his agreement on the ground that the promise having been made on Sunday was void. The court sustained this view, but I am quite certain that the Creator of the Sabbath never intended it to be used to make a slimy exit from an honorable agreement.

I remember another case where a partnership agreement made on Sunday was also declared to be void and one party was allowed to drop out on that ground.

Practically all courts hold that agreements to sell real estate are void if made on Sunday, so are contracts creating agencies. I am also very sure that any contract or order to buy goods, entered into on Sunday, would be void if either party wished to consider it so. The date of the contract or order, however, doesn't always control. For instance, there is a case in which the owner of a business sold it, really on Friday. That is, all the details were arranged on Friday, and the deal really closed then, although the bill of sale was not made until Sunday and was dated on that day. Later one of the parties decided to pull out and contended that the transaction was void because entered into on Sunday. The court held, however, that it had

been entered into on Friday, and that the fact that the bill of sale was made on Sunday was not a part of the contract.

Speaking still of the importance of the date, it is also true that if the deal actually took place on Sunday, it does no good to give a week-day date to the contract or whatever paper was executed; the deal is void just the same.

In order to be void, the whole transaction must have been done on that day. For instance, A was in business, but was up against financial difficulties. One Sunday a creditor who was pressing him ran out to A's place and was taken by A to see B, A's father, whom A wished to guarantee his indebtedness. B agreed and wrote out a memorandum to that effect. He was about to hand it to the creditor then and there, but the latter, being posted on Sunday laws, said, "No you keep this until tomorrow, when you can mail it to me." This saved the legality of a guarantee; otherwise it would have been void.

A promissory note dated, signed and delivered on Sunday is void as between the original parties, but if it is endorsed to an innocent third party, it can sometimes, but not always be collected. But the original payee can never collect it; he should have let the maker keep it until Monday and then deliver it to him.

All kinds of bonds, deeds, mortgages, leases and agreements are void if executed and delivered on Sunday. I emphasize "and delivered" because papers that don't take effect until delivery are valid, though signed on Sunday, if not delivered until a week-day. A will is valid whenever executed.

Some states say that a Sunday contract is wholly void and cannot be sustained under any circumstances. Others say it will become good if it is ratified on a week-day. The only safe way is not to make it at all on Sunday. If some emergency forces you to do it, get a written ratification of it as soon after Sunday as you can.

Business transactions done on holidays have a very different status from those done on Sunday. They are not invalid unless the statute creating the holiday prohibits them from being done which is almost never the case. The statutes creating legal holidays merely prohibit such things as protesting notes, checks, etc., on holidays.

Elton J. Buck'ey.

[Copyrighted, 1921.]

Oldest National Bank in Kalamazoo.

Kalamazoo, July 7—The Kalamazoo National Bank has just celebrated the 41st anniversary of its founding. The date on the first notes authorized by the Government for this bank is June 30, 1884, and the banking house opened for business July 1, 1884, according to M. J. Bigelow, First Vice-President of the Kalamazoo National Bank and a continuous officer with that concern since it started business.

Mr. Bigelow is easily the senior ranking officer from the standpoint of service. His original co-worker and associate, E. J. Phelps, was President of the bank for thirty-nine years and is still chairman of the board of directors. He was succeeded in the executive chair two years ago by Walter L. Otis. George B. Rogers was tendered the post of vice-president and J. M. Shackleton advanced to the cashier's position.

NO FUN IN A ONE-SIDED GAME

We all will admit without a moment's hesitation that there is little sport or pleasure, either for players or onlookers, in a one-sided game. Yet most of us have a feeling that the game of life ought to be largely in our favor, to make it satisfactory and pleasant.

One fault with us is that we have failed to observe except in a disconnected way. We have wanted and hoped for our full share of pleasure and happiness, yet the idea never occurred to us to find out how we came into possession of the (few)? pleasures we will admit. We think we know a good time when we see or experience it; but, do we? Let's see: It isn't right now, when things are bothering us, is it? No, it was yesterday, last week, last year, of course.

Nearly all of our pleasures, then, are measured in terms of yesterday. By taking note of what there was about those incidents of yesterday that give us so much satisfaction to-day, we will find that most of them came about as the result of our "bucking the line," of discouraging opposition and going through for a "touch-down."

Let's keep this thought in mind when the day seems going against us. Let's fight a clean game and fight it hard, realizing that yesterday's victories won against fierce opposition are the pleasures of our to-day.

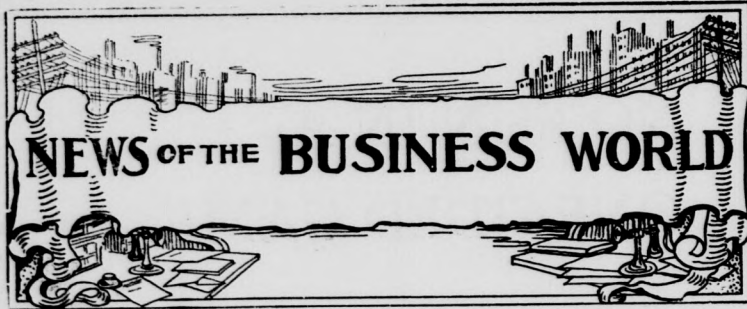
To-days go so quickly and yesterdays last so long, that it can't matter much if to-day is a little hard, if only we fight some trouble to the finish to-day and thus store up pleasures and satisfaction for the long day of yesterday.

Welcome your opposition! It makes you fight! If you fight clean and hard you will win most of the time. If you win, you'll be happy!

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Lansing—The Sallan Jewelry Co. has increased its capital stock from \$10,000 to \$50,000.

Jackson—The American Oil Co. has increased its capital stock from \$500,000 to \$1,000,000.

Battle Creek—The Owl Drug Co. has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Burman Grasser Coal Co., 1675 Clay avenue, has changed its name to the Burman Bros. Coal Co.

Detroit—The Good Drug Stores, 904 Real Estate Exchange building, has changed its name to the Beacon Drug Stores.

Adrian—The L. W. Smith Co., wholesale and retail cigars, has increased its capital stock from \$30,000 to \$80,000.

Royal Oak—The Royal Oak Wholesale Co., Harrison and Dexter streets, has increased its capital stock from \$100,000 to \$150,000.

Monroe—Krogor's, Monroe's newest grocery opened at 18 South Washington street, July 2, under the management of Paul Smila.

Lansing—E. A. Ebersole has opened a restaurant and lunch counter at 124 West Allegan street, under the style of the White House Cafe.

Saginaw—The Detroit Electric Co. has opened a branch wholesale radio supply store at 212 South Washington avenue, under the management of A. J. Hudson.

Kalamazoo—The Gumm Jewelry Store has removed its stock from the First National Bank building to 153 South Burdick street. I. Blumberg is the manager.

Saginaw—Adolph A. Kanter, clothier at 104 North Jefferson avenue, died at his home, July 5, following an illness of several months. Mr. Kanter has been a resident of Saginaw since 1900.

Flint—The Flint Auction House, 403 Detroit street, has been incorporated to deal in general merchandise, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Kalamazoo—Fred E. Royce will open a waffle and sandwich shop at the corner of East South and South Burdick streets, in addition to his present ice cream, soft drinks and pop corn establishment.

Detroit—The North End Fuel & Supply Co., 14105 Orleans street, has been incorporated with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed and \$1,100 paid in in cash.

Owosso—Grant-Bitting Co., 960 West Washington avenue, dealer in general merchandise, has been incorp-

orated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Everling Lumber Co., 14541 Monnier Road, has been incorporated with an authorized capital stock of \$100,000, of which amount \$51,200 has been subscribed, \$20,300 paid in in cash and \$10,500 in property.

Grand Rapids—The C-C Sales Corporation, 303 Grandville avenue, S. W., has been incorporated to deal in auto supplies, with an authorized capital stock of \$1,000 all of which has been subscribed and paid in in cash.

Port Huron—The Wills-Saint Clair Sales & Service Co., 1024 Military street, has been incorporated to deal in autos, accessories, parts and supplies, with an authorized capital stock of \$15,000, all of which has been subscribed and \$3,750 paid in in cash.

Lansing—The First National Hosiery Stores, operated by Peeknit Hosiery, Inc., with headquarters at St. Louis, Mo., has opened another of its chain of stores. It is located at Shop 6, Strand Arcade building, and will be under the management of Mrs. Grace Flowers.

Detroit—Krausmann's, 7346-7398 Gratiot avenue, general department store, has merged its business into a stock company under the style of Krausmann's, Inc., with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in in property.

Kalamazoo—Mrs. Harris M. Meyer, who has conducted a shop dealing in all kinds of wearing apparel for small children and babies, has sold her stock and store fixtures to Streng & Zinn, who will continue the business in connection with their dry goods and women's furnishings business.

Detroit—George McManus, for fourteen years proprietor of a men's furnishings goods store at East Jefferson and Field avenues, has purchased a half interest in the Ray T. Garvey & Co. stock of men's furnishings and the business will be continued at the same location, 122 Michigan avenue, under the style of the GarveyMcManus Co.

Muskegon Heights—The Heights Chemical Co., Sherman and Park avenue, soaps, cleansing compounds, janitor supplies, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000 and 1,000 shares at \$1 per share, of which amount \$10,810 has been subscribed and \$10,760 paid in in property.

Saginaw—E. O. Schade, dealer in auto accessories, tires, etc., has purchased the Brown block at 907-11 Genesee avenue and will occupy the store at 907 with his stock and leasing the

store 909 to Fred A. Brown, the former owner, for his plumbing and heating business and the store at 911 will continue to be occupied by F. J. Kimmel & Son with their meat market.

Monroe—Herbert Sturn, for the past six years manager and part owner of the Hagans Drug Co. stock, has purchased the interest of W. C. Peters in the Hagans Drug Co., 17 Monroe street and in the Peters Drug Store, 8 East Front street and will continue both stores under the style of Hagans Drug Co. No. 1 and No. 2. S. T. Collins will retain his position as manager of store No. 2.

Holland—The Retail Merchants' Credit Bureau has received a warning to beware of five checks stolen Sunday from the Beach Milling Co., which it is believed the thieves may attempt to cash in Michigan cities. They are as follows: Blue Valley Creamery to Wilam Hop; Guarantee Trust & Savings Bank to Beach Milling Co.; Dick Miles to Beach Milling Co.; John Lubbers Co., to Beach Milling Co.; Steel-clad Autobow Co. to A. C. Trader.

Manufacturing Matters.

Sturgis—The Central Wheel Co. has removed its machinery to Muskegon where the business will be continued.

Hastings—The Purnell-Carr Manufacturing Co., farm implements, garden tools, etc., has changed its name to the P-C Manufacturing Co.

Marine City—The Marine City Motor Castings Co., has been incorporated with an authorized capital stock of \$10,000, of which amount \$2,000 has been subscribed and paid in in cash.

Menominee—The Niemann-Erdlitz Motor Co. has been incorporated to deal in motor vehicles, auto parts, accessories and supplies, with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and paid in in cash.

Battle Creek—The Adams Flexible Piston Ring Co., 85 South Monroe street, has merged its business into a stock company under the same style, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Ann Arbor—The J. H. Burns Co., 321 East Washington avenue, has been incorporated to manufacture and wholesale friedcake mixture, with an authorized capital stock of \$10,000, \$8,400 of which has been subscribed and paid in, \$1,000 in cash and \$7,400 in property.

Grand Rapids—The Muir Laboratories, 209 Monroe avenue, has been incorporated to manufacture and deal at wholesale and retail in chemicals, pharmaceutical preparations, etc., with an authorized capital stock of \$2,000 all of which has been subscribed and paid in in cash.

Grand Rapids—The Grand Rapids Turning Co., 832 Front street, N. W., has been incorporated to conduct a wood turning, carving and wood products business with an authorized capital stock of \$22,100, all of which has been subscribed, \$1,100 paid in in cash, and \$20,300 in property.

Detroit—Porath Bros., manufacturer of clay products, has merged its business into a stock company under the

style of Porath Bros. Co., 305 Free Press building, with an authorized capital stock of \$200,000, all of which has been subscribed, \$2,300 paid in in cash and \$197,200 in property.

Detroit—The Detroit NuGas Corporation, R. F. D. 9, Box 389, has been incorporated to manufacture and sell motor fuels and to deal in motor products and accessories, with an authorized capital stock of \$125,000, of which amount \$79,500 has been subscribed, \$20,000 paid in in cash and \$52,500 in property.

Allegan—The Kysor Heating Co. has been incorporated to manufacture and deal in heating apparatus and equipment for motor vehicles, with an authorized capital stock of \$9,000 and 27,000 shares at \$3 per share, of which amount \$45,000 has been subscribed and paid in, \$18,000 in cash and \$27,000 in property.

Gladwin—The Simplicity Engineering Co. has been incorporated to manufacture and sell gravel screeners, equipment for gravel, sand and oil industries, etc., with an authorized capital stock of \$150,000 and will remove its plant to Durand where suitable buildings conveniently located on the Grand Trunk R. R. have been purchased.

Luggage Sales Have Been Good.

Most manufacturers of luggage have had a good demand during the Spring season. The buying by retailers to fill depleted stocks is described as very satisfactory, with reorders still coming through for immediate delivery. Stocks on hand at this time are said to be light, several of the leading makers having had comparatively little to clear at end of the season. In the popular-priced suitcases, cowhide and imitation leather bags in natural and black shades have led. In the better-grade merchandise the Gladstone bag has sold well. The business in overnight bags was considerably ahead of last year, owing both to the stressing of these at lower prices and the greater number of people who are taking short trips over the week-end.

The ugliest phase of the Chinese disorders is their anti-foreign tinge. This is not, however, unusual. Any great agitation or general protest or strike in China tends sooner or later to assaults upon foreigners. This time the situation is aggravated by Bolshevism. Canton appears about to go over to some Chinese modification of Sovietism, thereby increasing the trouble of the Western Powers in dealing with a menacing situation. It never takes the Soviet Internationale very long to make the most of a situation after the Moscow government has been recognized. Great Britain, Germany, France, all of Central Europe, now understand very thoroughly that recognition of the Reds means a new crop of Communist disorders. China and Japan are in the process of learning exactly what these others have learned. When you let in a Red Ambassador you let in trouble.

Dowagiac—Samuel J. Rector has sold his grocery stock to Clarence Squires, who has taken possession and will continue the business at the same location, 410 Oak street.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 6.25c.

Tea—The market has been very quiet during the past week. The buying has slowed down a good deal in spite of the firm market, but the undertone of the tea market is still strong. China teas are wanted, but are scarce on account of the conditions in China. Ceylons, Indias and Javas are still firm and most good teas of all grades show an upward tendency.

Coffee—The market for Rio and Santos grades has eased off again during the week, speaking particularly of future Rio and Santos, green and in a large way, which is probably a quarter of a cent cheaper than last week. News from Brazil has been easier and that has been reflected in the markets of this country. Spot Santos coffee, green and in a large way, has also had an easier feeling, although prices have shown little or no change. Milds unchanged and quiet. The jobbing market for roasted coffee has shown a moderate demand at unchanged prices.

Canned Fruits—Last week added materially to the bookings of 1925 California fruits placed by the local trade. Some packers are off of the market; others are sold out on cherries, pears and in many grades of other items. Daily advances and further withdrawals are being made as the result of what canners assert has been one of the best selling seasons ever recorded. The domestic trade interior market and Europe are accredited with the heaviest purchases. New York has been slow and conservative but it has taken the whole line and recently a revival of interest in Hawaiian pineapple has occurred. Without doubt the trade has taken to new pack fruits more extensively than to other 1925 canned foods which is logical when quotations are considered. The inference is that this buying interest will be transferred to other staples as buyers are not fully protected and have for several months been following a policy of restricted covering for the future.

Canned Fish—Red Alaska tall salmon of the preferred brands and grades is one of the most difficult items to find. Pinks are doing better and are in wider demand which is making them look more attractive for immediate delivery and with the larger jobbing request it is found that local stocks have been overestimated. Spot tuna, shrimp and crab meat are all examples of marked shortages. Sardines are unchanged in imported and domestic description.

Canned Vegetables—The canned food buyer is waking up to a realization that conditions as regards production and distribution have changed and that a conservative policy of covering, in keeping with an overstocked market, is not practical when the output may be curtailed and when packers have placed an initial price on their merchandise which is a guarantee of ready sales later on to the consumer. Spot offerings have not been much influenced by the shift in sentiment for the reason that many items are down to a minimum and there is

no possibility of free trading until new packs are available for distribution. Fruits, for instance, are so short of requirements that they cannot be had in any position. In vegetables white corn of all grades is not in evidence as is shown when firm bids at top quotations are not accepted by the canner who would naturally sell if he had the merchandise because to-day's value will not hold beyond the receipt of new pack. That old pack tomatoes are cleaning up is evidenced by the stronger undertone. This may be due largely to the position of new packs, but nevertheless it is known that No. 1s are cut and that 2s and 3s are less freely quoted. Goods at inside prices are more difficult to obtain. Gallons remain dull. Reports from Wisconsin are not any more assuring than at the beginning of the packing season. At first Alaskas in the Southern part of the State and in Northern Illinois were reported to be greatly damaged. Of late similar postings have been issued by packers in Northern Wisconsin. Sweets in that territory are said to be injured and the yield curtailed by root rot. Buyers are picking up some Southern and Western peas but hesitate to contract heavily until they know what deliveries they will get on their former contracts.

Dried Fruits—Some business is being done in new pack California raisins at unchanged prices. The main factor in raisins, however, has not named prices as yet and will not do so for some time. Spot raisins are in rather better condition and show a fairly active movement. Apricots continue slow and very dull. Peaches steady to firm and unchanged, demand quiet. Prunes are somewhat firmer, Oregons being more so than Californias, the demand is light for both.

Syrup and Molasses—Molasses of the better grades is selling quietly, but without particular keenness. Prices of first-class molasses are quite high and this is undoubtedly affecting the demand, together with the season. As to syrups, sugar syrup is selling fairly well for export and the market is healthy and steady at unchanged prices. Compound syrup is selling quite well at steady prices.

Salt Fish—The demand for mackerel is very fair considering the fact that we are in the midst of summer. Good quality fat fish are wanted as they are scarce. Fall catch Irish and Norwegian mackerel are exhausted and advices from Norway report a scarcity over there. Altogether the situation in mackerel is very good for the summer time. Codfish is quiet.

Beans and Peas—The market for most varieties of dried white beans is quite irregular. Business is very dull and prices unchanged but weak. This applies to pea beans and white kidneys particularly; red kidneys are fairly well maintained, as are California limas. Blackeye peas are steady to firm, light demand.

Cheese—The demand during the week has been very fair. It has been a long time since cheese had any particular boom. Prices, however, have been firm during the entire week.

Provisions—The demand during the week has been very slow. This ap-

plies to all beef and hog products, which are unchanged and steady.

Review of the Produce Market.

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

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$ 5.40
Light Red Kidney	-----	10.00
Dark Red Kidney	-----	11.50
Brown Swede	-----	5.00

Bananas—7@7½c per lb.

Beets—Home grown, 65c per doz.

Butter—The market is without change and with a fair demand. Local jobbers hold fresh creamery at 41c and prints at 43c. They pay 22c for packing stock.

Cabbage—\$6 per crate for new from Quincy; \$2.25 per box for home grown.

California Fruits—Peaches, \$2.25 per crate; Honey Dew Melons, \$3.75 per crate of 9s or 11s; Climax Plums, \$2.75 per 6 basket crate; Santa Rosa Plums, \$3 per 6 basket crate.

Cantaloupes—Local jobbers quote as follows:

Standards	-----	\$5.00
Jumbos	-----	5.00
Ponys	-----	4.50
Flats	-----	2.00

Carrots—Home grown, 40c per doz.

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

Celery—Michigan grown is now in command of the market, fetching 50c for Jumbo and 65c for Extra Jumbo.

Cherries—Sour command \$1.75 per crate of 16 qts.; Sweet, \$2.75.

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

Egg Plant—\$2.50 per doz.

Eggs—The week so far has marked a particularly small supply of strictly fine fresh eggs. On the contrary undergrades have been in excessive supply and are not wanted. As to them, the market is a buyer's market. Fine fresh eggs have cleaned up regularly at jobbing prices. Local dealers pay 29½c for candled stock.

Garlic—35c per string for Italian.

Grape Fruit—\$6@6.50, according to quality.

Green Onions—Home grown, 40c per doz. bunches.

Honey—25c for comb; 25c for strained.

Lemons—The price has declined. Quotations are now as follows:

300 Sunkist	-----	\$ 9.00
300 Red Ball	-----	8.50
360 Red Ball	-----	8.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4½s	-----	\$6.50
Outdoor Grown leaf	-----	10c

Onions—Egyptian in sacks, \$7; Spanish, \$3 per crate of 50s or 72s; Iowa, \$6 per 100 lb. sack.

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

126	-----	\$9.00
150	-----	9.00
176	-----	9.00
200	-----	9.00
216	-----	9.00
252	-----	9.00
288	-----	8.75
344	-----	7.75

Red Ball, 50c lower.

New Potatoes—Virginia stock commands \$7.50 per bbl. for No. 1.

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

Peaches—Hilly Bells from Georgia, \$2.50 per bu.—white, but freestone. Elbertas will be in next week.

Peppers—Green, 60c per doz.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	22c
Light fowls	-----	15c
Broilers, 2 lb.	-----	30c
Broilers, 1½ lb. to 2 lb.	-----	25c

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

Raspberries—\$5 for Red and \$4.50 for Black.

Spinach—\$1 per bu. for home grown.

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	-----	15c
Good	-----	14c
Medium	-----	12½c
Poor	-----	10c

Water Melons—50@75c for Alabama stock.

Where Were You?

Back in 1890—can you remember that far back?—the world's most famous automobile manufacturer was working in a bicycle shop; a millionaire hotel owner was hopping bells; America's steel king was stoking a blast furnace, an international banker was firing a locomotive; a great merchant was carrying a pack on his back; a great railroad president was pounding a telegraph key. Moral: Where will you be in 1960?

The man who stood on London Bridge and tried to sell golden sovereigns for a shilling each deserved to fail. This, at least, is the verdict that would be passed against him by any up-to-the-minute salesman. The latter would price his sovereigns at two guineas each, and salesmanship would do the rest. There is involved something more than mere salesmanship (with its important concomitant, advertising) in the process of distributing the 5,000,000 Stone Mountain Memorial half dollars at \$1 each. There is sentiment. But will sentiment double the value of these 50-cent pieces? What price sentiment? The question is difficult to answer accurately. But no answer is necessary. The organized selling plan which is being devised will fill the bill. If any one harbors a doubt, let him watch those 5,000,000 half dollars fade away.

Many large and successful special selling events have been handled without cutting prices. Sales are made by making people want the goods not by selling cheap.

Your ability is measured not by the fact that you keep going, but by the number of those who pass you in the race.

The spirit of "I will try" is a good spirit, but a better is the spirit of "I will."

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

The Gale National Protective System, which claims to hail from Ironwood, is now under investigation by the Tradesman. So far the replies received from those who have undertaken to do business with the concern are anything but reassuring. The "System" appears to be owned and operated by M. Gale, whose experience with his local banks have been very unsatisfactory—to the banks. Merchants who do business with this concern are quite likely to find their fingers burned before the transaction is closed.

A report received by this office describes an advertising scheme conducted by a Miss Sadie Dunbar, 1545 Hayden avenue, East Cleveland, Ohio, which it will be well for other communities to take note of. Miss Dunbar approached a society of one of the local churches in Liverpool, Ohio, according to the report, and placed before the members a proposition of having a cook book printed, the books to sell at \$5 each and the receipts obtained to be turned over to the society. The book was also to contain advertisements and the money received from this source was to go to Miss Dunbar, who would pay the cost of publishing the book. She presented a copy of a cook book which she claimed had been published by the Lutheran church of Youngstown, Ohio. In company with several members of the society, Miss Dunbar was successful in procuring advertisements from local merchants. Shortly thereafter, she left the community, taking with her the money collected for advertising, and also cashed a check made payable to the church society. Nothing further has been heard of Miss Dunbar or her cook book. It is alleged that Miss Dunbar presented her cook book proposition in the same manner at Warren and Wellsville, Ohio, and also left in a similar way. Enquiry made at the Cleveland address given above developed that Miss Dunbar had left there some time ago and that she is now operating in Michigan. Her description follows: Between 35 and 40 years of age, five feet six inches tall, weight about 140 or 145 pounds, and of a rather striking personality.

Glenn D. Fryer, former operator of the Nile Art Co., and the Fashion Embroideries, has been indicted by a Federal Grand Jury, charged with using the mails to defraud. Fryer had previously been arrested and held under bond of \$20,000 which same bond continues in effect. Fryer is known to have had a net income of \$10,000 a month at the time of his arrest and his total receipts exceeded \$300,000.

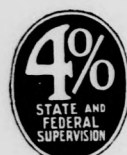
For a while there was a feeling that the fight being made against commercial bribery was making considerable headway. Decent, respectable and self-respecting companies were seemingly doing good work in refusing to do business by such illegal means. Within the past few months, judging

from reports from different sections of the country, bribery has come back into business with renewed strength. But it has come back in a curious form. Money is no longer the medium. Liquor is the open sesame. And the harder it is the better. Where formerly only one law was broken, now two laws are broken. And the still more curious aspect of the situation is that where formerly the bribing was done generally only through the buyer, it is now becoming necessary to see that the receiving clerk who unpacks and signs for shipments has his thirst assuaged, if he is able to discover in any way that any manufacturer is free in handing out liquor to buyers. He can damage any shipment sufficiently to prevent its acceptance. Thus it is that bribery is extending its dirty pay so that its victims double in number and its violations of the law increases two-fold. We comment here on reports of this situation because we believe it should be revealed that we can thus move heads of big and respectable companies to enquire into their own businesses to see if through bribery their own house is violating two laws without their knowledge.

A trade paper quotes a case in which a truck company sued a man for \$906.40 to cover repairs to one of their trucks which he had bought, used a while, and then turned in for repairs. The defendant claimed that he was inspired by the following advertised statements: "Our rebuilt trucks look good and will give you the best of service"; "Do you know that a high-grade used truck rebuilt and renewed is a better buy and of more substantial value than a cheap new truck?"; "A rebuilt truck is practically a new truck as far as wearing qualities and efficiency is concerned"; "A rebuilt truck carries the same warranty as a new truck." The truck company contended that the purchaser had signed the usual form of contract which voided all statements not made in the contract itself, and that by signing the defendant had waived whatever exaggeration might have been in the advertisement. A lower court decided for the company, but the higher court reversed the decision. "Caveat emptor (let the buyer beware)" seems to be fast becoming a thing of the past.

The exploitation of Florida land by certain syndicates and wild-cat salesmen is typical of what might be expected at this time. Fortunately, Michigan has been well protected so far in the close scrutiny of all offerings by the Securities Commission. Few attempts have been made in Michigan to dispose of Florida lots by unknown individuals. The next offering that will originate in Florida, and probably be sold to Michigan investors, will be municipal bonds, drainage bonds, etc. Some will be good and others will need close investigation.

In a further effort to eliminate misbranding, Joseph S. Weinstock, Abraham Ash Co. and Louis Batlin, jobbers of silverware, and Western Silver Works, Inc., manufacturer of silver-



Idle Money As Costly As Idle Goods

If you have \$1000 in idle merchandise that doesn't sell, you know it is costing you profits. You try to move it. Idle money that might be earning you interest costs you profits also.

Many Michigan merchants deposit part of their surplus funds in our 4% Certificates of Deposit or Savings Accounts. This is a better policy than putting all their eggs in one basket. You will find it easy to bank with us by mail. Send deposits by check, money order, draft or registered currency. Write for free book, "4% Banking by Mail."

HOME STATE BANK For Savings - Grand Rapids

Capital and surplus \$312,500.00

Assets over \$4,000,000.00

Deposits over \$3,886,000.00

Two Select Issues of Real Estate Bonds

\$3,000,000

**BRYANT
PARK
BUILDING**
(of New York)

First Mortgage, Leasehold, 20-year Sinking Fund Gold Bonds, at par and Interest, to Yield

6½%

Bryant Park Building is at the northeast corner of 42nd St. and Sixth Ave., New York, in the heart of the up-town business district. Building is six stories high, on 20,800 square feet of land. Object of loan is to increase building to 15 stories. Value of leasehold appraised at \$4,650,000 after giving effect to improvements. Rental value will be doubled. Net income of new building estimated at \$553,000 annually, or more than 2.7 times interest requirements and substantially in excess of sinking fund and interest requirements combined.

\$100,000

**ROYAL OAK
INVESTMENT
COMPANY**
(of Detroit)

First Mortgage Guaranteed Sinking Fund Gold Bonds, priced 100 and Accrued Interest, to Yield

6.50%

Security is Royal Oak business property, residence and acreage appraised at \$207,500, but which has sold in the last two years for \$249,800. Annual income 4¼ times greatest interest charges. Sixty percent of all income goes to sinking fund. Bonds guaranteed by E. T. Morrison and J. A. Berridge, whose net worth is several times amount of issue. Maturities from 1926 to 1935. Redeemable at 102½%. Exempt from personal property taxes in Michigan. Interest payable without deduction for normal federal income tax not exceeding 2%. Detroit Trust Co. trustee.

A. E. KUSTERER & CO.
Investment Bankers and Brokers
MICHIGAN TRUST BUILDING

ware, all of New York City, are directed in separate orders issued by the Federal Trade Commission to stop using the word "Sheffield" alone or in combination with other words on silver plated ware not made in Sheffield, England, and not of the quality associated with the name Sheffield. The Commission found in each instance that the respondents caused to be stamped on silver plated ware the words "Sheffield," "Sheffield Plate," and other designations containing the word Sheffield, and that the silverware so marked was ultimately offered for sale to the public. The silverware so stamped was not manufactured in Sheffield, England, and was not of a quality associated with the terms "Sheffield Silver" and "Sheffield Plate." Such use of the word "Sheffield" was misrepresentative, confusing and misleading, the findings state, and created an undue preference for respondents' products to the detriment of competitors who refrained from using such terms in the marketing of their products.

French Lick, Ind., July 6—Encouragement for "clean journalism" was voted by the biennial council of the General Federation of Women's Clubs. A resolution was adopted calling upon the individual club woman in every club in every state in the Union to purchase the newspapers that come more nearly up to her ideals of clean journalism and to refrain from buying papers that do not conform to those ideals.—Newspaper.

Good for the General Federation of Women's Clubs. The resolution should have gone further to include every woman and every girl in every home and school and boarding-house in America. We would especially wish to carry the women's message to the mothers and daughters of the merchant home. There is no more wholesome or sacred place on earth, and yet unclean journals find their way through one pretext or another into it. The home is the nursery of high moral ideals, and any paper coming with the signs of fake and deception or filth should be promptly barred. A guest coming with a dirty face would need make an apology, but the dirty journal with its fake advertising columns and filthy editorial pages comes with pretenses of virtue and merit. We endorse the club women's resolution.

Washington, July 6—The Federal Trade Commission has ordered the Civil Service School, Inc., of Washington, D. C., to cease and desist from further use in its corporate name or upon its stationery or advertising of the words "Civil Service."

The Tradesman has many times pointed out the fraud in these so-called correspondence schools to prepare students for civil service examinations. The promoters of these schools suggest through misleading advertising that they have access to information in the Civil Service Department and in some cases that the school is an agency of the U. S. Government. The Civil Service Commission puts the facts of the case in a nutshell in the following statement:

No school can furnish information of value regarding announcements of examinations for the Federal civil service, dates of examinations, examina-

tion requirements, application blanks, manner of filling out application blanks, scope and character of examination, and civil procedure generally, which cannot be obtained without cost from the United States Civil Service Commission, Washington, D. C., or its representatives at the post office or custom house in any of approximately 3,500 cities.

Pay As You Go.

Written for the Tradesman.

Many years ago when \$10 was more money for a working man than \$100 is to-day a farmer paid \$1 per letter to have engraved on the corner-stone of his barn these words: "Pay as You Go."

Anyone may figure out what that sum would amount to at the end of sixty or seventy years if deposited in a bank or invested in safe securities. But remember that in those days, the banker was distrusted as much as is the oil stock salesman to-day; and on his one hundredth birthday anniversary George A. Peters, of Washtenaw county, Michigan, declared that that \$10 was well invested.

Suppose the merchant, young in years or mercantile experience, should expend \$10 for placards and signs to be displayed both inside and outside his store, bearing these words. Could he make a more profitable investment with such a small sum? The words: "Do not ask for credit," seem at first to denote an unaccommodating and ungracious attitude of the merchant. "Pay as you go" is wise and friendly counsel and often a reminder to the prospective purchaser of his or her former resolves to follow such a course.

For the merchant's own guidance such a slogan, faithfully followed, might many times save him from the unsatisfactory experience of having ordered large quantities of goods for which he was not in immediate need with the inducement of slightly lower cost and long time to pay.

Helping customers to overcome the charge habit and pay as they go, resulting in permanent patronage and a friendly attitude toward the merchant, will far outweigh the profit to be gained from customers who must be coaxed or threatened to pay their accounts. E. E. Whitney.

Claims Thyroid Glands Make Old Chickens Young.

Old hens for pot-boiling may disappear from the market, now that Dr. F. A. E. Crew, of Edinburgh University, has assured scientists that, by administering thyroid to chickens, he can make hens lay eggs as long as they are able to cackle. At the British Poultry Club's conference at Wembley, Dr. Crew said thyroid gland was administered to old hens months ago, with the result that some which had laid only 25@30 eggs during the previous four years laid well over 100 eggs when favored with this treatment. The Edinburgh scientist also said there is reason to believe that exposure to X-ray treatment was followed by a significant increase in the percentage of female chicks. This indicates, Dr. Crew believes, that scientists in future will be able to determine sex.



THE GOODRICH WAY

"Operating Steamships Every Day in the Year"

DOUBLE DAILY SERVICE

Muskegon-Grand Haven
Electric Via Grand Haven

LEAVE GRAND RAPIDS
8:40 P. M. G. R. TIME

Day Boat Every Saturday
Leave Gd. Haven 10:30 A. M.

Michigan Electric Railway
Lines Via Holland

LEAVE GRAND RAPIDS
8:00 P. M. G. R. TIME

Day Boat Every Saturday
Leave Holland 9 A. M.

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

Ticket 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 4322
Main 4470

GOODRICH CITY OFFICE
PEARL AND OTTAWA

WITH CONSOLIDATED RAILROAD TICKET OFFICE

CITZ. 64-509
CITZ. 62-343

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

Michigan Shoe Dealers Mutual Fire Insurance Co.



**Organized for Service,
Not for Profit**



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



For Information, Write to

L. H. BAKER, Secretary-Treasurer

LANSING,

MICHIGAN

CUTTING ITS OWN THROAT.

About the only thing that can force a real anthracite coal strike in 1925 is bungling and stupidity in the anthracite industry. No industry can less afford a long and costly deadlock. It is to the interests of both miner and operator to agree and agree quickly.

During the years of their fighting the country has been turning to other fuels. Inroads made by the oil-fed furnace have been enormous. Such devices threaten to become "standard equipment" for modern homes. Gas-fired heaters multiply. Heat from hydro-electric and superpower projects is a future menace to anthracite.

The far fringes of the old hard coal market are gone. Its New England territory shrank two years ago. The Northwest and the Great Lakes Basin are learning they can get along without anthracite. About 2,000,000 tons sent in 1924 to the head of the Great Lakes for Ohio, Indiana and Illinois remained unsold. Ten years ago the Midwest used much hard coal. It has turned to the cheaper soft coal coming from the price-cutting demoralized bituminous fields. High cost of anthracite and frequent strikes making the supply uncertain have been too much for its more distant markets.

The miners point to the hazards of mining and the cost of living to justify their demand for more wages. The operators insist labor costs are so great prices cannot fall.

Possibly the miner must have higher wages. Possibly the operator cannot pay them. If both miner and operator are right, then their industry is doomed. If it cannot pay wages and profits and is unable to compete with other fuels it must go to the wall. If it cannot live under existing economic and industrial conditions, it must surrender its proud place.

Meanwhile its market weakens and contracts. Soft coal comes down to tide-water and replaces small anthracites for industrial use. Users great and small, are finding they are no longer dependent upon any one fuel. The public taking its spokesmen at their word is turning to new fuels as fast as it can and forgetting anthracite and its eternal threats of trouble.

That is the general situation on the eve of the parleys. The anthracite industry has been cutting its own throat for years. Operator and miner both have been forgetting they are more dependent on the public than is the public on them. Between them they have burdened their industry with more than it can bear. If there is common sense and courage enough on both sides to face the facts there will be no suspension or strike after Aug. 31. Every strike drives another nail in the coffin lid of anthracite.

COTTON AND COTTON GOODS.

So much stress had been laid on the effects of the drought in parts of Texas that operators in cotton were frankly taken by surprise when the Government figures about the new crop were issued on Thursday and the slump in quotations was pronounced. The acreage planted was announced as 46,448,000, which is a record one, and the condition as of June 25 was placed at 75.9 per cent. These were translated

to mean a crop of 14,339,000 bales, exclusive of linters. While the condition of the crop in Texas was put at 11 per cent. below the ten-year average, that in every other growing state was marked as above it. Figures of this kind are, however, purely tentative, since so much depends on what will happen this month and next. There may yet be a difference in yield of a million bales one way or the other. Good prospects are held out for the cotton crops of other countries, a striking one being in the case of Russia, where about 25 per cent. more land has been planted to the staple. The goods market was affected very little, if any, by the report on the raw material. Prices for most constructions are on a rather low level, the only firmness being shown on certain wanted goods. Further curtailment of production is reported from a number of mills, especially Southern ones, because there is no profit in the prices buyers are willing to pay. Certain bleached cottons have come down in price. Gingham is still very slow in moving. One of the biggest producers of these goods is turning to novelty weaves, rayon mixtures and the like for the next season. Knit underwear for Spring will not be opened for a few weeks yet, and when it does the new standard sizes will appear.

VOICE FROM THE DEAD.

The dethroned kaiser has been unable to abstain from writing a highly impolitic and imprudent letter to the managers of the 250th celebration of the Battle of Fehrbellin, in which Brandenburg Germans defeated the Swedes. In this letter Wilhelm says: "Only a return to Prussian virtues can liberate us from the madness of slavery."

The fact to which, in his exile, he remains willfully blind is that it was the assertion of Prussian principles of the iron hand and heel that led Germany into her present economic predicament, as the builders of the republic in travail are aware. The ex-kaiser's policies and opinions matter little to the anti-monarchists, who have closed the chapter of history in which he figured. But the persistence of belief in the Prussian autocracy among any large segment of the people of the Reich is a national misfortune. In his crass and blundering missive the former ruler extols the "unshakable co-operation between monarch and people" that, in his opinion, was the foundation of Prussian greatness. The German people, having dissolved the ruinous partnership, do not desire to return to it.

WOOL FABRIC CONDITIONS.

A little more firmness has been shown in the wool prices in this country lately. It appears to be based on the belief that prices at this week's auction sales in London will show no recessions. Merinos, it is declared, may even go a little higher than at the last sales, and there are hopes that crossbreds will hold their own. Should this prove to be the case, the market will be fairly stable. But the large amount of available wool all over the world continues to be a menace. No one knows how long the possessors of

it will be able to retain their holdings, a proceeding that is becoming expensive to the speculative contingent. A good line, however, on what may happen ought to be apparent soon after the London sales begin. The goods market does not show much activity. There is yet a large amount of business to be placed for Fall, and the mills are not eager to start early on Spring orders. Openings of the latter are likely to be delayed until next month, when the situation regarding raw wool will be clarified. The Fall orders for women's wear fabrics are halting somewhat because no definite color or fabric trend is yet apparent, which is a matter of importance in such goods. Openings of tropicals have taken place, the goods being in many instances priced a little lower than last year, and the response has been fairly good. What has happened has given rise to the impression that the regular Spring lines when opened will show no advances in price and may even be lower, although no decided change one way or the other is expected.

THE RETOUCHING HAND.

It is proposed to refurnish the White House throughout in the Colonial style and architects, mindful of the plans of Charles F. McKim in 1903, are exercised lest the result be unhappy.

When Congress Hall in the Independence Hall group was restored the late Frank Miles Day of Philadelphia, in charge of the work, said to President Wilson: "We interrogated the spirit of the ancient structure." That is just what Mr. McKim did in the case of the White House twenty-two years ago. He studied thoroughly the original plans of the architect, James Hoban, who himself was strongly under the influence of the French Empire period. His restoration was not required, in the interest of precise compliance with historic precedent to revert all the way to our own Colonial epoch. He strove to carry out in a dignified and not too elaborate fashion the governing concept in the mind of the designer.

The new American wing in the Metropolitan Museum of Art shows some beautiful examples of the chaste and simple interior decoration of Colonial times. It also reveals some horrible specimens of what to avoid, which date from the time of the building of the White House and which James Hoban had sense and taste to eschew. Only a ridiculous chauvinism will maintain that tables and chairs a hundred years old, because they were made in America by Americans, must always be perfectly designed and exquisitely proportioned. Mr. Hoban did his work in the light of the best contemporary models the Old World afforded and Mr. McKim followed his wholesome example.

Perhaps this generation can do better; but if the aim is to restore the White House as it used to be the purpose will not be achieved by Colonial "period" rooms with museum pieces. As in the case of an old painting, the retouching hand should proceed with caution and deliberation.

Flee from responsibility and rewards will flee from you.

NEAR NORMAL IN VOLUME.

Now that the first half of the year is ended and the books for the period closed, there is opportunity for retrospection in business as well as for looking ahead. Taken as a whole, the six months showed an improvement over the same ones a year ago, although it was less pronounced than some optimists hoped for. Trading in general, however, appeared to be on a more substantial basis, with much less than usual of the speculative adjuncts. Profit margins in many instances were smaller than were desired, this being due occasionally to mistakes in the trend of the public demand for certain commodities and also as a result of the cautious buying policies which still prevail. But the experience gained is not likely to be forgotten and promises to aid in establishing more remunerative methods and policies in the future. Among producers there is less disposition to forestall demands, but a desire to be able to fill them when they arise by an adequate arrangement of plants. No one expects that the business of the last half of the year will show any great development over that of the first half, but it is looked upon as apt to be near the normal in volume. Conditions appear to favor this at the moment and the preparations are with this contingency in view. A little greater stability in the values of certain raw materials, which is believed to be not far distant, will help to clear away some doubts and lead to better buying. And so, also, will any improvement in crop prospects and the general industrial situation.

FAILURES STILL LARGE.

One aspect of trade conditions which is not especially assuring is the continuance in the large number of business failures. Last month these failures were 1,745, involving liabilities of \$36,701,496. Their number was fewer than in May, as is always the case; but they were 138 more than in June, 1924. There was very little difference between the liabilities last month and those of the two months immediately preceding. The average liabilities per failure were \$21,032 last month, while in May they were \$20,954. For the quarter ended with June the failures numbered 5,451, with aggregate liabilities of \$110,916,670. In the similar period last year there were 5,130 failures, for \$119,594,388. Taking the six months just ended, the failures numbered 11,420, as compared with 10,785 for the same months of 1924; but the liabilities involved in the former were only \$239,398,450, as against \$304,459,959 of last year. For the half year the failures were more numerous than in any similar period since 1922. The figures indicate rather clearly the stress under which business has been proceeding lately. How many of the defaults, however, were due to incompetence or insufficient capital there is no way of determining with the data available; but it is fairly certain, judging from former experience, that these two factors account for most of them. Of the remainder, many were due to the fact that the concerns which failed were superfluous or uncalled for by any need for their existence.

Kindergarten Questions as to Grocery Margins.

From Michigan comes this, which I print because so well-written: "Dear Sir—In reading over an article of yours on the question of profits and correct methods of arriving at same, I note a remark that goods purchased for \$1 and sold for \$1.20 do not show a profit of 20 per cent., as indicated on the face, but only 16⅓ per cent. How and to what do you charge the 3⅓ per cent. difference?"

"The cost of doing business to-day is a serious item. A man doing a business of say \$36,000 with \$3,600 expenses has a 10 per cent. cost to commence with. Deduct this from his 16⅓ per cent. leaves 6⅓ per cent. net, when he is figuring that there is a clear 10 per cent. on a 20 per cent. margin basis, as has generally been figured on goods costing as indicated above.

"I am contemplating going into groceries, having spent seven years when a young chap in the business. I notice that there is a great change in conditions of the trade since I was in it. I also note that costs of merchandising have increased in the past few years. In my days of handling butter and eggs, we took 2 to 3 cents, but I note the grocers here are now asking 8 and 10 cents, in some instances, 20 per cent. on butter and eggs.

"It is a question very often of just how much the customer will stand. Say eggs at 30c retailed at 36c and butter the same.

"This cash and carry business appeals to me very strongly, as the curse of business was the credit system when I was in the grocery trade.

"Then the trade seems to have gone crazy on fixtures. As I see it, the investment in most of the grocery stores in fixtures is out of all proportion to stock carried, and when you come to sell second hand fixtures, they appear to be only junk to the average purchaser."

Evidently this gentleman did not delve deeply into margins, even long ago, for the wise merchants of 1878—a few of them surely—knew that margin was figured on sales and not on cost. But that question, out of the business kindergarten, which bobs up with each new class of primary pupils, is too long to be covered here.

My friend will discover many changed conditions and developments of which he has little or no knowledge as soon as he gets close to the grocery trade again. I strongly urge him to get a job as clerk for a while and gather some present day facts of retail groceries before he goes into any kind of business.

Of course, I personally do not see the credit business as he does. I regard it as the mainstay of any good grocery business. Moreover, it is coming back more strongly than ever with the return swing from the recent furor of non-service. What we must always remember is that credit is like fire, water and other elementary forces—a good servant and a bad master. So long as the merchant controls credit, credit is a great aid. Uncontrolled or beyond control—well, that's something else again. Men of character do not fear to extend credit.

Fixtures are the same kind of problem. A man can go crazy on any subject, but that is not a fault inherent in the subject. We know that business equipment, sanely selected, intelligently planned and purchased in due and proper relation to one's means and real requirements, is as profitable an investment as merchandise or credit or insurance or any other business element.

But it is a great thing to find a man who thinks out things in advance, as this man is trying to do.

John D. Blaine, Campbell, California, from whom I regret to say I have not heard much lately, thinks that the Phone for Food campaign is running a bit over condition—stressing service too strongly—making it appear that "the more service a man gives, the lower his overhead."

But John is a little twisted on that, because the simple facts show several things. Among them are that people want and continue to pay for service; that service within proper limits is economical; that phone service is a great conservator of time and effort, therefore an eliminator of lost motion, hence a saver of expense. So the campaign is based on facts and the logic thereof.

But John does some interesting advertising. He has a mimeograph machine and somebody collaborates with him who can draw fair cartoons—maybe it is John himself. So his advertisements are individual. They are a little too full of words, I think. I am strong for familiar talk. There is far too little of it in grocers' advertising as a rule. Also it is better to have plenty, especially among the folks we know in our small towns, than to be stingy with it. So I do not want to find fault with John's work. I'll transcribe portions of it, so you can get the style.

This has a cartoon at the top, showing a leather stocking pioneer dodging arrows and shooting redskins, and then John says:

"You will agree that we have always needed pioneers to fight and win territory for us. You may think, however, that it's a far cry from Daniel Boone to John D. Blaine, of Campbell. Well, Dan had to fight aboriginal Indians; and John has to—but read the argument.

The Aboriginal Grocer.

"Consider the aboriginal grocer. He is easy to study because he is with us yet. The store of the aboriginal grocer might be cleaner, sometimes a good deal cleaner. He is apt to leave foods uncovered. Through the night mice chase one another in and out of boxes and bags, and are, in turn, chased by rats. These vermin can't exercise without food; so they consume by night a share of what the grocer sells by day.

"In the battle for business the aboriginal grocer thinks of no way to advertise but to quote a string of prices, usually cut prices. But he doesn't bother to tell the public about qualities and special uses of foods. That would require study and the aborigines are not studious."

That goes on for several paragraphs more—too much, I feel sure. But

worse than that, here is a negative argument. Blaine tells of bad conditions in some stores. True, he tells of good conditions in his store further on; but his first picture disgusts and tends to make people wish they did not have to trade at any grocery store.

In another circular John gets in some splendid dope. For example:

"Artichoke Hearts, 8 to 12 in a can, a Santa Cruz output, is another new idea for your favorable notice. Price per can, 25c.

"R. & R. Chicken Broth isn't so new, but deserves to be more widely known. Those who have used it are so enthusiastic in its praise that we pass the good word along. Price per can, 20c.

"Take advantage of our end-of-the-month special—Campbell's Soups, all kinds, 10c; Jello, strawberry, raspberry, lemon and orange, 10c."

That, now, is fetching stuff. Folks will read it. They will get its message. It means something besides things and prices. It could be improved by the elimination of the R. & R., which is a trade abbreviation such as always should carefully be avoided. Say instead:

"Richly flavored, pure, genuine chicken broth, made in the region of Dover, Delaware—a place long famous for chickens and chicken broth of the old style, Southern character. It is the product of Richardson & Robbins, a company whose goods have been famous for excellence during three generations."

That can be improved. As a matter of fact, it will be improved by any advertiser who has occasion to sell R. & R. broths from time to time and who therefore aims to describe those fine products more accurately and fetchingly each time he features them. That applies equally well to any consistent attempt to describe groceries accurately in advertising. One gets to talk naturally in print, just as he would personally.

In one circular, Blaine works out a pleasing bit of humorous pancake talk, beginning:

"A Sacramento couple quarreled and were haled into court, because, as the wife complained, the husband ate too many pancakes. He kept her at the hot stove frying most of the time. He was even rude enough that morning just think of it—to slap her in a most belligerent way because he wanted his cakes by the plateful and not merely three or four at a time. He got a rise out of the lady then. She lifted the heavy griddle and proceeded to batter him."

Follows hints and suggestions on making pancakes Blaine's own way. He boosts certain products, but also he gives suggestions which are not cut and dried except, perhaps, in the Blaine household. That is good stuff.

Blaine always shows progressiveness—that's the main thing.

Paul Findlay.

The Value of a Smile.

Nobody ever added up
The value of a smile:
We know how much a dollar's worth,
And how much is a mile;
We know the distance to the sun,
The size and weight of earth;
But no one here can tell us just
How much a smile is worth.

Danger To Patent Relics.

The news that the Government intends to sell, dispose of and scatter its marvelous, unique and highly important patent models, accumulated since Colonial days, comes as a surprise and a shock to all who know the value of museums as institutions of supreme education for the public at large, as well as for the scientists and investigators.

This action, if carried out, will be on a par with the destruction of the Library of Alexandria by Omar, the sacking of Rome by Constable Bourbon, the sack of Constantinople by the Franks, the invasions of Attila and Alaric in whose tracks lay the ruined masterpieces of the ancient world.

Instead of disposing of the inestimable treasures which all recognize in these models, the Government should build for them a museum in which the present and the future could read the progress of this country as in no other records, written or made. Such a scattering of most precious material for study is calamitous, and stamps the authorities who order and carry it out as unworthy trustees of a treasure which is not theirs and of which they should be the careful guardians.

Are no voices rising to stop such a calamity? Will the people, the universities, the industrial institutions, raise no outcry? Can the party in power ever atone for such misuse of what should be dear to every patriot? Instead of scattering these objects of genius, skill and perseverance, they should be guarded with the utmost care so that future generations might study the progress of the past.

Gustavus A. Eisen.

New Method of Freezing Keeps Stock Cold Longer.

Two young Australian engineers claim to have originated a refrigerating process whereby beef can be kept chilled considerably longer than the thirty days hitherto believed to be a maximum. Their method has been applied to seventy-one quarters of the meat, which arrived here recently as the first cargo of chilled beef—as distinct from frozen—ever reaching England from Australia. The consignment was said to have been kept in Australia forty-two days by this process, while the voyage to this country occupied another sixty-three. Microscopical examinations failed to reveal deterioration.

Chickens Eat Bugs That Threatened Potato Crop.

Hopkins, Mo., June 29—C. A. Aley, a farmer here, has discovered a way to head off potato bugs. He was operating a farm in the Arkoe vicinity and, happening one year to have an idle piece of ground near where the chickens ranged, he decided to put same in potatoes. He planted them "for the chickens" rather than to produce a crop, feeling sure the chickens would take them. However, the chickens took the bugs and the potatoes made a good yield. The potatoes he planted the same year on another spot on the farm were eaten up by bugs. Since then he has always planted his potatoes near where his chickens run. He is never bothered with bugs and has as fine a patch of potatoes this year as can be found in the township.



Are You Getting Rich in the Shoe Business?

Thirty years in any business should teach any man something about that business. Thirty years of shoe selling, both retail and wholesale, have taught me just one thing, for sure, about the shoe business and that is that there is no other business which would not have been productive of more real money for the same amount of thought and work than has the shoe business.

In my old home town there is not a man nor the son of a man in the shoe business who was there in 1894. Every firm selling shoes exclusively there at that time has either closed out to the sheriff or liquidated just in time to save themselves. I among them.

On the other hand, many a clothing business and many a dry goods business has been perpetuated by the progeny of the firms doing business there at the time—1894. Many of them have waxed wealthy. Several grocery stores that were there then are still running and have made money for their owners. The hardware business has likewise been successful. One man who entered the dry goods business about 1898 with less than the proverbial shoestring is now better than a millionaire. A few shoe stores have started since that time and been fairly successful, but I shall always contend that had the same men gone into any other business they would have made many times the money that they have made in shoes. In fact, they have made as much of their money outside the shoe business as they have made in it. They are super-business men.

My first traveling job was in small territory and small towns. About the best laugh I have ever had was in one of these small towns on the Burlington, out in Illinois. My customer and I sat in his front door on a beautiful summer evening and watched a little Russian Jew, who had just opened a small store, arrange his windows. His antics and his ideas of how to dress a window would have made him a fortune in vaudeville had some office booked him. He was about the limit in ignorance. My customer was one of the influential merchants of the town. He laughed with me and we both agreed that he would not be in that town over six months at the best. He did not know anything.

My customer and I went over to the little man and asked what lines of shoes he would handle.

"Shoes," he said. "No shoes. Der ain't no money in shoes." Then we knew that he was crazy. My customer handled more shoes than anything else,

The following season I was fortunate enough to get a job traveling in larger towns and I did not see that little town for over ten years. Last year I had to change cars there and thought I would run up and have a little chat with the old customer. When I asked for him I was told that he had failed some years ago and moved away. When I asked who owned the beautiful new building I was told that the little man whose antics we had enjoyed ten years before, and who said he would not handle shoes, not only owned the new building but about half the town. He had not been so crazy, after all, when he said he would not handle shoes because there was no money in them.

There are many stories of the same kind throughout any territory. The shoe game has never stood out as the big money-making game of any town.

Why has the shoe business not been a big money-making business? Why is someone always suggesting a remedy for its ailments? What are its ailments, if we may use a far-fetched metaphor?

Ask any shoe merchant in any town and he will give you a dozen reasons why he has not made more money in the shoe game, but I offer to wager any amount of money that not one in fifty will give the real reason. Either he is ignorant of the reason or he is afraid to voice it for fear his competitor may use it against him.

Thirty years ago, on West Main street, Uncle Joe Cannons town, Uncle Peter Beyer, who was our leading shoe man for many years, pointed his finger at me and said: "Boy, do you know what is the matter with the shoe business?" I let him answer. "Too many styles," he said.

Just last week one of the best known retailers in the state of Indiana pointed his finger at me and said: "Do you know what ails the shoe business today?" I let him answer. "Too many styles," he said. About every day of the thirty years that I have sold shoes some shoe man has pointed his finger at me and told me that the trouble with the shoe business was that he had to carry too many styles. It seems to me that the carrying of "too many styles" has become a common law for the shoe business and that we can't get away from it.

Here is another reason that is given perpetually for the shoe business not being a bigger money-maker: Two weeks ago, in Andy Gumps town, one of the leading shoemen said to me: "We have just finished our inventory; we have had a good year, but we have a hell of a lot of shoes on hand. Do you know what is the matter with the

shoe business? The turnover is too small."

I let him continue to talk, for I saw that he was full of shoe talk. I like to talk shoes.

"Why," said he, "we started out this year to have a three times turnover and we have not done better than two." I reminded him that the average turnover for stores of his kind rarely exceeded two. He said that was small consolation. What he wanted to do was to get the profits off his shelves and into the bank.

During the "Big Strike" in 1894 I talked to Jake Schatz of my town about turnover. I wanted his opinion, for he was the best shoeman of that territory at that time. "Oh," said he, "we turn our stock about one and a half times. We did a little better this year up to the time for the shops to go out. We turned it about two times. But that is not enough at the prices we get. We make plenty of money, but we can't get it out of the shoes." When the assignees invoiced the stock the following year it amounted to exactly the amount of business done that year.

I believe that I can truly say that every year of the 30 years that I have been in the shoe business several people of our profession have confided to me that what ailed the shoe business was "too small a turnover."

Those who have not laid the blame for the shoe business not being a maker of millionaires on "too small turnover" and "too many styles" are among those who will tell you that "the trouble with the shoe business (there always seems to be 'trouble' with the shoe business) is that the overhead is too heavy." I have had that reason for the shoe business not being productive of Packards and Cunningshams shoved at me for the same number of years as the other two.

Before me as I write this is a speech that is to be read by a big shoeman at the great convention in Chicago. Its title is "More Turnovers and Less Leftovers." Nicely phrased title, don't you think? I see by it that the convention is to give us the same old stuff. I had hoped to get something new this time. I had hoped that someone would give us the real reason for the shoe game being a game for glory and not for gain.

With the kind permission of the editor of this paper I am going to tell

the world what the real trouble with the shoe business is and then ask someone to prove that I am wrong.

Let's face the figures.

Thirty years of handling shoes at retail as an owner of a store; as a department store buyer in both small and also large towns; as a traveling salesman in towns as small as they make 'em and as large as Chicago, have taught me that the real reason the shoe business is not a real money-maker is too small a profit at the mark-in.

I have found that the "carry over" from one season into the next is about 20 per cent. To be explicit, out of every 100 pairs of shoes bought, 20 pairs are carried into the next season and must be sold at a loss of the marked-in profit at least, and many of them must be sold at less than cost. Also, don't forget that, because of the size factor, many of the shoes bought each season are never sold.

All big business bows to the immutable law of average. The foundation on which the actuaries of old line insurance companies figure is the law of average. They charge the men who insure with them enough each year to pay for the deaths of the men who the law of average tells them will die that year.

If respectable concerns like our great insurance companies can charge "live ones for the dead ones," why can't we of the shoe business do likewise?

If the law of average tells us that out of 100 pairs of shoes bought we are reasonably certain to sell but 80 pairs, is it not logic to say that we should mark these 80 pairs at a figure which will insure the return of the desired amount on the investment?

To elucidate more clearly: If the 100 pairs are bought at \$5 per pair, or a total of \$500, and the amount required to be returned on that investment of \$500 is \$850, is it not pure mathematics to say that the 80 pairs of salable shoes should be marked at such a price that the amount they return will be \$850, or about \$10 a pair?

I have talked the religion of profit for years and have had many tell me that it would be suicide to mark shoes that way as long as competitors did not do so. To these people let me say that I can give them the names of some successful firms that do it and whose business increases each year.

This Mark



Means Real Value

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Michigan, U. S. A.

EN ROUTE TO LAKE PLACID.

Auto Trip to Niagara and Thousand Islands.

Niagarag Falls, June 24—We made 360 miles the first day—and would have made the Falls had it not rained so hard that motoring through a strange country was rather precarious, to say nothing of being unpleasant; so we stopped at Grimsby for the night and drove on to the Falls (about forty miles further) the next morning. We were very glad we did so, as the view of the surrounding country when coming down Dundas Mountain was wonderful and beautiful and amply repaid us for waiting.

The next day we spent in sight seeing, which was well worth while. We drove first to old Fort Niagara, which is situated a few miles from the Falls, on Lake Ontario. This was very interesting to me. The historic structure was built by the French in 1726, taken by the English in 1759 and finally fell into the hands of the Americans in 1815.

The old brick walls of the fort are in a very fair state of preservation. The cement walls of the block house, barracks and castle, however, are cracked in many places and pretty well dilapidated. Although well able to stop the arrows of the Indians and the bullets of rifles used in those days, the cement and brick walls would fare badly against a five minute attack of one of the big guns used in the warfare of to-day. These walls are some three feet thick, with openings in them on all sides for rifle shooting, wide enough at the inner part to hold say two or three men and narrowing down to a mere slit some two inches in width and two to three inches in height.

The block house and some other buildings were not open, but the castle and fort walls were. This castle was formerly occupied by the officers, women and some others of the elite who lived and visited at the fort. It was constructed of cement and wood.

Near the rear entrance was found what might have been a dungeon; a dark, black hole which might well have served for this purpose; also another near the center of the building. However, after lighting a match and peering into the latter, we concluded that it might have been used for a pantry—not so sensational a conclusion, but a much more practical one.

Some of the timbers which are exposed show that they were hand hewn and about 8x8 inches. They are in a good state of preservation and will doubtless stand for a long time. The stairs leading to the lookout tower have been replaced at different times as they degenerated and became dangerous for the use of tourists. Here, no doubt, many a brilliant party was held and many a night and day of fear and terror passed by many of the occupants.

On our return we stopped and viewed the Whirlpool Rapids and later the Falls themselves. Old Niagara is as grand and beautiful as ever, but I will not attempt to describe either them or the whirlpool, as so many abler pens than mine have told about them and still failed to half do them justice. In the evening we drove down to see the Falls illuminated by (colored) electric lights. Unfortunately, we forgot our license and identification card and the Canadian officer was hard boiled and would not permit us to pass, so we had to look from the end of the bridge (for two or three minutes) and then drive back. The best view is from the Canadian side and the colored light effect is certainly beautiful, especially on the mist. We got a fair view of it, but will try it again when we come back.

We then drove home and went to bed and to sleep, but not for long. I think it was about 2 a. m. when I seemed to be dreaming that some dogs were barking. Then it seemed to

change and I thought the sound was akin to that of wild geese flying over. This sound always excites me and gives me the hunting fever. By this time I was pretty much awake and the thought struck me that wild geese would not be flying either North or South at this time of year. I sat up in bed and now plainly heard the words "help—murder—help—help—murder—I want help—somebody help—anybody," etc.

Then I surely was wide awake. It sounded as if it were a block or two away. I woke Allie and the poor girl was certainly scared. I began to dress and she called her sisters and Mr. Clements. They called the police, and Mr. C. and I started out toward the voice. Allie says I never will have an excuse again for dressing slowly, for I certainly made a record that time for speed, although hosiery and a few other articles of attire were omitted. The voice had stopped by this time, but we kept on. As we neared the place where we thought it came from we saw lights and a little before we got to them the autos (which furnished the lights) drove away and we met two other men who said the police had arrived and taken the fellow away. He gave his name as Jack Flynn and had a nasty cut on his head and one on his chin. Two holdups had waylaid him and given him the "tump" on his head, and the one on his chin had been made by falling against a rail on the railroad track. They took 70c and a box of strawberries from the poor fellow. However, the men we met said that he had a pretty good sized jag on, although the holdup was a real one. I haven't heard how Flynn came out but, if nothing worse, he certainly will have a sore head for a few days.

Altogether I think we put in a full day.

Alexandria Bay, June 28—Arrived at the Thousand Islands to-day and took the boat trip among the islands. It surely was worth while, twisting in and out between the islands, sometimes very close together. One of the private estates on an island cost \$3,500,000 and is still unfinished. It has about 360 rooms. A Mr. Heart originally purchased the island from the Government for \$25. The amount of money laid out in this section of our country for entertainment, amusement and luxury is enormous, and the amount spent daily in the resort season is some sum. However, I do not believe the millionaires are having any better time than we are. On the boat in which we took the trip this morning were two men who were very much interested in touching on the Canadian side. After we had been on the water some time one of them asked the captain the following question: "Say, when do we get to that port on the Canadian side where they have those 'refreshments'?"

"I'm sorry," replied the captain, "but you cannot get any refreshments on Sunday."

This was followed by a chorus of groans from the two men—and some others who had not spoken before.

Joseph Octave Cremazie, a native of the lower St. Lawrence, and a poet, describes the Thousand Islands in these words:

"The angels on their wings bore the silent Eden to the eternal spheres on high and placed it in the heavens—but in passing through space, they dropped along the way, to mark their course, some flowers from the great Divine. These flowers of changing hues, falling into the great river, became the Thousand Isles—the paradise of the St. Lawrence."

Lake Placid, N. Y., June 28—We have met the Adirondacks and they are ours," or, rather, "We are theirs" for we have fallen victims to their charms.

We touched at Oswego, Watertown, Potsdam and some other towns to-day and brought up at this place this afternoon. To-morrow we intend to

take the trip around the lake, which all who have talked to us on the subject unite in calling one of the most beautiful parts of the whole trip. The shores of the lake extend to the base of White Face Mountain, something over 4,000 feet high, which we may climb, although I hear the "patter of the rain upon the shingles" and if to-morrow is not a clear day it will not be worth while, as we will then not be able to see any great distance, and the natives say that on a clear day the view takes in the St. Lawrence and Hudson rivers.

To me, up to date, this is the grandest part of the trip, for, while the Thousand Islands are wonderful, there has been so much added to them by the work of man that they thus lose in comparison with the mountains, which are solely the work of God.

We drove through twelve miles of woods right in the mountains, without seeing a single house, up and up and up, then down and down. The roads are, almost without exception, excellent. It is, however, rather dangerous to coast, as they are none too wide and meeting an auto coming, up around a sharp turn (of which there are many) might end disastrously for both parties. There are some joy riders here, the same as in Grand Rapids.

After we had put up for the night we saw one coming down the mountain at, to put it mildly, a very rapid rate, but to put it forcibly, going like hell. He tore around the curve like mad and I thought he might go over, but the old buckboard seemed to keep its feet and the last we saw of him he was ambling right along. We heard of two fatal accidents during the last two days, although I could not say whether they were due to careless driving or not.

Will Barlow.

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	15 1/2
Calfskin, Cured, No. 1	18
Calfskin, Cured, No. 2	16 1/2
Horse, No. 1	3 50
Horse, No. 2	2 50

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No. 2	05

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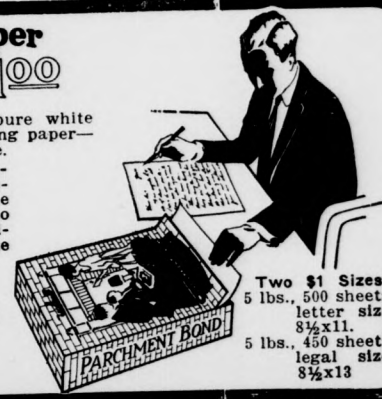
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President Denies That National Economy Hurts Business.

If the political leaders of either party had figured on stealing any part of President Coolidge's National economy and tax reduction thunder by rushing into print with pledges addressed to the dear people they have by now reached the conclusion that the effort was in vain. In a most comprehensive address delivered before the Business Organization of the Government, made up of executive heads of all the departments, the President during the past week effectively copyrighted the entire subject.

The Business Organization is but an infant. It came into being four years ago with the creation of the budget system, and its function has been to co-operate with the Director of the Budget in bringing about every possible form of National economy.

During the four years that have passed since General Dawes organized the Budget Bureau the annual expenditures have been reduced \$2,081,000,000 and the public debt has decreased \$3,426,000,000. Expenditures for the fiscal year beginning July 1 next are reckoned at \$3,375,000,000, or \$125,000,000 less than the expenditures for the year now closing, notwithstanding a substantial increase in the population and in the general commerce of the country.

The estimates for the fiscal year ending June 30, 1927, are now being compiled by the Budget Bureau. The President gives his assurance that they will be held within \$3,030,000,000, or \$240,000,000 less than for the current year.

The drastic economy enforced during the year now ending will result in a surplus for the twelve months closing on June 30 of \$200,000,000, an increase of nearly 100 per cent. over the estimate made by the Treasury Department last January. For the coming year the surplus will approximate \$300,000,000.

Every dollar of the money thus saved, President Coolidge believes, belongs to the taxpayers of the country. For this reason in his speech before the Business Organization he pledged himself to recommend to Congress at the session beginning December next a radical revision of taxation which it is believed, will lift not less than \$300,000,000 a year of the people's burdens.

Of course these wonderful accomplishments are only possible through the enforcement of Spartanlike economies in every department of the public service. In some directions cabinet officers have felt the pinch in the restriction of pet projects and in the cutting down of personnel that has at times proved decidedly inconvenient.

Some little propaganda has been generated in Washington to the effect that what the President's critics are pleased to call his "tight-wad policy" has had a depressing effect upon the general business of the country. From more than one quarter has come the suggestion that business would receive a decided stimulus if the President would "loosen up a little."

But Mr. Coolidge is adamant. He is convinced that taxation is the most restrictive force with which business is called upon to contend and that if tax reduction depends, as it must depend, upon National economy, then National economy is the best thing in the world for business. On this point the President, in addressing the Business Organization, said:

"I have been unable to determine how reduction in taxes is injurious to business. Each tax reduction has been followed by a revival in business. If there is one thing above all others which will stimulate business it is tax reduction.

"If the Government takes less private business can have more. If constructive economy in Federal expenditure can be assured it will be a stimulation to enterprise and investment.

"Four years of effort have been marked by four years of accomplishment. They have been years of toil, but have yielded a full harvest. What reward could be greater than the relief which has been given by the taxpayers, and the prospect of their further relief? What reward could be greater than their faith in you?

"There can be no interruption in this effort for constructive economy in the Federal business. To this we are dedicated. It is an effort to enrich the lives of the people we serve. There could be no nobler purpose."

George E. Roberts Finds Business on Solid Basis.

About the first of each month, George E. Roberts, vice-president of the National City Bank, gets out a statement on the general business situation. Wall Street looks to Mr. Roberts as one of its ablest economists and is always interested in the monthly bulletins issued under his supervision.

The statement for July appears today. We have come to the turn of the mid-year season. Business has been confronted with some favorable and some unfavorable situations in the last few months. What do Mr. Roberts and the National City Bank now see in the future for business? Do they see depression ahead or prosperity? Are they encouraged or discouraged?

Apparently they feel that business has more reason for encouragement now than it had a few months ago.

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"There has been no pronounced change in the state of business during the last month," says the bulletin, "but fundamental conditions have improved and the outlook is more definitely encouraging than it was in the spring months. Skepticism regarding the permanency of the business revival gained the ascendancy in March, when stocks and grain were taking their downward plunge and the outlook for the crops in April and May was calculated to strengthen misgivings about what the year had in store. The volume of trade, however, held up very well throughout, giving evidence that business was on a solid basis."

The bulletin goes on to show that the outlook for agriculture has improved substantially since six weeks ago. While the winter wheat crop appears to be 200,000,000 bushels short of the 1'24 yeild, farmers are receiving more by 30 or 40 cents a bushel than they did last year. Corn received a bad setback by frost in May, but "has completely recovered, is now reasonably advanced and giving promise of one of the largest crops ever produced."

Mr. Roberts sees every reason to be encouraged from the present sound position of business, but he does not expect any prosperity boom. From the standpoint of security holders this distinction is important, for a sharp revival in business could very easily tighten money rates enough to start liquidation of interest-bearing securities.

"With no indications of an early speeding up in general business which might force up money rates," the bulletin adds, "and with the volume of new financing still considerably restricted, the stage seems set for the maintenance of bond prices at or near their present levels for some time to come. Investment funds continue to accumulate and dealers generally report a shortage of issues to satisfy the demand. Competition for new issues is unusually keen. The continued buying of outstanding bonds has put the market on a firm foundation."

That London hereafter will offer more competition for foreign loans, thus tending to lower the yield basis of such obligations in this market, is a reasonable enough conclusion that the bulletin draws.

Paul Willard Garrett.
[Copyrighted, 1925.]

Passing of a Railway Empire.

A generation ago Jay Gould dreamed of a transcontinental railway system that would tie together the two oceans and extend the steel strands of a vast transportation web over the Nation. Other men in his day and since his time have dreamed the same dream. Hill, Harriman, Reid and others thought in the same terms. The dream has come down to the present day, to the new rail kings, the Van Sweringens of the "Nickel Plate."

Wednesday the Gould name was all but wiped off the railway maps. For ten years the vast holdings that had reached from the Hudson watersheds to Oakland Mole and had thrust southward to the Gulf of Mexico have been passing out of the hands of the Gould heirs. The Missouri Pacific went. The Western Pacific has gone, with the

Denver and Rio Grande. The Wabash and the Wheeling and Lake Erie were taken over by other interests.

Of this old rail empire the "Cotton Belt" was the last remnant. It is now under the control of the Rock Island. The last of the loosely welded system has gone, and with it went the once-powerful "Gould vote" and the last mile of Gould trackage. Within seventy years the Gould system rose, declined and disappeared. In the sixties and seventies Gould was extending his holdings, driving westward and clashing with that other rail emperor, E. H. Harriman. The resulting duel shook the rail and political worlds and was destructive to the hopes of both men.

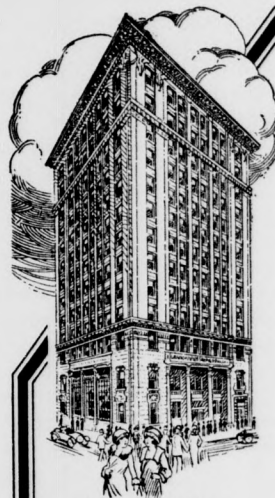
Theirs was the golden age of rail-roading, but it came quickly to its sun-down. Unquestionably their savage rate wars, their financial manipulations, rebatings, preferential discriminations and other abuses led to the Western revolts against the railroads. They stirred up hatreds of the West against the East that endure to this day. The spectacular financial moves of the Drews, Fiskes and Goulds loosed the storm that had been gathering since the end of the Civil War.

The Gould era was the heyday of the rail lobby, of rail passes by the bundle and of corruption in Legislatures that made railroads a byword and a hissing. There were sessions when rail lobbyists virtually ran State Legislatures. Colonel "Bill" Phelps, Missouri lobbyist for the Missouri Pacific, was one of these satraps. It was the colonel who gave the late Senator William Joel Stone the name of "Gumshoe Bill," and in describing Stone's lobbying activities and extenuating himself declared "Old Gumshoe" also "sucked eggs," but was crafty enough always to "hide the shells."

Finally the roads "sucked" too many "eggs." A wave of hostile legislation hit them. The "granger movement" of the seventies came. Once started, it was hard to stop. Politicians hunted the roads with shining snickersnees and tomtoms. The West's old grievance was against the mortgage-holding, money-lending East. Mixed with it now was a new hostility against Eastern rail barons. Demagogues danced on railway midriffs and walked into office on railroad necks. The Nation began reforming the roads with an ax.

Out of this came a sweeping change in the long time American rail policy. Roads had been encouraged. They were now discouraged. The day of railroad freedom was done. The doctrine of "the public interest" emerged. Close behind it came Federal regulation. The Sherman Anti-Trust Act smashed the first great rail mergers. The country was afraid of these consolidations. In the panic of 1907, with legislative blows raining on them, the roads fell upon evil days.

Gould and Harriman marked the beginning of our present rail problems. While theirs were great dreams, the evil they did lived after them to plague the country and its Congress. Yet, as the last fragment of one of these dreams of the railroad Golden Age is wrested from the House of Gould

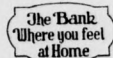


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WHAT IS IT?

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That keeps a man from making plans to provide for his family should he be taken from them?

That keeps a man against his own good judgment from making his Will?

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we are turning to the mergers and consolidations that Jay Gould visioned as a solution of the rail question. What he and Harriman tried and were forbidden to do we are urging the roads to do now. It may be that they lived too soon.

The Loss Ratio.

The National Board of Fire Underwriters has published a chart showing the rise and fall of the loss ratio to net premiums written for the past sixty-four years. The average losses have been about 56 per cent. of the premium income for the whole period covered. The peaks in the chart represent conflagration for the most part, and it is worthy of note that the loss ratio has invariably fallen after a large fire. Either the insuring public becomes more careful for a year or two after some great catastrophe, or else the fire insurance companies become more careful in the writing of risks. Another fact shown by the chart is that the three war periods show low points immediately followed by very high ones. The chart thus graphically portrays the business slump which follows the ending of the war, and shows that there is a very close relation between the fire losses and the condition of business. Curiously, the high loss ratio points, outside the great conflagrations, are coincident with the years of greatest business depression, the high point generally preceding the panic years by a short time. The tendency of the line for the past few years has been downwards, but continues near the average. The losses reported for the year 1925 would indicate a rising line being somewhat above the average. If losses continue to increase, at the present rate, it will indicate, according to the chart, panicky conditions in the business world in the near future. Fires and business failures are close running mates.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Speedway Manufacturing Co., Saugatuck. Ridotto Land Co., Bay City. The Electron Co., Detroit. Dairy Products Co., Kalamazoo. Hollister Realty Co., Grand Rapids. Beeman & Broughton Co., Detroit. Albee Corporation, Detroit. Kalamazoo Discount Co., Kalamazoo. Monroe Co-Operative Oil Co., Monroe. J. I. Holcomb Manufacturing Co., Detroit. Nizer Michigan Corporation, Detroit. Arctic Realty Co., Detroit. Nizer Laboratories, Detroit. Sheridan Theater Co., Detroit. Concord Milling Co., Concord. Roseville Heights Co., Detroit. Joseph Schonthal Co., Maine and Detroit.

There was a man in our town,
And he was wondrous wise;
He built a fire with kerosene,
And nearly lost his eyes.
But when he brushed the soot away
And felt no ache or pain,
He went and got the can of oil
And pulled the trick again.

Frugal wives never object to the extravagance of their husbands' customers.

In his farewell speech on the eve of his departure for the undiscovered lands in the polar region Lieutenant Commander Donald B. MacMillan brushed away popular misconceptions regarding the Arctic region. He said flowers thrive within 300 miles of the Pole—about as far away from the Pole as New York City is from Auburn. The snow fall is less than it is in New England. Seven hundred miles from the Pole—only twice the distance from New York City to Oswego—bumble bees, butterflies and even mosquitoes are found. In fact, within easy automobile distance. Nine degrees from the Pole there is a seam of coal twenty-five feet thick, two million years old, and oil has been discovered oozing from the hills. With a quick eye to business, Governor Brewster authorized MacMillan to raise the flag of the State of Maine over any new lands he may find. Maine has long been a favorite summer residence for the rest of the country. There is no good reason why it shouldn't annex other lands where enough bumble bees and mosquitoes abound to allow the land to qualify as a summer resort, especially if there is plenty of coal and oil in the neighborhood.

A very little time back there were no vitamins at all. At least nobody knew about them. Then in quick alphabetical succession came the "A" and then the "B" and "C" and "D." Indeed, there may be more by this time, since vitamin exploration and discovery are among the most eager adventures of science nowadays. At all events, a science group has just announced from Washington that the cabbage is the home of vitamin "C," a discovery just completed by an experimental biochemist in France. This vitamin will cure scurvy, it is said, and a number of other diseases which have epidemic and plague histories of malignant renown. Since it has been obtained in the humble but plentiful cabbage, it is to be hoped the announcement is not premature. The trouble with many of the new medical wonder-workers is that they are so expensive or else so scarce that very few people can afford to try them.

Dr. George E. Vincent, reporting for the Rockefeller Foundation, joins with a considerable body of opinion that is forming all over the country in a demand for the return of the family doctor. The tendency to specialization is marked by high fees and elaborate hospital attentions and costs. Medical education, he thinks, must make radical changes of curriculum to meet the need of general practitioners, who will minister to the whole man and mediate to the entire community sounder views on health, sanitation, diet and general well-being. The trouble with the narrowly specialist point of view which has held the stage for some time is that it builds bogeys of the major incurable diseases and tends to overlook the daily little ills from which humanity suffers. The general practitioner, says Dr. Vincent, will be the community counselor, who will help the people to prevent trouble.

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The OLD NATIONAL BANK

GRAND RAPIDS

And Flame Shall Rise Up.

In almost any newspaper, picked up at random, it is possible nowadays, in reading the report of a fire wherein life was lost—a tenement house, perhaps—to run across something like this: "While the exact cause has not been determined, the astonishing feature of the fire was the lightning-like rapidity with which the flame and smoke swept upwards through every floor of the building. Flame and smoke surged up stairways, elevator shafts and other openings until, reaching the roof, they mushroomed throughout the top story. This was followed, shortly, by a terrific explosion, presumably from overheated gases, all of which rendered fruitless the life-saving efforts of the fire-fighters" and so on for a column or two.

"Astonishing," was it? Very astonishing, indeed! Inasmuch as Nature has decreed that flame and smoke, in the absence of deflecting drafts, theoretically shall travel upward, it should no more startle anybody to find that they actually do ascend than to be told that the earth revolves around the sun or to note that a tree grows up instead of downward. Perhaps, though, the phenomenon really does astonish some folk who, in matters of perception, are prone to seek inspiration from the ostrich. They are thus prepared to be amazed at the occurrence of the obvious and inevitable.

It is, however, quite time that people who do not fear to gaze steadily at both conditions and theories, persons who are not, in other words, perpetually lifting their eyebrows in surprise at what is all too common and usual, realize frankly that the unprotected vertical opening does constitute the gravest menace to life and property in the whole field of building operations. The evidence is both visual and statistical, and, in source, universal.

Many cities have begun to eliminate the vertical opening hazard by incorporating in their building codes—and enforcing—requirements for the fire-resistive enclosure or isolation at least of stairways and elevator shafts. But such requirements apply as a general rule to new or subsequent construction only. Meanwhile the defect persists unremedied in buildings which were erected prior to the adoption of a code, and it is in these older buildings—in schools and hospitals, tenements, offices and factories and other occupancies of large population—that the peril is most imminent. This is proved by fire department records. What is needed, therefore, in every city and town in America is not simply an enforced law for the shielding of vertical openings, but an ordinance which shall be retroactive.

Every local agent can serve his community genuinely and intelligently by arousing public sentiment in favor of the passage of such an act. He probably will live to hear his wisdom praised.

Restaurants Prove Poor Risks.

Restaurants have proved very unprofitable fire risks. The chief factor is the moral hazard. When the prohibition amendment first went into effect, and it became difficult to secure

liquor, there was a rather general turning toward lunches in restaurants and especially to coffee as a means of satisfying the gnawing desires of habitual drinkers. The demand for restaurants and lunch counters was so great that new ones were opened up everywhere, several to a block. As the public readjusted itself to the new regime, and perhaps as the bootlegging industry became more efficient so that liquor was more easily obtainable, the demand for these restaurants fell off and many of the proprietors found themselves facing a loss. Again the idea suggested itself of letting the insurance companies stand the loss so that the owners could at least clear out with their investment if not with a profit. The extent of these fires is indicated by the fact that one of the largest New York insurance companies has had as many as nine restaurant claims presented in one week this year, as compared with one or two last year. Again the moral hazard is the explanation in view of the decreasing demand for lunch counters.

Retail groceries are also in the unfavorable risk. Here the explanation is the competition of chain stores which in some cases can undersell the local retailer. Here, too, there is too much competition, a fact which can be understood readily when one takes account of the many stores in almost every block. In one block there may be one or two local grocers, perhaps a chain store, probably a confectioner who also sells groceries, and a delicatessen which handles some staple goods, very likely an Italian vegetable and fruit dealer who also sells groceries, and so on until the supply exceeds the demand, and the weakest of the lot finding himself losing money, must sell out. He finds no market for his store and in consequence unloads it upon the insurance company.

Thus throughout all trades and industries where the loss ratio has assumed such stupendous proportions, the explanation is that of incendiarism, according to the underwriters. When any particular class of business is faced with a period of hard times, the loss records of insurance companies for that particular class begin to mount. When there is a general business depression and many industries are affected the entire loss ratios of insurance companies soar, as the outbreak of fires assumes the proportions of an epidemic.

A war against waste is the preachment of Acting Secretary Davis to the graduating class at the Army War College. Annihilating needless debits does not sound so thrilling as chasing the Moros or quelling the rebels in Haiti, but it may be more useful in the forward march of civilization. To gain recruits for the army, the navy and the Marine Corps it is customary to paint alluring pictures of the large part of the world the newcomer under the orders is sure to see. Those vistas do not always materialize, but the soldier in peacetime may promise himself many a lively skirmish to put to route a wasteful inefficiency and make the world, if not safer for democracy, at least a saver in bureaucracy.

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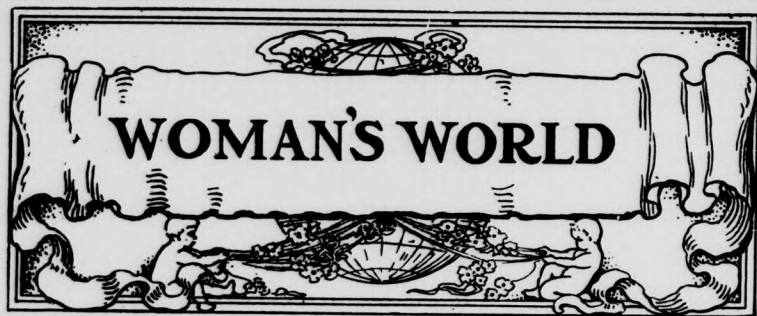
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Retail Hardware Mutual
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WRITE FOR FURTHER PARTICULARS.



Wanted—Hall of Fame For Common Folks.

Written for the Tradesman.

There is no lack nor is there likely to be any lack of actors, orators, entertainers, musicians, writers, inventors, politicians, adventurers, explorers, financiers—geniuses and near-geniuses, headliners and would-be headliners of every sort; but we are in danger of running short of those who will be content to be audiences, readers of what will be written, users of the wonderful mechanisms that will be devised and especially of such as will not feel it beneath them to do the hard, monotonous labor that must be done, and the daily rounds of common tasks that never can be performed in the limelight, the doing of which is followed by no applause.

If civilization is to continue, if the race is to make the progress it ought to make, we need more than anything else a high grade of average citizenship. We need that there shall be honest, brainy, well-informed men in stores and mills and factories and garages; on the farms and in public and private offices. We need that there shall be capable, cultured, conscientious women in the homes, in the schools, and wherever women may be engaged in industrial, professional, or philanthropic activities.

In this country alone there is need of millions on millions of those who are not high-degree specialists, each with every talent and ability trained to concentrate on doing some one stunt in brilliant, spectacular fashion, but, instead, general-purpose people, who can on occasion do well any common work, fill all ordinary positions with at least a fair degree of ability, drive a car, make a garden, give first aid in an accident, nurse a case of sickness; think for themselves, express their convictions in clear language, cast intelligent ballots at the polls, render just jury verdicts; and who will be loyal as friends, fair-minded as associates, public-spirited as members of their communities, and last, but most important of all, will be good fathers and mothers of fine, healthy, happy children.

We need no end of just such general purpose people. It is not meant that the average person should be a jack-at-all-trades and waste his energies by engaging in too many unconnected occupations. It is urged, however, that for getting done what is actually required by humanity, and for the welfare of most workers, some diversity of employment is absolutely essential.

As to real notables and geniuses, we are not likely to have too many. The troublesome surplus is made up of would-be notables and pseudo-genius-

es. We need to do away with misleading traditions and false standards and make it so that the very large proportion of young persons who can become excellent average men and women and who never can be eminent, will find their proper mental habitat with no loss of effort and without needless humiliation.

It should be that the boy who can become a good carpenter or hardware merchant but who plainly never was cut out for a statesman, will make no attempt to be a second Daniel Webster; and that the girl who has it in her to be a good dressmaker and who couldn't possibly write a best seller, will be contented and happy making gowns, and will leave for someone whom Nature has qualified for the work, the authorship of the great American novel.

As to those who are older, it would be a great gain if such as are now engaged in a vain struggle for distinction could be induced to transfer to fields of useful, result-producing activity.

Are we working intelligently to bring about these so desirable changes? Are we not instead thoughtlessly and blindly using our endeavors to perpetuate and even increase the present mistaken tendencies?

What is it that parents most desire to see in a child, the symmetrical growth of all the powers and faculties? Is the aim of their training a fine specimen of the normal type of human being? Do they not rather watch eagerly for the first indications of special endowment, even though these may presage the lopsided development that is almost part and parcel of genius?

In schools and colleges, do not the stars in athletics, the pupils who shine in the more showy branches, and those who give promise of attaining eminence later on, receive the praise of their teachers and carry off class honors? How often do we see that parents and friends feel apologetic for the boy or the girl who is "just a good faithful average student, nothing brilliant, you know."

The father who lacked the opportunity to achieve what he himself desired, tries to kindle the fires of his own ambition in his commonplace son. Many a talented mother is grievously disappointed because her daughter takes to domestic life rather than to the stage, or the concert hall, or the lecture platform. Human nature falls for the spectacular, and everywhere the word success means the limelight, or great wealth, or both.

In the face of all this, in the face of the fact that success with just these meanings is being played up constant-

ly in the homes, in schools and colleges, and in newspapers and books, how can things be turned about so that average men and women shall have their innings? How shall the ideals and standards of common folks be improved so that life will mean more to them and their work will effect more for the welfare of the race? And then how shall we raise them in public regard and in their own esteem, so that they shall stand at their true worth?

A change in mental attitude, that is the gigantic thing to be accomplished. This may begin with only a few persons. Once a conviction is gotten into the minds of a small number of earnest men and women, they speedily devise methods of putting the idea over to others.

On heights overlooking the valleys of the Hudson and the Harlem rivers, and adjacent to the library of the New York University, is the Hall of Fame for Great Americans, provided by the generosity of its farsighted donor to enable this Nation to pay lasting tribute to its illustrious dead. An imposing colonnade contains panels for one hundred fifty bronze tablets, each to bear the name of the person commemorated.

Manifestly no honor tablet in this Hall can be inscribed to the memory of an average man or woman. Nor is it possible that those whose cause is being advocated here can ever become famous in the commonly accepted sense of the word. In the very nature of things, renown is not for those who do the ordinary tasks but for those who do something very much out of the ordinary. Recognition for the great body of faithful workers for human weal must be made not to individuals but en masse. The best that has thus far been achieved in this line is the tribute so heartily and impressively paid to unknown soldiers of the World War.

What is needed is something as nobly conceived and as artistically carried out as is the Hall of Fame, which shall show our appreciation of the lowly as adequately and as appealingly as that expresses our honor for the great.

We want something in concrete form that will tend to place in just estimation every high endeavor in the common walks of life, that will raise in their own self-respect "the millions who, humble and nameless, the straight hard pathway plod," and that, by showing how indispensable are their services, will hearten and encourage all those whose genius is not for concentration in any one line, but rather for using freely of their many powers and abilities wherever and whenever and however they can meet a human need.

And not in such manner as this alone, but in countless other ways in public and in private, should we seek to sustain and augment the beauty and dignity and glory of the common life.

Ella M. Rogers.

Enthusiasm for the work means little in a new man. A new broom always sweeps clean. It is the sustained enthusiasm year in and year out that shows the stuff that's in you.

Intolerance One of the Crimes of the Age.

Grandville, June 30—Life is too short to treat with intolerance your fellow man.

In the dark ages it might have been excused, but to-day, in the light of the Christian religion and the aftermath of the kaiser's war waged in defense of democracy, it comes with poor grace from people whose only excuse for being in the world is chance of birth.

This is supposed to be an enlightened age, but is it?

We have only to look at the massacre of innocent people in Williamson county, Illinois, not long ago to note that some of our people are not far removed from the Chinese Boxers whom we profess to execrate.

Detroit, Michigan, furnishes the latest example of an intolerance bred in the slimeiest instincts of the human heart.

Dr. Alex L. Turner bought him a house and moved in, not thinking that, because his skin was black, he had no rights in the world.

The doctor is an educated man, a graduate from our own Michigan university, entitled to all the rights of an American citizen, yet because he did not happen to be born white, he is non grata with the residents round about. A mob of two hundred assembled and began breaking windows, hurling rocks as well as epithets at the newcomer.

A tragedy might have resulted had not a squad of police come to the rescue in the nick of time. Dr. Turner has put the savings of fifteen years into this residence, and it is not likely that he can be driven out.

There is no question of the man's respectability, the only drawback being that he is a negro. Intolerance could go no farther. It is such undigested brains as these attackers who have brought shame upon many communities and made American standards of right and wrong a hissing among the nations of the earth.

Those residents, supposedly white outside, who have assaulted a black man simply because of his color, have injured themselves in that they have advertised their part of the city as an abode of hoodlums. Such assinnity brings only condemnation, and the value of residence property correspondingly falls. Such outrages as these might be looked for in the benighted regions of the world, but here, in enlightened America, we are led to expect something different.

There are ways of bringing about a change in residence of an obnoxious family aside from that of ruffianly assault. These hoodlums (for such they are) have no kick coming if they find property values on the decline in their immediate neighborhood, and not because of the presence of a colored man either. Ofttimes these inane ebullitions against decency and order, against the rights of American citizens, bring their own punishment as, no doubt, will be the case in the present instance.

All Tuesday afternoon fifteen patrolmen guarded the house and there was no more demonstration, although many persons hung about. A guard will be left at the house to prevent further outbreaks.

And this in free America!

It is a state of affairs which ought to bring the blush of shame to the cheek of every good American.

We are fond of pounding Mexico for irruptions of no worse nature than this, but Mexico is a semi-civilized nation, with no Declaration of Independence and Constitution to brag about on the bustings.

Were there a big negro nation in Africa, with a navy and armies galore, there would be an accounting for such misdeeds as this, and the rights of color would not be dragged in the mire every time it pleases a white hoodlum to start the trouble.

Intolerance is one of the crimes of the age. Black men have been soldiers under the stars and stripes, have crossed the ocean and fought for the United States along with their white brothers. Then why should they be denied the right to live, make a home, and rear a family in any part of the American Union?

The sin of ingratitude is one of the blackest in the calendar.

American citizenship is guaranteed the negro in America, and he who assails that right is assailing the rights of every citizen of this Republic.

It is the man and not the color of his skin that counts. Detroit will, of course, defend the rights of this colored doctor to the fullest, and yet it is certainly unpleasant, the position this householder is placed in, to have to defend himself and family against a mob of white neighbors.

Were the rights of the people more fully respected we should have a more equitable government to live under, and the general happiness of the Nation would be enhanced.

As said at the beginning, life is too short to live in antagonism with neighbors, be they black, white or yellow. The antagonism between the two races was less pronounced when the negro was held in slavery. It was then a money consideration with the white, and he made the best of it. Now, if perchance a man of color comes within hailing distance the nose of the pretty girl and the fist of her escort goes up, and war is declared.

Abraham Lincoln once declared that this Nation could not long survive half slave and half free, and at the present time it seems that white intolerance is bound to make life for the negro as disagreeable as possible.

Not even education seems to have obliterated all the prejudices that afflict the (white) human mind since the days of David. Old Timer.

Enormous Postal Deficit Created By Fool Legislation.

Grandville, July 7—The announcement that the Post Office Department faces a new \$80,000,000 deficit comes with considerable surprise to those astute (?) politicians who engineered the wage raise to postal employees with such glib assurance a few months ago.

In order to escape a presidential veto new revenues must necessarily be provided to raise the necessary \$60,000,000 extra expense this increase in wages would entail.

That was easy, however. Just slap on extra postage and the trick was done. Yes, the trick of enlarging postal rates was an easy matter, but after leading the horse to the trough he has refused to drink and there you are.

Pile on the taxes, gentlemen, but be careful when you make it optional with the public whether or not it pays the bill, you will find that the galled jade will wince, and some of you may go supperless to bed.

Postage on common everyday postal cards will stand a raise of 50 per cent. and on transient newspapers just quadruple the old rate. The public has been so long schooled to such impositions it can but grin and bear it.

But the limit has been reached in these various drafts for the public treasury. A falling off in receipts at the postoffice was the most natural result in the world. People can exhibit a little self denial at times and that is what they are doing just now.

First-class mail was not touched, for a wonder. There would have been a storm of disapproval had it been, and now, with a vast increase in other departments, the public has registered a kick that even the wisecracks of Government may possibly understand.

If there is any department of government that should be run cheaply it is that of the postoffice. Had the ones in authority cut letter postage in half, leaving the remainder untouched, there would have been some reason in the change, and doubtless there

would soon have been an increase instead of a falling off in receipts.

A registration fee of 15 cents on letters is certainly an innovation. Not in all the history of the Postal Department has such a charge been made, until these would-be revenue theorists got in their work, and now see how it is panning out.

There are more than a hundred million people in the United States. A tax of one dollar a head would more than cover the deficit the Postoffice Department is experiencing. Why not go at it directly in that way and save all monkey business?

Fact is, the late increase in postage was an outrage which the every day man has seen fit to resent.

The raising of enormous sums through bonding taxation has become an oldwife's tale in this country. Now that they have tried it on the Postal Department a kick of no mean proportions has been registered and it is to be hoped that these glib grafters who have so long raided the people in all walks of life may come to their senses and sit down and figure out what fools they have made of themselves.

The postoffice belongs to the people more nearly than any other department of government, and it should be run in their interest as near as possible, which it certainly has not been in the past few years.

The question arises. What are we going to do about it?

Since the new postal arrangement has failed to produce needed revenue, where are we to get it? Let these over-wise political schemers try and figure this out, since they were not content with letting well enough alone.

It is barely possible that a lowering of postal rates all down the line might bring added revenue. At any rate it is now certain that the increase in postage was a mistake which the sooner rectified the better for everybody concerned.

There is one thing yet untried and that is the cutting down of superfluous Government employees. Many millions are wasted in paying for useless servants. Everything was moving along smoothly until some Congressman conceived the idea of a horizontal increase in the pay of postal clerks and Government mail men. There had been no crying need for this sudden increase and every one engaged in making the effort must now see his mistake.

Cutting expenses instead of increasing them is the order of the day. Those who pay the taxes have had a surfeit of limitless taxation and naturally are calling a halt. It is well that this should be so even though some there are who imagine they aren't being paid as much as they earn.

The duty devolving upon those who engineered this blundering measure through Congress is to get together and undo the legislation at the first opportunity offered on the reassembling of the National legislature this fall.

Theoretically this postage raise was a sure way of increasing postal revenue. Carried into practice demonstrated exactly the contrary effect. Of course, the country will get along as best it can on falling revenues in this one department of Government. There is a lesson, however, to be learned which is not likely to escape the notice of those not too blind to see.

On the whole, this experience in doing a wrong in order to get money out of the pockets of the people, has been worth the price. Old Timer.

If you think the town you came from is a better town, go back there. If you think another town would be a better location, go there. Don't stay where you are and crab.

A dog's devotion puts human friendship to shame.

Life Insurance Safeguarded By a Trust

Suppose you had \$30,000 invested in Bonds or were in a position to buy that amount, returning you an income of approximately \$1,800 per year. Suppose these bonds and your home constituted your entire estate. In the event of your death would your loved ones be adequately provided for?

Suppose that during the active years of your life you leave this income untouched and invest it in such a way that your provision for the family support would be substantially increased, USUALLY DOUBLED, sometimes more than doubled, without much delay and without additional resources?

The Michigan Trust Company offers opportunity for this means of a "Funded Life Insurance Trust."

Every family man should be interested in this opportunity to safeguard properly the welfare of those under his care.

The income from \$30,000 of 6% bonds (not spent but irrevocably set aside for use by the Trustee in purchasing life insurance) in the case of a man of 35 would buy, on present insurance rates, from \$61,000 to \$84,000 of Life Insurance, (depending on the kind taken, whether 20-year paid life or ordinary life); in the case of a man of 40 it would buy from \$54,000 to \$70,000 of Life Insurance; in the case of a man of 45 it would buy from \$45,000 to \$58,000 of Life Insurance; in the case of a man of 50 it would buy from \$39,000 to \$46,000 of Life Insurance.

By this plan, \$30,000 is made to produce from \$39,000 to \$84,000 ADDITIONAL in family protection.

It is well worth your consideration. Let us explain the plan to you in detail.

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

Port Huron Convention An Unqualified Success.

Lansing, July 6—The members of our Association were told through news letters, bulletins and otherwise of the plans for the seventh annual convention at Port Huron. This convention has now passed into history as one of the most successful conventions ever held by our Association. It is an axiom that the busy man always has time to do more and in this case our retiring President, J. B. Sperry who is head of the Rotary Club of his city, chairman of the Community Chest Campaign Committee; also chairman of committee of the Port Huron Chamber of Commerce, had time to give his personal attention to the details of our convention. The weather was a little cool for a lakeside occasion, but the beautiful buildings, grounds and beaches of Gratiot Inn constituted a delightful place for our members to assemble.

In our next printed bulletin a list of the members attending the convention will be given as well as some of the addresses. We advertised this convention with some misgivings since it was located on the extreme Eastern side of the State. Great was our surprise and delight when automobiles bringing members from Manistee, Hart Muskegon, Grand Haven, Grand Rapids and St. Joseph put in their appearance, also Fremont.

We have never held a more representative convention, so far as distribution of members are concerned. The opening luncheon participated in by the Port Huron Rotary Club, the members of the Michigan Underwriters Association and our Association; was addressed by Ex-Governor John T. Rich, of Lapeer, now 84 years of age and in full possession of his mental faculties. It was a great pleasure to listen to this fine old gentleman who has served the State as chairman of the Lapeer County Board of Supervisors, member of the Michigan Legislature, Speaker of the House, State Senator, Member of Congress, Railroad Commissioner, Governor, Collector of Internal Revenue, both at Detroit and Port Huron, and later State Treasurer by appointment of Governor Warner to fill vacancy.

The members of the Rotary Club did splendidly in furnishing entertainment and our convention began immediately thereafter with pep and enthusiasm. It would be hardly fair to mention one address to the exclusion of the others and we make only brief mention of them. John H. Combs, Secretary of the Retail Merchants Board of Toledo, Ohio, presented an able paper on the subject of "House to House Canvassers, Peddlers," reviewing in some details the recent decision of the Supreme Court on the Portland, Oregon, case.

Ralph L. Yonker, of the J. L. Hudson Co., of Detroit, and David Humphrey Foster, of Beloit, Wisconsin,

were both valuable contributors to the program. Mr. Yonkers' address on the subject of "Advertising" was especially fine. The address with charts and tables by former President J. W. Knapp, of Lansing, represented many days and hours of careful study. Mr. Knapp will appear before several National organizations with the same address. The resolutions accompanying this news letter makes further comment regarding Mr. Knapp's efforts.

The address by the "Miracle Merchant," Fred W. Anderson of Cozad, Nebraska, was a high-pressure, rapid fire affair, relating incidents of his early life and his experience as a merchant in a small town. The opening address of the convention was given by A. J. Richter, of the Smith, Bridgman Co., Flint. This met with hearty approval and was the occasion of a very interesting and profitable discussion.

Fred L. Warner, Assistant Attorney General, followed Mr. Combs' paper giving the status of the present Michigan laws, not only on House to House Canvassers, but referred in a very intelligent way to the laws of the State pertaining to Dishonest Advertising, Closing Out Sales, etc.

Mr. Ballard's address on the subject of "Piece Goods Shortages," following the convention dinner, was very much appreciated. Mr. Ballard is one of the department heads of J. B. Sperry Co.'s store and gave considerable time and attention to the preparation of his address. The glee club from Sperry's store of a dozen or more members was a very enjoyable affair at the opening of the Friday morning session. The question box discussion was presided over by First Vice-President George T. Bullen, of Albion, in his usual happy way.

Several members of the Association remained at the Inn over Sunday. On the whole, so far as we are able to judge, everyone was pleased with the entire occasion. We give below the resolutions adopted at the convention.

Mr. Sperry's decision not to be a candidate for re-election was very much regretted. The Association presented him with a beautiful traveling bag as a token of their appreciation and high regard for him.

The new officers and directors are as follows:

President—George T. Bullen, Albion
 First Vice-President—H. G. Wesener, Saginaw.

Second Vice-President—F. E. Mills, Lansing.

Secretary-Treasurer—H. J. Mulrine, Battle Creek.

Directors.

G. R. Jackson, Flint.
 D. Millethaler, Harbor Beach.
 F. J. Zielinski, Detroit.
 Geo. E. Martin, Kalamazoo.
 A. K. Frandsen, Hastings.
 Wm. E. Thornton, Muskegon.
 H. G. Wendland, Bay City.
 Ex-Officio Directors.
 D. M. Christian, Owosso.
 J. W. Knapp, Lansing.
 J. C. Toeller, Battle Creek.
 J. B. Sperry, Port Huron.

The following resolutions were unanimously adopted:

It is the sense of this meeting that the Ready-to-wear Trade of the U. S. owes to J. W. Knapp a deep debt of appreciation and gratitude for having

pioneered in this important work which will eventually produce standardization of sizes to the great benefit of the ultimate consumer and the retail merchants of the United States.

We fully believe, as retailers, the standardization of sizes can be accomplished by the co-operation of the manufacturers, wholesalers and retailers, and such other assistance as can be furnished by the U. S. Bureau of Standards at Washington, carrying out Mr. Hoover's suggestions and ideals to the effect that such a movement would be along the lines as suggested in one of his addresses wherein he states, "Such associations as yours, in the erection of ideals of a profession, in the determination and definitions of standards for the elimination of abuse, is self-government, and it is self-government in the greatest form of which democracy has yet given conception—that is, self government outside of government."

Resolved—That Standardization of Sizes should be carried out in all wearing apparel for men, women and children. We as retailers, coming in direct contact with the consumer, realize more than ever that the time has arrived when we should assert and direct our efforts along the lines of saving all unnecessary waste, and with the standardization of sizes this waste can be eliminated.

Resolved—That we, the Michigan Retail Dry Goods Association, ask the co-operation of similar organizations throughout our entire country, and that a copy of these resolutions be furnished the public press, also the Government authorities at Washington, and ask that same be adopted and co-operatively worked out by manufacturers, wholesalers and retail organizations throughout our country.

Resolved—We in convention assembled, request that our Lansing office assist in every way possible to further the adoption of Standardization of Sizes in the women's wear lines.

Whereas—The so-called bell ringer or house to house canvasser is increasing in numbers to the extent that he is becoming a public nuisance; and

Whereas—The house to house canvasser as a rule is not a part of the community in which he works, assuming none of the obligations of the local merchant, paying no store rent or taxes, contributing to none of the local charities or church or benevolent associations, therefore be it

Resolved—That this association go on record as being opposed to the house to house peddler, irrespective of high sounding name under which he might appear and be it further,

Resolved—That this association make the elimination of this evil its chief aim during the coming year by encouraging an educational campaign to the general buying public. Be it further

Resolved—That our officers be authorized to use the resources of this association to aid in bringing about the elimination of this unfair competition.

Resolved—That the Michigan Retail Dry Goods Association condemn the vicious practice of certain manufacturers in shipping goods not ordered unless express or other charges are prepaid and that members of this association give instructions to shipping clerks to refuse such merchandise.

Whereas—During the year just closed the Michigan Retail Dry Goods Association has suffered an irreparable loss in the death of five of its members, W. B. Field, of Jackson, J. B. Branch, of Coldwater, E. K. Pearce, of Quincy, Max Zemke, of Caro, and George H. Nelson, of Whitehall, all of whom were loyal and devoted members of this Association. Therefore be it

Resolved—That the Michigan Retail Dry Goods Association in convention assembled acknowledge the sterling quality and high worth of these deceased members. Be it further

Resolved—That copies of this reso-

lution be mailed to members of families of deceased and to the President of their home cities.

Port Huron, the ideal convention city has materially assisted in making the Seventh annual convention of the Michigan Retail Dry Goods Association a success from every angle. The Michigan Retail Dry Goods Association especially to extend a vote of thanks to J. B. Sperry its President, the Mayor, the Rotary Club and to such other organizations and individuals as in any way contributed to the activities which have made this convention one of the outstanding successes in the life of this Association.

One of our members states that A. Morris Kantor, of New York, sends packages of ties by parcel post without having previously received an order for the merchandise. In this case the package was refused, but the account has been given to a Credit Collection Agency of New York. At his request we are printing this in our News Letter advising our members to ignore packages received under such circumstances. This practice was mentioned by the committee on resolutions. Dealing with distributors according to this method makes trouble and misunderstanding. All goods received in this way should be refused.

We are human like other people and appreciate words of appreciation from our members. We quote from a letter just received:

"A sufficient period of time has elapsed so that I do not anticipate any further trouble from the — Pattern Co. I want to thank you for your efforts in my behalf which prevented the

Two Introductory Offers Extraordinary

TAKE ADVANTAGE OF THESE TWO WONDERFUL DEALS—MAIL YOUR ORDERS NOW!

I.

- 1 Dozen Jap Rose Shaving Cream (regular 25c seller).
- 1 Dozen Valet Auto Strop Razors.

(regular \$1.00 seller).
 to cost you \$4.32 in total.
 Sell each razor with soap for 59c—23c profit on each sale.

II.

Plavano Soap (same size, same odor, and weight as Palmolive) at \$5.75 gross. A one gross order entitles purchaser to one gross Palmolive at \$9.75. Real Soap at Real Prices.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

unjust settlement which they tried to force upon me."

The following quotation was forwarded to us from one of our Battle Creek members. It is worth the thought and consideration of members of our Association who sell goods on the installment plan:

"A working man with an income of \$60 per week got into financial difficulties not long ago. When a friend took over his affairs, straightened him out, it was found that the actual installments due each week on automobile, radio, furniture, etc., amounted to \$72-\$12 more than the entire weekly income. And there was food, clothing and everything else to pay after that. That man spent freely, but in the end he was not helping business conditions. He was helping to break down the substantial prosperity which makes mercantile conditions normally good."

From Kalamazoo, we learn that a man passing out \$10 and \$20 Universal Travelers Checks under the name of the Oriental Tourist Co., of Los Angeles, California, has been operating in Southwestern Michigan. These checks are on yellow paper, green border, all printed to represent a real travelers check. The countersignature is Henry V. York. Members of our Association should go slow on accepting checks of this kind, likewise report this gentleman to the nearest police officers. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Think of Such a Turnover.

Perhaps the most important thing an independent grocer can learn from the chain store's business methods is that the chain store never lets its stock get stale, either in its retail store or in its central warehouse. The average turnover in the chain store is twenty-five to forty times per year; in the central warehouse of the chain store twelve to fifteen times. This is an amazing turnover for a retail grocery store—once every ten days in the whole year the stock turns. Is it good business? Unquestionably. All economists agree that one of the greatest aids to profits is quick turnover, one of the greatest hindrances is letting the stock develop callous spots.

No grocer can guess right in buying every time, but it is absolutely his own fault if he lets stuff hang around.

E. J. Buckley.

Dress Sales Have Been Good.

The business that has been done at the early showings of Fall dresses gives little sign that buyers are taking seriously the contention which has been raised in certain quarters that the women of this country will not take kindly to the edict of Paris that curves, even modified, are to have an inning. Despite the charge that the new styles tend to give a maturity to the figure that many American women, especially the younger ones, are not keen about, purchases of dresses here in the last week or ten days have run into large volume. Contrary to the view that has been mentioned, most of the buyers who have seen the new things say that the change in silhouette will be one of the best business builders the trade has produced in some time.

If you lack faith in a line you sell, either you bought foolishly or you have lost your confidence. In either case you are more to blame than the goods.

Prevalence of Shoplifting in the Big Stores.

Although 95 per cent. of the shoplifting in this city—probably throughout the country as well—is done by women and girls, not more than 10 per cent. of it is done by persons who really need the stuff they steal. This assertion is made on the authority of a man who for the last nineteen years has been in close touch with this phase of the retail dry goods business.

The same man is also authority for the statement that most of the shoplifting here is done on Saturday, particularly in the afternoon, which has caused Saturday to be known in more than one store as "stenographers' day." It is then that silk hosiery and underwear, handkerchiefs, neckwear and similar merchandise is most likely to disappear.

It is not a rare thing, according to this man, for him to have several weeping, pleading girls in his office at the same time on a Saturday afternoon, all of whom have been picked up by his staff while trying to pick up something themselves. Frequently more than half the arrests made during the week in the store he guards take place on Saturday. As they run from 800 to 1,000 annually, on an average, it can readily be seen that Saturday is a fairly busy day.

Monday yields the next biggest crop, an interesting point about the arrests on that day being the number of women from near-by out-of-town points who become involved. While this number is never large in itself, according to the man in question, it is large in proportion to the number of women picked up on Monday who give a local address.

"About 65 per cent. of the stealing of stores in this city," he went on, "is done by women who can readily afford to buy the merchandise they take. Ten per cent. more is taken by a class of women who must steal or go without. The remainder is done by professionals. Naturally, the last-named are entitled to no sympathy and, what is more, they don't get it. For that matter, it has become the rule that only in extreme cases is any leniency shown by the protective staffs of the stores. It is their business to arrest any one they see stealing, and let the courts determine whether mercy shall be shown or not.

"Occasionally, however, a case comes up in which the human element must enter. Only recently one of our detectives saw a young woman take a pair of gloves from a counter and walk off with them. She appeared dazed, but the detective could not make out whether it was a pose or whether she was partly under the influence of a drug. He was surprised that she made no effort to conceal the gloves and yet she was obviously stealing them. He followed her to the sidewalk and was just about to arrest her when she suddenly stooped and picked up the skin of a banana from the sidewalk.

"To the amazement of the detective, the woman lifted it to her mouth. He realized then that something was wrong with her, so he spoke to her gently, took the banana skin away from her and brought her up to my

office. She made no protest and, in fact, did not seem to know what it was all about. I summoned a nurse and had her taken to the store's hospital, where it was found she was an expectant mother. Enquiry developed that the young woman had frequent mental lapses, due to her physical condition, in which she was not responsible for what she did. Treating her like a common criminal might have made her permanently insane.

"It is more or less generally known that professional crooks are great egotists, and that is as true of professional shoplifters as it is of any other class of criminals. I had one illustration of this that was really funny. It concerned a pair of professionals, a man and a woman, who had been getting away with quantities of merchandise in different parts of the country without any really serious results to themselves. They knew every trick of the business, and sometimes were able to get away with their swag by bluffing their way out of the jam.

"They had stolen valuable furs, dresses, jewelry and so on, but they finally got caught right when the man of the pair tried to steal a ham from the grocery section of a certain store. He was so crestfallen that he almost wept tears of chagrin. Had he been picked up with his pockets full of watches or diamond jewelry he would have considered it almost a compliment, but being arrested for stealing a ham was an awful blow to his professional pride."

The man who was speaking switched the conversation to the various excuses that are given for their acts by women who have been arrested for stealing. "Just a little while ago," he said, "one of the most novel excuses I ever heard was given me. The woman in the case came from one of the Central American countries, and she was seen taking small articles in different parts of the store. Ordinarily, no attempt is made by our detectives to arrest a person for shoplifting inside the store, but in this case so many things were being selected from various departments that the detective who was trailing the woman thought it best to bring her to me. This was done, and the excuse of the woman was that it was the custom of her country for patrons of stores to go around making their selections and then bring them to a central point for payment, after the cafeteria manner. Unfortunately for her, however, we had in our employ a woman from the same country, and she testified that the woman was all wrong."

"In another case," he went on, "a woman was seen rolling a dress around the hanger on which it was suspended from one of the racks in the department. She was allowed to finish the job and to secrete the dress under her coat. When she left the store she was picked up. Her excuse was that she wanted the hanger, not the dress, but that if any one had seen her taking the garment from the hanger they would have thought that it was the dress she was trying to steal. Her explanation, of course, was a lie, but it gave a good idea of the mental ca-

capacity of many of the women and girls who are caught stealing."

"Do the women who get caught seem repentant?" the man was asked.

"Practically all of them do," he replied, "and they make all kinds of promises and efforts to 'square things' if we only will let them go. There is one thing I have learned in connection with apparent repentance, however, and that is that the type of woman who cries the hardest and pleads the most entreatingly to be let go is the type of woman who will likely do the same thing over again if she is released. Strange to say, the women and girls, especially the latter, who appear sullen are often the most frightened. They are hard to deal with, too, for they fight to hide their fear under bravado. This makes a bad impression, especially if they carry their pose before the court."

Jewelry Buyers Act Cautiously.

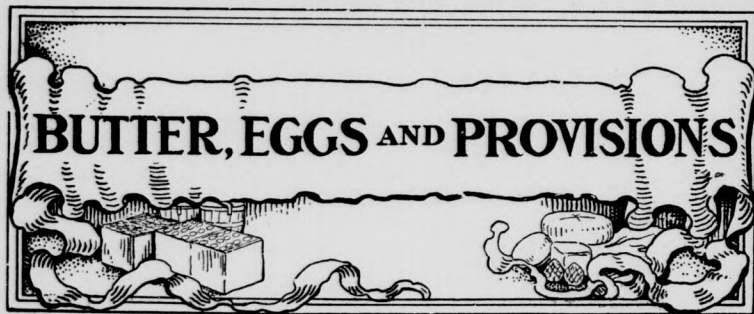
Manufacturers of popular-priced jewelry are finding time hanging rather heavily on their hands at the moment. Buyers are showing little inclination to take the varied lines that are offered them and the producing end of the trade is casting about in a rather vain effort to hit upon something that will take the general feminine fancy and thus produce business. Earrings have lost much of the favor they enjoyed some months ago, and while bracelets are still selling they have to be attractive and novel to get any real attention. There is a feeling in some quarters that changing styles in women's outer apparel, which will also influence the mode of underthings will bring back a demand for lingerie pins. As yet, however, there has not been much indication of it.

Opening Fall Shirt Lines.

Lines of shirts for the Fall and holiday trade are now being opened by manufacturers. Prices show no change from those prevailing for the Spring. A great deal of attention will again be centered on the popular-priced merchandise, with broadcloths having no less a prominent place than has been the case during the past season. Fancy patterned shirts are stressed more in the holiday than in the regular lines. It is believed that there will be more manufacturers offering silk shirts for the holidays, owing to a greater demand last Fall when comparatively little attention was given the silk shirt by the average maker.

Men's Fancy Belts Taking Well.

Fancy belts for sports wear and even general use are said to be meeting with a very good demand. One of the outstanding types of these belts shows a silk insert of fancy pattern, the remainder of the belt being hand-bordered cowhide in the natural color. This belt is equipped either with the regulation eyelet type of buckle or with a bronze clasp buckle showing a blue enameled initial. The favor for this silk-inserted belt is said to have greatly outstripped that shown for the one made entirely of fancy silk webbing. The belt manufacturers are now engaged in preparing their Fall and holiday lines, which will be shown to the trade about August 1.



What Does the Egg Industry Know About Itself?

A woman stands at the beginning and end of the marketing operation. On the farm she generally tends the poultry and makes the first sale of eggs. In town she makes the final purchase. And, what is more important, she prepares the eggs for table and is responsible to the other members of the family for their quality. The men in the industry are interested in succeeding with this woman.

There is a reference book used by publishers and advertisers known as Ayer's Directory. In the 1923 edition are listed fifty-three publications classified as relating to poultry, and fifty of them are devoted to poultry husbandry. Under newspapers are listed some other publications which direct part or all of their attention to marketing eggs and poultry. Recently three publications have appeared devoted to co-operative egg marketing.

In this task producers are trying to relate the two legs of the industry, production and sales, and it is plain that they will soon be joined in the same task by market men who are interested in preserving their usefulness to the industry.

In addition to the fifty publications listed by Ayer relating to poultry husbandry, the farmer sees a vast general literature which Ayer lists under agriculture, comprising 571 publications. Amid this din the farmer hears the voice of the middle man only as a distant, and oftentimes discordant tinkle.

Put yourself into the position of an editor who addresses the egg producer and see yourself looking in the trade papers for market news. You will read for example, that in 1924 egg operators had a profitable year, meaning that the spring price was low and most of the eggs were paid for at a price which meant disappointment to the producers.

Now you cannot expect the editor of a farm publication to paint this picture of "profit" in rosy colors. An occasional editor may venture to show that the trade must make a profit once in a while to continue in business, but even so the wide discrepancy last year between the spring and fall egg markets will strike the most casual reader as not being healthful from an economic viewpoint.

So also the editor of a trade paper can see that the producer must make a living, and, if his income is subject to extremes of profit and loss, his living is precarious. And there has arisen a spirit of investigation as to whether and to what extent some of these inequalities can be ironed out.

It is perfectly natural that farm and poultry journalists, serving a million

readers to every ten thousand readers of trade papers, should tackle the marketing problem as of a producer interest. Producer activities in the egg market have contributed ideas which, if not new, are newly become practical in application because supported by the producers themselves, who alone can bring about some of the needed reform on the farms and in primary markets.

Until poultry husbandry magazines became interested in marketing they were, many of them, building circulation on the advertising of fanciers, who often had a sportsman's interest in plumage, who opposed any move which tended to reduce the number of breeds and to standardize the product. For a long time they worked for a flock of fine feathers.

So the farmer was induced on the one hand to raise poultry for its appearance and on the other to sell it and the eggs to a class of traders interested in meeting a certain consumptive demand that sought uniformity and good eating qualities.

It is hard to realize to what extent the farmers of this country have been exploited. Land values were rising so fast that farmers lost sight of the losses due to bad farming and bad marketing. They have been in much the same position during the past twenty-five years as the egg trader who found enough profit in the April egg to bury a world of losses in summer eggs. The industry as a whole is only just becoming aware of the possibilities of thrift and service as business assets.

So long as the farmers were prospering they did not stop to ask why it was they were prospering. But land values in this country are approaching stability, and the man who prospers in agriculture from now on has got to get down to brass tacks with the marketman and find out where his profits and losses come from.

The basis of stability in any industry is profitable production. The sales department is not basic in an industry—it is only one of the hand-maidens, like transportation and distribution. So long as production is profitable there will be little complaint from the producers about the other ends of the business. Until we get this more clearly in mind, we traders are going to be periodically at outs with the industry as a whole.

Now let us see how other industries utilize their literature. Ayer lists around 5,600 publications as trade and class papers. In the alphabetical list under A, it is found, for example, that the business of advertising supports

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**

**Fanchon-Red Star
Flour**

Another twelvemonth, a new crop is soon to make its bow. But this means no change for the Famous Kansas Flours. Their quality is just the same day to day and year to year. With this foundation, each year brings an expanding trade for these brands.

*More bread with less flour
Better bread with less effort*

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

thirty-four publications, the architectural and building trades sixty-eight and the automobile industry 104.

If you want to get a bird's-eye view of what these publications are like, go into the general periodical room of the Crerar library, Chicago, where 3,120 of them are kept on file. Of these, about 600 are strictly business and industry magazines, 500 more are of technical or economic interest but predominantly relating to business and industry, while another thousand are of secondary interest to business. The remaining thousand, or about one-third of the whole, relate to pure science, politics, religion or hobbies not of immediate importance to business.

It will be seen from this array that the great strides which business and industry have made in this country are closely related to a spread of the reading habit.

In the periodical room mentioned, poultry (breeder and producer) magazines have four representatives out of the fifty listed by Ayer. This is partly due to the library not going in for all literature, but to a greater extent to the fact that the poultry and egg papers are contributing comparatively little to the scientific advancement of the industry.

Looking at the character of the approximately 1,100 business and industrial magazines kept on file by this library, they represent every important industry. In addition to many which are addressed to special angles of an industry, there are magazines which are broadly edited to cover whole industries. In this respect the farm industries lack corresponding publications if we are to regard marketing as a function, for example, of the egg industry.

As to just why farm industries have lagged in business organization no two seem to be agreed. When it comes to the egg industry, as it deals with the public, with consumers, schools, etc., it is often found to be at logger-heads with itself. And finally, it lacks a consciousness of wanting unity.

Until Marshall Field showed Chicagoans what a retail store should be like there was no demand for such a store. The men who backed Thomas in his orchestra and who backed opera in Chicago until music and opera there are largely self-supporting showed Chicagoans what they wanted in these arts. The Chicago Journal of Commerce is showing Chicago business men what they want in a business newspaper.

Go again into the periodical room of the Crerar library and you will see to what importance in the development of an industry magazines may rise. You will find them in every state of development, some with high physical standards but low business interest; others with high editorial standards and low visibility trying to put their mission into plain living and high thinking, which never is popular, while not a few can be called Marshall Field's of their class, magazines whose editors and backers have a high idea of the intelligence and tastes of their readers, who provide attractiveness, readability and high editorial standards.

Now, I wonder whether the reading intelligence and taste of the average

people in the egg industry has not been underestimated. After many years among them I challenge the reader of this article to line up 100 of them anywhere and find in another industry and a similar group a brighter or more versatile lot of men. They live by their wits, and they have wit. They experience business anxieties which few men in other lines of business experience and they have the human sense which comes from such experiences. They crave relief from the sordidness of business as none who do not struggle daily to survive can crave it. In this respect they share with the farmer who, by the way, reads excellent literature on farming.

The egg industry is the one above all others that should find satisfaction in a first-class publication to occupy its leisure moments, to focus attention on the good things possible to the industry, to stand for the whole industry and not for a fraction when it is attacked, to represent it at Washington and to point the way to a righteous course between that which is urged by the long-haired, stormy petrels of politics and the smooth, ignoble and sometimes grafting.

We need not be ashamed to tell the world that we have desires we cannot always realize, and that we maintain on the whole a high degree of mutual confidence; that, indeed, the industry has been run on mutual confidence very largely in the past and now we are seeking a standard practice and organization along modern business lines.

We have a problem in market stability. As every middleman knows, it is no cinch to make a living by catering to a consumer who is always in opposition with producers over both price and quality. It is to bring some sort of orderly thinking into this situation that a magazine of the market egg should be chiefly concerned.

There should be no fear for want of reader interest in a good magazine of business. The business man is living a daily romance. From morning until night adventure entices him on every side. His daily mail begins an all-day plot the working out of which will prove his making or undoing.

You cannot tell an editor that the business man is not interested in reading. He reads all the time. But he wants to read something stimulating and suggestive on one hand or restful on the other. He gets plenty of grind in his daily business. He needs fun to vary the pace. And he is after new ideas that have been tested by someone else and found profitable.

Paul Mandeville.

A Practical Answer.

"If I cut a beefsteak in two," asked the teacher, "and then cut the halves in two, what do I get?"
 "Quarters," returned the boy.
 "Good. And then again?"
 "Eighths."
 "Correct. Again?"
 "Sixteenths."
 "Exactly. And what then?"
 "Thirty-seconds."
 "And once more?"
 "Hamburger," cried the boy impatiently.



You Make
Satisfied Customers
 when you sell
"SUNSHINE"
FLOUR

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

Genuine Buckwheat Flour
 Graham and Corn Meal

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

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

I. Van Westenbrugge
 GRAND RAPIDS—MUSKEGON

Distributor

NUCOA

"The Wholesome Spread for Bread"

CHEESE
 OF ALL KINDS
BUTTER
SAR-A-LEE
GOLD-MEDAL
Mayonaise

OTHER SPECIALTIES

Quality — Service — Co-operation

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed
 Distributors.

Every Day in the Year—

our market is well supplied with fresh green vegetables and delicious ripe fruits.

No other foods are as healthful and economical as these bought fresh daily and prepared in the home.

We have been distributing fresh fruits and vegetables for a quarter of a century and are now handling more and better goods and rendering better service than ever.

The Vinkemulder Company

Grand Rapids, Michigan

HEKMAN'S

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

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



Hekman Biscuit Co.
 Grand Rapids, Mich.



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

Making the Most of Your Hardware Advertising.

Written for the Tradesman.

Too many hardware dealers who make use of newspaper advertising are skeptical of the results. If the results do not measure up to the high claims of the newspapers which sell advertising space, the fault is not always due to the newspapers themselves. It is quite as often due to the merchants who use advertising media without any confidence whatever in their ability to bring results.

Good advertising always pays. Put the emphasis, however, on the word "good." Or, to put the thing a little differently, "Real advertising always pays."

The hardware dealer who believes that advertising is worth while, and who sets out intelligently to make the most of his advertising, is going to get results.

Too many merchants, however, advertise because their competitors use newspaper space. While they don't see exactly how they stand to gain by advertising, they are fearful that if they don't advertise, they will lose something.

Quite often the hardware dealer leaves the task of preparing his copy to some emissary of the newspaper. Such copy is apt to be bright, lively and interesting, for the newspaper copy writer usually has a good command of words. But at the same time it may lack effectiveness, for the simple reason that the newspaper copy writer is doing the same thing for a score or a hundred of merchants and his knowledge of a score of different businesses is apt to be sketchy and superficial.

Such a writer can help the merchant to put his copy in presentable shape; but preparation of good advertising copy requires a thorough knowledge of the particular business it is meant to help. A good many merchants fancy that preparing advertising copy is merely a matter of choosing the right words; that it is a literary stunt. This, however, is a mistake. Any hardware dealer who knows his business, who knows how to meet customers and talk to them effectively, and who has a reasonably effective command of terse and simple English, can write good advertising copy.

The best advertising copy in my town is that of a grocer who knows the grocery business from the ground up and who has developed a knack of selecting the exact words that will

make any article appetizing. He had no special training for advertisement writing, but he studied the advertisements of other merchants, studied his goods, and by practice developed exceptional skill. Any merchant willing to put forth a little extra effort can learn to write good advertising for his business.

Many merchants think the advertisement itself should do the selling. This is perhaps expecting too much. The best an advertisement can do is to put the customer in the buying mood, get him interested, and get him inside the store. Then it is up to the salespeople to make the sale.

One thing the public will desire to know is, "What prices are you asking?" Furthermore, almost all except the very cheapest buyers wish to be informed as to the quality of the articles you offer.

To advertise one thing and attempt to sell something "just as good" is a serious mistake. Good advertising is founded on absolute good faith. You can't play on words, or indulge in trickery. Just so, to advertise a line of articles when you have only a few odd sizes in stock, and then be obliged to say, "Just out, will have it in next week," is a mistake.

It is a good plan to make sure that all your salespeople familiarize themselves with your advertising. The average man expects that as a matter of course; doubtless the average merchant expects it; but I have known a good many cases where salespeople, asked for an advertised special, knew nothing about it. I have even found salespeople who did not know what articles were on display in the windows. Worse still, many times a clerk not merely fails to know what is being advertised, but after it has been advertised and the customer brought right to him, he lacks the gumption to demonstrate the article.

In such circumstances, the merchant is quite apt to conclude that advertising doesn't pay. But it does pay where good advertising is supplemented by enthusiastic team-work in which the entire sales staff co-operate.

Advertising consists, not so much of words, as of ideas. The simplest words are sufficient if you have the right kind of ideas. Evolving clever ideas is not so much a matter of sitting down thinking as of studying your goods, and more particularly studying your customers. Get the customer's angle on the subject by watching the sales you make yourself, and listening in sometimes when your salespeople are putting them across. Thus you'll find out what objections the average individual brings up, and what arguments are effective in answering such

SODA FOUNTAINS

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

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Foster, Stevens & Co. WHOLESALE HARDWARE



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

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes & Mackinaws
Radio Equipment	Sheep-lined and
Harness, Horse Collars	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

objections. Advertising is merely a friendly talk between the store and the average individuals who are its customers.

Some phrases culled from timely advertising may prove helpful at this season. Here is a bit from a wash day advertisement:

"Wash Day is what you make it. If you wish to make wash day easy, see our stock of laundry supplies, washing machines, wringers, wash boards, tub stands, boilers, irons, and other helpful helps."

A timely suggestion to campers and cottagers:

"Your summer home is not complete without one of our tool cabinets. A place for everything and everything in its place. So handsomely designed and finished that it is an ornament to any part of the cottage; so well equipped it is useful everywhere."

This one fits into the "Swat the Fly" campaign:

"In homes which are not thoroughly screened, everyone is experiencing discomfort—to say nothing of running the risk of ill-health, which is even more serious. And when one comes to think of it, the expense of screening doors and windows is not very heavy. The main thing is to get reliable screens which can be used year after year."

A Western hardware dealer offers this suggestion:

"Nothing will improve the looks of your bathroom more than artistic bathroom fixtures. You will find our stock of nickel-plated towel bars, soap dishes, sponge holders, toilet paper holders, glass shelves, bath seats, etc. the latest and most up to date. And the prices are very reasonable."

Another timely hint:

"This is preserving time, and with it comes the call for kettles, long spoons for stirring, jars, stoppers and a dozen other little things required to make the event a success and to make the work a joy. Talking about preserving kettles, we would like to remind you that our stock has been increased. We have kettles in size from two to thirty quarts. Don't forget us when you want any of the other things required for preserving."

Another wash-day chat:

"The hardest part of the housework is the washing, when done with tub, wash-board and elbow grease. The machine will do the work in a few minutes with less labor and will not wear or tear the finest fabrics. We will be pleased to have you call and see this washing machine demonstrated."

Here are some other timely suggestions:

"Ornamental fencing serves a double purpose. It not only enhances the beauty of your property, but increases its value as well. It protects your lawns and flowers and never fails to add an orderly and pleasing appearance. We carry a good stock of ornamental fencing in different heights and styles."

"All kinds of tools for the amateur or craftsman are here, in high grade, at fair prices. We handle only the best tools and guarantee them perfect

and reliable. We solicit a trial and know the goods will satisfy you."

"Perhaps your present needs are not fully supplied, or you are struggling along with articles just approaching the end of their usefulness. Either case means an unnecessary trouble added to your daily kitchen tasks, that might be easily overcome by a shopping visit to our kitchen section, where are arrayed many things of everyday help."

Here, too, is a catchy phrase:

"If you see similar goods elsewhere at a higher price do not be surprised—they are worth it!"

Victor Lauriston.

Stop, Look and Listen.

We're traveling on Life's journey
At a forcible high rate of speed,
Many are falling by the wayside
Therefore, slow down and take heed.

When you've fallen by the wayside
And no earthly help is near,
Listen to the call of the old prophet,
It's hope, courage and cheer.

For ages the invitation has been standing
And it's holding good to date;
If you keep on rejecting same
Some day—it may be too late.

There's a fountain of living water
Just stop for a moment and think,
Oh, every one that's thirsty
Come, to this fount and drink.

It's not only for those who have money,
It is absolutely free;
It's for life's weary wanderers,
Whosoever you may be.

This is not a municipal fountain
Of which the flow may be shut off at will;
In Spring, Summer, Autumn or Winter
You may always drink your fill.

You don't have to buy a license
Or some patent device to start,
The only fee to this fountain
Is a true and contrite heart.

There is no round-about way to this fountain.
The road is narrow, straight and sure;
You may meet with petty obstacles
But no signs to detour.

Although this road is straight and narrow,
Yet of room there is no lack;
For, who goes to drink at this fountain
Will have no desire to turn back.

Look, at the sparkling water
It's beautiful to behold,
It's a tonic to the body
And a restorer of the soul.

Taste of this living water
And notice how in you it grows,
It will bubble and keep on bubbling
Till it overflows.

This fountain is Jesus our Saviour,
Who gave Himself, ransom for sin;
And whosoever will
May come and sup with Him.

Our journey here is a constant struggle
At best it is a strife;
If you want to be spiritually contented
Drink from the Fountain of Life.
Henry J. Baker.

Port Austin—One of the largest factories in the world devoted exclusively to the manufacture of levels and mason's tools is the Mayes Brothers Tool Manufacturing Co. which has an addition to the main building under construction as the result of a trebling of business during the past year. Organized in 1919, the company has grown from a small institution with three employees to a modern factory with 35 workers and an annual business of about \$500,000. The new addition will be 90 feet long and 40 feet wide, giving a total floor space in the factory of nearly 100,000 square feet. The addition will be used for a shipping room, stock room and office. Most of the stockholders of the Mayes company, which is capitalized at \$40,000, are residents of Port Austin and Huron county. Frank Kinch, sheep raiser, of Grindstone City, is president of the concern.

REYNOLDS SHINGLES

FOR PROTECTION—Reynolds Shingles are fire-safe. They are an insurance against the ever-present hazard of roof-fires.

FOR ECONOMY—Built to endure, once laid, a Reynolds roof needs no repairs throughout its long life. Its first cost is the only cost.

FOR APPEARANCE—The colors of Reynolds Shingles are nature's own and will not fade. A Reynolds roof is beautiful years after it is laid.

H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN



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.

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Leather Belting Manufacturers

1-3 IONIA AVE.

GRAND RAPIDS, MICHIGAN



News and Gossip Regarding Michigan Hotels.

Glen Lake, July 7—The Phelps House, at Greenville, has again changed hands. Early in the year, W. F. Burns, who successfully operated it for several years, disposed of it to C. M. Bushey, and from all reports he was making a success in operating it, but now comes George A. Weydig, a former Chicago hotel man, who has purchased the furnishings and secured a lease of the property.

The Phelps has been one of a very few inland hotels which has been successfully operated on the European plan and Mr. Weydig proposes to continue it, with a charge of \$1 and up for rooms, and he will, in addition to continuing the cafe service, add a lunch counter, as well as make quite numerous other changes which will add to the comfort of his guests.

Greenville is, as we all know, a right smart little city, and has been favored with two first-class hotels, the Phelps and Winter Inn, both of which have been a credit to the town, and I have no doubt but what the Phelps will continue to fill the bill.

L. C. McPherson, for years identified with the Occidental, at Muskegon and Pantlind, at Grand Rapids, but who is now general manager of the San Juan Hotel, at Orlando, Florida, is making his annual visit to Michigan and once more fraternizing with his old time friends. Orlando is a beautiful city with a population of 22,000 and growing very rapidly and Mac is well pleased with it and his job.

An operating company to control the affairs of the new Hotel Olds, at Lansing, is being organized, with Edwin A. Sweet, of the Leland Hotels, Inc., as general manager. The new hotel is to have 289 rooms and the furnishings for same are to cost approximately \$300,000.

The original agreement was to the effect that while the new hotel is substantially a community built enterprise, it is to be one of the Leland chain, though the funds for equipping same were also to be raised locally. While the Leland Co. will control the operating company, there will be a number of local persons on the board of directors.

Under the backing of Fred W. Green Ionia will by August 1 have another hotel, which will be operated by George H. Snow, who for the past two years has managed the Hotel Belding, at Belding. For some time Ionia has been short of hotel accommodations, but it has been hoped that the site of the old Bailey House might be used, it being the logical situation for a new establishment.

However, the present scheme may work out all right, and I know that if any one can pull it off to a successful conclusion, Mr. Snow can do that very thing. His administration of the affairs of the Hotel Belding was very satisfactory and he has gained an extensive friendship among Michigan traveling men. I will look him over later and report more in detail.

Just at present the Michigan State Board of Health is making its annual inspection of summer resort hotels. This is provided for by a special legislative act and is for the protection of such as come to Michigan for its

health giving qualities, and the authorities do not intend that they shall go away with typhoid fever and kindred ailments.

It is a good thing and ought to be extended to include commercial hotels as well. Many of the larger hotels consider it a privilege to show such as are interested through their culinary and other departments and I have no doubt the smaller ones will be glad to extend the same consideration.

While there may be certain hours of the day during the meal hours, when this cannot be done conveniently, the well organized kitchen crew will at all times have their lamps trimmed, as it were, and this custom has great advertising possibilities. Of course, the hotel kitchen which is sloppy and untidy is never open for such inspection, but in my visits covering a period of four years, during which time I have been in the kitchens of a majority of Michigan hotels, I have had little reason for complaint. Those in charge of such departments, if they retain their positions, usually possess pride enough to want their surroundings to look tidy, and in the other cases the defects of the kitchen usually overflow into the dining rooms, and as a natural consequence, the entire institution sooner or later ceases to exist.

However, it is just as well to keep a weather eye open for the inspector, treat him with consideration and accept his criticisms in a proper spirit, for his arguments are usually most reasonable and, as a rule, he can give you pointers which will benefit you to the extent of being prepared for him on his next visit.

Usually I get around once a year for my annual "check up" with Big Bill Jenkins, at the Western, Big Rapids, but this year he has escaped the ordeal, but that does not prevent my thinking of him frequently, and quite often I run across some traveler who is sold on Bill and his establishment. Probably for the price he charges the landlord of the Western gives more value than a very great many hotels.

The Western is operated strictly on the American plan, and when I say American plan I mean that all meals are charged for while the room is occupied, with the exception, that parties stopping with him who are away for the middle of the day visiting adjacent towns, are allowed a rebate for the noon meal if notified in advance. It is the only rational way of operating a country hotel and gives the hotel man a chance to proportion his meals according to the amount of business in sight—a very great saving, which, in this case, is put right back on the table.

D. J. Gerow, of the Hotel Elliott, Sturgis, follows the American plan also and it works out quite satisfactorily. Mr. Gerow, before purchasing the Elliott, had much experience in hotel operation in Wisconsin and he certainly is making a great success of his Sturgis venture. While there is always more or less talk about a new hotel for that city, the public generally will be much better served if Mr. Gerow is permitted to carry out his very rational ideas of hotel service, without the introduction of unnecessary competition, which would mean a loss for investors and bring no added laurels to the town. His pleasing personality, coupled with his purveying, are winners and

CODY HOTEL

GRAND RAPIDS

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

The HOTEL PHELPS

Greenville, Michigan

Reasonable Rates for Rooms.
Dining Room a la carte.
GEO. H. WEYDIG, Lessee.

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

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.



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

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

European Plan
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room
Dining Room Service
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00

HOTEL BROWNING

GRAND RAPIDS

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.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST MCLEAN, Mgr.

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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up
EDWART 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

TAKING INVENTORY

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

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

his methods are the most satisfactory sort of publicity I know of.

Recently I took occasion to make the statement that a good hotel is a tangible asset for any town. A poor hotel, with slouchy, indifferent management, poorly cooked meals and unclean beds, is the greatest handicap under a community can labor.

Just the other day a traveling man told me that rather than put up with the discomforts and ill treatment offered him in some hotels, he would give up his position. This from a man who is reasonable in his demands and by no means a chronic kicker. There are such landlords—too many in fact—who do not seem to possess a grain of sense when it comes to approaching the very people to whom they owe their existence. They fail to realize that the success of successful hotel operation is a watchfulness in seeing that the guest is comfortable and happy. Any other method will fail. Money may "make the mare go" but money is not everything in this world. I would rather be a contented landlord, conscientious in my service, than to own the coupon clipping machine of the Duponts with plenty of raw material to keep it in continuous operation.

With the opening of the resort season comes the expectant guest with an appetite for fish. He feels sure that, when he comes to a resort in a lake region, and especially at a place where they include fishing in their repertoire of amusements, his appetite will be appeased. But how many times is he disappointed? Not all guests care for fish, but it is no drawback even with them to know that they will be supplied, if asked for, and surely they may be in most cases. Then, again, fish served in many places are not at all palatable, either because they are "hold ones" or are illy prepared.

The first requisite is freshness. Stale fish are unhealthy and tasteless. When your own guests bring in their own fish and save you a distinct outlay for food, try and show your appreciation of the offering by giving them a square deal. Too many times have I heard hotel men make the excuse that they did not serve fish because the cook refused to prepare them. About as flimsy an offering as could be imagined. If I did not fire the cook I would prepare them myself. Serving fish brought in by one's own guests is a function which should be strictly observed by anyone who pretends to operate a summer resort legitimately.

Another trouble with the fish proposition is to take care of them properly after they have been secured. Fish should be firm when cooked. After they have been properly dressed they should be kept out of water, and even before they are prepared it is a great mistake to leave them in water. In storing them in the refrigerator, do not allow them to come in contact with the ice, but rather place them in some receptacle which may be placed directly on the ice. Properly they should be wrapped in clean muslin and placed on a shelf in the refrigerator where they will be properly chilled without direct contact with the ice. Their subsequent treatment will be much more easily accomplished and the completed product will show the difference.

Nowadays many institutions "plank" almost any variety of fish. It is a most satisfactory way of preparing them and most palatable. Maple or rock elm boards 1½ inches thick are best for this purpose, but oak will answer when the others are not procurable. Heat your plank, place your fish thereon, skin down, season, add a few pats of butter and your oven, if efficient, will do the rest in fifteen minutes.

If you must fry them, have your pan, with an adequate amount of butter and lard, equally proportioned, sizzling hot, brown them appetizingly, and remove them from the pan to some hot dry re-

ceptacle and I'll wager your guests will do the rest pleasurably.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 7—Stephen Clark has taken the position of office manager for Tunis Johnson. Mr. Clark was State bank examiner for 4½ years, since which time he was associated with a brokerage firm for about two years.

C. Thomas Stores now have fifty retail groceries, located as follows: Grand Rapids, 36; Holland, 2; Ionia, 1; Muskegon, 5; Lowell, 1; Saranac, 1; Lansing, 1; Rockford, 1; Greenville, 1; Muskegon Heights, 1.

H. G. Stanton, who conducted a general store eleven years at Caledonia, but who has been engaged in farming for the past five years, has erected a two-story frame store building at Stanton Corners, three miles West of the city limits, on West Bridge street road, and will engage in general trade. He has platted the farm and sold most of the land in one to ten acre tracts.

Ed Morley, one of the veteran salesmen of the furniture industry, was telling the other day about the difference between things now and what they were a half century ago. At that time he lived in Boston, where most of the furniture made in America was built. Ed tells of the rush bottomed chairs they used to make there and sell for \$4.50 a dozen. His father kept a retail store and one of Ed's jobs was to carry these chairs from the factory to the store, taking them four at a time on his back. "We used to sell a ten-piece bedroom suite for \$35 in those days, too," said Ed, "but who would want to return to those days of 75 cents a day wages and carrying things on your back?"

Joshua H. Colby, aged 74, vice-president of Brown & Sehler Co. until his retirement a year ago, died Monday in Ann Arbor. Mr. Colby was well known to hardware dealers throughout Western Michigan, having been engaged in that business for many years. He was born in Courtland, and after finishing his education, went to Rockford where he conducted a hardware business for three years, later moving to Muskegon Heights, and then to Hart, where he established the Colby-Stittler company. His connection with the Brown & Sehler Co. extends over a period of about twelve years, he becoming vice-president upon the death of Mr. Brown some years ago. He was a member of Fountain Street Baptist church and of the Masonic order. For many years he lived at 115 Madison avenue. Besides the widow, he is survived by one son, Dr. Walter Colby, professor at the University of Michigan. Funeral services will be held in Muskegon, Wednesday afternoon.

Too Many Duty Days.

Flint, July 7—We are told that the President endorses "Golden Rule Sunday."

Without doubt he casts no aspersions on Golden Rule Monday, Tuesday or Wednesday; possibly he might approve of practicing such an observance in January, February and March.

We have so many Sundays now—Mother's Day, Children's Day, Good Roads Sunday—is it necessary to add another to the calendar? Isn't there some influential person who, in the name of common sense, can suggest a more dignified and less hackneyed way of reminding us to do our every-day duty?

Mary E. S. Gold.

C. I. Richards, dealer in general merchandise at Davison, renews his subscription to the Tradesman for the seventh year and says: "The Tradesman is sure a valuable paper. I would not want to keep store without it."

Do Not Look For Extended Rise.

Although raw silk has been notably firm during the past few weeks, largely because of the prices paid for new season silk cocoons, important factors here do not look for the average of prices for silk to go into Fall goods to rise much above present levels. Price resistance to any advance from present quotations is very strong and will grow proportionately greater with any rise. In addition to this, stocks in the local market are credited with being larger

now than in two months past, while new season silk is beginning to come forward in quantities. At the same time, manufacturers have yet to cover much of their needs for August and further ahead, so that there may be brief spurts from time to time. Most of the mills, however, are definitely following the policy of buying on recessions, rather than covering more than a month or five weeks ahead.

The man who does as he pleases seldom pleases.

Citizens' Mutual Automobile Insurance Company

Statement of June 30, 1925

ASSETS:

Dec. 31, 1915	-----	\$ 4,083.34
Dec. 31, 1918	-----	69,424.91
Dec. 31, 1921	-----	137,392.51
Dec. 31, 1924	-----	565,225.96
June 30, 1925	-----	\$686,182.93

LIABILITIES:

Unpaid Claims Reserve	--\$ 95,050.00
Adjusting Reserve	----- 5,000.00
Unearned Prem. Reserve	----- 497,998.32
Accrued Salaries and	
Commissions	----- 17,840.00
	615,888.32

Surplus ----- \$ 70,294.61

During the months of April, May and June, the company wrote and renewed 21,181 policies, the largest volume of business ever written by an automobile insurance company exclusively in the state of Michigan. The company has paid 30,868 claims at a total of \$2,555,161.18 since organization.

If not insured, call on Local Agent or write

The Citizens' Mutual Automobile Insurance Co.
HOWELL, MICHIGAN

RAMONA

"The Home of Good Shows"

Daily Mat. 3 P. M.

Nights 8:30

POPULAR PRICES

KEITH'S NEW YORK
VAUDEVILLE

Now Playing

HERBERT CLIFTON
In "Travesties of the Weaker Sex."

LYDELL & MACEY
In "Old Cronies."

HENRY MARGO & CO.
In "Tints and Tones."

SAM LIEBERT & CO.

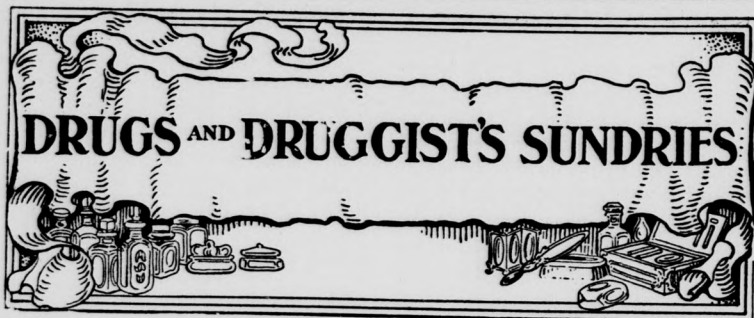
Noted Character Actor in "The End of the World."

MITCHELL BROS.
Singing Banjoists from the South.

Frances, Ross & DuRoss
Three Aces of Variety.

ETHEL MARINE & Co.
A Study in Art.
RAMONAGRAPH

FOR RESERVED SEATS Call Dial 22-496 or Procure
Tickets at Peck's Drug Store or Pantlind Style Shop.



Valid Reasons Why You Should Go To Muskegon.

It is related upon good authority that a pill-roller from another city in Michigan thought his city would make a better convention city for the M. S. P. A. than Muskegon would. Thereupon he stated his claims before several of the officers and the advantage of the two cities were compared. The pill-roller from the other city waxed very eloquent about his town. After considerable time, a Muskegonite asked him if he had a lake in his city the size of Lake Michigan. He admitted that the nearby lake was very small in comparison with Lake Michigan. "Well," said the man from the Sawdust City, "if you were as good a sucker as you are a blower, you would have Lake Michigan by your town too."

Now let us hear how Muskegon has made good.

When the old timer hears that the Michigan State Pharmaceutical Association will hold its forty-third annual convention in Muskegon this fall, he will start to pack his grip right away. For it was in 1912 when the M. S. P. A. held the one convention in Muskegon that was never forgotten. And the one outstanding feature of this convention was the boat ride on Lake Michigan.

Since then the M. S. P. A. has grown to be the best organized trade organization in Michigan. Muskegon has grown from the "Sawdust City" to a manufacturing port that has its place in the sun in commercial circles. The lake boats have increased in size and luxury until they are floating palaces. But old Lake Michigan is just holding its own. We can promise you that the convention will be as warm a convention as the one was thirteen years ago and the boat ride will be repeated and we won't give the old timer the chance to say "Conventions aren't what they used to be."

The convention dates are August 5, 6 and 7, Wednesday, Thursday and Friday. The official hotel is the Occidental. Get your reservations in early, write to E. J. Torbeson, chairman of the Hotel Committee, 117 West Western avenue, Muskegon, about your reservation at once. This date was selected with a great deal of care. The committee wanted you to come to Muskegon when it was at its best. If you want the Missus and children to have a good time this vacation, go to Muskegon in August.

The line-up of speakers this year will be top-notchers from the first rap of the gavel to the farewell. Walter Pitz, of the Research Department of Frederick Stearns & Co., is going to give us a talk on Insulin which will be un-

derstandable to us all. Mr. Pitz will bring along a pen of guinea pigs and will prove all his statements by experiments upon the guinea pigs. Mr. Pitz is well recommended as a very entertaining speaker.

Last year we had a very good paper from our old friend, Henry Mason, on the turnover question. This year we will have with us Dr. H. S. Noel, with the Eli Lilly Co., who will present the other side of the problem. If you heard Mr. Mason last year, you will want to hear Dr. Noel this year. If you missed Mr. Mason, you will want to hear Dr. Noel and profit by his paper anyway. Dr. Noel has been well liked wherever he has presented his paper and has an excellent reputation as a speaker.

Right along on that dollar and cents proposition comes J. L. Buell, of Parke Davis & Co., with his paper, "Making Two Blades of Grass Grow Where One Grew Before." This is another angle to look at the turnover question from. If we can make two sales grow where one grew before, our turnover is doubled. Anyway that is the one ambition that we all have and none of use can afford to miss Mr. Buell.

Senator Karcher, of Rose City, will be one of the luncheon speakers and there are few druggists that have not heard of Senator Karcher. The Senator is a druggist himself and he is the one who introduced the Pharmacy Ownership Bill in the Senate.

The big stag party which always brings the delegates together into one mutual brotherhood will be put on with all the trimmings. The Hyenas will be there and all the cubs will be trained to eat out of the hand of the great Hyena in full view of the audience. The ceremonial will be given with all due solemnity and the candidates are now being gathered from the four corners of Michigan. A feature of the stag party will be the illustrated lecture presented by Dr. R. S. Dixon, of the Detroit Board of Health. Dr. Dixon is going to very kindly bring us right to stern facts on venereal diseases and the stag party will be turned from play to real thought by this paper of Dr. Dixon's. For obvious reasons, the stag party will be the most opportune place to present this illustrated lecture on venereal diseases.

There will be an open session of the Resolutions Committee on the boat. If you have anything you want to present bring it with you. Bring your fighting clothes, but be sure and be there. The debates will be worth hearing. The election of officers will also be made during the boat ride.

If you think that you are so keen about identifying specimens, better come along and try your luck. Bring

the Missus and let her try, too. But better post up before the convention because there are prizes on this.

Be sure and bring the Missus and stay all three days. There will be a luncheon for everyone on the opening day. Then there comes the grand ball. On the second day the ladies are entertained in the morning and given their luncheon by the Walker Candy Corporation. The men have a luncheon together. The big stag and Hyena party comes off that evening, Dutch lunch and all. There is a theater party for the ladies. During the afternoon there is the big boat ride for all. This is only a portion of the entertainment program. There will be a basket full of souvenirs for everybody and your family will never regret they came.

Remember—

This will be the biggest convention the M. S. P. A. has ever held.

The days are Wednesday, Thursday and Friday, August 5, 6 and 7.

The official hotel is the Occidental. To write to E. J. Torbeson, 117 West Western avenue, Muskegon, for hotel reservations. Now.

To stay all three days.

To bring the family.

To be prepared to have the time of your life.

To make this profitable to your business. Louis V. Middleton, Sec'y.

The Pharmacy of Ancient Greece and Rome.

Before entering into the discussion of Greek pharmacy proper it is perhaps not out of place to give some attention to an item of etymological interest to the pharmacist. Perhaps the earliest clear-cut definition of a drug was given by Galen during the second century of the present era. Any remedial drug was termed "Pharmakon," something which, when taken into the living body produces an alteration in its component tissues or organs, whereas foods or nutrient elements were defined as substances which simply cause an increase of the parts.

Galen was in the habit of keeping his simple drugs and combinations of drugs of the more costly kinds, carefully stored in locked wooden boxes in a room which was devoted to this special purpose and which he termed the "Apotheke." Originally, therefore, the "apothecary" was simply the person who had charge of this room in which the drugs and spices were carefully "placed to one side," for safe keeping. At a later period, when the caretaker became also the compounder of drugs, another word of a more comprehensive significance—that of "pharmacist" (whose derivation must by now be obvious) gradually supplanted the term "apothecary."

Concerning the first origins of Greek pharmacy the material is rather scanty and conclusions somewhat doubtful and premature. A number of drugs habitually used by the Greeks, such as an-dropogon, cardamons, and Sesame orientals, are of Indian origin. In fact, there is ample evidence that the Greeks inherited, in common with many other peoples of the Mediterranean, a whole system of magical and non-rational pharmacy from the Orient and even remoter ancestry.

Melampus was considered by the

Greeks the first mortal to have practiced healing. In one case he prescribed rust, probably the earliest use of iron as a drug. Moreover, Herodotus and Pausanias credited Melampus with the discovery of the purgative properties of hellebore root. Pythagoras, the philosopher, introduced oxymel of squills from Egypt to Greece and was a strong believer in the medicinal properties of onions. He also worshipped the medicinal virtues of cabbage and mustard.

His followers, the pythagorians, employed external remedies in divers forms: lotions, ointments, oils, etc.

Internal medicine was in a very rude state as is evidenced by the observations of Homer, that Nestor, when Machaon was wounded at the siege of Troy, ordered him to take Pramnon wine, with cheese, onions and meal, as a curative measure.

Hippocrates, of course, was the foremost physician of the Greeks, and his pharmaceutical remedies are of interest. The drugs that he used were, for the most part, evacuates, and the substances employed ranged in activity from hellebore and spurge to asses' milk. In ordinary cases of constipation he prescribed laxative herbs such as beets, cabbage, but for the more drastic cases he had in reserve such drugs like elaterium, scammony and spurge. When narcotics were indicated he had recourse to mandragora, henbane and poppy-juice.

Some of the Hippocratic drugs have stood an empiric test of many centuries and survive both in popular and scientific use. Hyoscyamus, recommended in quantities (malaria), reappears as hyoscyamine in one of the latest professional lists of anti-malarial remedies, while Cinquefoil (Potentilla reptans) which Hippocrates administered in tertians is still a popular remedy for ague in Europe.

Hippocrates' pharmacopeia was a diversified one. The animal kingdom furnished cantharides, bile and the flesh of animals; the mineral kingdom furnished preparations of copper and various salts. He never employed a direct sudorific. His narcotics were opium, mandragora and henbane; his febrifuge was wormwood and centaury; his emetics were asarum, white hellebore and Anticyre hellebore; his purgatives were: elaterium, scammony, Cnidian berries and colocynth. As to forms of administrations, there were external applications, dry and moist fumigations, gargles, oils and ointments.

The oils were made from infusions of plants, the ointments consisted of oil and wax. For internal medications he employed decoctions and infusions of vegetable plants. He made frequent use of powders, plant-juices, wine mixtures, oil, honey, vinegar, and other liquids both simple and complicated. He also employed solids, extracts, gums, resins, and powders mixed with honey. He dispensed these ingredients in a variety of forms: eye-salves, long masses analogous to suppositories or pessaries, and finally sugar-coated pills to disguise the more disagreeable ingredients.

In the course of time the knowledge of drugs increased, and a series of celebrated preparations came into existence. Thus, diachylon plaster was invented

by Menecrates in 1 A. D., and was used by him precisely for the same purpose that it is used to-day. About 150 years previously a sect called the Essenes was established for the study of curative and poisonous substances. The members were not physicians, and one of the most prominent was King Mithridates, who invented mithridatium, certainly one of the most celebrated pharmaceutical preparations that the world has ever known. This preparation consisted of a collection of twenty leaves of rue, a few grains of salt, two walnuts, and two figs, intended to be taken every morning and followed by a draught of wine.

During the excavations carried on at the site of Pompeii, there were discovered three houses which bore every appearance of having been occupied by apothecaries. Among the objects found in these places were: A bronze box equipped with apparatus required for mixing ointments; a few surgical instruments; several glass receptacles which had evidently at some time contained fluid or semifluid pharmaceutical preparations. There were many such drug shops scattered throughout Rome in early times, and pharmacy, particularly towards the end of the Empire and onward, was a flourishing profession in Rome. The general descriptive term applied to druggists was Pharmacopole. The pharmacopole were essentially herbists, who in turn were furnished with medicinal plants by the rhizotome. The pharmacopole sold their wares in special public booths or hawked them about in the city and the country. Besides drugs their shops contained objects of all sorts: amulets, prophylactic rings as a charm against poisonous bites, lenses to light fires, and other sundries as unrelated to pharmacy as the modern drug store carries to-day. As was said before, the pharmacopole were clients of the rhizotome,

whose sole object was to gather medicinal plants. The rhizotome were generally a deplorably ignorant lot and were given to the most venerable superstitions, and they gathered their material in accordance with certain magical formulae.

It was towards the end of the Empire that pharmacy acquired any semblance to an independent art in Rome. The traditions of Alexandrian Greece were carried over with some degree of faithfulness. The industry of the pharmacopoles, or myropoles, as they were sometimes called, became separated from those influences which had formerly caused the profession to be held in such disrepute. There was even some sort of specialization among the pharmacopoles, for some became known as unguentarii, others as seplasiarii, thurarii, aromataarii, pigmentarii, and myrobrecharii.

The routine in a drug store on ancient Rome was somewhat after the fashion as in one of to-day. The medicines of regular practitioners were sold with the label which specified the name of the drug and of its inventor, the ingredients, the disease it was to be used for and the method of taking it. The regular physicians bought medicines already compounded by the druggists, and the latter, as is oftentimes the case to-day, did quite a lot of prescribing on his own account.

Cosmetics in those days was as profitable a business as to-day. Various oils for sleeking back the hair, pomades, perfumes, hair-dyes, eye-brow dyes (!) soaps, dentrifices, and various powders and face creams were sold. Depilatories were much in vogue, and were usually made from arsenic and unslaked lime, but also from the roots and juices of plants. They were first used only by women, but in later

Continued on page 31)

1925 Holiday Line

SAULT STE. MARIE

July 10 to July 26

(Inclusive)

It is our privilege to make our usual yearly announcement to the trade that our line of HOLIDAY GOODS, and STAPLE SUNDRIES, will be on display in the SOO from JULY 10TH TO 26 INCLUSIVE. Our MR. HOSKINS will again have charge of the line (the very best we have ever shown) and will have his headquarters at the PARK HOTEL. We trust that the trade will get in touch with MR. HOSKINS by wire or telephone so that he may make his appointments to the best advantage of all.

HAZELTINE & PERKINS DRUG CO.
GRAND RAPIDS MICHIGAN MANISTEE

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow.		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	8 00@3 25	Colchicum	01 80
Boric (Xtal)	15 @ 25	Lemon	2 00@2 25	Cubebs	01 80
Carbolic	29 @ 40	Linseed, bld, bbl.	01 10	Digitalis	01 80
Citric	58 @ 70	Linseed, bld less 1	17@1 30	Gentian	01 35
Muriatic	3 1/4 @ 8	Linseed, raw, bbl.	01 07	Ginger, D. S.	01 80
Nitric	9 @ 15	Linseed, ra. less 1	14@1 27	Gualac	02 20
Oxalic	15 @ 25	Mustard, artifi. oz.	01 50	Gualac, Ammon.	02 00
Sulphuric	3 1/4 @ 8	Neatsfoot	1 35@1 50	Iodine	01 95
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	01 50
Ammonia		Olive, Malaga, yellow	2 75@3 00	Iron, Clo.	01 35
Water, 26 deg.	10 @ 13	Olive, Malaga, green	2 75@3 00	Kino	01 40
Water, 18 deg.	09 @ 14	Orange, Sweet	4 50@4 75	Myrrh	02 50
Water, 14 deg.	6 1/4 @ 12	Origanum, pure	02 50	Nux Vomica	01 55
Carbonate	20 @ 25	Origanum, com'l	1 00@1 20	Opium	03 50
Chloride (Gran.)	1 1/4 @ 20	Pennyroyal	3 00@3 25	Opium, Camp.	01 35
Balsams		Peppermint	18 00@18 25	Opium, Deodora'd	03 50
Copaiba	90@1 20	Rose, pure	13 50@14 00	Rhubarb	01 70
Flr (Canada)	2 55@3 50	Rosemary Flows	1 25@1 50	Paints.	
Flr (Oregon)	65@1 00	Sandalwood, E.	10 00@10 25	Lead, red dry	15 1/4@15 1/4
Peru	3 00@3 25	Sassafras, true	2 50@3 75	Lead, white dry	15 1/4@15 1/4
Tolu	3 00@3 25	Sassafras, arti'l	90@1 20	Lead, white oil	15 1/4@15 1/4
Barks		Spearment	7 00@7 25	Ochre, yellow bbl.	01 00
Cassia (ordinary)	25 @ 30	Sperm	1 50@1 75	Ochre, yellow less 2 1/2 @	01 00
Cassia (Salgon)	50 @ 60	Tansy	5 00@5 25	Red Venet'n Am.	3 1/4 @
Sassafras (py. 50c)	01 55	Tar, USP	50 @ 65	Red Venet'n Eng.	4 @
Soap Cut (powd.)	30c	Turpentine, bbl.	01 98 3/4	Putty	5 @
30c	18 @ 25	Turpentine, less 1	06 @ 19	Whiting, bbl.	01 4 1/4
Berries		Wintergreen, leaf	6 00@6 25	Whiting	5 1/2 @ 10
Cubeb	01 25	Wintergreen, sweet	3 00@3 25	L. H. P. Prep.	2 80@3 00
Juniper	09 @ 30	Wintergreen, art.	80 @ 120	Rogers Prep.	2 80@3 00
Prickly Ash	01 30	Wormseed	6 00@6 25	Miscellaneous	
Extracts		Wormwood	8 50@8 75	Acetanolid	47 @ 55
Licorice	60 @ 65	Potassium		Alum	08 @ 12
Licorice powd.	01 00	Bicarbonate	35 @ 40	Alum, powd. and	09 @ 15
Flowers		Bichromate	15 @ 25	Bismuth, Sublimate	3 54@3 59
Arnica	25 @ 30	Bromide	69 @ 85	Borax xtal or	07 @ 13
Chamomile (Ger.)	20 @ 25	Bromide	54 @ 71	powdered	07 @ 13
Chamomile Rom.	50 @ 50	Chlorate, gran'd	23 @ 30	Cantharades, po.	1 75@2 25
Gums		Chlorate, powd.	23 @ 30	Calomel	1 93@2 09
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Capsicum, pow'd	48 @ 55
Acacia, 2nd	45 @ 50	Cyanide	30 @ 30	Carmin	6 00@6 60
Acacia, Sorts	20 @ 25	Iodide	4 30@4 49	Casia Buds	20 @ 25
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 16
Aloes (Cape Pow.)	25 @ 35	Prussiate, red	01 00	Chloroform	51 @ 60
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Chloral Hydrate	1 35@1 85
Asafoetida	65 @ 75	Roots		Cocaine	12 00@12 80
Pow.	75 @ 1 00	Alka.net	25 @ 30	Cocoa Butter	50 @ 75
Camphor	1 05 @ 1 10	Blood, powdered	35 @ 40	Corks, list, less	40 @ 50 1/2
Gualac	01 70	Calamus	35 @ 60	Copperas	2 1/2 @ 10
Gualac, pow'd	01 75	Elecampane, pwd	25 @ 30	Copperas, Fowd.	4 @ 10
Kino	01 10	Gentian, powd.	20 @ 30	Corrosive Sublim	1 58@1 74
Kino, powdered	01 20	Ginger, African, powdered	30 @ 35	Cream Tartar	31 @ 38
Myrrh	01 60	Ginger, Jamaica	60 @ 65	Cuttle bone	40 @ 50
Myrrh, powdered	01 65	Ginger, Jamaica, powdered	55 @ 60	Dextrine	6 @ 15
Opium, powd.	19 65@19 92	Goldenseal, pow.	07 @ 50	Dover's Powder	3 50@4 00
Opium, gran.	19 65@19 92	Ipecac, powd.	3 75@4 00	Emery, All Nos.	10 @ 15
Shellac	90 @ 1 00	Licorice	35 @ 40	Emery, Powdered	8 @ 10
Shellac Bleached	1 00 @ 1 10	Licorice, powd.	20 @ 30	Epsom Salts, bbls.	01 00
Tragacanth, pow.	1 75 @ 2 25	Orris, powdered	30 @ 40	Epsom Salts, less 3 1/4 @	10
Tragacanth	1 75 @ 2 25	Poke, powdered	35 @ 40	Ergot, powdered	01 00
Turpentine	01 25	Rhubarb, powd.	1 00 @ 1 10	Flake, White	15 @ 20
Insecticides		Rosinwood, powd.	01 40	Formaldehyde, lb.	13 @ 30
Arsenic	15 @ 25	Sarsaparilla, Hond.	01 00	Gelatin	90 @ 1 05
Blue Vitriol, bbl.	07 @ 15	ground	01 25	Glassware, less 55 %	
Blue Vitriol, less	08 @ 15	Sarsaparilla Mexican, ground	01 25	Glassware, full case 60 %	
Bordea. Mix Dry 12 1/2 %	35 @ 35	Squills	35 @ 40	Glauber Salts, bbl.	02 1/2 @
Hellebore, White	20 @ 30	Squills, powdered	60 @ 70	Glauber Salts less 04 @	10
powdered	20 @ 30	Tumeric, powd.	17 @ 25	Glue, Brown	21 @ 30
Insect Powder	50 @ 70	Valerian, powd.	01 75	Glue, Brown Grd	15 @ 20
Lead Arsenate Po.	17 @ 30	Seeds		Glue, white	27 1/2 @ 35
Lime and Sulphur	30 @ 35	Anise	01 35	Glue, white grd.	25 @ 35
Dry	30 @ 35	Anise, powdered	35 @ 40	Glycerine	25 @ 45
Paris Green	22 @ 35	Bird, ls	13 @ 17	Hops	65 @ 75
Leaves		Canary	13 @ 20	Iodine	6 45@6 90
Buchu	1 25 @ 1 30	Caraway, Po.	25 @ 30	Iodoform	7 35@7 65
Buchu, powdered	01 30	Cardamon	04 @ 00	Lead Acetate	20 @ 30
Sage, Bulk	25 @ 30	Coriander pow.	30 @ 25	Mace	01 45
Sage, 1/4 loose	01 40	Dill	12 1/2 @ 20	Mace, powdered	01 50
Sage, powdered	01 35	Fennell	25 @ 40	Menthol	15 50@16 00
Senna, Alex.	50 @ 75	Flax	09 @ 15	Morphine	11 18@11 93
Senna, Tinn.	30 @ 35	Flax, ground	15 @ 25	Nux Vomica	01 30
Senna, Tinn. pow.	25 @ 35	Foenugreek pow.	15 @ 25	Nux Vomica, pow.	17 @ 25
Uva Ursi	20 @ 25	Hemp	08 @ 15	Pepper black pow.	32 @ 35
Oils		Lobelia, powd.	01 25	Pepper, White	40 @ 45
Almonds, Bitter, true	7 50 @ 7 75	Mustard, yellow	15 @ 25	Pitch, Burgundry	10 @ 15
Almonds, Bitter, artificial	4 00 @ 4 25	Mustard, black	20 @ 25	Quassia	12 @ 15
Almonds, Sweet, true	1 40 @ 1 60	Poppy	22 @ 25	Quinine	12 @ 13
Almonds, Sweet, imitation	75 @ 1 00	Quince	1 50 @ 1 75	Rochelle Salts	30 @ 35
Amber, crude	1 50 @ 1 75	Rape	15 @ 20	Saccharine	01 30
Amber, rectified	1 75 @ 2 00	Sabadilla	25 @ 35	Salt Peter	11 @ 22
Anise	1 00 @ 1 25	Sunflower	11 1/4 @ 15	Selditz Mixture	30 @ 40
Bergamont	5 75 @ 6 00	Worm, American	30 @ 40	Soap, green	15 @ 30
Cajeput	1 50 @ 1 75	Worm, Levant	4 25 @ 4 50	Soap, mott cast.	22 1/2 @ 25
Cassia	4 25 @ 4 50	Tinctures		Soap, white castile	01 15 50
Castor	1 90 @ 2 15	Aconite	01 80	less, per bar	01 45
Cedar Leaf	1 75 @ 2 00	Aloes	01 45	Soda Ash	3 @ 10
Citronella	1 50 @ 1 75	Arnica	01 10	Soda Bicarbonate	3 1/4 @ 10
Cloves	3 00 @ 3 25	Asafoetida	02 @ 40	Soda, Sal	02 1/2 @ 03
Cocoonut	25 @ 35	Belladonna	02 @ 10	Spirits Camphor	01 35
Cod Liver	1 85 @ 2 10	Benzoin	02 @ 10	Sulphur, roll	3 1/2 @ 10
Croton	2 00 @ 2 25	Benzoin Comp'd	02 @ 10	Sulphur, Subl.	04 @ 10
Cotton Seed	1 40 @ 1 60	Buchu	02 @ 10	Tamarinds	20 @ 25
Cubebs	7 00 @ 7 25	Cantharadles	02 @ 10	Tartar Emetic	70 @ 75
Elderion	6 00 @ 6 25	Capsicum	02 @ 10	Turpentine, Ven.	50 @ 75
Eucalyptus	1 25 @ 1 50	Catechu	01 75	Vanilla Ex. pure	1 75 @ 2 35
Hemlock, pure	1 75 @ 2 00			Vanilla Ex. pure 2	50 @ 3 00
Juniper Berries	3 25 @ 3 50			Zinc Sulphate	06 @ 15
Juniper Wood	1 50 @ 1 75				
Lard, extra	1 50 @ 1 75				
Lard, No. 1	1 35 @ 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

Flavoring Extracts
Pork
Canned Peas

DECLINED

Karo Syrup
Matches
Sugar

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, 6 oz. doz. ----- 95
Royal, 12 oz. doz. ----- 2 70
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 ----- 2 70
Sliced beef, large ----- 4 50
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 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 dz. 85
3 dz. 15c, dz. 1 25

BREAKFAST FOODS

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 Brst Biscuit ----- 1 90
Ralston Branzen ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

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

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
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, 3 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

Shove

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

Shoe

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

BUTTER COLOR

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

CANDLES

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

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 ----- 8 00
Blackberries, No. 10 10 00
Blueberries, No. 2 2 00
Blueberries, No. 10 ----- 12 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 3 75
Cherries, No. 10 ----- 11 00
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 25
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 3 00
Peaches, 2 1/2 Cal. 3 25
Peaches, 10, Mich. ----- 7 75
Pineapple, 1, sl. 1 80
Pineapple, 2, sl. 2 80
Pineapple, 2 br. sl. 2 65
Pineapple, 2 1/2, sl. 3 35
Pineapple, 2, cru. 2 50
Pineapple, 10 cru. ----- 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 00
Plums, No. 2 ----- 2 00
Plums, No. 2 1/2 ----- 2 75
Raspberries, No. 2, blk 3 25
Raspberries, Red, No. 10 12 00
Raspberries, Black,
No. 10 ----- 11 50
Rhubarb, No. 10 ----- 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 90
Lobster, No. 34, Star ----- 2 70
Shrimp, 1, wet 2 10
Sardines, 1/4 Oil, ky. 5 75
Sardines, 1/4 Oil, k'less 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska, 3 10
Salmon, Med. Alaska, 2 75
Salmon, Pink Alaska, 1 75
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, 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 85

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 ----- 25
Beefsteak & Onions, 2 75
Chili Con Ca., 1s 1 35
Deviled Ham, 1/2s ----- 2 20
Deviled Ham, 1/4s ----- 3 50
Hamburg Steak ----- 3 50
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, 1/4 Qua. 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 35
Vienna Sausage, Qua. 95
Veal Loaf, Medium ----- 2 30

Baked Beans

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. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 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. stan 1 65
Corn, No. 2, Fan. 1 30
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 42
Mushrooms, Choice ----- 53
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 60
Peas, No. 2, Sift. ----- 1 50
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 50
Pimientos, 1/4, each ----- 12 1/2
Pimientos, 1/2, each ----- 37
Sw't Potatoes, No. 2 1 60
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 40
Tomatoes, No. 3 2 00
Tomatoes, No. 2, glass 2 50
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 70
Lilly Valley, 14 oz. ----- 2 60
Lilly Valley, 1/4 pint 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 95
Sniders, 16 oz. ----- 2 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 50
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
Wisconsin New ----- 26 1/2
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 ----- 70
Beechnut ----- 65
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

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

COCOA.

Bunte, 1/2s ----- 43
Bunte, 1/4s ----- 25
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 25
Hersheys, 1/2s ----- 33
Hersheys, 1/4s ----- 38
Huyler ----- 36
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 40
Lowney, 5 lb. cans ----- 31
Runkles, 1/2s ----- 32
Runkles, 1/4s ----- 36
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT.

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

CIGARS

Worden Grocer Co. Brands
Canadian Club ----- 37 50
Master Piece, 50 Tin. 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
Tom Moore Cabinet 95 00
Tom M. Invincible 115 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 30
Starlight P-Club ----- 135 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana
Specials, 20, per M 75 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges.

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

Hard Goods.

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

Cough Drops

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

Package Goods

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

Specialties.

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

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples
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 ----- 32
Evaporated, Slabs ----- 24

Citron

10 lb. box ----- 45

Currents

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

Dates

Hollowi ----- 09

Peaches

Evap., Choice, un. ----- 16
Evap., Ex. Fancy, P. P. 20

Pearl

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

Raisins.

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

California Prunes

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

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07
Cal. Limas ----- 15
Brown, Swedish ----- 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 ----- 10
Armours, 2 doz., 8 oz. 1 80
Foulds 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 2 00

Pearl Barley

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

Peas

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

Sago

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 9 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



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.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	23 1/2
Delicia, 2 lb.	23

Van Westenbrugge Brands
Carload Distributor



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

MATCHES	
Swan, 144	5 00
Diamond, 144 box	6 60
Searchlight, 144 box	6 60
Red Stick, 720 lb. bxs	4 75
Red Diamond, 144 bx	6 00

SAFETY MATCHES	
Quaker, 5 gro. case	4 50

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

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

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

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

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 5c extra	
Molasses in Cans	

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.	
Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25

Peanuts, Virginia Raw	12 1/2
Peanuts, Vir. roasted	15
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16 1/2
Pecans, 3 star	23
Pecans, Jumbo	20
Walnuts, California	28

Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	72
Peanuts, Spanish,	13
125 lb. bags	32
Filberts	32
Pecans	1 20
Walnuts	53

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

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

PARIS GREEN	
1/2 S	31
1 S	29
2 S and 5 S	27



PEANUT BUTTER.	
8 oz., 2 doz. in case	24
1 lb. pails	25
2 lb. pails	25
5 lb. pails 6 in crate	14
15 lb. pails	25
25 lb. pails	25
50 lb. tins	25

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

Polarine	
Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 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	
Medium Sour	24 50
Barrel, 1,200 count	13 00
Half bbls., 600 count	10 00
0 gallon kegs	10 00

Sweet Small	50 00
30 gallon, 3000	10 00
5 gallon, 500	10 00

Dill Pickles.	
600 Size, 15 gal.	13 00

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

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

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	

Top Steers & Heif.	@ 19
Good Steers & H'f	16 1/2
Med. Steers & H'f	13 1/2 @ 15
com. Steers & H'f	10 @ 12 1/2

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

Veal.	
Top	16 1/2
Good	15
Medium	14

Lamb.	
Spring Lamb	32
Good	29
Medium	27
Poor	20

Mutton.	
Good	14
Medium	10
Poor	8

Pork.	
Light hogs	17
Medium hogs	19
Heavy hogs	17
Loins	29
Butts	25
Shoulders	20
Spareribs	14
Neck bones	66

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 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	14
Compound, tubs	14 1/2

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

Smoked Meats	
Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	30
Ham, dried beef	
sets	@ 34
California Hams	@ 19
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	45 @ 47
Mixed Hams	14 @ 17
Bacon	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	
1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
3/4 bbls.	5 30
1 bbl.	15 00

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

RICE	
Fancy Blue Rose	7 1/2 @ 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, Ill'num	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	3 60
Sacks, 90 lb. Cotton	3 70

SALERATUS	
Arm and Hammer	3 75

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

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

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

K K K K, Norway	
8 lb. pails	1 40
Cut Lunch	9 7
Boned, 10 lb. boxes	20

Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING	
2 in 1, Paste, doz.	1 85
z. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 25
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 4c
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 24
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. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 20
Plain, 50 lb. bbls.	45
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	
sk.	85
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100 lb. sack	80

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

Status of the Hinor Furniture Co. Estate.

Niles, July 7—The receivership estate has been liquidated, with the exception of the outstanding accounts receivable. These accounts total approximately \$1,200, face value, and some of them are being paid with fair regularity. It is the desire of the receiver to sell these accounts for the best price obtainable, and the estate cannot be closed until these accounts are disposed of. This notice is being sent with the idea that if any creditor wishes to bid for these accounts, bids will be received during the next ten days. If no bids are received, and no sale is made during that time, application will be made to the circuit court for sale of these accounts at public auction for the best price obtainable.

The following is a complete list of all creditors who have filed proof of claim, giving in each instance the name, post office address, and amount claimed:

Ajax Linoleum Products Co., Oak Harbor, Ohio	\$ 3.96
Art Specialty Co., Chicago	25.00
Belknap Hardware & Mfg. Co., Louisville	123.10
Free Sewing Machine Co., Rockford	219.60
Co-Operative Furniture Co., Rockford	124.00
Crescent Furniture Co., Evansville	16.00
Campbell Paper Box Co., So. Bend	10.00
Chika Mills, Louisville	23.50
Dunbar Furniture Mfg. Co., Niles	122.50
Excel Phonograph Mfg. Co.,	107.50
C. E. Erickson Co., Inc., Des Moines	31.75
Faultless Caster Co., Evansville	25.66
Fuller Warren Co., Milwaukee	31.37
Englander Spring Bed Co., Chicago	100.00
G. L. Chair Co., Grand Ledge	16.00
Home Stove & Fdy. Co., Chicago	83.50
Innis, Pearce & Co., Rushville, Ind.	109.25
Kant Fall Curtain Rod Co., Sturgis	22.95
L. R. K'ose Electric Co., Kalamazoo	30.75
Lewis Bros. Co.,	5.00
Lloyd Mfg. Co., Menominee	33.50
S. Siegel, New York	39.10
Edward J. Morrissey, New York	12.71
Malleable Iron Range Co., Beaver Dam, Wis.	122.74
Hugh H. McCleery, Washington, Iowa	30.92
National Office Supply, Zion City	38.19
National Chair Co., St. Louis	24.00
Nat. Furn. Co., Jamestown, N.Y.	230.35
Niles Chamber of Commerce, Niles	25.00
Nat. Mattress Co., Grand Rapids	100.00
Daily Star, Niles	35.90
Royal Metal Mfg. Co., Chicago	42.60
F. A. Rauch & Co., Chicago	21.00
Re-Nu Products Co., Chicago	30.90
Rockford Standard F Co., Rockford	190.00
Redmon Fibro-Reed F. Co., Peru	99.20
Russell & Russell, South Bend	29.00
Robertson Bros. Co., South Bend	57.41
Willard B. Shuptrine, Detroit	188.75
Statesville Furn. Co., Statesville, N. C.	331.25
Sidway Mercantile Co., Elkhart	34.42
Tradesman Co., Grand Rapids	31.66
Telephone Directory Co., Detroit	14.00
General Cabinet Co., Battle Creek	34.00
Thomas Mfg. Co., Dayton	129.60
Universal Furn. Service, Chicago	114.00
Warsaw Basket Co., Warsaw, Ind.	16.63
Winnebago Furn. Mfg. Co., Fond Du Lac	52.00
Continental Eec. Co., Chicago	17.62
Klimeck & Schiller, Chicago	273.55
Anderson Mattress Co., Anderson, Ind.	39.00

The following creditors have filed no proof of claim, as required by law, and will be disregarded in the payment of the dividends, unless proof is received within twenty days from the date of this notice.

City of Niles	\$ 34.00
Gilbert Lewis Co., Waukesha	8.29
Luesky, White & Coolidge, Chicago	26.00
News-Times Printing Co., So. Bend	3.96
Brennan Truck Co., Detroit	8.33
Pioneer Table Mat Co., Cleveland	5.00
Service Basket Cart Co., Grand Rapids	12.00
Engraving & Electrotyping Co., South Bend	13.81
Woodtex Co., Inc., New York	49.00
Gustavak Furn. Co., Battle Creek	34.90
General Cabinet Co., Battle Creek	34.00
Chas. W. Hall & Co., Valparaiso	25.00
Mott Mfg. Co., Adrian	20.26
Markle Mfg. Co., Markle, Ind.	55.50
Premier Bed Co., Mishawaka	24.15
S. B. Paste Co., South Bend	1.40
Thomas Mattress Co., Dayton	129.60

After the expiration of twenty days from the date of this notice I shall file all proofs of claim with the clerk of the above court, but will accept proofs of claim during said twenty day period, after which I will proceed to distribute the same as soon as practicably without reference to claim not proved, when dividends are paid.

Notice is further given that I have filed my petition with the above court, praying for the allowance to me for compensation, and expenses in the

amount of \$1,220, and that said petition will be heard as soon as practicable, but not until the expiration of ten days from the date of this notice, during which time any persons interested shall have the right to object to the allowance of said compensation, in the absence of which said court will proceed to hear, and allow said petition, and will allow no more compensation than is deemed reasonable and just under all the circumstances.

Notice is further given that the disputed claims of Floyd A. Hines and wife resulted in a payment to them of \$225 in full settlement of their claim aggregating \$1,738.39.

Charles Bernstein, Receiver.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 7—The Fourth of July was celebrated here in a co-operative manner. The American Legion had the largest attraction at Harmonic Beach, with all the trimmings—games of skill, refreshments, music and the drawing of a large automobile, which was carried away by one of our Canadian visitors. The same happened last year. Lucky Canadians! The Shallows also had big doings, as well as Dafter, Pickford, DeTour and Barbeau. Most everybody was celebrating somewhere, but a good time was had by all.

D. S. Stites, the well-known merchant at Engadine, is having a closing out sale of his mercantile stock and is going out of business at Engadine. What goods they have left after the sale will be removed to Mr. Stites store at Gould City, where he is also carrying on a general store.

Here is a tip to the traveling salesmen making Rudyard and DeTour: All of the stores are closed on Wednesday afternoon. This has caused much disappointment to the salesmen making these places, having to pass on or wait over until the next day. Some of the cocky salesmen making DeTour last year knew about where the merchants were spending the spare time, looked them up and got away as usual, but the merchants got wise and now speed away in their autos for the afternoon.

These days are so long it seems as if pay day never will come.

Our tourist business is coming along fine now. Somewhat over 1200 have visited the camp site here, approximately fifteen cars coming each day. This is only a start. Looks now as if we will not be disappointed in our expectations in this year being a record breaker. The merchants around the camp site, as well as the city stores, are noticing the extra business brought here by the tourists. The Canadian Soo is also telling the visitors about the nice places and good roads leading out from the Canadian side. Notable among these is the Island Lake road, which is extended from Glendale to Searchmont; the new Gros Cap road, which is being built this year, will be a route of great scenic beauty and should prove popular with motorists. They are not saying much about the 4.4, which speaks for itself in many cases.

The branch postoffice which has been located at the Leader for the past few years has been moved to the A. H. Eddy store, which is a more central location and a greater convenience to the public.

The McKee furniture store is moving its stock off the property which was purchased by the city for the widening of Douglas street. The old building will be used for a warehouse and a new building will be erected in front, which will be re-opened with a line of general furniture and home furnishings.

About fifty men were laid off this week by the Cadillac Lumber Co., which has closed down for repairs. This is not the best news for our Al-

Hewing to the line with the Retail Grocer

The Declaration of Principles, adopted by the National Association of Retail Grocers at their 1924 convention, included this paragraph:

"We believe that most wholesalers' and manufacturers' representatives come to our stores with a proposition or objective that has mutual advantages. They come at an expense which is part of the cost of distribution.

"Therefore, we believe all representatives calling at retail stores should be waited upon with promptness, courtesy and consideration, unless by their acts they do not merit this kind of treatment."

We believe every salesman of Fels-Naptha Soap so conducts himself as to deserve prompt, courteous consideration. We're sure they do if our instructions are obeyed. If any do not—or if any grocer fails to find Fels-Naptha a "proposition of mutual advantage"—we want to know it at once.



Fels and Company — Philadelphia
"The Golden Bar sold on the Golden Rule"

JUST GOOD CANDY
Pure and Wholesome

THAT'S

Putnam's

PUTNAM FACTORY

Grand Rapids, Mich.

Wholesome



THE FACT that Rumford's is wholesome and a perfect leavener, too, makes every one, to whom you recommend it, a satisfied customer. And you will surely be pleased with the big profits in it for you.

RUMFORD CHEMICAL WORKS, Providence, R. I.

Rumford
THE WHOLESOME
BAKING POWDER

gonquin merchants who are affected by the layoff.

The sawmill of Clark Ladd, at Bay Mills, was totally destroyed by fire last week, which is a sad blow to Bay Mills, as it was almost the last straw. It now has only the fish business left for maintenance. There was very little insurance on the mill and the chances are not very bright for the rebuilding of the mill.

They tell of an old Scotchman who was so stingy he ate bananas to keep from wearing out the gold in his teeth.

William G. Tapert.

Beware of George Graham Rice.

One would think that a man who spent some years as a boy in the New York State Reformatory for stealing from his father, who later was sent to State Prison for a longer term for forging his father's name, and who three times since has been arrested by Federal authorities charged with using the mails to defraud, would see little prospect for himself in the field of finance. But Jacob S. Hertzog, alias Joseph Hart, alias George Graham Rice, knows from past experience how short the memory of the public is and has unlimited confidence in his ability to lure credulous people with the same get-rich-quick bait that he has used to part them from their savings in the past. He is starting again his promotion operations in New York.

The course now being followed by this resourceful promoter is very similar to that adopted by him after his release from Blackwell's Island following his conviction in the B. H. Schefels & Company bucket shop case in 1912. Then he bought the New York Mining Age and ran it long enough to gather about him a new following. At the time of his most recent arrest, in 1918, he had changed the name of this paper to George Graham Rice's Industrial and Mining Age and was using it to promote the sale of worthless oil stocks in competition with public offerings of Liberty Loan bonds. He was at that time convicted for stealing Liberty Bonds from clients. Post Office Inspector Honvery, who helped the New York County District Attorney's office work up the case, was largely responsible for his conviction. Rice appealed the case and went West to engage in further get-rich-quick promotion operations. After long delays, and following the death of Inspector Honvery, the conviction of the lower court was set aside.

So Rice now has an acquittal to his credit and he comes out boldly as editor of a new weekly, the Wall Street Iconoclast, dedicated to "The Truth, No Matter Whom it Helps or Hurts." This paper has as a regular feature several columns entitled "Guiding the Stock Buyer," three or four pages of "Answers to Investors' Letters," and special articles such as "The Lure and Snare of Stock Gambling on Margin," all signed by George Graham Rice himself. On the editorial page is to be found this frank and interesting statement regarding this bold notorious promoter's latest publication:

It frequently bases its judgment, opinions, recommendations, and market prophecies on stocks, as also its appraisal of the value of stocks, on the "positions" in stocks and markets which are actually held by the owners or editor of the Iconoclast. The strength of the Iconoclast's opinion on

any stock or stocks is thus often based on its financial interest in such stock or stocks. The Iconoclast is different from other financial publications. It has its own precepts, its own policies, grinds its own axe, and is unafraid.

It would seem that such a frank statement of Rice's intention, taken together with his past record, would be sufficient warning to keep people from placing their money in his way. In the articles on "Pirates of Promotion" which appeared in this magazine eight years ago it was shown that Rice in his Goldfield, Reno, and New York promotion days, up to that time had foisted on the public twenty-two companies with a total capitalization of \$55,000,000, not one of which had ever had any prospect of success.—Financial World.

Throughout Europe there are still lines on the landscapes of many countries that show where the Romans built their good roads to enable them to keep in subjection the savage peoples they conquered. These good roads of the Romans did more for civilization than the Romans ever dreamed they would do for the world. Over these roads flowed the highest civilization the world then knew. When the roads fell into decay, the laws the Romans carried with them endured and became the basis for governing the most advanced countries for 2000 years. The automobile—like an industrial missionary—forced its way into all corners of backward lands. Good roads became a necessity and have resulted in bringing men of all creeds and races into closer contact, developing a better understanding, to erance and friends. The old Romans were not imbued with any idea of civilizing the savage races. They sought material profit. The American sellers of automobiles were actuated by the same motive. But both the Roman army and the American automobile salesmen became civilizing forces without appreciating what they were really doing.

The annual summing up of college gifts and endowments which occurs at each commencement season shows an estimated total for 1925 not far short of \$100,000,000. Last year's estimate at this time was around \$75,000,000. Pennsylvania, Yale and Harvard have each acquired something over \$5,000,000 this year from fund drives, and much felicitation is appearing in the educational journals over the growing tendency to long-term university financing through voluntary gifts. Here and there also a good deal of grumbling is heard about the lengthened reach of the educational hand as it goes on extending itself more and more beseechingly toward the moneyed purse. Meanwhile it rarely occurs to the grumblers that Congress appropriates each year for war a sum about equal to all the hoards accumulated for higher education since America was discovered. The 200 colleges and universities of the country have about \$800,000,000 of endowments. The annual appropriation for war is about \$700,000,000 for army and navy.

Monuments are not raised to men who never had to overcome difficulties.

The Pharmacy of Ancient Greece and Rome.

(Continued from page 27)

times were much affected by effeminate men.

Rome in all its glory was not free from divers fantastic remedies that so characterized the pharmacopoeias of the ancient nations of the Orient. Thus hoarhound and stale axle-grease was claimed to cure the bite of a dog. The juice of a mallow taken daily was said to prevent all diseases. Nettle leaves beaten with bears grease was used for a cure of gout. Galen recommended honey as a remedy par excellence to rehair the scalp.

Although some of the pharmaceutical remedies and procedures of ancient Greece and Rome were at variance with accepted and receptacle technique the contributions of these nations of antiquity to pharmacy were lasting and of real importance.

Edward Podolsky.

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—Park Hotel, furnished; 120 feet front on state road, facing St. Clair river. Apply M. E. Dickinson, Algonac, Mich. 975

FOR SALE—High grade grocery and meat market on one of the main thoroughfares in Grand Rapids. Twenty years at this stand. High class customers. Good stock, fixtures and equipment. Call Citiz. 65-166 for details. 976

WANTED — Registered ASSISTANT PHARMACIST. Good position. Edw. L. Marcoux, 313 Jackson Ave., Muskegon, Mich. 966

FOR SALE—Registered full-blooded GERMAN POLICE DOGS, six weeks to two months old. Card brings price. Henry Foley, Mt. Pleasant, Michigan, R. No. 5. 974

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

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

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

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, 1256 Burlingame Ave., Detroit, Mich. 566

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Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

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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.

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THE MEMORIAL DAY OF THE WEST.

All through the greater part of this old world of joy and woe
Since first the light was turned upon the world we mortals know,
A Sabbath day has been to man, as legends will attest,
Held sacred as the day when God Himself had need of rest.

But down the ages came a time when this new world was found,
And as the "West" it soon was made the old world's stamping ground.
But at Plymouth Rock and Jamestown came those who in their own way
Were to play the greater part in this new world of destiny.

And as the years sped on the thought of Freedom grew apace,
Its clearer vision than before found in the "West" a place.
But the mother country needed funds and levied taxes sore
Which the Puritans—though forced to war—said they would pay no more.

And when the three ship loads of tea were brewed in Boston Bay
It rang the Independence note that the old Flag means to-day.
The price of Liberty was dear, but it was fully paid
By eight long years of dreadful war ere peace, by force, was made.

And then in eighteen hundred twelve our shipping was assailed,
The British lion though that might o'er waters might prevail.
But the fight on inland waters and out on the briny sea
Proved out the valor of the sons of Western Liberty.

And then the war with Mexico meant victory once more
And peace 'till eighteen sixty-one was ours from shore to shore.
And then the war with brothers came,—which some of you may know
Was many times more wicked than mere words can ever show.

And then in ninety-eight came that brief war with Spain and known
As giving to its colonies so much, by right, their own—
So much that meant to millions in the islands of the sea
The things that go with freedom from a rule of tyranny.

And then beneath our kindly skies we came to be the first
And greatest nation yet as known upon the face of earth,
And when the world war broke in all its fury, as you know,
We were obliged, in self defense, across the sea to go.

And had we not no tongue can tell what might be history
Beloved by those who might have made that Flag a memory.
And this recital of our wars should go to prove the worth
Of that red blood that has been shed for this best land of earth.

And all this blood and death and woe and freely flowing tears
Should be remembered by one day adown the flight of years.
One day as sacred as the soul of Freedom can conceive,
One day of tribute to the flag in which we all believe.

And so upon this Sabbath day that means a Nation born,
That means the fair beginning of this world's yet fairest morn.
And that, as proved, means more to-day in this world of unrest
And thus the day most sacred known since man began his quest.

And in it lies the thought that youth, so soon to take our place
Should know the meaning of the day that means more to the race
Than the legendary one that means a nature day of rest
With all the recreations known or even can be guessed.

As this one day of all the year shall thus remembered be
Will this dear land forge to its place in human destiny;
'Twill mean its "safety first" or else here let the curtain fall
Upon the play if its forgets, this day, our flag, our all.

And so on this one day our souls should bathe within the flow
That paid the price of what we are, ere hence 'tis ours to go.
And just so long as the SABBATH OF THE WEST is kept aright,
Will that dear flag we love float on a freedom's glowing light.

L. B. Mitchell.

Colleges Under Fire.

The American college, with unprecedented numbers battering at the doors for admission and greater gifts than ever for educational purposes, is under a creeping barrage of criticism from without and within. It can do little harm to the college to be forced to stand and deliver an account of its stewardship, for it is not run as a social club of cushioned ease, a glorified athletic meet or a cloister shock-proof against the strenuous insistency of modern civilization. It must fit a man to play his part in the world he lives in and do more than create expensive tastes and luxurious habits.

At present the limelight of alien scrutiny is on Harvard, because some of its alumni, as well as "lesser breeds without the law," fear that gross materialism is in the saddle and idealism (as typified by Dr. Baker's course in playwriting) is undertrodden and misprized. Usually the chief concern of colleges is to get money to keep going, and alumni insist that the president shall spend most of the time passing the begging bowl (preferably in some other direction). But now Dr. Lowell, the president, is taken to task because Harvard is too rich. The world is asked to contemplate the mournful spectacle of a New York banker, with a Harvard son, giving \$5,000,000 to a school of business, which to some nineteenth century graduates has no place in the scheme of a university. Why not?

The better part of any reforming energy devoted to the college curriculum had better be given to the effort now afoot in every school that is worth the name to train scholars with reference to individual need and capacity instead of indiscriminately in the mass. A teacher is not necessarily imparting instruction because he stands before 400 young men in a lecture hall and tells all he knows. The modern idea is to have viva voce contracts between teacher and pupil—to confer and catchize, not to make passing a course depend on a term-end inquisition for which a little learning is crammed, to be forgotten as soon as the ordeal is over. The tendency to consider students one by one, like the development which enlarges the scope of a university to include the whole wide sweep of life, is one which the incurably conservative and conventional temperament cannot be expected to understand.

Furniture Buyers Up To Last Year's Quota.

The second week of the midsummer market closed with an arrival list of 1294 buyers. This is a very small falling off from the midsummer market of 1924. An arrival of over 200 on Monday, July 6, brought the quota up with last year, and the prediction is that the close of the market on Saturday, July 18, will show an arrival list of 2500 or better. The old contention of a four weeks market with part before the fourth of July and two weeks after the fourth of July, will be brought up at the meeting of the Market Association and will again be a battle this year between those who are in favor of the market to be all over

before the Fourth and those who desire the market not to open until after the Fourth. The same old complaint comes up again this year with many of the salesmen that a four weeks market is not necessary any more for a midsummer market than it is for a winter market, and many hold that the attempt to please everybody by splitting the market fifty-fifty on either side of the Fourth of July actually pleases nobody and it does prolong the market at least one week longer than necessary, which adds much expense to the salesmen not living in Grand Rapids, but who come here to take care of their particular territory.

In going through the different buildings you hear many different expressions relative to the amount of business that is being actually written up and it does almost seem that many buyers coming to the market do so only to see different new pieces that are brought out by the different manufacturers for each season and then they go home and reserve their orders for the traveling men who call on them in their territory. At the present writing the bulk of the buyers from the extreme East and South have mostly all been here. Those from the Middle West, including Indiana, Ohio and Michigan, will from now on be among the largest list of arrivals. John D. Martin.

Taxes and Production.

The proposed reduction in Federal taxes is a very good thing, but would it not be a very much better thing if all taxes on earned incomes were abolished? It is an outrage that a doctor, lawyer or a business man, or any one else who works hard for his money, should have any part of it taken from him in taxes while unearned incomes escape.

There is no difficulty in drawing a clear and distinct line between earned incomes and unearned incomes. The only industry in the United States which is not taxed to the limit of endurance is the industry of erecting tollgates across the path of progress; of building barriers to prevent capital and labor from obtaining profitable employment on the land. To tax the land and abolish taxes on productive industries is entirely feasible here and now, and that would place our prosperity on a sane and enduring basis.

Will Atkinson.

Plan Gas Attack on Ra's That Kill Washington Poultry.

Tacoma, Wash., July 3—Plans are now being laid for a gas attack on the rats that are causing poultrymen of Western Washington a loss of thousands of dollars a year. The method of attack will be to force calcium cyanide into the rate burrows under building floors and foundations. Recently a demonstration of this gas was held on a poultry farm near here under the supervision of Dr. Leo K. Couch of the Biological Survey. On this farm were four buildings housing 3,500 hens and made as nearly rat proof as possible. Rats, however, had burrowed under the cement floors and foundations and through the concrete itself, causing a loss in grain and poultry estimated at \$1,000 a year. The calcium cyanide was pumped into the burrows and 163 dead rats were taken out. These are believed to be only a part of those killed.