

# MICHIGAN TRADESMAN

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Forty-third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 19, 1925

Number 2187

## Somewhere A Woman

Somewhere a woman, thrusting fear away,  
 Faces the future bravely for your sake,  
 Toils on from dawn till dark, from day to day,  
 Fights back her tears, nor heeds the bitter ache;  
 She loves you, trusts you, breathes in prayer your name—  
 Soil not her faith in you by sin or shame.

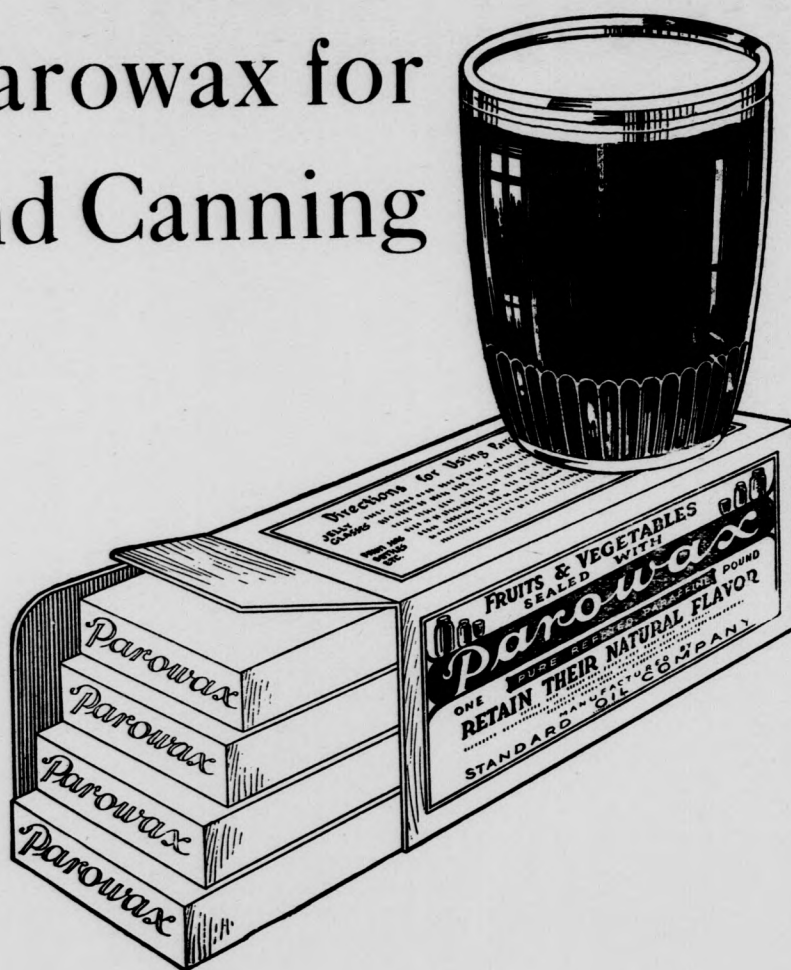
Somewhere a woman—mother, sweetheart, wife—  
 Waits betwixt hopes and fears for your return;  
 Her kiss, her words will cheer you in the strife  
 When death itself confronts you, grim and stern.  
 But let her image all your reverence claim,  
 When base temptations scorch you with their flame.

Somewhere a woman watches, thrilled with pride—  
 Shrined in her heart, you share a place with none;  
 She toils, she waits, she prays, till side by side  
 You stand together when the fight is done.  
 Oh, keep for her dear sake a stainless name,  
 Bring back to her a manhood free from shame.

# Sell Them Parowax for Preserving and Canning



*There's a ready market now for Parowax--a necessity for every housewife during the canning season.*



**N**OW is the time of the year when housewives busy themselves with preserving the abundance of fruits and vegetables for use during the winter months.

Your customers will be asking for a sealing wax to make air-tight the preserve containers. Sell them Parowax.

Parowax seals glasses and jars tight. It forms an air-tight, mold-proof seal which holds in the fresh, tasty flavor of jams, jellies and preserves, and prevents any deterioration.

The cleanliness and purity of Parowax—together with the ease with which it is used—makes it the first choice of the housewife.

## Standard Oil Company

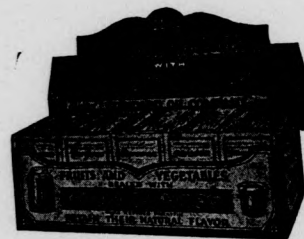
(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

*Michigan Branches at Detroit, Grand Rapids and Saginaw*

*Every dealer should carry a supply of Parowax on hand during the canning season. Parowax may be secured promptly from our nearest branch.*



*An attractive two-colored display carton is packed in every case of Parowax. It is an effective sales stimulant.*

# MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 19, 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.

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in advance.

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payable invariably in advance.

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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.

What promises to be a particularly nasty squabble, with charges that will involve the administration of some thirty national parks and monuments, is now in its first stages before the Senate Committee on Public Lands. Complaints that the Grand Canyon, Yellowstone and Yosemite have been turned over to private companies for exploitation are a part of the allegations. The conduct of Indian agencies in Arizona is also under fire. Senator Cameron of that State is a member of the investigating committee and is leading the fight against the policy of the Interior Department. That department has instituted suits against the members of the Cameron family, and some of its officials maintain his attitude is caused by a "grudge" and that his charges are "spite work." The situation is clouded by rumors, counter charges and a fog of political strife that may be hard to clear away. The chances are excellent, however, for Washington hear a great deal about squandered funds, monopolized concessions and the woes of the tourist in the national parks before the next Congress adjourns. The Public Lands Committee promises to be a genuine storm center this winter.

Lloyd George, addressing an American contingent at a Welsh song festival, made use of an effective figure of speech, with the Welsh instinct for imagery, when he urged us not to ring down the fire curtain on a Europe in conflagration and save ourselves alone. In the League of Nations or out of it, we never shall fence ourselves in with "the leaden seas" to such an isolation as he fears. The effect of our crusade to Armageddon was to destroy the barrier that stood between us and the larger aspects of the European scene. Easier than the reconciliation of science and religion is that between the policy of avoiding entangling alliances and

the purpose to fulfill our moral obligation and recognize the community of interest between ourselves and the rest of the world. Although we shall not ring down the fire curtain for our own selfish benefit, we shall not answer every alarm of fire that comes from anywhere. Many a quarrel is clearly the sole concern of Europe, and it would not promote lasting international concord should we officiously intervene.

Attention was called the other day to the fact that Japan, now that a Chinese tariff conference has become inescapable, seems inclined to complicate the matter by bringing in extraneous issues. It was suggested in Tokio that the subject of Chinese boycotts against Japanese goods should be taken up and that the status of Chinese debts to Japan should be clarified. It is the clear policy of the United States to confine this conference to the comparatively simple business of raising the Chinese tariff schedule as promised at the Washington conference. Still Washington cannot tell Tokio point blank that there is nothing doing on extraneous issues. A roundabout but probably effective method has been adopted. The United States is willing to broaden the conference. It is willing to broaden it to the extent of taking up complete tariff independence for China. In fact, this will be insisted upon if Japan stands her ground. Tariff autonomy for China would mean death and destruction to Japan's trade with that country.

Final deposit of ratifications of the treaties relating to China concluded at the Washington conference puts the American policy with regard to that country upon a firm legal basis. Barring accidents, the scheduled tariff conference, the first step toward a rehabilitation of the Peking government, must be held on or before November 5. The nations that have been trying to dodge this conference have not the vestige of a legal excuse for further postponement of the issue. Unfortunately, however, China is a country in which almost anything is rather more than likely to happen. If internecine warfare again breaks out the conference will face indefinite postponement. If the present Peking government sells out and requests a delay, the United States will not be able to stop it. Just at present the silence that hangs over China seems a bit ominous. One would be rash to wager that the treaty schedule, definite and binding though it is, will be carried out.

The refusal of the Interstate Commerce Commission to reduce freight rates on anthracite destroys the miners' argument that these rates are unjust,

that they should be reduced and the differential given the mine workers in the form of a wage increase. The Commission finds the rates for the most part are neither "excessive, unreasonable nor otherwise unlawful" and that the roads could not absorb a 10 per cent cut. The main structure of these rates will stand. It is the judgment of the Commission that a reduction impairing the credit and the service of the roads might cause the coal user injuries far outweighing any advantages that might flow from a reduction. At the same time the roads are ordered to make considerable reduction on smokeless coal from West Virginia moving to New England and the seaboard of the North Atlantic. The general tenor of the decision is that railroad success is just as important to the public welfare as rates and that service is something that must be paid for.

Long distance non-stop airplane flights, in which two French aviators have just set a record, served a highly useful purpose. They are far from being mere stunts. Once it can be shown that an airplane can stay up for a sufficient time to cover the distance across the Atlantic the transoceanic flight will be put upon a much firmer practical basis. Of course, the hop from shore to shore was tried before it became demonstrably practical. All pioneering gives rise to incidents of this kind; but if the thing is tried, so to speak, in the laboratory first, the results are of much more value from a scientific point of view. These two Frenchmen demonstrated that, had they headed West instead of going in a circle, they could have spanned the Atlantic. After these experiments have been gone through with often enough, the demonstration that an airplane can cross the ocean will become a matter of heading it in the correct direction.

It did not take a Department of Commerce report to show that rubber can be grown successfully in the Philippines. But it will take much more than such a report to get the rubber grown. As a matter of fact, as the situation now stands it seems almost hopeless. A Filipino law prohibits corporations from buying or leasing more than 2500 acres of public lands, and rubber can be produced economically only over large areas. Then there is the political element. Five to eight years are required to put a plantation upon a producing basis. With independence for the Philippines looming in the near future, capital is cautious.

A place of business that always looks empty and vacant, as if patronized by few, will be patronized by few and fewer.

**AN UNFORTUNATE SELECTION**

The committee having in charge the G. A. R. encampment has adopted two souvenirs to be given away to the visitors—a cigarette tray for the men and a pin tray for the women. A pin tray for the lady visitors may be all right, but the other item is suggestive of anything but patriotism, good citizenship and the greatness and growth of Grand Rapids and appears to be badly out of place.

The committee having the matter in charge is composed of Mayor Swarthout, Clay H. Hollister, Postmaster Hill, Lee Bierce and Fred Pantlind. Among the articles suggested to the committee for souvenirs was the beautiful Flag Book compiled by a gentleman who has recently become a resident of Grand Rapids. This would certainly be a very appropriate gift, not only for its suggestiveness, but on account of the permanent value it would be to the recipient.

From the standpoint of the Tradesman it looks as though the selection was an exceedingly unfortunate one, and if it is not too late, it would seem as though it would be the part of wisdom for the committee to review the matter and secure a souvenir more in keeping with the occasion.

**WORLD WHEAT.**

Egypt's wheat crop, which is bigger than last year, is estimated to be 36,633,000 bushels. The aggregate production this year in all the north African countries amounts to 105,000,000 bushels. It is an increase over last year of more than 25 per cent. Wheat production in eighteen countries of the northern hemisphere is expected to be 2,147,000,000 bushels against 2,098,000,000 bushels last year.

The sea has submitted to measurement by the cold appraising eye of a camera made in Berlin, and the traveler's tale of waves mountain high will have to go into the discard along with mermaids and sea serpents. By the reckoning of sober fact, ordinary waves are shown to be from two to four yards high, and the "mountainous" ridges which appear when the wind blows with violence sometimes attain nine yards or at most twelve. Some seagoers will be displeased that their favorite myth is destroyed, like the fable of a bottomless lake which an entire neighborhood has cherished as a tale handed down from sires to sons through the ages. As for the length between crests, the extreme is given at about three hundred yards. That is a formidable distance, and it may atone for the marked reduction in the height estimated by wiseacres from the depths of a steamer chair.

### Facts Not Fables Should Be Our Insistence.

Grandville, Aug. 18—A news item states that the Department of Agriculture at Washington is making a census of all the insects in the United States.

Some job one would think, much more difficult to-day than it would have been ten years ago, when there were ten birds where now there is but one. Birds and insects contrive to get together somehow. As to counting all the little crawlers, fruit suckers and mites no larger than a pinhead, well that won't be a common job, and as long as we, the people, pay for the pastime, why worry?

Sixty entomologists and a group of assistants are engaged in the work.

I wonder if all these bugs, worms and such might not be classified as a part of the wild life in America about which so many wise heads have been juggling for a long time.

Another news item states that out in the Far West, when a mountaineer returned from a stroll, he found that four deer had taken possession of his cabin. They were all licking salt off the kitchen table. No further account is given as to what disposition this Westerner made of his visiting four-footed friends. His first thought was, doubtless, to make venison of the intruders. It shouldn't have been, however, and we may wrong the man for suggesting it. There is no animal, wild or tame, on earth which has a more human looking eye than the red deer which have been so ruthlessly slaughtered during the past dozen years and more.

An old hunter who had killed scores of deer cut out his hunting that game when the last one he had shot after a hard chase looked pleadingly up into his face as he drew the keen edge of his hunting knife across the throat of the animal.

"I felt as though I had killed a human," declared the hardened old trapper, "and that was the last deer I ever shot. I knelt down and asked the Great Maker of the universe to pardon my past transgressions in that line, and even to-day, years after the disposal of that deer up among the pines of Northern Michigan, I can see the pleading eyes of that animal, eyes that will haunt me to my dying day."

Slaughterers of wild life may well take to heart the feelings of this repentant animal destroyer.

Those men who bring in from their forays bags of birds, innocent as was that deer, ought to shut themselves in with themselves some night, and while they gaze at the blinking stars overhead, listen to the sounds of nature on every hand and say if they can, "I am innocent of any wrong doing," and ask their maker to ease their conscience for the many bags of friendly, helpless feathered friends of man they have shot to make a heartless holiday.

Is there sport in all this shooting of innocent, God-made wild creatures? Because it has been done in the past, and because the laws of the land permit such things is no sign of the righteousness of the sad work.

There is an idea abroad that wild life in Michigan is increasing despite all the shooting, trapping and poisoning going on. Somewhere in the State coyotes have been discovered, and the alarm has been sent forth to dislodge them at once, as they are a menace to some of our wild game birds. Even if this were so they could not begin with the human destroyers of these same birds. The coyote is not a native of Michigan, and doubtless, like so many false alarms, there is nothing to this latest story.

A woman in Michigan went berrying the other day. Becoming fatigued, she sat down on a nearby stump to rest. The stump objected and began to move. The woman sprang away with a frightened scream as the "stump" rolled

over and showed the face and paws of a bear.

And now we shall have all sorts of tales of a bear raid into Michigan. There was such a yarn about wolf hordes seeking to destroy the North Michigan farmers' stock not long ago. Some enterprising reporter, no doubt, forgot the proverbial veracity of those of his calling and invented the wolf story.

Doubtless the next legislature will be called upon to offer a big bounty for bear scalps in order to save the State from being overrun with bears.

How easy it is to invent facts and figures when one is seeking to clinch an argument in favor of some favorite theory. It is stated that a man recently fed a young robin 165 cutworms in one day, and the robin went to sleep hungry. Think of the number a full grown robin would get away with in the same time.

All birds are insect destroyers, and yet we by law immolate the sparrows and permit various species of game birds to be destroyed. A nighthawk will often eat 1,000 ants at a single meal. Of course, these statements are by men who are known to be of the highest character for truth and veracity.

What shall we do with such statements,

We may well put them up in opposition to some of the wild stories told of Michigan's danger from being submerged with thousands of wild animals from the North and West.

There is much unreliable stuff printed and written about our animal and bird population, yet the fact remains that the systematic raids on bird and wild animal life in Michigan have been a disgrace to the State, and the sooner the God-fearing citizens become interested in putting a stop to this wicked and unnecessary slaughter of the innocents the sooner will we be able to save our State from certain disaster.

Old Timer.

### Wants a Wilson Stamp.

Grand Rapids, Aug. 18—Why have we not a Woodrow Wilson stamp? Although great respect is shown to the memory of the war President time and again by individuals, nothing has been done by the Government to commemorate the man who carried the United States safely through the greatest crisis the country has ever faced. We have noticed and approved the respect offered to Mr. Harding in placing his portrait on certain stamps which for the past year have been in circulation. But, if Mr. Harding has been honored thus, it is strange that Woodrow Wilson has not received the same tribute. The enactment of new postal laws, coupled with the time which has elapsed since Wilson's death, make the average citizen suspicious that something besides negligence or lack of opportunity is to blame for this deplorable situation. Is it political selfishness which keeps the public from expressing its admiration of the man who for eight years strongly guided the destinies of us all,

Harry Glass, Jr.

### Lady Reader Converted by Old Timer

Chicago, Aug. 18—I get such a joy and satisfaction out of reading the Michigan Tradesman. I read each issue (not strange to say) from beginning to end and relish it. The articles on bird preservation, written by Old Timer, have made a great impression on me, making me do a lot of thinking concerning all kinds of birds. Had never looked on the subject in the same manner as Old Timer. We are blessed with so many different kinds haunting our trees in our yard that I am awakened by them chatting in the morning. I surely agree with Old Timer as he puts it, "A world without birds, what would it mean?"

Mrs. Robert B. Schreffler.

## BEECH-NUT Prepared Spaghetti



### Ready to Serve!

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

BEECH-NUT PACKING COMPANY  
"Foods and Confections of Finest Flavor"  
CANAJOHARIE NEW YORK

## Which Would You Rather Sell?

? || ONE MATCH  
OR  
TWO MATCHES || ?



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

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

And you will sell two boxes almost every time.

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

THE DIAMOND MATCH COMPANY

**Miner Who Does His Digging Above Ground.**

Even mineralogists depose that in the ground which lies beneath New York City there is nothing more valueable than scattering deposits of semi-precious stones. Some few citizens of Yonkers found that out not long since when they invested their money in a gold mine which produced very little other than mud.

However, there is in New York a man who is making a complete and unqualified success as a silver and gold miner. He digs almost daily and he "brings up" the most valuable of metals. His name is I. Hart, and when he isn't "mining" he is in his little shop in downtown New York.

Let it be said for Mr. Hart that he has the good judgment to do all his digging above ground. He sinks no futile shafts in the mica-schist of Manhattan. He does his digging in old estates and it is from these that he salvages gold and silver with all the skill of an expert miner—and not quite so much work.

It happens that the most valuable silver in America to-day is that which was wrought into plate and tankards and caudle cups and such by the silversmiths of the nation's early day. Much of it, if it be of the proper make, is worth more than its weight in gold this very minute.

One of the reasons for this is its scarcity. The persons who bought it originally thought nothing much of it, except that it was useful and ornamental about the house. When they died they left it to their heirs. And so it has come down to the present day.

But in some cases there were numerous heirs. And they weren't always as clubby as they might have been. There were disputes about estates which had to be settled. Sometimes there were peculiar wills. At any rate, many of those early American estates have been long in litigation or long in settlement.

And it is among these that Mr. Hart does his mining. After fifty or a hundred years an estate will come up for settlement. The heirs will desire a sale of property and an equal division. Out of old musty vaults come the treasures. There will be a silver teapot blackened by time. It isn't wanted. It is weighed and sold. And Mr. Hart more than likely is the buyer.

Thus it is that he has to-day—all shined up and glittering—a coffee pot that was made in 1710 in Boston and which bears the coat of arms of the Dodge family. It had been hidden away more than 100 years when he bought it and restored it.

And occasionally, in rubbing away the dirt accumulation of years, he will come upon the magic initials "P. R." They form the most valuable insignia that can be found on American silver to-day. They are the initials of Paul Revere, of whom you have heard in his capacity as a horseman, but not perhaps as a silversmith.

Mr. Longfellow, in his celebrated poem, neglected to say that Mr. Revere's regular occupation was silver-smithing. He had a shop in Boston and he turned out some very lovely

pieces. Like the other silversmiths of the day, he had side lines. He did engraving, for one thing. And, in 1770, he advertised under the heading of "Artificial Teeth" that he fixed them "in such a manner that they are not only an ornament but of real use in speaking and eating."

Then there are pieces made by Game & Son, perhaps the earliest of New York's silversmiths. They had a place at what is now Canal street and Broadway. Then it was way uptown. Now the location is left behind. All these pieces are wrought by hand. You can see, peering into an old chocolate pot, almost every mark of the hammer.

"There are untold treasures locked up in vaults here in New York and in New England," says Mr. Hart. "Some of them won't come out for years, for it will take that long for the estates to reach a settlement. It is my greatest pleasure to hunt them down—these traditional old pieces—and restore them."

But he does not deal only in these old American things. There was the period of the Russian collapse, when many nobles fled here. Mr. Hart did some Russian mining then and among his treasures is a gold pendant, set with rubies and emeralds, that came out of an old vault in Petrograd when it was still St. Petersburg. And a pearl pendant from Portugal capped with a pink bell-shaped pearl and a satin-white one acorn shaped. And a Russian perfume bottle set with a 14-karat star sapphire.

"Sort of a League of Nations," he says, with a smile, which his assistant, George Ferris, reflects.

Mr. Hart came by his interest in this unusual form of mining through the usual form of mining. He was born in Poughkeepsie seventy-four years ago. When a youth he became interested in mining and finally set out for Mexico. He spent many years there operating and owning some of the biggest mining properties in the country. He visited South America, too. Twenty years ago he tired of travel and settled down here in his present pursuit.

All the collectors knew him. J. P. Morgan, the elder, used to buy watches from him for his collection. Now patrons come from far and near to consult him. In disposing of his finds Mr. Hart makes his basis their intrinsic value according to weight and not the value of their pedigrees.

"It's my pleasure," says Mr. Hart. "I'm getting old, but it keeps me young. There is something interesting about the search for old things and something creative about restoring them to their old glory."

And so there is. Even the old teapots seem to enjoy it.

Mann Hatton.

**If Nobody Cared.**

If nobody cared and nobody cheered,  
And nobody helped us along;  
If each every minute looked after himself,  
And good things went all to the strong,  
If nobody cared just a little for you,  
And nobody thought about me,  
And we stood all alone in the battle of life,  
What a dreary old world it would be.

**Quaker Food Products**

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



**WORDEN GROCER COMPANY**

Wholesalers for Fifty-six Years

The Prompt Shippers



**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**



### Movements of Merchants.

Detroit—The East Side Bakers Association has changed its name to the Jewish Master Bakers Association.

St. Johns—Fred C. Burk, who conducts a department store, is remodeling and enlarging his store building.

Lincoln Park—The State Savings Bank of Lincoln Park has increased its capital stock from \$25,000 to \$50,000.

Detroit — The Arden-Sommerville Corporation, 2610 Lawrence avenue, has changed its name to the Burtman Corporation.

Schoolcraft—Flora D. Hughes has purchased the stock of the Style Shop and will continue the business under the same style.

Stambaugh—E. O. Coy has engaged in the bazaar business in the Lally building, under the style of the Worth-while Variety Shop.

Republic—Carl Nord has remodeled and enlarged his store building on Superior street and opened a meat market in connection with his grocery store.

Benton Harbor—The Warner Auto Accessories Co. has increased its capital stock from \$50,000 and 2,900 shares no par value to \$100,000 and 10,000 shares no par value.

Detroit—The Eaton Optical Co., 105 Michigan avenue, has been incorporated with an authorized capital stock of \$5,100, all of which has been subscribed and paid in cash.

Munising—Mrs. Mose Benagh has leased a store building on Superior street and will occupy it with a stock of dry goods and notions as soon as the building has been remodeled.

Baraga—William H. Hocking has closed out his stock of men's clothing and furnishings and removed his store fixtures to Calumet, where he will engage in the same line of business.

Detroit—Owen's Coal Co., 3600 Central avenue, has been incorporated to deal in fuel, with an authorized capital stock of \$15,000, \$6,000 of which has been subscribed and \$3,000 paid in cash.

Iron Mountain—The Northern Log Cabin Co. has been organized to manufacture and ship, in "knockdown" form houses built of logs for use as summer cottages, garages or children's play houses.

Detroit—The Bellinghurst Motor Sales, Inc., 8059 Grand River avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and paid in cash.

Detroit—The Donovan Market Co., 11314 Woodward avenue, has been incorporated to deal in groceries and meats, with an authorized capital stock

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

Tecumseh—The Tecumseh Sales Corporation has been incorporated to deal in autos and radio, with an authorized capital stock of \$25,000, of which amount \$4,500 has been subscribed and paid in, \$1,500 in cash and \$3,000 in property.

Detroit—Leonard & Co., 3104 West Grand boulevard, has been incorporated to deal in stationery, books office supplies, etc., with an authorized capital stock of \$7,500, of which amount \$6,000 has been subscribed and paid in cash.

Port Austin—The Lakeside Motor Sales, has been incorporated to deal in autos, auto accessories, gasoline, etc., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in, \$1,000 in cash and \$1,000 in property.

Detroit — The Eddington Optical Co., Washington Boulevard building, has been incorporated to conduct a wholesale and retail business in optical goods, with an authorized capital stock of \$25,000, \$8,000 of which has been subscribed and paid in cash.

Grand Rapids—The Grand Rapids Welding Supply, 540 Division avenue, S., has merged its business into a stock company under the style of the Grand Rapids Welding Supply Co., with an authorized capital stock of \$50,000 of which amount \$45,000 has been subscribed, \$408.15 paid in in cash, and \$28,641.85 in property.

Detroit—Robert B. Tannahill, who was buried in Detroit at the age of 62, was vice-president of the J. L. Hudson Co., with which he was connected for forty-five years. As a youth he began his business career with Mabley & Co., Detroit clothing firm, joining that company on the same day with J. L. Hudson, with whom he began an association which was responsible for building up one of the greatest department stores in the country.

### Manufacturing Matters.

Lapeer—James T. Reynolds & Sons, Inc., have completed arrangements for removal of their manufacturing plant and offices from Pontiac to Lapeer.

Hastings—The P-C Manufacturing Co., farm tools, has increased its capital stock from \$35,000 preferred and 12,000 shares no par value, to \$50,000 preferred and 14,000 shares no par value.

Grand Rapids—The Wolverine Upholstering Co., Market and Oakes streets, has been incorporated with an authorized capital stock of \$50,000, \$12,000 of which has been subscribed and paid in cash.

Detroit—The Middle-West Rubber

Corporation, 1532 Mack avenue, has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$4,000 in cash and \$46,000 in property.

Detroit—The S. G. Engineering Co., 630 Lycaste avenue, has been incorporated to develop iceless refrigeration, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

Ypsilanti—The United Stove Co., North Huron street, has been incorporated with an authorized capital stock of \$250,000 common and \$125,000 preferred, all of which has been subscribed and paid in, \$39,500 in cash and \$240,500 in property.

Adrian—The American Showcase & Manufacturing Co. has completed the remodeling of the Clough & Warren factory, which it purchased about eighteen months ago and is on full-time production. The company is at present employing about eighty men.

Brown City—Joseph Bros., manufacturer of women and children's garments, have merged their business into a stock company under the style of Joseph Bros., Inc., with an authorized capital stock of \$75,000, \$30,000 of which has been subscribed and paid in in property.

Detroit—The North-Western Rubber Co., 1214-1242 Caniff avenue, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$2,000 in cash and \$28,000 in property. The company will deal in new and used rubber products.

Northville—The Northville Chemical Co., toilet articles and drug specialties, has merged its business into a stock company under the same style with an authorized capital stock of \$15,000, all of which has been subscribed and paid in, \$3,000 in cash and \$12,000 in property.

Grand Rapids—The First National Fur Producers, Inc., 210 Power building, has been incorporated with an authorized capital of \$150,000 preferred and 15,000 shares at \$1 per share, of which amount \$75,000 and 10,000 shares has been subscribed, \$2,022 paid in in cash, and \$85,000 in property.

Detroit—The Trippensee Sales & Manufacturing Co., 2679 East Grand boulevard, has been incorporated to manufacture and deal in wood and metal specialties, with an authorized capital stock of \$225,000, of which amount \$99,130 has been subscribed, \$4,239.25 paid in in cash and \$94,890.75 in property.

Allegan—The White Rock Products Co. has been organized to manufacture flush tanks for toilets from a composition perfected and manufactured by Jacob Kerstin, inventor of the Jewett super-speaker for phonographs. The tank is strong and moisture proof. The company expects soon to turn out at least 1,000 tanks a month.

Detroit—The Cadillac Radio Co., 11255 General Motors building, has been incorporated to manufacture and deal in radio apparatus, with an authorized capital stock of \$150,000 and 6,000 shares at \$1 per share, of which amount \$5,000 and 6,000 shares has

been subscribed and paid in, \$1,000 in cash and \$6,000 in property.

Muskegon—The Muskegon Aluminum Co. will start moving machinery into its new building at Eighth street and Clay avenue, Muskegon, Sept. 1. A modern plant is being built for the company one block from its present location. The building is being constructed with the aid of the Greater Muskegon Industrial foundation.

Grand Rapids—Furniture City Wood Finishing Co., 217 Erie street, N. W., has merged its business into a stock company under the same style with an authorized capital stock of \$20,000 preferred, and 1,500 shares no par value, of which amount \$12,000 and 1,500 shares has been subscribed, \$5,800 paid in in cash and \$7,700 in property.

Bay City—The Kuhlman Electric Co. uses the recreational resources of Northeastern Michigan in some of its advertisements to arrest the attention, and arouse the interests of readers. A full page advertisement was carried in the Electrical World issue of July 25. More than one-half of the advertisement was occupied by bathing and fishing scenes in Northeastern Michigan.

Ishpeming—The H. W. Gossard Corset Co. has started remodeling the first floor of its block, corner Cleveland avenue and Second street, with a view of providing increased floor space for the working crew. When the improvements are completed the company will utilize the entire block. It is anticipated that the force in the corset and brassiere departments will eventually be doubled.

Muskegon—The Michigan Box Co., an organization sponsored by Muskegon business men and the celery growers of West Michigan, will establish a plant in Muskegon or Muskegon Heights and start large scale production this fall. G. L. Prowitt, for many years superintendent of the Langeland Manufacturing Co., is to head the new concern. The company will manufacture wire-bound boxes, standard type boxes, crates and celery containers.

Allegan—The Excel Manufacturing Co., has been incorporated to manufacture and deal in excelsior, packing material and wood products also to deal in coal at wholesale, with an authorized capital stock of \$15,000, of which amount \$4,500 has been subscribed and paid in in cash. The company has purchased the Owen-Arnold casket factory which is being remodeled, new machinery installed and preparations made to open for business about the middle of September.

Ypsilanti—Ypsilanti Foundry Co. is completing a factory addition, which will be ready for use Sept. 1. Of brick and steel construction, the new addition is 50x150 and will be used for machine shop and storage room, the first floor for storage of castings for spring business, the second floor for the machine shop and laboratories. Steadily increasing business has necessitated enlarging the plant and the company is now employing a large number of men and is one of the largest concerns in the city.

**Essential Features of the Grocery Staples.**

**Sugar**—The market is without change. Local jobbers hold granulated at 6.15c.

**Tea**—The first hands market for tea shows no particular change since the last report. The demand from first hands is comparatively light, although the consumptive demand is very fair. Prices are steady to firm, with little change since the last report, except that Indias are weaker in primary markets.

**Coffee**—The market has had a number of small fluctuations during the week, some up and some down. The net prices of spot Rio and Santos, green and in a large way, remain about unchanged for the week, if anything possibly a very slight shade higher. As this is being written the market is inclined to be weak rather than strong. Mild coffees are steady to firm, without change in price.

**Canned Fruits**—The outlook favors short deliveries in a good many California canned fruit items. As the market is practically bare of many items there has been very little trading excepting in a routine way.

**Canned Vegetables**—Conditions favorable to the tomato crop have continued during the past fortnight and other canning crops are likewise reported to have benefited. There have been some bookings of future tomatoes, but it is believed the volume would have been even larger had canners yielded to offerings that were slightly below the market. Reports as to the conditions of peas were more favorable last week than has been the case in some time. There has been no material change in prices; however, the situation being reported steady on the whole. Michigan buyers have found that while there have always been Wisconsin peas to be had the quality has not always suited their requirements. In reverting to the tomato crop it is interesting to note a survey by prominent Indiana canners which discloses that nearly all fields have shown a heavier growth of vine in comparison with previous years, this being at the expense of the fruit.

**Canned Fish**—Production of salmon was shorter than had been anticipated and considerable doubt has been felt as to whether canners will be able to make full deliveries. Columbia River packers withdrew on fancy Chinooks during the week. The run of pink salmon in Puget Sound should be well under way during the next couple of weeks. With the exception of tomato packs all descriptions of Maine sardines were advanced 15c last week. California sardines have been cleaned up on the Coast.

**Dried Fruits**—Business in the dried fruit markets shapes up well, with interest centering principally in the marketing of prunes. A good business has been done by the association, which is making every effort to take care of the trade's requirements and at the same time prevent prices from showing any undue appreciation. In the closing days of last week offerings of prunes were made from another important direction at moderate advances over the prices that had previously

been named by the association. In the later offering a premium of 1½c per pound was asked for the large 20-30s, while the smaller sizes were held at advances of ¼@½c over previous offerings. A few additional offerings of apricots made their appearance during the week, these being made at a reduction of ½c to 1½c a pound as compared to prices previously ruling. These offerings included choice at 18½@19c; 20½s for extra choice, 22½@23c for fancy and 24½@25c for extra fancy. High prices have for some time been the rule in apricots owing to an indicated short crop. Demand for raisins has been fair, with the bulk of the business going to the association. Currants met fair buying at full prices.

**Beans and Peas**—There is very light demand for dried beans and prices are about steady throughout. The firmest thing in the line is California limas. Pea beans are a little irregular in price and here and there a holder will shade slightly. No change in dried peas.

**Syrup and Molasses**—The demand for molasses for the grocery trade is fair for the season, but shows no boom whatever. Prices are unchanged. The increased firmness in the sugar market has had a corresponding impression upon sugar syrup. The situation is steady, with comparatively light offerings and fair demand. Compound syrup is selling quite well for the season and a good fall business is expected. Prices are unchanged.

**Salt Fish**—As to mackerel, the news has come from Ireland during the week of a good output there, mostly, however, No. 2's. In consequence, prices of these sizes have declined somewhat, especially the old pack. Some new spring Norway mackerel have arrived, showing good quality and these are mostly No. 2s. No. 3s and 4s were in relatively smaller supply. Our own shore mackerel are running plentifully. The general tendency of smoked and salt fish seems downward, although smoked bloaters are firm and higher. Canadian mackerel, however, has dropped several dollars a barrel and codfish is about a cent a pound cheaper than a short time ago.

**Cheese**—The offerings during the past week have been light from almost every quarter and in consequence the market has been firm. The demand is fair.

**Provisions**—The whole provision market has been steady during the past week. This applies to all grades of beef and hog products, none of which have been in very large demand. The business done is strictly an every day one and prices are steady to firm, without change.

Herman C. Meyers, general dealer at Boyne Falls, was in the city Monday and Tuesday en route home with a seven passenger Buick Sedan of the latest model. Mrs. Meyers accompanied him.

Saginaw—Ben Cherckasky has sold the Sanitary Dairy Co. stock and business to A. E. McIntyre, formerly an official of the Freeman Dairy Co., who will continue the business under the old style.

**Review of the Produce Market.**

**Apples**—Duchess and Red Astrachan command 75c per bu.

**Bananas**—5½@6c per lb.

**Beets**—Home grown, 40c per doz.

**Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$ 4.65

Light Red Kidney ----- 10.50

Dark Red Kidney ----- 11.50

Brown Swede ----- 6.00

Black Berries—\$4 per 16 qt. crate.

**Butter**—The only changes in the butter market during the week have been two declines of half a cent each. These have both been mainly due to a comparative lack of demand, followed by pressure to sell on the part of holders. There is still plenty of good creamery butter moving, but the undergrades are sluggish. Local jobbers hold fresh creamery at 41c and prints at 43c. They pay 22c for packing stock.

**Cabbage**—\$1 per bu. for home grown.

**California Fruits**—Peaches, \$1.75 per box; Honey Dew Melons, \$2.75 per crate of 8s. Climax Plums, \$2.75 per 6 basket crate; Santa Rosa Plums, \$2.75 per 6 basket crate; Pears, \$3.50 per crate.

**Carrots**—Home grown, 25c per doz.

**Cauliflower**—\$2.50 per doz. heads from Illinois.

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

**Cucumbers**—Home grown hot house command \$1 for extra fancy and 75c for fancy per box of 2 doz.

**Eggs**—The receipts of fine fresh eggs during the week have been light. During the early part of the week the situation was firm, but without change. Later the offerings of fine eggs increased somewhat and this, accompanied by a falling off in the demand, caused a decline of about 2c per dozen. Undergrades of eggs are not wanted for the grocery trade and are selling at irregular prices. Local jobbers pay 31c for strictly fresh, handling candled at 34c.

**Egg Plant**—\$2 per doz.

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

**Grapes**—Calif. Thompson Seedless, \$1.50 per crate.

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

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

**Honey**—25c for comb; 25c for strained.

**Lemons**—Quotations are now as follows:

300 Sunkist ----- \$7.00

360 Red Ball ----- 6.00

300 Red Ball ----- 6.50

**Lettuce**—In good demand on the following basis:

California Iceberg, 4s and 4½s—\$6.00

Outdoor Grown leaf ----- 90c

**New Potatoes**—Virginia stock commands \$6.50 per bbl. for No. 1.

**Onions**—Spanish \$2.50 per crate of 50s or 72s; Michigan, \$4 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.

**Osage Melons**—Home grown are now in command of the market on the following basis:

Large crate ----- \$2.50

Medium crate ----- 2.25

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

**Peaches**—Elbertas from Tennessee and Arkansas, \$3.50 per bu. Home grown St. Johns are now in market, command \$3 per bu. The prospects for the Michigan crop are reported good.

**Peas**—Green, \$3 per bu.

**Peppers**—Green, 60c per doz.

**Potatoes**—Home grown are now in ample supply at \$1.25 per bu.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls ----- 23c

Light fowls ----- 17c

Broilers, 2 lb. ----- 25c

Broilers, 1½ lb. to 2 lb. ----- 16c

**Radishes**—20c per doz. bunches for home grown.

**Raspberries**—\$4.50 for Red and \$4 for black.

**Spinach**—\$1 per bu. for home grown.

**Sweet Potatoes**—Virginia Sweets, \$3.50 per hamper.

**Tomatoes**—Home grown, 75c per 7 lb. basket.

**Veal Calves**—Wilson & Co. pay as follows:

Fancy ----- 16@17

Good ----- 16c

Medium ----- 14c

Poor ----- 12c

**Water Melons**—50@75c for Indiana and Georgia stock.

**Whortleberries**—\$5 for 16 qt. crate.

A man's ultimate aim and ambition should always be tinged with the color of idealism, for the reason that it always remains just a little beyond his power of attainment. One who reaches his final goal finds his race finished; nothing further to lure him on; no further ends to reach. But there should be no end to the road; there should be a further outlook on the highway; a constant "beyond;" for as someone has well and truly said: "A man's ultimate responsibility is met, not by what he gains, but by what he does." Hamilton Wright Mabie puts it this way: "When a man sets an exterior reward of any kind before himself as the final goal of his endeavors, he breaks away from the divine order of things and destroys that deep interior harmony which ought to keep his spirit in line and in tune with the Creative Element in the world."

Detroit—The Timkler-Detroit Co., 100-400 Clark avenue, has been incorporated to manufacture and deal in wood and metal products, with an authorized capital stock of \$1,000,000, of which amount \$100,000 has been subscribed and paid in in cash.

Edward Frick (Judson Grocer Co.) and wife have returned to their home in this city after spending three weeks at the Leland Inn, Saugatuck.

## IN THE REALM OF RASCALITY.

## Cheats and Swindles Which Merchants Should Avoid.

On receipt of the letter from Bualda Bros., of North Muskegon, published in the Tradesman of last week, a copy was immediately forwarded to the Secretary of State, who promptly replied that the chap was evidently a crook and that the State Constabulary would be warned to apprehend and arrest him on sight.

From St. Louis comes one of the familiar stories of swindling in oil stocks, so much like a thousand others of yesterday that it seems strange that any one should have put so much as a thin dime into such "securities." Returns ranging up to "1000 per cent." were offered to investors, it seems. Ministers formed 96 per cent. of these stockholders, according to Federal officials. These worthless stocks were also sold to church congregations in the small towns of half a dozen states. The promoter, represented as a former clergyman, has been operating for some years. There is hardly a new word in the whole pathetic story. All the usual devices for taking the unsophisticated dimes and dollars appear to have been used. Doubtless few of the investors sought the advice of those qualified to advise them. They rarely do in such cases until it is too late. It is remarkable, however, that such fakes with such claims of profits as these are able to flourish year after year in any country where education is compulsory and nearly every one is able at least to read and write.

Reed City, Aug. 17—While I was in business I always enjoyed reading your items which always came free and outspoken and to the right point without fear or favor. During the kaiser's war you did me and my wife a favor for which I never can repay you in helping to locate some of our dear friends who were overseas and we couldn't get a word to them or from them. I just love to remind you of this good deed and that it never will be forgotten by our people.

Now, again, I have a nut to crack and I wish to go at it in the right manner. I enclose copy of a letter to the Gerheart Knitting Machine Co., telling a few facts I have in mind. The story is only just begun, but you can get enough out of it to know what is up. This firm is not hitting the well-to-do people as much as they are laying their traps for the poor housewife and she falls for it, thinking she can pay off debts with the worthless system.

I could write all day explaining how they get their victims daily. I am going to stop it if there is a way of doing so. For this purpose my wife wrote to them and as you see got what the rest get. It is a fraud. It took time to get the goods on them, for they won't answer your letter for six to eight weeks. In that time they gain their point. The sixty days for returning are past and in other cases the poor housewife gets despondent and throws the machine in a corner. They win out that way by letting them down easy, sending only wool enough to make a few pair of stockings, making the poor wife pay express on the wool, as well as on the stockings, and when she gets three or four pair back out of the dozen she sent in she is money out. It is a sad story and no one knows better than we do, as we get

out among the farmers throughout the country. I sold out my business a year ago to get back my health and am doing so by seeing God's country in the State of Michigan. Now, in short, I want your help or advice. I will hold the letter addressed to the company until I hear from you, as maybe you have advice that will cause me to change my course. May I not have your kind advice in this important matter, for which I thank you in advance in behalf of all concerned?

Fred Hemund.

The proposed letter referred to by Mr. Hemund is as follows:

Reed City, Aug. 17—For months the writer has been informed of complaints from different parties concerning your business methods. He has before him a large pile of letters from you and also your advertisements in papers. You promise the poor housewife a whole lot, but the fact is you do not fulfill your promises. The letters and written facts before me prove this statement. I will make my story short and to the point:

Last winter you had some dealings with the writer's wife. The letters before me prove the facts. Through your promising letters you got the cash for one of your so-called knitting machines. She has written you many letters of different nature and the fact is that you do not furnish wool to keep them busy and you do all you can to stop your victim from knitting stockings for you. I have the facts before me from different parties. You do not take the machines back if customer can not make a go of it. After many months of waiting and begging you sent my wife a check for \$4.31, which you refused to honor at your bank, as it is now in my hands marked "no funds." Now, gentlemen, I do not wish to tell you how to run your business, nor do I threaten you in this letter, but I wish to inform you for the last time that unless you send a written permit to Mrs. Fred Hemund by return mail, authorizing her to return this machine, I shall take the matter up with the Chief Inspector of the U. S. Post Office, including all complaints and letters on file in my office. I will not wait six weeks for an answer from you, but will give you ten days. With me it is not so much a matter of dollars and cents, but a matter of square dealing and justice.

I now ask your prompt consideration of the matter.

Fred Hemund.

Mr. Hemund is wasting his time and postage on this snide concern. It has made hundreds of thousands by its nefarious plan, but is now in the bankrupt court and has been shut out of the mails by the Postoffice Department. Any letters sent to this concern will be either returned to the writer or sent to the Dead Letter Office. This cheap fraud has been exposed in this department so long and so frequently that it is exceedingly unfortunate that any Michigan business man should be caught in the meshes of so diaphanous a swindle.

The latest mail-order thief to receive his deserts is Glenn D. Fryer, twenty-four year old head of the infamous Nile Art Co., formerly operating in Fort Wayne. In the Federal court at Indianapolis, Fryer was sentenced to ten years in the penitentiary at Leavenworth, and assessed a fine of \$8,000. He asked for a stay of sentence, but it was denied him, and the court refused to release him on bond pending the filing of an appeal. For nearly three years Fryer operated his fraudulent business, degrading

the good name of Fort Wayne all over the country. He advertised for girls and women to paint pillow tops and lamp shades at home. They were required to send him \$7.75 for an outfit, the total cost of which did not exceed \$1.50, possibly not more than \$1. It was not the business of the Nile Art Co. to purchase as agreed the pillow tops and lamp shades when painted as instructed. Their business was to sell these next to worthless outfits, and the worst part of it was that

women and girls who were struggling for the necessities of life were chiefly his victims. Fryer was not satisfied with the money he was making through the Nile Art Co., so he started the Fashion Embroideries at Lima, Ohio; but instead of painting pillow tops and lamp shades the business was to embroider towels at home; the outfit, costing possibly \$1, was sold by Fryer for \$6.50.

To get up, keep up your courage.

## REYNOLDS SHINGLES

are made in one quality only, the best that only the most modern manufacturing facilities plus a quarter of a century's experience can produce.

They appeal to the prospective builder through their economy over long years of use.

Beautiful when laid, their attractive appearance does not fade with time. In REYNOLDS SHINGLES the lumber dealer has a product that means satisfied buyers and real profits.

Write us for details.

### H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN





### The Retailers' Customers.

During the past year the United States Department of Agriculture has carried on an investigation in the retailing of meats, of which the various phases of this mercantile business have received careful attention and thorough study. One of the main studies that comes under this investigation is to determine just who did the actual meat buying at the retail store and, as most of us would expect, the housewife occupied the seat of distinction, for of the 2,080 housewives interviewed, slightly over 56 per cent. related they were in the habit of going to the shops and making their selections personally, and an additional 24 per cent. indicated that it was their custom to telephone the meat order. Husbands figured as purchasing agents to the extent that 9 per cent. of the families depended upon them to make their selections. The telephone forms a very important piece of equipment in the retail market, as 50 per cent. of the wealthy class depended almost entirely on them, while 37 per cent. of the well-to-do class were in the habit of using the telephone. Very few of the poorer class of families depended on this mechanical device, although 12 per cent. of their purchases were performed by children, which was in contrast with the wealthy families, with not a single one dependent upon the children for this service. Thus, with the personal selection and the telephone holding such an important place in the methods of retailing meat, the meat purveyor must always bears these two facts in mind and act accordingly. In order to be of the greatest service to the purchaser of meat who comes to the shop, the storekeeper should so arrange his wares as to make an attractive display, which will be very suggestive and afford the purchaser the opportunity of making a selection, which will prove to be very satisfactory. Furthermore, because of the great use of the telephone every retailer should so educate himself as to possess the faculty of being in a position to offer suggestions for the daily meat supply of his customers. Service plus good suggestion, either mental or physical, will prove to be an important silent salesman, and the results will be greatly appreciated by the meat consumer.

### A School For Housewives.

"Are housewives bargain hunters?" We hear every day that the women purchasers are great shoppers and seek the best quality at the cheapest prices. Perhaps this may be true for this class of buyers, when they are seeking those commodities which they are fairly well acquainted with and can appreciate and distinguish the differences in quality. But such conditions do not seem to be in evidence when we consider the purchasing of meat.

During the past year the United States Department of Agriculture has interviewed many housewives in reference to this characteristic of shopping as pertaining to the buying of meats, and reply so indicated that every two out of three women interviewed stated that they had their minds made up as to the kind of meat they wanted and how it was to be cooked even before

they entered the shop, and, furthermore, 75 per cent. of the women stated that they did not buy meats at special advertised prices. A little less than half stated that they were in no way influenced by the meat display that was in the shop, and a larger majority of the women stated that the salesmen in no case influenced their selection. Thus, since we all are aware of the fact that the amount of knowledge that the average purchaser possesses concerning meats is very meager, and yet the women customers make their purchases almost entirely on this little information that they possess. Naturally it is apparent that an educational programme should be put into effect so that the housewife will be influenced in her purchases by the meats on display or the information given to them by the salesmen, and as to what financial benefits may be received when one heeds the advertising, which is not fictitious, but of an honest and truthful nature. This sort of teaching will soon reflect its effect on the trade, for more of the slow-moving cuts, which are now relatively unknown, will be sought to a greater extent. When the retailer teaches his customers the various kinds of meat and their use, he will at the same time receive some good information for himself, which he will be able to use to good advantage at a future date.

### Cherries Yield \$4,000 Per Acre.

Julius W. Chapin, fruit grower near Sutton's Bay, Leelanau county, raised this year, according to information received at the State Department of Agriculture, a crop of black sweet cherries from an orchard of not quite fifteen acres which he sold for \$62,500. Twenty-five hundred bushels brought \$24 a bushel. That is an income of approximately \$4,000 an acre. The cherries were packed for the market in five pound cartons of a design worked out at a conference by himself and department officials. Mr. Chapin, in addition to his own crop, purchased from other orchards for his customers hundreds of bushels that were up to the standard of his own.

### Fancy Shaker Sweaters Liked.

One of the well-known manufacturers of knit goods is now putting out a fancy stitch shaker sweater in multiple colors that is said to be having a large sale wherever it is shown. The success of the venture makes it look as though the shaker sweater will be revived in new form. It has not enjoyed its usual popularity during the last two years chiefly because of the vogue for plaid shirts and leather coats. Buyers who have purchased the sweater in question think that it will be instrumental in bringing the shaker sweater and coat back to general favor.

### Turkish Rugs.

One of Irving Cobb's best stories concerns an appraiser who was sent to a home to appraise the contents. The entries in his book halted when the appraiser came to a table on which a full bottle of old Scotch stood. After a minute he continued the entries.

"One bottle of old Scotch whisky partly full."

"One revolving Turkish rug."



## Puffed Sun-Maids

*A seeded raisin that isn't sticky!*

You have been selling *some* seeded raisins. Your customers would continue to buy them for certain dishes—even the ordinary kind that are inconvenient to use.

But now Sun-Maid has developed a seeded Muscat raisin in a wholly new and better form, called Puffed Sun-Maid Muscats. Puffed Sun-Maid Muscats aren't sticky; they can be dumped out of the carton just like seedless. They have richer flavor than ordinary seeded raisins; produce finer dishes.

### Means faster sales

Made by an exclusive, patented process, only Puffed Sun-Maid Muscats offer these advantages. Women will use far more seeded raisins in this new form. That means faster sales and more profits for grocers who have this new Sun-Maid product which is sold through Sunland exclusively.

Don't tie up your money in the old kind of seeded raisins. Sun-Maid national advertising, reaching women everywhere, will feature this new and better kind that costs no more. Ask your jobber's salesman about Puffed Sun-Maid Muscats.

## SUN-MAID Products

Distributed by

SUNLAND SALES COOPERATIVE ASSOCIATION  
Offices throughout the World

### DECADENCE OF TURKEY.

Turkey fell rather precipitously from the limelight. After enjoying the center of the stage in European politics for a hundred years, the Near East has been relegated to secondary importance among the problems of the world.

Senator King, returning from a tour of the Balkans and the Near East, asserts that a resumption of treaty relations between Turkey and the United States would prove of little value. The other great powers, with the exception of Germany and Russia, seem inclined to feel similarly on the subject. They are not bothering even to establish legations and embassies at Angora, the seat of the Kemalist government.

The other day, at the Williamston Institute of Politics, a British spokesman went so far as to state that the Suez canal was no longer a key point in the commerce and politics of the British empire. Modern means of transportation, he said, have greatly diminished the disadvantage of the route to Asia around the Cape of Good Hope and the time saved by the Mediterranean. The Suez route is no longer of capital significance. British statesmen of the last generation turn in their graves. \*

The new orientation which seems to be taking place has left Germany and Russia firmly ensconced in Angora—Germany in a commercial sense, Russia politically. The other powers appear either to have been shouldered out or to have given up their Near Eastern ambitions as not worth the trouble.

This, of course, is not the whole story. The coming commercial and political conflict between Russia, on the one hand, and Western Europe, on the other, is bound to involve the Near East. The Mediterranean area is already bristling with points of friction. But it is not likely that Turkey will ever again assume the key position she held for a hundred years before the kaiser started his war for the subjugation of the world.

### INVISIBLE COSTS.

One of the high spots of discussion at the recent Dubuque convention, which did not get into the press reports, but which was highly important, was the address of Ernest Buffett, an Omaha grocer, who pointed out that even the best of statistics are "leaky." He pointed out that while his visible cost of doing business was 19¼ per cent., there were leakages that made up fully 2 per cent. more and were not reported anywhere in his accounting plans. To quote:

We knew that our visible cost was 19¼ per cent., as we had the actual amount of money paid out to conduct the business, and we had our total sales. In addition to this we know that we had some leaks, and we had no way of finding out just what these leaks were costing us.

First, we will enumerate a few of the leaks. Overweight; forgotten charges; goods taken by employes; goods taken by customers; sales made by employes to their friends at less than regular prices; goods sold for cash that never reaches the cash drawer; short-weight at the back door;

credits on returned goods; shelf-warmers.

On studying these items carefully, I find that I am safe in adding 2 per cent. to my visible cost of doing business. By adding 2 per cent. to this I had a cost of 21¼ per cent.

### MUST PAY THE PENALTY.

The murder of the Indiana couple who revealed the hiding place of that notorious thief, gunman and convicted murderer, Gerald Chapman, is a challenge to all those who have been stirred by the great increase in crime. Chapman is in a Connecticut jail waiting for the hangman's noose. His uncaught companion in crime has shot down in broad daylight the two persons who did most to place Chapman in the shadow of the gallows. Ben Hance and his wife may or may not have been the accomplices and harborers of Chapman and their own murderer, Anderson. If they did "betray" them, whatever their motive, theirs was a service to society. Their murder was a crime of revenge and intimidation. It is intended to terrorize those who testify and inform against other thugs, thieves, gunmen and looters. There should be a never-slackening hunt and a never-sleeping vigilance on the part of every police officer in the United States until George (Dutch) Anderson, thief and killer, is run down and made to pay the penalty in full.

### NEED A HOME.

Chairman O'Connor of the Shipping Board is in favor of taking the Leviathan and other of the Government's transatlantic liners out of the service if the appropriations fixed by the budget makers stand. The present appropriation is \$22,540,000. This is to be cut to \$15,800,000. Unless this is changed there must be drastic service reductions. The logical place to make these is in the passenger service. The most logical beginning is with the Leviathan. The "big train" is the biggest white elephant of the herd of white elephants. It is never a question of how much the Leviathan will earn, but always of what it will lose. Tied up it is expensive. In service it is no less expensive. What the Leviathan and some more of these Shipping Board liners need is a home. They have been in the Government boarding house too long. If the slashed shipping budget results in moving these vessels over from Federal to private ownership there will be many a dry eye.

### THE END OF STINNES.

The fall of the house of Stinnes seems likely to be more disastrous than was at first contemplated. When the industrial and financial empire began to topple within half a year of the death of Stinnes, it was believed that the heirs would be able to salvage at least half its value from the ruins. Liabilities, which were placed at about \$42,000,000 were supposed to be amply covered by assets in the amount of \$80,000,000.

But, during the liquidation which is now proceeding, these assets have been fading almost magically. Deflation has struck the principality of coal, steel, oil, hotels and ranches all

along the line. Forced sales by the banks no longer able to carry the Stinnes obligations have lopped off millions of values already inflated.

It is now reliably predicted that the end of the liquidation will leave the Stinnes heirs virtually penniless. If this be true, the tale of Stinnes will be more dramatic—as well as more significant—than the fall of a kingdom.

### LUGUBRIOUS JUBILEE.

Germany's celebration of the sixth birthday of the republic seems to have been a gloomy, if not funereal, affair. Of course, so important a date as August 11—when the Weimar constitution was proclaimed by President Eber—could not be passed over in entire silence. But in official circles loud huzzas would have been equally out of place. For about one-half of Germany the fall of the empire and the establishment of the republic were a tragedy—a passing of the good old days. Official Germany was therefore cautious. As one correspondent remarked, it was hard to tell whether the Reichstag met to bury the republic or to praise it. The speech of the occasion was academic; it was delivered by a professor of French at Bonn. A special cheer had to be concocted. "Long live the German people, united in a republic!" No "Long live the republic!" would have gone down with Hindenburg. One would have to go far to find so lugubrious a jubilee.

An intimation comes from Washington that Commissioner of Immigration Curran is to be disciplined for expressing the opinion that the experiment now being tried in receiving immigrants does not provide adequate protection against contagious diseases. The intimation is unfortunate. It is the duty of the Commissioner of Immigration to point out any defects he may see in the plan. His position entitles him to a full hearing. His opinion, based on his personal experiences at New York, is far more valuable than that of any official in Washington. If the plan does not possess adequate defense against contagious diseases it should be changed to overcome this defect. The summary dismissal of any responsible official who questions the workings of the experiment while under way—or even a threat of disciplining him—can only militate against a fair trial of the scheme.

The three daughters of the late John Ball have placed the world under obligation to them by publishing an autobiography of their father. The volume comprises 230 pages and covers the long and eventful life of Mr. Ball with great care and thoroughness. Few men of his day (1794-1884) saw more of the world than he did and certainly no man ever lived who absorbed the atmosphere and appreciated the features of the countries he visited and the people he fraternized with. The volume is a precious heritage to those who seek to acquire an accurate knowledge of the incidents of pioneer days in Michigan and the Pacific coast when those localities were new to the onward march of civilization.

### ONE RESULT OF KAISER'S WAR

One of the significant footnotes to the history of the kaiser's war is told in a sheetful of figures gathered by the Department of Commerce. These show that in the first three months of 1923 31,594 metric tons of dyestuffs left Germany and that in the same months of 1925 only 2144 metric tons were exported.

There is a romance as well as a tragedy of trade behind these figures. They compress within themselves the story of one of the greatest German losses of the war.

In 1914 the Germans had several monopolies. They were the lords of optical glass, of potash, of surgical instruments, chemicals and dyestuffs, to mention only a few of their fields. Not the least of these were the dyestuffs. German colors, in a magnificent range of hues, dyed the raiment and even the battle flags of the nations.

The war forced allied and neutral chemists to make good not only the chemical but the dye shortage. They had comparatively few technicians equal to the Germans. Men had to be trained, new methods found, new industries created and old ones expanded. It was years before the Allies could catch up with the Germans.

Chemicals and dyes were worrying us when we entered the war. In the general seizure of enemy property we took over thousands of German patents and formulae, among them 4800 dye and chemical patents. In due course these were sold to a non-profit corporation, the Chemical Foundation, Inc., for about \$290,000, and made available without cost to all American firms.

This was a shrewd blow to German dominance. The sale of the patents was attacked by the German government a few years ago, but while the case dragged in the courts the Teuton dye monopoly was breaking. In the first quarter of 1922 the Germans exported 15,257 tons; in the same period of 1923, 11,464 tons, and in the first three months of 1924 this fell to 9,832 tons. In the same period of 1925 dye exports dropped down toward the vanishing point.

This marks the end of one German monopoly. Her dye plants have lost their Western European markets, particularly in Great Britain, France and Belgium. These countries now make their own. Meanwhile America is developing a dye industry.

This was one war lesson, at least, the allied and associated and neutral nations did not fail to learn. They saw what chemistry meant in warfare. They found it was Germany supremacy in chemistry, based largely on dyestuffs, that made the German so hard to whip.

The export figures tell the story. In 1913 four-fifths of all German dyes produced went to the outside world. Every year 80,000 metric tons, valued at about 140,000,000 marks, were shipped from Germany. To-day no more than a tenth of that amount is exported. Along with Alsace-Lorraine, the German colonies and Upper Silesia, the dyestuff monopoly that used to be must be set down in red ink on the German war ledger.

## MEN OF MARK.

**C. H. Leonard, President Grand Rapids Refrigerator Co.**

"It was quite-a-spell-ago," mused the Old Settler while in a reminiscent mood, and he had been telling the Tradesman of the time when, wishing to haul a load to a point on Bridge street near Ransom street, he had driven from Sweet's old mill, by way of Canal, Monroe, Fulton and Ransom streets.

"Go up Bridge street!" he echoed in answer to an enquiry. "Why bless your soul, boy, it was 'no thoroughfare' on that street above Division street in those days. Pearl street had not been opened from the foot of Monroe street to Ottawa street, while Lyon street was a closed door from Bostwick to Barclay streets. Hills! Why they were regular parapets down which we boys used to slide on great sections of turf torn from the verge of the bluffs."

And so the old stone school house, the Union-school-on-the-hill, was brought to mind and in that way, by regular sequence, came the story of the boy who carried the responsibility and performed the duty of ringing the bell that called all the other boys and girls to that school house.

"He was somewhat of a quiet, studious nature, with just enough of the 'boy' in him to make him a desirable companion and yet with so much of the 'man' in him that at times it was somewhat doubtful whether he was exactly eligible to participate in the games of 'Guard-the-Ship' or 'Pom-pom-peel-away' as the case happened to be.

"His mother, a sweet and gentle soul and a most enthusiastic and successful cultivator of flowers, was at the same time an ideal wife and mother, so that the boy enjoyed from infancy the better influences that make for the building up of aesthetic tastes; while his father, sedate, almost gloomy, but very far seeing and forceful as a business man, was most exacting in the cultivation of habits of industry, caution and thrift, all for the benefit of the boy.

"Naturally enough the boy developed a dual nature. He was fond of handiwork and many a triumphant water-mill did he put in operation in the rapidly running creek that flowed across Commerce street at the point where, now, it is intersected by Island street. He knew much about gardening and was something of a botanist; he became interested in geology and chased all over the hills with his little hammer and with conglomerates as his game; he developed a fondness for music and acquired some proficiency as a performer on the flute. Withal, however, even as a boy, he possessed the business instinct.

"And that reminds me about his ringing the bell," said the old-timer as he packed the burning tobacco more tightly into his pipe. "You see Charley got the job—yes, Charley was his name. What's that? Oh, well, if you must know, it is Charley Leonard—Charles H. Leonard of to-day, I am talking about.

"Well he got the job somehow, I don't know how, and he held it for a long time. It seemed as though he

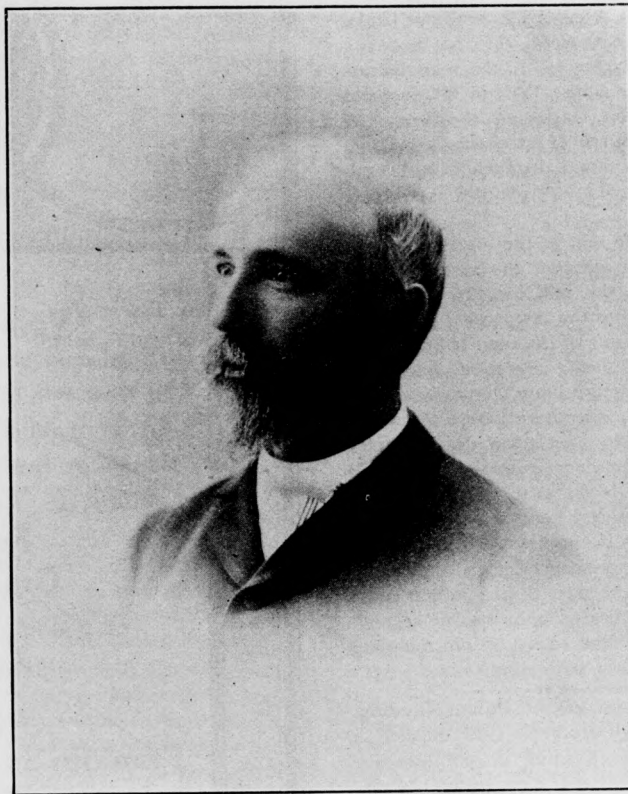
rang the bell for three or four years, but I don't suppose it was so long as that. Anyway, he held the job and he held on to the pay he got until he had saved enough money to buy himself a watch. Well, say! He was envied by every boy in school all the time he was the bell-ringer; but when he got that watch, really I suspect that some of us were so jealous that we actually hated him. It was not hate exactly, merely a boyish vagary, a crotchet which disappeared as suddenly as it came, as was illustrated in a memorable episode when the watch played a leading part.

"In those days Ionia street did not extend South of Lyon street. Where now that street passes from Pearl street to Lyon street was a marshy swail—a half-acre that provided a skating park in winter and a frog pond in

could not buy a good watch for a few dollars.

"'What yer goin' to do?' asked one of the boys as Charlie began taking off his boots—we wore boots then—and stockings.

"'I'm going to get hold of that limb my watch caught fast upon,' was the reply. And he did get hold of the limb, but the watch did not come back with it. Charlie tried to 'fish' for it with his hands, but it was useless. We boys were dismayed, but Charlie at once declared himself. He was going to recover that watch. He had a plan and he asked for help. He was calm determined and diplomatic about it and so certain of success that presently the half dozen boys, barefooted and with trousers rolled up, were busy building a sort of cofferdam across that portion



Charles H. Leonard.

summer. Shortly after Charley got his watch, Mr. Perkins—father of Gaius W. Perkins—trimmed the fruit trees in his backyard and as there were several boys playing near at hand, Mr. Perkins asked them to carry the tree trimmings across Pearl street and throw them into the swail. The idea caught the fancy of the boys and a racing frolic followed, each boy striving to carry the biggest limb and throw his load the greatest distance out into the water. Leonard got a good big branch across and, exerting every ounce of power he could command, he heaved his load a trifle beyond all previous efforts—but with the bush went his beloved watch, the glistening case sending back a notice that was fairly fiendish as it flew through the air to finally sink beneath the muddy flood. Charles was no more horror stricken than were the other boys—because in those days one

of the pond where the watch was hidden. Shovels and spades and pails and pans and dippers were brought from neighboring houses and after awhile—a good long while, too—the section of pond that had been dyked was baled out and the lost treasure restored.

"Thus, you see, the boy was father to the man. He was resourceful, energetic, willing to work and determined and he had the faculty for getting good work out of his associates. And another thing comes to my mind: Charlie has been a phenomenal worker ever since I knew him, with exceptional power of concentration of thought and effort. He was peculiar in this at school. He made a similar record when he began work in his father's store and has continued it from the time he assumed charge of the business begun by his father. His achievement as the head and front, the

creator of the present vast enterprise so widely known, is but the fulfillment of the promise of his youth.

"You will recall that I spoke of his interest in handiwork. It was genuine, too. He knew tools and how to handle them. Good at mathematics, he also acquired a working knowledge as to mechanics in general; studied up considerably on architecture, stored away rules and formulae as to strains, stresses and other exigencies in construction; informed himself as to heating ventilation, drainage and the like. In fact, he has been, always, of a studious nature and so intense was he in this respect that, upon graduation from the high school, he began at once to prepare himself for admission to the University of Michigan, there to complete his equipment for following one of the learned professions. Such a career had been the chief ambition of his mother for her son and it would have been fulfilled had it not been that he over-studied. A long and critical contest with typhoid fever, greatly depleted strength, a very slow recovery and the development, meanwhile, of great need of his services in the conduct of his father's business, combined to divert the young man's efforts and thus he began the business career he has so successfully carried out.

"By the way, did you ever hear the story as to Mr. Leonard's getting into the refrigerator business? No, well it happened this way: In fitting out his home after marriage, he bought a refrigerator—made somewhere down in Indiana. After a time his wife was informed by her servant that it was an absolute impossibility to clean the cold storage arrangement perfectly, and so the problem was put before the husband.

"If there is anything that delights the soul of Charles H. Leonard, it is a problem. A condition dominated by an unknown quantity sends a thrill through his very being and the vibration does not cease until a solution—his own solution—has provided the sedative. And it is always an anodyne to tie to, so far as Charles H. Leonard is concerned. He rarely yields, once he has reached a conclusion.

"And so he tackled the refrigerator problem. Presently he discovered that the ventilating passage or the waste water pipe or both could not be got at for cleaning. They were fitted and nailed and soldered so tightly together into the mechanical entity that servants were entitled to use outre expressions in their efforts to produce cleanliness throughout. It is tradition that when Mr. Leonard realized the nature of the problem and simultaneously its simple solution, he laughed so boisterously and so continuously that grave alarm filled the minds of the household.

"Whether or not this is true is of little moment, but certain it is that within less than a week Mr. Leonard had given an order for the construction of a refrigerator according to plans and specifications of his own, wherein movable, adjustable chambers, pipes, shelves and all the rest, were prominent. And from this beginning has been evolved the great factory and its superb business, that have proved so profitable to their originator and so

serviceable to the millions who have purchased them and which has contributed so much to the growth and prosperity of Grand Rapids.

"A native of Grand Rapids, Charles H. Leonard is a most loyal citizen and his faith in the future of his birth town is absolute. That he is a valuable citizen is evidenced by the several very large enterprises of which he is the head. That he is respected and trusted by his fellow citizens has been demonstrated over and over again where, as an enthusiastic leader in some public measure or as the originator and supporter of some needed step forward in the interests of the city, his record has been, invariably one of honor and excellence."

**Liability For Poisoned Flour.**

Plaintiff bought a sack of flour from a retail dealer, and a baking from it caused her husband to become ill. An examination of the flour showed that it contained arsenate of lead, a poisonous substance indistinguishable from flour when mixed with it. His widow sued, as his administratrix, for damages sustained as a result of the poisoning. The retailer and the miller were made co-defendants. The former disclaimed liability because he handled the flour in sacks. The miller resisted on the ground that the sacks were readily openable, thereby avoiding a necessary conclusion that the poison was in the flour when the sack left the mill; and on the further ground that the mill had no contractual relations with plaintiff or her husband.

The trial court entered judgment in defendants' favor, but the Wisconsin supreme court reversed it on appeal and granted a new trial on account of errors committed by the trial judge (Hertzler vs. Mansham, 200 N. W. 157). The most important passages of the opinion of the higher court are as follows:

"If the poison was in the flour when furnished by the dealer to plaintiff's decedent, one or both defendants are liable, unless they can excuse themselves. Even ordinary care ought to keep arsenate of lead out of flour. Prima facie, the poisoned flour was the result of some one's negligence."

If the poison was in the flour when delivered by the dealer, plaintiff was not bound to show how or when it became so mixed, or offer substantive evidence of want of care on the part of either or both defendants. The ruling, confining plaintiff's right of recovery to an affirmative showing of negligence on the part of defendants placed an unwarranted burden upon her, and relieved defendants from fighting out between themselves the issue of where the blame, if any, lay for the injury done, and was erroneous."

Replying to the miller's contention for no liability under the general rule that the manufacturer of a commodity sold to a retail dealer is not liable to a subsequent purchaser upon an implied warranty for injuries due to defects or impurities therein, the supreme court said:

"This general rule is based on want of contractual relation. But foodstuffs do not fall within the rule of privity

between the manufacturer and ultimate consumer, with a retail dealer intermediate. Flour is a food product, prepared and distributed for human consumption, and it comes from the manufacturer to the dealer for sale to consumers with the guaranty to consumers that it is free from poisonous foreign substances."

Laying down rules to guide the court on a new trial, the supreme court adds: "The burden rests upon plaintiff to show that the poison was in the flour when purchased from defendant Mansham (the retailer). If such fact is established, plaintiff will make out a prima facie case against both defendants, and the burden will shift to defendants to excuse themselves. If defendant Mansham satisfied a jury that the flour was delivered by him to plaintiff's decedent in the same container and exactly as furnished him by the manufacturer—in other words, that the poison did not get into the flour while in his possession—then he is not liable and excuse, if any, is to be made by the manufacturer. If the manufacturer satisfies a jury that, in making and packing and marketing the flour, the highest degree of care was exercised then no actional negligence or breach of duty exists, and plaintiff is without remedy."

"Much is said in the briefs upon the question of whether the sacks of flour put up at the mill for the trade are in the eyes of the law, sealed packages. While in some of the reported cases the answer to such question has constituted a determining factor, we do not feel that it is decisive here. Plaintiff's rights do not rest upon the character of the container employed, whether capable of being misused or tampered with or not, but upon the fact that the poison was in the flour."

The supreme court decided that negligence on the part of the miller could not be predicated upon use of second-hand paper flour sacks, or intermingling of such sacks with new ones.

**Some Advantages of Potato Grading.**

The Legislature of 1923 enacted a law for the grading of potatoes for the market. At this year's session the law was strengthened so, as to make grading compulsory and also to provide for strict inspection. As a result of the strengthening of the act statistics compiled at the State Department of Agriculture show that Michigan potatoes for the period the statistics cover, that is from the middle of April to late June, topped the market, commanding a higher price in the markets of cities such as Chicago, Pittsburg and New York, than potatoes grown in any other state. Michigan potato growers, according to Department information, already have received about \$1,250,000 more for their crop than had the law not been strengthened last winter. Further information at the department is that within a reasonably short period Michigan-grown potatoes, rigidly graded and intelligently advertised, will be a favorite with the higher class of hotels and restaurants throughout the country.

Each day brings as many seconds for you as for the millionaire. And time is the greatest wealth of all.

Thousands of Retailers say



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**Franklin Cane Granulated Sugar**

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

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"A Franklin Cane Sugar for every use."

**Rumford**  
THE WHOLESOME  
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WHY the Grocer benefits: Because Rumford combines Purity, Economy, Dependability with Nutritious Phosphates, and produces the most delicious, wholesome foods! It pays to sell goods that give satisfaction.

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### Getting the Most Out of the Salesforce

Whenever shoe men get together the subject of selling, selling expense and efficiency or non-efficiency of the selling force is bound to crop up as a subject of discussion.

Shoe salesmen have changed with the times. It is part of the after war unrest; the desire for maximum pay with a minimum of work. This is a problem with the already harassed merchant. It is only fair to the salespeople to admit cheerfully that selling, fitting, and closing sales is infinitely harder than it was a few years ago. The fitter is harassed between having too many styles, too few sizes, too many broken sizes, and too many ideas to cater to in the individual whose head must be fitted as well as the foot. Of the two fitting the head is the harder.

Merchants who recognize the problems of the salesforce, exercise patience and devise means to speed up the work and help run larger books and keep down returns, will get better results than the merchant who continually nags and finds fault with the work without due consideration of the difficulties fitters have to contend with.

But with all the trials admitted, the efficiency of shoe store salesmen the country over is not what it should be. As in all walks of life there has been a letting down of effort, initiative, straight thinking, ambition and "pride of work" well done. It is the job of setting salesmen right that confronts the merchant to-day.

Paying high and impossible salaries will not do it. You cannot make a \$100 a month man by merely paying him \$125. There are \$125 men and \$150 men who are worth what the merchant pays them and they earn a commission over their drawing account. But if a man, drawing \$100 a month does not earn a commission over his salary, he will never be a better man by merely raising him to a higher salary.

These mediocre men can be made right only by awakening something within themselves. Ability cannot be handed to a man on a platter, or administered as a medicine. It is these men who are in the high end of the range of selling figures, running from six per cent. to fifteen per cent. and higher. And they are responsible for the high selling cost of more than 10 per cent. in the average store.

No better plan than a drawing account based on a percentage of sales has been devised, but when only half the men earn more than their drawing account and the other half fall far short of earning theirs, then there is something wrong and it lies in the force collectively. The problem is to

devise a plan that will raise the efficiency of the slower and most expensive men until the general average cost is reduced.

The merit system of rating salespeople is gaining ground. As a means of promoting pride in their work and arousing their ambition it has much to recommend it.

Any merchant can work out such a system and apply it to his particular business. It simply is a method of crediting a salesman with all the good things he does and penalizes all the things he does that make for too high a selling cost. These marks are expressed in figures, and at the end of a month they are totaled and prizes are given to those having the highest marks. It is easy to see that such a system tends to keep all on their toes. It must raise the efficiency of the whole force to the mutual advantage of both salespeople and merchant.

To illustrate, a double-header sale can count for 10 points. A turnover sale made can count for 25 points. A sale lost can count as a penalty of 10 points. Excellent stock work can count for 10 to 25 points. Poor stock work can be penalized by 10 to 25 points. A "P. M." sale, or a sale of a pair of "starred" styles, ends of lines or an odd pair can be credited with 10 to 25 points. A return, or credit, or refund can be penalized 10 to 25 points, according to the circumstances.

The above are only a few of the ways in which the method may be applied, every move in the day's routine being covered and the credits and penalties are thus constantly in the minds of every individual on the force and offering an incentive for better and harder or faster work. Points for instance can be given on the sale of staples or specialties that make for "comeback" customers and thus promote the sale of repeat merchandise.

The rewards can be varied. There can be cash prizes for the two or three highest. There can be half days off with pay given for some special work or result. And for the best year's performance, one merchant gives an extra week's vacation with pay.

Lack of pride and interest in work by a percentage of individuals is the chief contributing cause of high selling percentages. This merit custom is a means of raising the standard of all, including the laggards. "Hiring and firing" is known to be an expensive game. Getting the most out of the material in hand is the goal to strive for.

There are many salesmen who break into the new lines when sizes are complete, and when the sizes are broken; who also sail into the next lot that

comes into the stock. The best salesman for the store is the one who works on the last ten pairs of a line and helps get the profit out clean. A few such consistent performers are worth the price of an extra week vacation cost to the merchant. The merit system will pay for its cost ten times over and is worth serious consideration of all merchants from a profit standpoint.—Shoe Retailer.

### Traveling Salesmen To Combat the Peddlers.

Housewives ordinarily would not be particularly interested in a convention of traveling salesmen, but when the National Council of the Traveling Salesmen's Association convenes at the Hotel Pennsylvania in New York City on Sept. 1, 2 and 3 there promises to be one angle of considerable interest to the "Lady of the House."

That will be when the discussion of costs and values about the house-to-house selling comes up.

The discussion will be led by a number of the Nation's most important department store executives. They, as well as the traveling salesmen are anxious that the public should know the facts on the house canvassing problem.

They intend to approach the discussion from the viewpoint of the housewife, who is the ultimate consumer, whether she pays her money over the counter or to the agent at her front door. Costs, value and service are all that interest her, the convention program committee says, and the discussion will be concentrated on the public interest in the problem.

At the executive headquarters of the National Council it was stated recently:

"We intend to present facts and figures based on definite merchandise comparisons, from which anyone can draw his own conclusion as to the relative merits of these two different forms of distribution.

"We will submit to the convention the results of comparisons made by merchandising experts between a pair of \$2 hose purchased from a canvasser and a \$2 pair purchased from a representative department store. We will submit such results based on similar comparisons with other articles being sold by canvassers.

"We are unalterably opposed to the house-to-house canvasser. We consider that he does not replace any existing service to the consumer, that there is no advantage to the public by his methods, but, on the contrary, some disadvantages. We consider that it is a dangerous encroachment upon the retailers of this country with their billions of dollars of invested capital in buildings, employing hundreds of thousands of our citizens and paying millions in taxes to the government.

"We feel that the only way to combat this menace of the canvasser is to lay all the facts fairly and squarely before the public. We will do this during our convention."

### Diamonds Promise Well For Fall.

More than the usual favor will be accorded to diamond jewelry here this Fall and Winter if signs on the other side of the Atlantic materialize on

this side. Diamond necklaces, diamond "dog collars" and handsome pendants of diamonds are favored for wear with the newest evening gowns abroad. Rigid diamond bracelets—several of them worn at once—also promise to be popular with those who can afford them. For wear with bobbed hair slides set with diamonds are favored. If only one slide is worn it is placed at the back of the head on the left side. If several are used one slide is seen at the front of the head at the right, another just behind the ear and two or three more at the back of the head.

### New Type of Cigar Lighter.

A lighter that does not require the insertion of the cigar or cigarette directly into the heating element is now being placed on the market. The feature of this device is an air space behind the heating element that is fed through several holes at the back. Due to this, the usual amount of suction of the mouth on the cigar or cigarette creates a draught sufficient for the tobacco to be ignited without touching it to the lighting element. This removes the chance of breaking the latter. Pipes may also be lighted easily without the bowl being burned. The lighter operates on house current. It is equipped with an ebony handle and eight feet of electric cord, and retails at \$5.

The fellow who kicks up the most dust doesn't usually make the most progress.

Conceit makes poor spectacles.

### Concentration Means Profit



We recommend  
The Broadway, Style 930,  
in a Golden Tan  
as a SURE BET for fall

Because

*It Fits*  
*It Shines*  
*It Sells*  
*It Wears*  
*It Is On the Floor for*  
*Immediate Shipment*

**Herold-Bertsch  
Shoe Company**



**Visitor Finds All France Toiling.**

All Americans who hold French bonds and all who are concerned with the good ongoing of Europe, are no doubt as attentive to the fate of the franc as to any other factor of the tangled problem. France is small and its debt seems staggering, but to see the country gives one more faith than does reading about it. Nor do the furor and extravagance of Paris give the American tourist a real look at France. Go into the country and into the old provincial towns, and there the real story of French strength is to be read.

France has not been urbanized; it tills its soil intensively; it has no unemployment and it can live mainly on its own products. Everybody is at work producing something. The brilliant chessboard of elongated rectangles of cereals, meadows, fruits and vegetables, that one sees on all the warm plains and far up the slopes of her great mountains, mean more than stormy debates in the Chamber of Deputies.

The average Frenchman lives on a little money and the tourists' pocket tells him he is not in America or Britain. One is almost ashamed to hand out a quarter of a dollar or less for cab or carriage and receive the unvarying "Thank you" for a 50-centime tip. If you make it a franc, the cabbie smiles on you. First-class railway fares are less than those of the day coaches of American roads. The American barber gives you ten minutes of casual attention and takes your half dollar. The French barber gives you twenty minutes of careful work for 12 or 15 cents. I do not say that these are ideal wages, but the Frenchman is living, and living fairly well, on a little, and he is saving his surplus. You can make an omnibus trip of a hundred miles on superb mountain roads for a couple of dollars and get an excellent lunch in well appointed but remote places for \$1 or less.

The secret of it is that productive soil, genial climate, universal devotion to labor and freedom from the heavy costs of long-distance carriage of staple necessities—all these factors help the people to live decently at small cost. They are producing more than they consume.

France has but three great cities. Think of a corner of our country in the Northeast, similar in population and area, with a dozen great cities. Think of little, industrialized England, with a half dozen cities of the first order, and then turn to the rural Frenchman, ever raising his substance out of the soil.

A neat little exposition in Grenoble

is devoted to "houille blanche (white coal) and "tourisme." The former refers to the enormous waterpower which will soon transform French industry even to far-away Paris, and alleviate her dependence on foreign coal. The latter is their neat equivalent for what the American geographer sometimes calls the tourist industry, and it means that the Alps, from Nice to Chamonix, the Pyrenees, the sea borders, the chateaux, the cathedrals—and Paris—will always lure vast totals of foreign money into France.

The poplars, shorn into green pillars for a crop of fagots, shown an economy that amuses the thriftless American, but the sawlogs and transmission poles of the mountains tell of splendid forests. When the traveler ends his experience of the gayeties and splendors of the Champs Elysees, and sees the nation at work, he will cease to be concerned about the hazards of bankruptcy.

I am not expressing, even by implications, any convictions about the political attitude of the French Government. I am only seeking to record certain geographic and economic conditions that seem to me basal, permanent and reassuring.

Albert Perry Brigham.

**Awaiting Verdict of I. C. C. on Railroad Mergers.**

Prominent men in Wall Street who pride themselves on their ability to look ahead are turning their attention again to railroad securities. Some old timers look with apprehension upon the spectacular advances in the industrial and public utility lists. They have been disappointed in the oils. To them more romance just now is to be found in studying developments of the railroad field than anywhere else.

For a long time the country has wondered what attitude the Interstate Commerce Commission will take toward railroad consolidations in general and toward particular proposals that have been made. Will the Commission undertake to map out a general plan for the whole country, or at least for the East, before it passes judgment upon proposals now up for approval? Or will it allow the railroads to take the initiative and be guided in its general plans by what the railroads want?

No inkling of what the Commission will do has been given out. Some well-informed persons believe that more will be learned when the Commission becomes active this fall. If action is taken on the proposed Nickel Plate merger the proceedings are almost certain to reveal something of the lines along which the Government will move in the future.



**Main Office**  
Cor. MONROE and IONIA

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

The Bank  
Where you feel  
at Home

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

**YOUR OWN**  
Vine and Fig Tree.

The joy and pride of your manhood.—

The heaven of your old age.

—Well, Why Not?

We would like to see every man in this community the owner of his own home.

We would like to open a Savings Account for you TODAY to that very end.

**Grand Rapids Savings Bank**

OFFICERS  
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**Experience, Responsibility and Ability**

Are closely allied, and the possessor of them is successful.

The Trust Company has all of these qualities. Why accept less when you can have the best?

Appoint as your executor and trustee the

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICHIGAN

That is why all eyes now are fixed on the next move of the Interstate Commerce Commission. President Coolidge's statement from Swampscott carried the suggestion that voluntary consolidation offered the best solution of the matter. The President's attitude was well received, but nobody will feel sure of what is going to happen until some announcement is made by the Commission.

July loading figures indicate that earnings for that month will run substantially ahead of those for the corresponding month of the year before, and that, in fact, they may exceed the good returns reported for June this year.

The carriers are just reaching a position where relatively small increases in gross revenues may be turned into relatively good gains in net. For years large sums have been plowed back into the properties. Rehabilitation of the roads following the period of Government control absorbed an enormous amount. If left alone the roads soon may hope to earn the fair return fixed by law but which to them so far has been little more than a dream.

Paul Willard Garrett.  
[Copyrighted, 1925]

#### The Ultimate Consumer is the Real Boss.

A young chap from the country found his way into a large manufactory. He was looking for work, but too timid to ask to whom he should apply.

"I will watch and see who is the boss, then I will tackle him for a job," he said to himself.

A lordly man in the center of the floor was giving orders. The boy edged toward this dictator. A bell rang and the dictator hurried to a door marked "Offices." He could not be the boss if he answered a bell, reasoned the boy, and followed through the same door.

Behold! the lordly man was being scolded by a slight, stooped individual. Small as he was, though, everybody made way for him. Soon he retired to an inner room, not noticing the youth close at his heels.

They came to another door, marked "President." The slight man entered, stooping more than ever, and approached a desk where sat a portly, white-haired personage with authority written all over him. To him the slight one, standing, spoke deferentially. The boy felt that he had found the Head at last.

Just then the President rose to receive a lady ushered in by an attendant. She was not richly dressed but appeared in nowise abashed by the luxurious offices nor the majestic President. That official, far from asserting his majesty, escorted her to a chair and stood before her like a courtier facing his Queen.

"I want to complain about my flat-iron," she said. "I have come right here where it is made, to tell you what's wrong."

The President bowed.

"Madam," he said, "we believe our flat iron is the finest electric tool made. We manufacture millions, but the final decision is with the user. We are de-

lighted to have you come direct to us."

"You may make millions," she said, not mollified, "but I am only interested in one. Mine was sold me, 'satisfaction guaranteed,' by a hardware store, but they can't tell me why the thumb-piece gets hot and burns my hand. Three of my neighbors use your iron. They have the same experience."

She continued, and the President listened with deep attention. Presently he sent for someone, introducing him as "our chief electrical research expert," but the lady gave the newcomer a piece of her mind as she had the President. He, too, harkened. Finally she departed.

"An absolutely representative user," said the President and the expert to each other. "At last we know what has been slowing sales. We can remedy the trouble and we must."

But the boy did not hear this, for he had rushed out after the plain little woman. He caught up with her and astonished her by saying:

"Will you give me a job in the factory, m'am?"

He was not altogether wrong.

The Ultimate Consumer is the real boss in any business.

#### Suggests a \$2.50 Bill.

Justly or unjustly, the \$2 bill has earned for itself with superstitious people and gamblers an odious name which banks find hard to overcome in their efforts to help the Government to bring same into wider use and thereby effect a considerable saving to the United States Treasury in the reduction of the printing of \$1 bills, which to-day is such an item that it has focused the attention of the Federal Bureau of Efficiency.

As efforts to popularize it are an admitted failure, would it not be in order to look about for other ways to effect the saving to the Treasury all conscientious people desire. A palliative has occurred to me which would virtually obviate the necessity of using the \$2 bill at all.

The Treasury could put a new and slightly higher denomination—a \$2.50 note—into circulation. Its disadvantage would be the fact that the amount is fractional and many would call for two of them in place of the \$5 bill. That, however, I believe, would be more than offset in economies obtained by the reduction in the use of the \$1 certificates.

Joseph J. Lustig.

#### Two Sides To Many Things.

Written for the Tradesman.

Patience may be a virtue, but it is not apt to help any one out of a rut. Impatience might do that.

Perseverance is essential to success, but the persevering person is also the one who holds on to a losing venture.

Sympathetic and encouraging words are fine, but many of us know that a little ridicule is sometimes more helpful.

Condoling with another from his discouraged standpoint may give assurance of sympathy, but to discover the other's mistakes and point out his wrong attitude would be real help.

If we cannot leave undesirable environment without harm to our fellows we must endure it while we strive to improve it.

E. E. Whitney.

All of this Stock has been sold. This advertisement appears only as a matter of record

30,000 Shares

## The United Light and Power Company

(A MARYLAND CORPORATION)

### Cumulative Class A \$6.50 Preferred Stock First Series

Shares without par value. Redemption price \$105 per share and accrued dividend. Liquidation price \$100 per share and accrued dividend. Dividends payable quarterly; January, April, July and October 1, at annual rate of \$6.50 per share. Dividends free of the present Normal Federal Income Tax.

This Preferred Stock is Listed on the Chicago Stock Exchange

TRANSFER AGENTS:

Guaranty Trust Company, New York  
The United Light and Power Company, Chicago  
The United Light and Power Company, Grand Rapids

REGISTRARS:

Bankers Trust Company, New York  
Illinois Merchants Trust Company, Chicago  
The Michigan Trust Company, Grand Rapids

#### History and Business:

The history of the business now carried on by The United Light and Power Company has been one of steady growth and progress for the fifteen years since its inception. The predecessor Company, absorbed by The United Light and Power Company, at its inception (in 1910) controlled public utility companies with Gross Earnings of only \$861,600, which earnings have since grown to exceed \$35,407,000, for the twelve months ended June 30, 1925. The communities served by the combined properties total 289 and include such important cities as Kansas City, Mo.; Columbus, O.; Davenport, Iowa; Cedar Rapids, Ottumwa, Fort Dodge and Mason City, Iowa; Lincoln, Neb.; Rock Island and Moline, Ill.; Chattanooga, Tenn.; and La Porte, Ind. The aggregate population served is in excess of 1,750,000 and of the combined Gross Earnings over 80% is derived from the sale of electric light and power, manufactured gas, and from miscellaneous sources, including the sale of gas and electric appliances. Among the principal companies controlled by The United Light and Power Company are Kansas City Power and Light Company and The Columbus Railway, Power and Light Company (Subsidiaries of Continental Gas & Electric Corporation) and The Tri-City Railway and Light Company.

The properties of Continental Gas & Electric Corporation and its Subsidiaries were added to The United Light and Power Company's system in 1924 and have increased the facilities of the system to the following aggregates: 330,000 K. W. of electric generating capacity, 2,436 miles of transmission lines, over 6,230 miles of distribution circuits, 18 gas plants, 931 miles of gas mains, 368 miles of street railway and interurban track and over 450 passenger and freight cars.

**Earnings:** As set forth in the circular mentioned below, the consolidated earnings statement of The United Light and Power Company and Subsidiary and Controlled Companies for the twelve months ended June 30, 1925, shows Gross Earnings of \$35,407,281, and Net Earnings after Operating Expenses, including maintenance and taxes, of \$14,800,600. Balance applicable to the dividends on this Preferred Stock, after maintenance, but before depreciation, is in excess of 5¼ times the dividend requirements on the total outstanding Class A \$6.50 Preferred Stock First Series, including this issue.

Neither the United Light and Power Company nor its predecessor has ever defaulted on any of its Preferred Stock dividends.

**Equity:** The physical properties of The United Light and Power Company and its Subsidiaries have a replacement value substantially in excess of the entire outstanding funded debt and Preferred Stocks of the Company and its Subsidiaries, including this issue.

The equity junior to the outstanding 148,700 shares of Class A \$6.50 Preferred Stock First Series, including this issue, based upon the present market value of the outstanding Class B Preferred Stock and Class A and Class B Common Stocks is in excess of \$75,000,000.

Complete circular showing combined capitalization and detailed consolidated earnings statement sent on request.

Price \$94 per Share and Accrued Dividend to yield over 6.90%

## HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

NEW YORK GRAND RAPIDS DETROIT CHICAGO

The information and statistics that appear herein are not guaranteed, but have been obtained from sources we believe to be accurate.

### Abolish the Use of Shingles as Roof Covering.

With defective chimneys and flues holding place as the worst single originating cause—approximately 50 per cent. of the total American fire loss from this cause during the five years occurred in dwellings—it is plain that no structural feature plays a more essential part in reducing the chances of fire than proper chimney construction. Far too few communities yet recognize the importance of regulating by ordinance the erection of chimneys, although the number of these local laws has multiplied rapidly since the National Board's model ordinance was promulgated.

And why do chimneys constitute such a fruitful source of fires? Some of the principal reasons are these: Use of terra cotta sewer pipe or other unprotected tile or hollow blocks for a chimney; construction of chimney with brick laid on edge; chimney walls built only one brick thick and unlined; chimney supported on the timber construction of the building or upon brackets, or else insufficient masonry foundation provided where the chimney rests on the ground; woodwork built into the wall of the chimney or placed in contact with its exterior surface; smoke-pipes arranged to enter the chimney vertically instead of horizontally; insecure sealing and anchoring of the smoke-pipe and chimney; neglect to renew the smoke-pipe when it has rusted out; negligence in allowing combustible material to rest too near the pipe, and, particularly flagrant, carelessness in not keeping the chimney clean. Needless to say, every joint in the brick-work should be properly pointed, that is, filled up and smoothly troweled.

As will be seen from this catalogue of fire possibilities, a considerable share of the chimney hazard is attributable to carelessness, while the remainder comes under the head of poor construction; nevertheless, if chimneys are properly built, to begin with, nearly the whole hazard disappears. Many chimney fires result from sparks emitted at open joints, or through cracks near the roof line, where they come directly in contact with woodwork. Such openings are due to three usual causes: defective workmanship when chimneys are built; disintegration of mortar joints by gases and weather conditions, and cracks resulting from the sagging of unstable foundations. Suitable flue linings installed when chimneys are erected practically would remove all danger from the first two causes and frequently would protect cracks in the masonry walls; but, first and last, a firm foundation for a chimney is essential and one of the best guarantees against fire.

Reports of chimney fires pour into the Actuarial Bureau in an unending stream. One report, received not long ago from a state fire marshal in the Central West, tells of the plight of a resident who had been warned by the local fire chief that his newly erected chimney was hazardous because it was lined with sewer tile instead of fire clay. The chief, it seems, ordered its demolition, but before the owner complied his house was destroyed by a

fire originating in the chimney, with a loss of \$6,200, against insurance of \$2,100. It is reasonable to surmise that this particular householder has not yet ceased to lament his inattention to the details of safe chimney construction.

New chimneys always should be tested before their acceptance and, when there is any reason to suspect their tightness, this practice should be extended to embrace chimneys that are already functioning. The method of test is simple. A small smudge fire of damp kindling, or other smoke-producing material, is built at the base of the chimney, or in the furnace or fireplace. When smoke is issuing freely from the chimney the outlet is completely covered. Escape of smoke through the chimney walls indicates the presence of an aperture which should be sealed at once. Each flue of every chimney should be tested separately.

Despite all precautions, chimney fires sometimes will develop. Probably the best way to extinguish such a blaze is to pour a few pounds of table salt down its length. Sand, earth, ashes or very fine coal may be used in the emergency unless the flue communicates with a fireplace, for in that case burning soot might be scattered into the room where the fireplace is located.

Sparks on roofs, as the second in importance of originating fire causes in dwelling house occupancy, brings up for discussion once more the subject of the wooden shingle, since that is the most widely employed of all types of combustible roofing. It is a truism of the fire prevention fraternity that sparks on roofs could be relegated to a minor place among the twenty-two listings of the Actuarial Bureau by a general proscription of the "conflagration spreader," as the wooden shingle roof has been aptly called. Fifty-one per cent. of the total fire loss inflicted by sparks on roofs during the term under review occurred in residential property, so that hardly any denunciation of the wooden shingle can be too harsh.

The great danger of this type of roofing arises, of course, from the possibility of chimney sparks alighting on it and "eating in," or from the contact of flying brands released by burning buildings in the neighborhood. At least a score of American conflagrations, as well as thousands of fires of lesser magnitude, bear desolating witness to the reality of these charges.

Wooden shingle roofs in combination with chimneys, faulty or otherwise, probably have been accountable for more dwelling house fires alone than any other defect in the entire range of construction or equipment. A few years ago the Indianapolis fire department responded in a single day to sixty-three alarms due to shingle roof blazes; and the department records of every city are replete, especially during the Fall and Winter months, with entries of fires started by sparks on roofs. It will be remembered that Castle Philpse, in North Tarrytown, built in 1683 and one of the very few early Dutch Colonial manor houses still standing, suffered last year from a defective chimney fire which destroyed much of the old shingle roof and sup-

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GRAND RAPIDS

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
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## Kent State Bank

"The Home for Savings"

Capital \$1,000,000

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## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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of Fremont, Michigan

WILLIAM N. SENF, SECRETARY-TREASURER



porting rafters. Innumerable, indeed, are the instances of kindred blazes in every part of the country—blazes, moreover, seldom extinguished before they have proceeded beyond the roof itself.

Whatever advantage, and there are some advantages, the wooden shingle may possess as roofing material is greatly over-shadowed by this one discrediting feature—its unquestioned fire hazard. It is a towering menace that always is present, and no amount of sophistry or argument can banish it. The life of the best fire-resistive roofings, such as tile, copper, tin, slate, asbestos and composition shingles, of tested and approved quality, is measurably longer than that of the wooden shingle, a fact that should be balanced by every home builder against the occasionally higher cost of these preferred materials.

If wooden shingles are used, their fire hazard should be clearly recognized and every precaution taken to render them as safe as by their nature they can be made. Manifestly, a newly shingled roof offers higher protection from fire than an old one, because the shingles lie closely together and present a smooth, hard surface on which sparks or embers are less likely to lodge. They will roll or be blown off. Therefore any treatment such as dipping or staining, which is designed to preserve the wood and prolong its existence as an unruffled surface, will improve also the shingle's fire-resistance. Various organizations have devoted much time and effort, thus far without conspicuous success, to the devising of a method of treatment which will render wooden shingles less combustible.

It is a sign of the times, and a notable one, that municipal ordinances intended to abolish the use of wooden shingles as roof covering are growing yearly in number. Public opinion is becoming crystallized gradually to a state wherein voluntary adoption of fire-retardant roofing by home builders is frequent.

**Encouraging Crime.**

The American public is criminally careless and daily encourages lawlessness in the vicious and even in the weak, who see an opportunity for gain suddenly presented to them. For example, I recently sat in a bank awaiting a friend. The tellers' windows were near me, and I made a study of the people who came and went. Several men went out into the street with their rolls of money still in their hands. Women put large sums of money into flimsy handbags, carelessly carried. The untrained may perhaps have a little excuse, but imagine my surprise when a bank messenger received a large amount of coin and bills, put it into a canvas bag labeled in big black letters, "Federal Reserve Bank," and went into the street proclaiming the fact that he was carrying rich booty. Even if he were armed, why invite trouble? If bullets fly, unnecessary disorder is caused and often innocent citizens are killed or wounded. It is a bad custom which allows women and even young girls to act as messengers to draw and deposit money

for the daily needs of the local stores which is universally the case.

Once on leaving a street car I could not resist the chance to give to a woman a lesson in common prudence. She had laid her purse in her lap and was reading a newspaper, which completely hid it from her sight. As I walked past her to the door I took the purse from her lap, where it invited all comers, and, handing it to her, I said:

"This is to show you how you are inviting a thief," and was gone before she got her breath to berate me. Heaven knows we are having trouble enough with the vicious element in our population without inviting those on the borderland. Those who display their possessions to those who long for them are accessories before the crime. M. T. B.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Lansing Conservatory of Music, Lansing.

Ideal Commercial Corp., Grand Rapids  
Nosreme Shoe Stores, Inc., Detroit  
Cyclops Steel Co., Inc., Detroit.  
Lettercraft Paper Co., Kalamazoo.  
Lansing Motomart, Lansing.  
Riverside Coal & Product Co., Manistique.

Gildersleeve-Solomon Co., Jackson.  
Green Garage Co., Inc., Detroit.  
Croswell Telephone Co., Harbor Beach  
Motorservice, Inc., Detroit.  
Wayne Cleaners, Detroit.  
Bailey Gift Shop, Inc., Manistee.  
Willis-Warren Corp., Detroit.  
Lynhurst Realty Co., Detroit.  
Stoud-Michael Co., Detroit.  
Carter-Halls-Aldinger Co., Ltd., Detroit.

Gaastra Realty Co., Gaastra.  
Gar Wood, Inc., Detroit.  
Dowagiac Mfg. Co., Dowagiac.  
Drey Packing Co., Detroit.  
Standard Steel Spring Co., Detroit.  
Frank-Ray Land Co., Detroit.  
R. C. Rose Co., Lansing.  
Gordon Winternitz Co., Inc., Detroit.  
Louis Dueweke Sons, Detroit.  
Pratt & Ramsey Co., Detroit.  
Kalamazoo Hotel Co., Kalamazoo.  
R. B. Ridgley Co., Detroit.  
South Branch Ranch Co., Detroit.  
Mt. Pleasant Brick and Tile Co., Mt. Pleasant.

Detroit Electric Water Heater Co., Inc., Detroit.  
Commercial Bank Block Co., Mt. Pleasant.  
Ida Millinery Co., Inc., Detroit.  
Pullman Telephone Co., Edwardsberg  
Children's Fashion Shop, Detroit.  
Edmonton Bldg. Corp., Detroit.  
Mack and St. Jean Garage, Detroit.  
Liberty Garage, Inc., Detroit.  
Monroe Printing Ink Co., Monroe.  
Randall & McBride Co., Detroit.  
Save-All Manufacturing Co., Grand Rapids.  
Diebolt & Sons, Detroit.  
Rainbo Co., Detroit.

**Detroit's Banking Power.**

The banking resources of Detroit have for the first time passed the billion dollar mark.

There is no difference between stealing and destroying the property of others. In each case the owner is robbed.

The way to convince people of your ability is not to talk about it, but to show it in your work and methods and results.

**Fourth National Bank**

GRAND RAPIDS, MICHIGAN

United States Depository Established 1868

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

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**SAFETY SAVING SERVICE**  
**CLASS MUTUAL INSURANCE AGENCY**

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C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.  
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**REPRESENTING**

Retail Hardware Mutual Central Manufacturers' Mutual  
Hardware Dealers Mutual Ohio Underwriters Mutual  
Minnesota Implement Mutual Ohio Hardware Mutual  
National Implement Mutual The Finnish Mutual  
Hardware Mutual Casualty Co.

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

WRITE FOR FURTHER PARTICULARS.

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**WILLIAM A. WATTS**  
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Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.  
GREEN & MORRISON—Michigan State Agents

August 2nd, 1909

August 2nd, 1925

**16 YEARS**

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Paying all losses promptly and saving our members 30% annually on their fire insurance premiums.

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Affiliated with the Michigan Retail Dry Goods Association

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**GRAND RAPIDS LABEL CO.**

Manufacturers of  
GUMMED LABELS OF ALL KINDS  
ADDRESS, ADVERTISING, EMBOSSED SEALS, ETC.  
Write us for Quotations and Samples

GRAND RAPIDS

MICHIGAN



### A Pious Peg For a Selfish Indulgence.

Written for the Tradesman.

Mr. Kirkham is a successful manufacturer. Fifteen years ago he started in a small way making a special line of kitchen knives. Through the merit of the articles together with constant and efficient advertising, Kirkham's Kitchen Kutlery has come into wide use.

While the direction of the work now is delegated to a competent superintendent and to capable foremen, Mr. Kirkham retains his oversight of the whole and keeps every important detail in his comprehensive grasp.

Always liberal in providing for his family, the income from the factory for a number of years past has far exceeded the needs of his household. The surplus has been used to enlarge the plant. Starting with nothing and now only forty-four, Mr. Kirkham already is a wealthy man.

Mrs. Kirkham is a nice, agreeable woman with no great force of character. She is a good housekeeper, and, while not active in society, is well liked. There are three sons, boys of twelve to seventeen.

Mr. Kirkham has a strong, magnetic personality. As a rule he can make those around him see things as he does. He is kindly and not easily fussed up. But he never has time for anything but his business.

At the family dinner table there is little conversation except the chatter of the boys. Often the father eats without appearing to sense just what he is doing, even though the different items of food have been selected and prepared almost wholly with a view to his likings.

In the evening it is much the same. Sometimes this busy man brings home work—a report or a balance sheet or a buying list, that he considers carefully. More often he sits and thinks. He is doing what his boys call "Dad's home-study work"—solving present business problems or forestalling difficulties that may arise in the future. The family understand that he is not to be disturbed.

As to any matters of local improvement, this manufacturer contributes generously, but it is a common remark among those who give their time and effort as well as their money, "Kirkham thinks he can square anything with a check."

Generally he is reticent about himself and his affairs. If, as happens on rare occasions, some one succeeds in drawing him out so that he talks freely, it is always about the business. His eyes will gleam as he tells how he succeeded in inventing and patenting some valuable contrivance, or the way in which he shrewdly managed to secure

a big order from a buyer who before always had purchased from a troublesome competitor.

Several times within the last few months Mrs. Kirkham has spoken to her husband regarding their sons, and told him how worried she is. Undeniably the boys are growing a little wild and unruly. Friction with their teachers is of almost daily occurrence. Last winter the youngest son played hooky repeatedly. For quite a time he got by with his absences by forging excuses and changing the attendance figures on his report cards. When finally found out, he was suspended, and was reinstated only by his father's guaranteeing his attendance.

The boys are no better and no worse than most youngsters who are left largely to their own devices and have plenty of spending money. Mrs. Kirkham frankly admits that she no longer has any control over them, and has more than once urged that all three be placed in some good military school.

Mr. Kirkham always listens patiently to what his wife has to say, then tactfully overrides her weaker powers of argument. He assures her that very soon he will have things in shape so that he will have time to take the lads in hand himself. "Now, Mother, don't you worry about Sam and George and Jimmy. Boys will be boys, you know. Teachers who can't manage such kids as they are, have no business in a schoolroom.

"As to putting them in a military school, of course we could do it if it were best. But these schools are expensive, and that money will do the boys much more good later on. A private school seems un-American to me anyway."

Then in his persuasive way he tells her that he is planning to give every one of his sons the best possible education, sparing no expense. He speaks of college courses, travel, study abroad.

"If any one of them doesn't take to the factory, then we'll devote a good sum to setting him up in something else. I'm working hard for the express purpose that they won't have to struggle to get a foothold as I had to," he says with finality. "If I'd had such a start as I'm going to give my boys, I'd be a multimillionaire now!"

That working his way through high school and college may be a far better start for a young man than receiving a fortune without effort of his own—this never occurs to Mr. Kirkham, or if it does, he makes no application to his own sons.

Mrs. Kirkham does not press her point. The enlarging business constantly is putting forward fresh claims on Mr. Kirkham's attention, so he is

now farther away from finding time to give to his sons than he was a year ago. He could manage them successfully if only he would put his mind to it. They never are insubordinate in his presence. Proud of their father, they feel the power of his personality the same as other people do. Nothing delights them more than to have "Dad" a little sociable with them. The pity of it is that great as his influence might be with his boys, ordinarily he neither takes the trouble to know what they are doing, nor to talk with them and learn what they are interested in, nor to hold them to any responsibility for their conduct. He is entirely absorbed in the business.

What is the matter with Mr. Kirkham? The trouble is that his business has become an obsession. To a mind like his, business is an entrancing sport, the greatest of all games. It holds him in its spell just as some others are held by golf or poker or cross word puzzles. It is matching his forethought, his wits, his executive ability against the difficulties to be met, and there is just enough gamble about it to make it a most fascinating pursuit.

In the article, "A Mother's Influence or a Chain of Stores?" a case similar to that of Mr. Kirkham was described. At the time the only point made was that Mrs. Channing, in providing a chain of stores as a future gift for her daughters, is putting her effort on what will be of far less value to them than the care and training she ought to give them now.

We will say here that she is deceiving herself as Mr. Kirkham is deceiving himself. She believes she is working for her daughters just as he believes that his excessive absorption in his business is for his sons. Is it not the acme of self-delusion, to do just what one wants to do, what one would prefer of all things to do if one had neither chick nor child, and then take on a martyred air and assume that it is all being done for one's children. Devotion to children is made a pious peg on which is hung a selfish indulgence that causes gross neglect of the children's greatest need.

To such types as Mr. Kirkham and Mrs. Channing, business has a far stronger appeal than does the discharge of the higher parental duties. Meaning no wrong, such fathers and such mothers give themselves up to amassing fortunes, thinking to make all right later on by bestowing upon the sons and the daughters the accumulated wealth.

The Power that brings us up short against the consequences of our acts will accept no such selfishly contrived substitution. A chain of stores cannot be checked against a mother's influence, nor will millions of dollars be accepted, in lieu of sympathetic fatherly oversight during the years when the sons needed it. There are obligations that cannot be squared by drawing on a bank account, no matter how large the account nor how generous the drafts.

Ella M. Rogers.

The difference between money grabbers and other people is that the others grab and miss.

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PLUMBERS CALKING  
TOOLS

## H. T. Baldwin

1028 Fairmount Street, S.E.

Grand Rapids, Mich.

In replying please mention this paper

### The Boat-Bug Grocer's 1925 Summer Vacation.

Written for the Tradesman.

This being the vacation season, perhaps you will like a vacation story. You listened to many last year and seemed to like 'em. Besides, you have noticed lately that this scribbler's mind was not completely concentrated on groceries. So here goes:

The fact that the Findlays have been herring fishers on the North Sea for untold generations has implanted in us more than a trace of boat lore and love of boating, ships and all things pertaining to navigation and the sea. I have never cared for fishing, have never caught a fish large enough to cook; but water, the sea, swimming, boats and ships—these have been my happiness, my interest, my avocation and my joy.

My first real boat was a cat-rigged sailer, eighteen feet by seven. That was in 1886-88. Next many years were too busy for much in that line. But in 1912 I got a 25 foot motor boat, in which we had no end of pleasure, comfort and a trifle of adventure.

My first real cruiser was a 36 footer. That I had in New York and the waters of the Hudson, the East River, Long Island Sound and adjacent regions that summer. That was a sea-going craft, well powered, with small auxiliary sail, fully equipped for house-keeping, having sleeping accommodations for six regularly and eight at a pinch.

There is a wonderful freedom about boating that cannot be had from any other sport I know of. Our boat was moored off 140th street and we lived at 135th and Riverside Drive. Any evening, after a sultry day, we could pack up, go aboard, prepare our evening meal, cruise lazily about until we found the spot where the evening breeze refreshed us, and when we were ready we'd throw out the anchor, switch off the electric lights within, set our anchor lights, make up our bunks and sleep the restful slumber only to be found outdoors.

Next morning at about 5:30 the Albany night boats would come and roll us out of bed with their heavy wake-swell. Then we'd get breakfast and eat in relays as we navigated homeward in the bracing air of early morning, getting to work on time with the others—many of whom had slept indifferently.

Every week end was spent on our boat. We'd get away sometime Saturday. If we could, we'd start in the forenoon, or at noon, or afternoon; but anyway, we'd be out on the water until Monday morning. Our longer vacations were spent the same way. Once we took twelve days to round the trip to Troy and back. Again we were out eight or ten days among the coves of the Connecticut shore. We know the harbors of the Sound on both shores from an angle never sensed by landsmen. We enjoyed millionaire's lawns and flower gardens even as the lily, toiling and spinning not at all.

Holding membership in one yacht club, we were welcome in all clubs having the courtesies thereof freely extended for a maximum of fourteen days. Thus we never were at a loss

for safe riding ground, shelter and the conveniences of stores and supplies.

Navigating at night, or any time after nightfall, is peculiarly fascinating for several reasons. There is the evening calm which usually settles on inland waters. There is also the evening breeze. But most interesting is the fact that the general run of amateurs go home with the setting sun. This fixes things so that the only boats out are business craft, and those always run strictly according to rules. You can tell by the regulation signals just where any boat you meet or pass is going, what course it chooses and can shape your own course easily, freely certainly in line therewith.

These are some of the features of freedom of the seas not usually remembered or noted.

Contrast these features of freedom safety and comfort with the nerve-racking task of running a car along a dusty, crowded highway! You cannot take your eye off the wheel, you cannot let your nerves relax for a second, without danger. But even running through the heavy traffic around 23rd street New York, I can drop my wheel for a minute or more, and can look about me, without any danger that I'll run off the road! One can go around the world on a well built boat, paying no rent or taxes, "living off the country" if he be a fair fisherman and have a trifle of money along; but he need not go so far to sea as that, for the inland waterways of this country are vast enough to keep anyone occupied for several lifetimes in uninterrupted and most fascinating exploration.

My first boat was named Mabelle S—no matter why. My next was Dorelen, a combination of my daughters' names—Dorothy and Helen. My third was We 3, for the fact that now one daughter was married and there was three of us left—myself, my wife and Helen. We 3 was sold in New York when we came West in 1916. Since then I have dreamed boats, with little hope, most of the time, of ever having one again. But fate has been kind.

You see there are not many sheltered waters on our Westward coast, except these around San Francisco; and to landsmen, the Bay of San Francisco looks anything but sheltered. But these are Navy regions. There are Navy stations, ships, yards and appliances thickly scattered hereabouts. And the Navy builds the best boats there are. Moreover, every so often there are chances to buy discarded hulls that are better than any you'd be apt to get new in any pleasure boat builder's yard.

That is the background of the present Rorelen—my fourth and probably my last boat.

Nobody who has the right slant on water and boating could live in San Francisco long without being irresistibly impelled to get himself a craft. And when we came here to live, hope of a boat revived in me. I found what I wanted in 1923. It is a thirty foot motor sailer, put together to outlast me or several like me. Being copper covered, it is virtually indestructible. I bought it two years ago and would have had it in commission last year but we went to London instead.

Now you must know that one of the best things about having a toy of this kind is to build it up yourself. Also it is true that the best rest is a change of work. For years I used to go back to my grocery store and take my vacation out in running it while I sent the manager off for a trip of recuperation. Thus we both had a fine rest and change—a rest through change.

So for years I have been planning how I'd work out my own ideas on this boat—and I have just got through doing it. I began last February—seeing we have no winter hereabouts—taking part of Saturdays and all Sundays in preparation. Then on June 1 I began in earnest, devoting every day and all day. I installed a 20-30 horse power engine. On June 11 I tried it out to see whether it would shoot this heavy boat along at a minimum of nine miles. That test proving satisfactory, I got a builder and worked with him on the rest of it.

We have put on a roomy cabin with two large, spiral spring berths, leaving room for two similar upper berths to go in later; linen closet, rope and chain locker, fresh water tank of 50 gallons capacity, a complete lavatory and toilet room—galley—you'd say "kitchen"—with range, sink, work bench, ice box, hot and cold running water—in short "all the comforts of home."

Back of the cabin is the after deck or cockpit, which is flush type, covering and hiding the engine as completely as in an automobile. There is room for table and chairs for six people on this deck. It is entirely sheltered by wind shield and awning. There are electric lights throughout. In every respect, this is a roomy, comfortable cruiser that is fit for any waters.

We shall use it now on the Bay of San Francisco, fifty-five miles long and six to twelve miles across, and on the Sacramento and San Joaquin rivers. Later on the Pacific and Puget Sound. Later—elsewhere!

So I have had a wonderful two months' vacation, pounding rivets, fitting machinery, working as a carpenter and painter, a rigger and shipwright, in the sunshine of California.

Paul Findlay.

The problem President Coolidge faces in filling the place of Ambassador Baneroff at Tokio is both delicate and difficult. Congress has flatly excluded all Japanese immigrants from American territory. The Japanese admit the right of America to do so, but resent the rankling discourtesy of the way in which it was done. The American Ambassador to Japan has a difficult job. It is his task to work with the Japanese in solving the problem of removing their resentment and at the same time carrying out the American policy of refusing the Japanese as immigrants. The man who goes to Tokio should have common sense as well as diplomatic training. Finding him and then persuading him to undertake this most important mission are not the least of the President's worries.

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**Michigan Retail Dry Goods Association.**  
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 Second Vice-President—F. E. Mills, Lansing.  
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.  
 Manager—Jason E. Hammond, Lansing.

#### Unfortunate Amendment To Garnishment Laws.

Lansing, Aug. 18—We report with some regret that during the closing hours of the legislative session of 1925 Senate Bill No. 24, File No. 26, introduced by Senator Herald, was passed with certain amendments. This was the bill opposed by the State organizations of Credit Men and also by the Michigan Retailers Council. It is somewhat voluminous and since the Public Acts of 1925 will soon be issued from the office of the Secretary of State and for the further reason that those who are interested in its provisions can secure copies by writing to Hon. C. J. DeLand, Secretary of State, we refrain from publishing it in full in this news letter.

It frequently happens in the closing hours of the legislative session that bills supposed to be dead and buried are revised and passed, sometimes by mutual exchange of votes and other reasons that are not fully apparent to those who oppose. We are not informed as to the influences that were used to resurrect this bill. Members desiring copies of this bill may secure them from the Secretary of State or by writing this office. The number of the enrolled act is 161.

We have permitted a few days of the summer vacation to pass without communicating with our members by means of the usual mimeograph news letter. Many members are camping, fishing or taking some kind of a vacation. We have not been idle, however, as the office correspondence and other work pertaining to the direction of the Association has been attended to in the usual way.

A three week's trip from Lansing to the Upper Peninsula and return, calling upon members of the Association, has been made by the writer and plans for future group meetings, district meetings and State conventions have been discussed with officers of the Association and with our President, who is now spending a few days in his summer cottage at Petoskey.

A trip from Lansing to Western Michigan with Grand Haven as our first call was made on M 11, including Muskegon, Ludington and Manistee, Traverse City, Petoskey to the Straits of Mackinaw. In view of the fact that Central Michigan had suffered some drought we were very delighted to find that on the Western shore there had been an abundance of rain and that crops were in splendid condition. M 11, with the exception of one or two detours over country roads, from Grand Haven to Mackinaw City is in fine condition. The Upper Peninsula roads were likewise excellent and the trip to Houghton by way of Manistique and Marquette was much enjoyed and I believe resulted in some benefit to the Association by reason of renewed acquaintance and new business for our insurance company.

Returning we spent a couple days visiting stores with Mr. Bullen in the vicinity of Petoskey. The return trip was made on M 14, roads were in good condition, made so by recent rains. Merchants were more optimistic than they were last year, reporting favorable business conditions. In 1922 we made practically the same trip by auto, but the magnificent improvements of the roads indicates that we can hold group meetings and conventions in practically any portion of the State and travel on good roads all the way.

Mr. Bullen authorized your manager to call a meeting of the board of directors early in September, probably the first week. Personal letters will be sent to all of our present directors and ex-directors and general invitation will be sent in news letters to all members of the Association. This meeting will, in all intents be a group meeting to discuss matters for the good of the organization; therefore any and all members will be welcome and no apologies or explanations necessary if one of our members walks in and takes his seat with the officers of the organization.

Dry Goods Associations, Chambers of Commerce, the Department of Commerce at Washington and other influential groups of men throughout the country have shown wonderful interest in the address prepared by J. W. Knapp and delivered at our convention in Port Huron on the subject of Standardization of Sizes for women's ready-to-wear. Mr. Knapp is in Chicago during the present week and appears before the Interstate Merchants Council with the same subject. Members of the Michigan Retail Dry Goods Association should take real pride in this effort of Mr. Knapp. Our Association will receive great credit for initiating a movement which we believe is National in scope and beneficial to dry goods men throughout the entire country.

We suggest that you keep an eye on this movement and observe the attention it is receiving by the trade publications of this country.

Jason E. Hammond,  
 Mgr. Mich. Retail Dry Goods Assn.

#### Working on Spring Silk Lines.

Lines of silks for Spring are in process of preparation, and some of the early offerings for the Palm Beach season will take place around the middle of September. No definite opinions as to the fabrics or colors that are to be featured are being expressed now, with the exception of the frequent comments made as to confidence in printed silks. This attitude with respect to prints, however, is qualified by the statement that the patterns that will sell in these silks must be original and distinctive. It is said that buyers have now got to the point where everything that is printed is not attractive to them. Wide printed silks are held likely to be in stronger demand than last Spring, as they have the advantage of giving the manufacturer more leeway in his designs and also appeal

strongly to the consumer. The latter is apparently thoroughly "sold" on the ease with which an attractive dress may be made of 1½ yards of wide printed material.

#### Double-Breasted Suits in Favor.

Reports continue to be received by clothing manufacturers of the probability of wide favor for double-breasted suits this Fall. This trend is developing in young men's suits and is expected to be clearly demonstrated at the opening of the various colleges in the East. It is pointed out that during the late months of Spring a number of men belonging to one of the most exclusive clubs at Princeton appeared in suits with double-breasted coats, a style that has not been worn by college men for a number of years. The collegiate influence now is credited with shaping the style trend for young men generally, and it is believed that as a result the double-breasted suit will have wide popularity. The coats are featured by wider shoulder lines, peaked lapels, a slight shaping-in at the waist and closer fit about the hips. Trousers are wide and full at the hips and taper to the shoe. They are worn without cuffs.

#### Metal Belts Again in Favor.

After being out of style for years metal belts for women are again making their appearance in Paris. A remarkable belt made up of ancient silver coins was seen there recently over a white robe, worn just above the hips. It was said to be very effective. There is also a decided inclination to adopt

jeweled belts, although it cannot be said that there is anything like a general vogue for them. Those that have been seen either are antiques or very clever imitations. For slight women the introduction of a touch of color over the hips is very effective, and broad, red leather belts are much seen. By the less slender a chain of stones of some semi-precious material, held together by metal links, is more favored. There is an inclination towards a higher waistline. So far it has been seen chiefly on the stage, but it is there and must be reckoned with by all interested in the influence of styles on jewelry.

#### Novel Handles Are Featured.

Buying of women's umbrellas has been stimulated during the past few days by frequent rainfalls. The small, sixteen-rib umbrella, which was introduced over a year ago, continues in favor, the advantages of this type over the eight-rib variety being the prettier shape and larger spread. Novelties in handles include the "choker bead" type, which resembles the necklace of that name and which is offered in many colors. Another innovation is the quartz handle. Of the colors in which it is being sold, jade is regarded the most attractive. Tips and ferrules to match are also provided.

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#### APPLE BUD Crib Blankets

Pink and Blue plaids, size 27½ x 37½. One dozen asst. to bundle

\$2.25 Dozen

Style 3883 Ladies White Muslin "Loom Pride" Bloomer—torchon lace bottom—elastic top. Sizes 27 to 29. Regular \$8.50—Special

\$6.75 Dozen

Style 5302 Ladies' White Muslin "Loom Pride" gowns, round neck, wing sleeve, embroidered front. Sizes 16 to 17. Reg. \$11.50 Special

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Hickory Stripe Shop Apron. Reg. \$5.25. Special

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Grand Rapids, Mich.

### Boys' Shirts in Small Sizes.

The demand for boys' shirts is considerably ahead of last year at this time, according to manufacturers. This improvement is held to be due to the availability in the market of shirts in sizes 8, 10 and 12. They are worn inside of the trousers, in line with the vogue for vestee suits, with which the regulation blouse cannot be worn. Plain and fancy broadcloths have led in the fabrics of these shirts, the other materials being madras and percales. Button-down collars are described as no longer popular, owing to the number of complaints about buttons coming off and shirts being torn in unbuttoning. Instead, the straight pointed collar, which is a trifle longer than the buttoned type, is being featured. Most of the shirts have a single pocket but some have two flap pockets, one on each side.

### "Loud" Patterns in Nightwear.

Retailers have been nibbling at holiday lines of men's nightwear lately, particularly the new "loud" effects in lightweight pajamas. In the popular-priced flannelette lines manufacturers have booked a good advance business, some of them being very nearly sold up. The general trend in this field is toward the use of very broad stripes and checks, the patterns representing a marked departure from the old staple sleeping garments. In the lightweight garments rayon effects are well to the fore, being followed in favor by real silk, madras and percales. The slip-over styles are said to be in growing favor, although military models and "low necks" are selling in greater volume. The duplex type of collar, which folds to allow a larger or smaller opening at the neck, is being well received. The color range in the fancies is large.

### Showing More Wool Garments.

Increased showing of woolen and worsted garments for Fall lately by ready-to-wear manufacturers is expected to result in a volume of re-order business in these fabrics that will reach back to the mills. It is an open secret that the attention given to silk fabrics in garments for early Fall has been disappointing to woolen goods producers. In dresses, particularly, the production so far has been largely concentrated on silks, the only exception being the large use of some of the lightweight worsteds which greatly resemble silk. It has been held that this was only a temporary development, because of the earliness of the season. This reasoning is borne out to some extent in the increased showings of woolen and worsted garments for later Fall wear.

### Amber Stemware Shown For Fall.

Amber stemware promises to be a leading item for Fall, according to manufacturers of glassware. While clear stemware remains the staple buyers are taking well to the amber goods, which are being produced in larger variety than heretofore. Cut glass continues its strong position in the higher price ranges. No falling off is reported in the strong novelty appeal of general lines of colored glassware, which may be plain, hand-painted or encrusted

with gold. The hand-painted wares are sprayed and "double fired," which insures permanency of design and coloring. The high shades will again be featured in the colored merchandise. Wholesalers expect considerable buying for Fall in the near future, as retailers so far have covered their needs in only a limited fashion.

### Novelty Colors Hurt Buttons.

Novelty colors in men's clothing are working a hardship upon manufacturers of the better-grade buttons for this trade. With the color trend uncertain until the season is well under way, button manufacturers often find that they have insufficient time in which to produce goods efficiently, especially since novelty colored buttons require time to insure uniformity of hue. This is a disadvantage which does not apply to the black variety, which formerly topped the demand. Prevailing conditions are especially irksome to the manufacturers, since they contend that their commodity is now selling at pre-war levels. On the other hand, they say, raw materials and labor costs are from two to three times as great as the 1914 level.

### Fewer Pearl Oysters Obtained.

Reports from Paris to the jewelry trade here indicate that only 200,000 to 300,000 oysters have been "fished" at the pearl fishing camp at Marachchikade since the opening of the season in February. The expected minimum was a million. This reduction resulted in spirited bidding by buyers, and prices reached a high mark of 38 to 40 rupees per 1,000 oysters. One reason for the short "crop" was the losing of considerable time by the fishing boats, which were forced to remain inshore because of bad weather. Trouble between the authorities of Ceylon and Madras, where the best divers come from, was also a factor, it not being settled in time to obtain a normal "crop."

### Fall Coatings in Good Demand.

Women's coating fabrics of the new "bolivia" types, which are recognized by various trade names, remain the most-wanted weaves in this division. The demand continues very strong, and most of the mills are practically out of the market, so far as accepting new business is concerned. The plumage shades lead in the desired colors. The mills, however, are closely watching the color trend in retail buyers' purchases, as reported to them by coat manufacturers. To date no one color dominates. As in the case of cranberry red last Fall, however, there is a possibility that the demand will again tend to concentrate on one shade, which development the mills are planning to be prepared for.

### Rubber Tea Aprons Are Liked.

Popularity of the rubber tea apron continue unabated. This is attributed to the greater protection which this variety affords compared with the cloth apron, as well as to the ease with which the rubber surface may be cleaned. New decorative effects are expected to swell sales when these goods are offered for holiday gift purposes. One manufacturer here is showing

aprons decorated with scenic effects which are worked out in colored iridescent sand applied to the rubber. These are to retail from \$1.50 to \$2. Another variety now being shown is mottled in the pastel shades. This apron follows the fashions in other women's apparel, in that its lines are given added interest in inverted pleats.

### Wash Suits Show Long Trousers.

The long trouser suit for boys is featured in wash clothing as it is in the regular cloth lines. Most of these suits, however, are of the dress variety, and are not intended as regular play garments. One of the types seen here is of Belgian linen, and is for early Fall wear. It has a white alpaca vestee effect at the top, with the trousers attached in one-piece fashion. The upper portion of other suits features "lumber jack" plaids in many patterns and colors. The trousers in this case are of corduroy. Broadcloth is also used for the top, the trousers again being of corduroy. In the short trousers jersey cloth is frequently used with a broadcloth top. Many of the suits have a silk sports belt attached.

### Women's New Handbags Varied.

Novelties in imported bags include the dansante bag which, as its name indicates, is designed primarily for dance purposes, although it is also suitable for evening and sport use. It is of the draw-string variety, and is made of pastel color combinations of pearls, with a tassel to match. The retail price is \$2.98. Importers are anticipating an active call for frame bags, despite the trend in women's wear toward wrap-around coats. They point out that while it is difficult to drape these coats properly the woman of style will not let this factor prevent her from carrying a frame bag, if she prefers this type, since it is a simple matter to slip it on one arm.

### Better Fit in Junior Knitwear.

One of the newer developments in the production of knitted outerwear garments is the attention being given to those in sizes 13, 15 and 17. In the past many of these garments were marked as being those sizes, but were not cut according to the proper junior scale. In order to achieve this scale, it is pointed out, the patterns necessary for a correct fit must be different from those designed for misses' regulation garments. Such patterns have been devised and are being used. They are expected to add considerably to the outlet of knitted outerwear in the smaller sizes.

### Little Activity in Glassware.

Conditions in the glassware industry are quiet, with manufacturers anticipating some active buying later in the month. The tendency in the industry seems to be markedly toward colored and decorated varieties. Green, amber and blue breakfast and luncheon sets are selling well, and are said to be hurting the sale of china sets. Foreign competition continues rather keen, due largely to the ability of the European factories to offer varied assortments to small purchasers. The domestic plants, being adapted chiefly to quantity production, find this undesirable.

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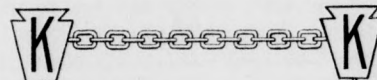
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Direct obligation of the  
 Winegar Furniture Co.,  
 whose assets exceed  
 \$500,000, and further se-  
 cured by a collateral  
 mortgage on real estate  
 appraised at \$80,000, by  
 title-retaining contracts  
 aggregating \$235,852.79,  
 a lease valued at \$67,000  
 and life insurance poli-  
 cies totalling \$105,000.  
 Redeemable at 102.  
 Michigan Trust Com-  
 pany, trustee.

**A. E. KUSTERER & Co.**  
 INVESTMENT BANKERS  
 AND BROKERS  
 MICHIGAN TRUST BUILDING.  
 CITIZENS 4267      BELL MAIN 2435



### Co-Operatives Got \$22,000,000 For Eggs.

The co-operative marketing of eggs and poultry in the United States has undergone a great development in the last fifteen years. One hundred and eighty-three farmers' business organizations report handling eggs or poultry or both in 1924. They sold more than 70,000,000 dozens of eggs for approximately \$22,000,000. Although only thirty-one were of the truly co-operative type, they handled 90 per cent. of the business done in eggs.

Formerly practically all poultry products were sold on a flat price basis. Eggs brought the same price regardless of quality. Poultry, which was usually sold alive, was paid for on the pound basis with little regard to its age or condition. This method, besides offering no inducement to producers to improve the quality of their poultry and eggs, brought about seasonal gluts and shortages.

Large-scale poultry and egg co-operatives have been successfully conducted for a number of years in Pacific States and considerable attention has been given in the last two or three years to the co-operative method of marketing of poultry in Maine, New Hampshire, Connecticut, New York, Ohio, Indiana, Illinois, Minnesota, Missouri, Utah, Texas, New Mexico, Idaho, Alabama, Kentucky and Virginia. In Minnesota local associations are federated for selling purposes. Elsewhere most of the recently formed associations are of the centralized non-stock, non-profit type.

A survey in 1924 showed thirty-one egg and poultry marketing associations in producing regions and four at terminal markets. Twenty-two of them handled both eggs and poultry. Eight handled only eggs and one hundred only poultry. Missouri, with nine associations, was the state with the largest number. Minnesota was second, with six; California third, with four and Texas fourth, with three. Five of twenty-nine associations were organized before 1920 and the remainder since the beginning of that year.

Co-operative egg marketing was first developed by the present method on the Pacific Coast. An association was formed in 1913 in Tulare county Cal., with about one hundred members. In its first year its sales exceeded \$25,000. Last year its sales were nearly \$400,000. Poultry producers of Central California formed an organization in 1916 and last year had contracts for the eggs of 2,500,000 hens.

The Poultry Producers of Southern California, Inc., a co-operative organization formed in 1917, handled 87,553 cases of eggs in its first year. Last

year it handled 139,000. In 1917 the Washington Co-operative Egg and Poultry Association was formed with headquarters at Seattle. This association now handles about 300,000 cases of eggs a year and its net worth has increased from about \$1,000 to \$700,000.

Poultry producers in New Jersey formed an association in 1921 with 438 members. After some unfortunate experiences this was re-organized in 1923 and last year it handled approximately 70,000 cases of eggs.

Poultry and eggs have been marketed in the last ten years through co-operative creameries in Minnesota. This plan is considered ideal for assembling eggs, although it has its limitations in merchandising. Minnesota poultry and egg producers put a plan in operation in 1923 which provided for district organizations federated in a state association. This association in December last was selling products from 14,000 members.

#### A Neighborhood Meat Retailer.

In the larger cities it is not uncommon to hear the expression "I have lived here several years, but as yet I have never met my neighbors," and, no doubt, many retailers carry this same condition into their business. Recent studies as carried on by the United States Department of Agriculture, wherein some 2,000 housewives were interviewed, 30 per cent. of them stated that they passed by at least five or more shops in order to reach the desired one. There are many factors that may be attributed to this condition, but we may draw conclusions, and safely say that the shop which was sought offered some drawing card or the ones that were passed by were guilty of the lack of some attractive feature, or they failed to see and recognize those factors which act as a magnet in drawing customers into their stores. Perhaps some of the customers visited distant shops for personal reasons, but in the larger cities this factor has not the same degree of attraction as in the smaller ones. Service, quality, fair treatment, honesty and confidence as put forth by the dealer will tend to draw the customers, and this may be displayed in such a manner so as to cause the purchasers to travel greater distances or to stop at the neighborhood shop. The automobile has had a tendency to increase distant buying and consequently the dealer should keep this in mind and solicit distant trade, as well as the neighborhood trade, by means of advertising, so as to inform his present and future customers of all of the advantages he offers at his place of business. Since the telephone is playing such an important part in the retailing of meats,

## RED STAR

THERE is this to be said for RED STAR Flour: Hundreds of regular customers willingly pay more for this brand, recognizing that even with the added cost, it is still the most economical for their use. True quality that you obtain in RED STAR is worth the price.



JUDSON GROCER COMPANY  
GRAND RAPIDS, MICHIGAN

## M. J. DARK & SONS

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*Receivers and Shippers of All*

Seasonable  
Fruits and Vegetables

BLUE GRASS MILK

BLUE GRASS BUTTER

WORCESTER SALT

KENT CLUB COFFEE

TEA, SPICES, ETC.

GOOD LUCK and DELICIA OLEO.

THRU COMMUNITY GROCERS ONLY

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

a merchant who fails to recognize the needs of his neighbors and fails to solicit their trade by personal or otherwise contact, is gradually allowing himself to enter into bankruptcy, for the progressive, wide-awake dealer of to-day makes friendship with his neighbors, thus acquiring the trade, and furthermore seeks the prospective distant customer by the same method. In addition he so advertises to illustrate the convenience and advantages received when purchasing their supplies at his modern, efficient and accommodating market of to-day.

#### Fat and Its Effect on the Beef Carcass.

As an animal fattens the muscular and adipose tissues act as a storage house for the fat deposit which may be used at a future date as a source of supply for energy, when the animal encounters the difficulty of not receiving enough food to maintain the body and the body functions. Aside from the physiological function that the fat plays in the animal body, we find that it affects the economical value considerably. The deposit of fat when of the desired composition and properly distributed throughout the body increases to a marked degree the palatability of the flesh, and improves the keeping qualities of the meat, and, furthermore, so changes the relative weight of the primal wholesale cuts that the relative values of these cuts, when not considering the change in eating qualities, is greatly altered. All parts of the carcass tend to store up some fat during an intensive feeding period, but such parts as the following—loin, flank, rib, plate and brisket—are noted for their capacity as a storage place for fat. These cuts naturally prove rather wasty, and consequently the retailer is compelled to charge a relatively higher price than for the same cuts from thinner animals, not merely because of this additional loss, but in addition he must charge a greater price because of extra expense incurred during the fattening process which was carried on in order to improve the flavor, tenderness and eating qualities of the meat. These cuts in the thin carcass, according to certain tests, equal approximately 40 per cent. of the entire carcass, while in the very fat carcass this figure was increased to 52 per cent. The two remaining cuts, the round and chuck, decreased, respectively, from 27 to 21 per cent. and 27½ to 23 per cent. The relative amount of fat expressed in percentages in a very fat animal, as compared to a thin one for the following cuts, as loin, round, plate and brisket, was three times, chuck and rib four times, while the flank was twice as much. Thus with this increase in food values, which has been produced at a great expense by the farmer, we have a partial explanation as to the cause for the various price differentials in the different grades of meat. These are facts that no one disputes.

#### Center Cuts.

With the standardization of food products, as well as many other of the necessities of life, becoming more common, we soon discover that commodities, although falling under the same heading, such as beef, apples, silk or

what not, are not identically alike, due to inherent characteristics which are a basis for further subdivision. In the case of meat derived from the entire carcass of an animal, everyone knows that various portions of the carcass are placed on a higher or lower level in the scale of preference as determined when the meat is consumed. In other words, certain large cuts or portions of the carcass give more general satisfaction when eaten than others. Carrying this along a little further we encounter a condition whereby portions of retail cuts possess greater economic value than other portions, because they satisfy the average human taste to a greater degree. This has led the consumer to a stage in buying where he demands the best pieces or portions which are commonly termed center cuts. Naturally, with a greater demand and a relatively small supply, the prices of these center cuts are usually higher than the less demanded ones. Center cuts often differ very little from the other portions in food and energy value in the human body, and the demand arises because they satisfy human demands for a more palatable or better-appearing dish which, when served, brings forth greater pleasure because of its attractive appearance and tastefulness. Thus this demand for the higher priced cuts seems to be greatly influenced by the phisic phase rather than by the nutritive value of the meat. If the consuming public were to seek these lower priced cuts more eagerly and prepare them by the newer methods of cooking as advocated by the various bureaus of home economics, all would receive some benefit by having the opportunity of receiving a greater variety of meat dishes with the average cost below that which now exists. A change in the menu often means more change in the pocketbook.

#### Onion Prices High.

All indications point to a good season for late onion growers, who have a reasonably large crop, it is said. Plantings in fourteen late states are the lightest in the last eight years, totaling only 36,220 acres. This is even less acreage than for the light crop of 1921. Many of the important commercial states report poor stands because of unfavorable weather conditions. To offset this apparent shortage in the National supply of domestic onions reports from Spain and Egypt indicate satisfactory crop conditions there, with prospects of good yield. Acreage has been increased. Imports from Spain this season to date are running ahead of last year's record. More than a million bushels were received directly from Spain during 1924 and 153,000 bushels from Egypt. Shipments of late or main crop onions in the United States during each of the past two seasons totaled around 22,500 cars.

If you have to go out of your way a little to accommodate a customer, don't spoil the effect by trying to make the customer feel the obligation.

If what you did yesterday still looks big to you, surely you haven't done much to-day.

## JUST GOOD CANDY

Pure and Wholesome

THAT'S

*Putnam's*

PUTNAM FACTORY

Grand Rapids, Mich.

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Eat  
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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.

## TO BUILD YOUR SALES

Fleischmann's Yeast not only builds health for your customers, it also builds your sales. For healthy people eat more food than those who are bodily "run down."

Show the Fleischmann package display in a prominent place in your store and let your customers know you have Yeast-for-Health on sale. You will do them a favor and increase your sales as a result.



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The Fleischmann Company  
**SERVICE**

## 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



Michigan Retail Hardware Association.  
 President—Scott Kendrick, Flint.  
 Vice-President—George W. McCabe,  
 Petoskey.  
 Secretary—A. J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

#### Is It Possible To Sell Stoves in Summer?

Written for the Tradesman.

Most hardware dealers right now are either preparing for their fall stove campaign, or sitting back and waiting for the fall demand to start. Selling stoves in summer time is an occupation that calls for much work, thought and ingenuity. The difficulties presented are such that few dealers ever really strive to lift stove departments out of the mid-summer rut. After the spring trade, they are content to rest on their oars until the big autumn rush. For such dealers, three or four months of active selling constitute the stove year.

There are, however, occasional exceptions where, by timely efforts to stimulate demand, many retailers manage to keep things moving pretty much all the year round.

With the advent of summer, the trade in ranges as a rule peters out; but gas and oil stoves go on selling. Many people who still depend on the coal range for the cool weather, are learning the convenience of gas in the hot weather. Where gas is not available, the oil stove comes into use while the demand for oil stoves for summer homes is on the increase.

Discussing this line, one large city dealer says:

"Just at present we are featuring gas stoves, and are doing a first class business, despite the fact that the season is getting on. The best method of stimulating demand is to keep attractive displays in the windows. Newspaper advertising, combined with continuous and effective use of the store windows, can be depended upon to create a demand."

Even in the summer, however, it is by no means impossible to sell coal heaters and ranges. Many June newlyweds start housekeeping with the early summer; and the new home needs a range just as much as it needs furniture. For the present year, that opportunity is gone; but in future years it should not be overlooked. But even for the present year, it is worth remembering that many couples leave the purchase of the range and heater until fall. Get them interested now.

I recall a case where a stove dealer advertised that he would give a cook book free with every range purchased. The book was a good one, selling regularly at \$2; and the offer was a direct and shrewd bid for the trade of the newly married couples. Most brides feel the need of a cook-book; and their

husbands even more so. The plan worked out so well that the dealer continued year after year to make the cook book premium an annual June-to-September feature.

An effective method of stimulating trade in the stove department is to feature the sale of tinware and kitchen utensils of all kinds. Women shoppers will be attracted by a display of small articles of this description where, perhaps, they would pass a stove window without a second glance. Once inside the store, the salesman has a splendid opportunity to interest them in a new range or gas stove.

In some homes the old time method of cooking with wood in a range is still followed in the summer months. It makes the house unduly warm, and turns the kitchen into an inferno. But the long-suffering and patient housewife has followed this procedure for years and has never seriously considered any alternative. When asked why she does not find some cooler way of cooking in hot weather, she will probably say that it costs too much. But let the salesman put his proposition this way:

"Even if it did cost more, would it not be worth a dollar or two a month to do your cooking in comfort? Well, you can get a gas range for just that amount. Pay us so much down and a couple of dollars a month, and we will sell you this range. By next summer, it will be paid for."

As alternatives to gas, there is the electric range, where current is available. Or, where neither gas nor electric current are to be had, there is the oil cook stove. So the dealer has something to offer every prospect.

A good stunt, in connection with your tinware sale, is to put on an interior display showing a model kitchen. Fit up a corner of your store as a kitchen, fully equipped with all the latest utensils; and as a feature show a range, installed. Hold a range demonstration, if you like. The women who come to buy tinware are bound to be interested in two things, the idea of a completely-equipped kitchen; and the range you are featuring. You will develop a lot of range prospects to canvass.

Outside canvassing can be profitably done in the summer months. This is fairly proven, often at the regular stove dealer's expense, by the transient stove salesman, who goes about the country selling a supposedly cheap line, and seems able to sell it at all seasons of the year.

This sort of competition is most effectively met in kind. One small town dealer adopted a follow-up system that produced good results. He made it his

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policy to secure as many names as possible of prospective purchasers, in the town itself and in the surrounding district. This he did by enquiries from customers in the store and by keeping in touch with happenings in the district. When a prospect was once listed, the dealer lost no time in getting after the business. He did not depend on a letter, not yet on a mere personal call. Instead he loaded a range on a truck and drove out to the house in question. As a rule the truck came back empty.

The advantages of such a plan are obvious. It enables the dealer to get to the customer ahead of any competitors. He is able to discuss the stove intelligently; and, if the purchase is made, to install at once. The latter point is important. The salesman can bring things to a head by placing the stove in the kitchen, showing how neat it looks, and how it brightens up the room. There is the added advantage that the customer's attention is concentrated on a single stove; and not distracted by a variety of models.

The transient stove salesman has demonstrated that selling coal ranges and heaters in summer is not impossible. The backbone of the transient system is a thorough, comprehensive canvass. Where too many dealers wait for the trade to come, the hawker goes out after the trade. He is prepared to meet any demand the farmer feels like making; to sell, if you like, on two years time; to take in part payment almost any second hand article. And the farmer thinks he is getting a bargain when he trades an old washing machine and \$60 for a stove he could buy from the regular dealer in the nearest town for \$45.

One small city firm adopted an unusual stunt to meet this sort of competition. A hawker had done considerable business in the surrounding country and it was not long before complaints began to develop that the peddled stoves were not coming up to expectations. Singling out one instance, the local firm went to the man, a farmer. He was dissatisfied with the new stove. The firm sold him one of their own stoves, which they knew they could safely guarantee; and took the peddler's stove in part-payment.

The discarded stove was then placed on view in the store window, with a statement of the facts of the case, and an offer to sell it, practically new, for \$15. There were no takers at the price, though the farmer originally had paid about \$65.

For a long time afterward, the hawkers in that part of the country were met with the crushing retort: "Why we can get that stove in town for \$15." Victor Lauriston.

#### Do You Stand Up To Life?

Do you stand up to life or do you sometimes sneak away from it? Only this morning a big, strapping man came into my office looking for a job. He said he was down and out—that fate had been unkind to him and that he had had so much trouble that it had sort of soured him.

I said to him: "Man, don't you know that if life were all roses, we'd

pretty soon tire of the sickeningly sweet odor and holler for variety? Don't you know that if you get stuck by a thorn once in a while it makes you careful to steer clear of thorns, You've got health and strength and ability, and here you are whining just because you've had a few troubles. You ought to thank God you've got two good eyes and two strong arms and two sound legs!"

And he went out with a new point of view.

That's all most of us need once in a while—fresh point of view. The trouble is that we like to follow the crowd. We like to let somebody do our thinking for us. We follow the line of least resistance. We say to ourselves: "Oh, I can't do that." How do you know you can't? Certainly the world won't think you can if you don't think you can.

Alexander Graham Bell, inventor of the telephone, was told by his friends when he borrowed money with which to see his experiments through that he was trying to do something that couldn't be done. When he passed away, the world took off its hat. I'm wondering what those friends of his would have said if they had been told that some day we wouldn't need wires at all to carry voices through the air.

The way out of any difficulty isn't to run away from it. The way out is to stand up and face it. The biggest job any man tackles in these standardized times is to be himself: to be true to himself; to live according to his own conceptions of worthiness: in short, to paddle his own canoe and keep it headed always in the direction of his ambitions and his dreams.

#### Imitation.

I once knew a man. He was the only man I ever knew to whom life was really genuine.

When he was a little boy he smoked corn silk. When he was a young man he thought he was smoking tobacco, but it was just alfalfa, fine cut and treated with a decoction from tobacco stems. When he was older, he smoked denicotinized Havana cigars from Connecticut.

He thought that coffee made him nervous, and so he drank decaffeinated coffee. After prohibition came in, he drank near beer, and sometimes he took a snifter of synthetic gin.

The clothes he bought for all wool were half cotton. His linen collars were all cotton. His silk shirts were half cotton and half silk, weighted with tin.

He bought stock in mythical oil wells. He almost went broke buying Liberty bonds to help finance the war to end war. When he died, which he did on a bed that was bought for mahogany but was only veneer over whitewood, his obituary in the paper said many flattering things which were not so. He was buried in a coffin with imitation silve rhandles. But he died happy. On his deathbed he heard London on a radio set he had built himself.

He didn't know that it was relayed from Schenectady. D. R. S.

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**SET UP and FOLDING PAPER BOXES**  
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Mirrors—Art Glass—Dresser Tops—Automobile  
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*Our Collection and Bill of Lading Service is satisfactory*  
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OWOSSO  
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**Makes  
Good  
Chocolates**



### What I Like and Dislike About Traveling Salesmen.

"Let them among us who are without sin cast the first stone." In the discussion of "What I Like and What I Dislike about Traveling Salesmen" it is going to be difficult for me to lose sight of the fact that there might be something, even in me, that folks could take exception to. My text, however, excludes any thought of the probability that I possess a conscience. I anticipate no outcry or remonstrance from this bunch when I speak of the love I hold for you. I am mindful, however, that I could be arrested, and should be, if I attempt even to speak all that is in me to say on the anti-love side of this question.

But, getting down to facts. Above all else I like best a regular he-man. A fellow who comes to me, speaks his piece in my kind of language, takes seriously my word for what I say to him and then gets out. Men have claimed that there is no friendship in business, but the boy whose personality and judgment make me like him has little trouble in getting an order from me. Just plain, unadulterated "bull," up to a point just below my recognition of it, sort of soothes and does no harm. But the salesman who spreads it too thick without the proper mixture of common horse sense turns the point of my pencil away from the dotted line.

I do not want a salesman to disregard the rights of any man or woman who might be visiting with me when said salesman enters my place of business. My visitors might be customers who have a right to my time. I have known salesmen to bolt right into my office at such times, set their cases on the floor, then stand around and wait in sort of an impatient get-to-hell-out-of-here attitude, which does not set well with me.

Truthfulness is an asset and is never overworked. It is not a very difficult thing for a man who has lived to the bald-headed age in the retail business to pick a liar from the flock. Confidence is an order getter. What do I know about values. Eighty-five per cent of my business is selling. When I know a salesman well enough to place my confidence in him all is well with both of us. On the other hand, when my knowledge of him tells me that the truth is not in him, both he and his house suffer from my lack of interest in the goods he sells.

I would rather not learn of the financial difficulties of my brother merchants, except in a direct way. It is wrong, I think, for salesmen who call on both of us to peddle such information. When this happens my confi-

dence is shaken, the thought always bobbing up, I wonder what he tells the other fellow about me.

There is a time-worn trait in road men, usually specialty men, to set on us, after we have placed an order for a dozen of his specialty and often before, by telling of our competitor in Longmont, or elsewhere, buying the same article in gross lots. Now, the only man in my opinion who has a right to make me and my business appear small, and get away with it, is that man who is in charge of our jobber's credit department. He has a right to do this, probably, but never will I accord this privilege to a salesman.

I like a salesman who shows by his actions and word of mouth that he feels kindly toward his boss and the house he represents. The man who consistently proclaims the goodness of the folks that pay his salary is generally a good fellow well met. The world dislikes a belly-acher. The sales manager may be heartless and all to the bad, but so long as he stands well with his boss no good can come to the salesman who persistently pours his long and doleful notes of discord into the ears of the country merchants. I hear far too much of this sort of thing.

It is refreshing to hear a fellow say "we" and "our" instead of "me" and "my" in speaking of the house. It means much to me, also, to have him appear when his advance card says he will. I believe in a regular schedule.

With very few exceptions, I do not want any salesman to snoop around our place taking an invoice of stock on hand in an effort to force an order. There are a few such running at large who are not welcome in our establishment, as salesmen.

My confidence in a salesman is enhanced when his house places in him sufficient power and responsibility to enable him to make credits and adjustments on the spot, while making his regular visits. Correspondents and trouble shooters in many of our wholesale houses lack the personality that breeds good will in us little fellows out on the prairie. Good salesmen are able to look on both sides and do the things best for both dealer and jobber.

Traveling salesmen as a class, I believe, are good friends of mine. Most of the regular men are as welcome in my office as a cancelled note from my bank. Things I have mentioned here have been picked from the mob, gathered through the years that have gone.

John W. Valentine.

Real courtesy and a hearty smile at all times is a valuable asset for any proprietor or clerk.

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### GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

## HOTEL CHIPPEWA

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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  
60 Rooms with Bath \$2.50 and \$3.00

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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.



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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.  
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## HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath  
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Reasonable Rates for Rooms.  
Dining Room a la carte.  
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Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences  
RATES from \$1.50, Excellent Coffee Shop  
"ASK THE BOYS WHO STOP HERE"

## 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.

## The Durant Hotel

Flint's New Million and Half  
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the  
United Hotels Company

HARRY R. PRICE, Manager



## Hotel Whitcomb

AND  
Mineral Baths

THE LEADING COMMERCIAL  
AND RESORT HOTEL OF  
SOUTHWEST MICHIGAN  
Open the Year Around  
Natural Saline-Sulphur Waters. Best  
for Rheumatism, Nervousness, Skin  
Diseases and Run Down Condition.  
J. T. Townsend, Mgr.  
ST. JOSEPH MICHIGAN

## CODY HOTEL

GRAND RAPIDS

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

## Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

# TAKING INVENTORY

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

### Napoleon Is Taboo in Traverse City.

Traverse City, Aug. 17—Hundreds of residents of this city and vicinity are still smarting over the losses they sustained when a party of Wallingfords persuaded them to invest their savings in the stock of the Napoleon Auto Truck Co. several years ago. The promoters were very able exponents of the art of chicane, as practiced by Wallingford, Blackie and thousands of their imitators. Widows' mites, the estates of orphans, the savings of laborers and school teachers and the surplus funds of the well-to-do were taken in by the schemers without compunction. A factory was leased, a few imitations of freight carrying trucks were produced, but not sold, and then the promoters who had converted the funds of the company to their own uses announced that manufacturing would be suspended until the company should be able to obtain more capital. One of the local banks had become deeply involved in the financial affairs of the corporation, and the President, Dr. Martin, died, it is said, on account of worry caused by the treatment he received at the hands of the bank's stockholders and depositors. A young bank examiner, Kalehar, formerly a resident of Saginaw, took charge of the bank and succeeded not only in saving it from dissolution, but in placing it on a sound financial basis. The victims of the Wallingfords are so sore that if any one of the number should be offered a fully guaranteed deed of the city of New York for \$5, he or she would not buy it.

Mikesell & Co., who conduct a large canning factory in this city, moderately successful previous to the world war, subsequently made such large profits from the operation of their plant in the filling of orders for the army, that they decided to shut down the works and enjoy the ease and pleasure which opportunity had afforded. The plant has not been opened since the war ceased.

Peaches from Arkansas are sold by local dealers in fruits for fancy prices. Grand Traverse county is producing an unusually large crop of apples. The yields of potatoes, beans and corn will be large.

Arthur S. White.

### Hope the Rain God Will Soon Relent.

Boyne City, Aug. 17—It looks like rain. It has looked like rain. It continues to look like rain. Mares' tails have time and again stretched across the sky. We have had mackerel skies until you would think that we were in the mackerel business. Great fluffy thunder heads rear in the West, South and North, but it does not rain. The morning sun looks like a flapper's cheekbones. The treetoads chirp and the froglets sing, but nary a drop descends to cool the panting earth and give life to the drooping corn. The trees and grass along our highways look like dusty millers. Our pastures are parchment, both in color and texture. Where the cows get anything to make milk of is a mystery. The woods are full of blackberries, but they would make a self-respecting blackcap laugh for size. This surely is a dry town, so far as water is concerned. Even our alfalfa is only a half crop, and a drought that discourages that scion of the West is some drought.

But then it is great weather for the tourists. Every day is bright and sunny. As our rivers and lakes are all spring fed they continue to flow and sparkle and put on a great face of being happy and contented. No one but a native would suspect that they are suffering.

Poor old Lake Michigan and Huron are showing it though. On every beach great gaunt ribs are showing sand bars and boulders are sticking out like green carbuncles all along the shore. Many of the bathing beaches on the lakes which open into the big lakes are spoiled by the receding water.

May we hope that the rain god will soon relent and again pour out his life giving bounty.

We are going to have another county picnic at Whiting Park this fall. It will be held labor day. It will be some picnic this year. B. O. Hagerman was made chairman of the general committee. We thought B. O. lived in Grand Rapids, but he showed up and was promptly put where he belongs. He started this county picnic business three years ago and so is responsible for this vicious habit which has gripped Charlevoix county with a hold which promises never to be broken. Then he hooked Mellencamp for Secretary, thereby showing his executive ability. Everybody knows that the Secretary has all the real work to do. Mellencamp can—and will—do it, and do it right. So if you, Mr. Editor, or any of your friends want to see a good old-fashioned picnic, just drop into Boyne City, East Jordan or Charlevoix on Monday, Sept. 7, early in the morning and follow the crowd. You can gamble on a whale of a time. Better pack your basket with good things to eat. You may have a chance to trade and get something really worth while.

Boyne City has enjoyed a very good summer trade this season and the promise for the coming year is still better. The city, through its Chamber of Commerce and Rotary Club, has done a good deal of advertising and the results are just becoming apparent. Lying as we do—not about our attractions, but on the map—off from the main traffic routes, both rail and highway, it requires some effort to divert the regular course, but once here, the customer stays. We have something worth while to sell and try to make our service attractive. Nature has been very good to us in providing the good things and we would be foolish if we did not make an effort to pass them along to those who need and want them.

Charles T. McCutcheon.

### Quick Cooking Tapioca Necessary.

Philadelphia, August 15—Many thanks for sending me an advance tear sheet of your issue of August 12, containing "Tapioca Used in Soups and Pies."

Probably I should not have mentioned the name of the National advertiser when I wrote that little story about the new use for this product, as naturally you would not care to use it in your story when other advertisers might be using your columns. Unfortunately, however, the elimination of the name is likely to give merchants some wrong data to pass out. If they suggest to customers that they use pearl tapioca as a thickener for soups and pies, as I suggested that "tapioca" be used, they will give their customers a suggestion that will surely work havoc with the soups and pies. A quick-cooking tapioca is necessary for this, as the pearl brands require all-night soaking before they are ready to use.

Of course, the Minute Tapioca Co. sells both pearl and quick-cooking tapioca, but they advertise their "Minute Tapioca," which is quick-cooking. As my story read, with the name of the company given, it was all right and I only hope that dealers do not suggest pearl tapioca, either that sold by the Minute Tapioca Co. or any other company as a thickener.

Perhaps it might be well to run a little item in the next issue intimating that in my article I referred to "quick-cooking tapioca" as a thickener and not pearl. Naturally, you will not mention the brand name. If you care to do this, it might clear up some doubts in the minds of those who read the first article.

Richard S. Bond.

### Cover Flour Requirements on a Decline

Written for the Tradesman.

An analysis of the recent Government report on winter and spring wheat shows Illinois, Missouri, Indiana and Ohio have harvested this year 123,919,000 bushels against 127,518,000 bushels last year, or approximately 3½ million bushels less. On the other hand, Kansas, Nebraska, Oklahoma, Colorado and Texas harvested this year 140,287,000 bushels compared to 304,771,000 bushels last year, showing approximately 163½ million bushels loss. Pennsylvania is the only state in the Union to raise more wheat this year than last year. Michigan, Oregon, Montana and Washington have 27,000,000 bushels less than last year.

In the spring wheat territory, the four principal producing states show 187,000,000 bushels this year, against 243,000,000 bushels last year, or 56,000,000 bushels less.

It will be seen from the above analysis that previous estimates of a 200,000,000 bushel shortage in the United States compared to last year's crop are being confirmed.

The Canadian official report indicates Canada has produced 113,000,000 bushels more wheat this year than last, so the net loss in the North American production compared to last year's crop is approximately 85,000,000 bushels.

Stocks are decreasing instead of increasing, which is a most unusual condition for this time of year. In fact, it is a situation that hasn't prevailed for over thirty-five years.

Stocks of grain at terminal points are very light indeed. For instance, at Kansas City on the 15th of August there were 3,585,000 bushels of wheat compared with 13,500,000 bushels the same day last year.

Farmers, in this section particularly, are not selling wheat and many of the mills are experiencing considerable difficulty in obtaining a sufficient supply to keep their plants in operation.

Right in this connection, the carry-over from last year was very light indeed and stocks of flour in dealers' hands throughout the entire country are very light, the trade buying to cover immediate requirements only.

These conditions are all bullish in their influence and indicate we are to have comparatively high prices for both wheat and flour on this crop.

There are certain conditions working against advances just at this time, however, and, in fact, conditions that actually favor lower prices temporarily. In the first place, there has not been a heavy movement of winter wheat, and spring wheat is beginning to come to market; in the second place, prices are comparatively high at this time; in the third place, Winnipeg October wheat is selling 18 to 20c per bushel under Chicago September, which means the United States will do very little export business on grain until Canadian prices advance or American prices decline. This in itself does not mean as much this year as during a year when we have raised a big crop, as United States stocks and the present crop will not much more than supply domestic requirements.

It appears there is no reason for the flour trade to change their policy of

buying amply to cover requirements up to thirty days in advance, yet there is no incentive to purchase heavily for more distant deliveries just at this time.

If prices continue high, probably the wise policy would be to continue to buy as needed; on the other hand, a decline of 12@15c per bushel in wheat and 60@75c per barrel on flour would it would seem at this time, change the situation and make it worth while to cover requirements for sixty to ninety days.

Lloyd E. Smith.

### In California Street, Instead of State.

Chicago, Aug. 18—Well, friends, I reached California all right, but not the Golden State of Sunshine and Earthquakes, but just California avenue in the Windy City, seemingly controlled by—well, I guess you know as well as I do, by what.

We were unfortunately delayed here, somewhat, owing to a death in my wife's family. This somewhat changed my wife's mind about going, so I gave up the plans again (second time), stopped off here and am interested in finding a way to get three squares a day and shoes for the kiddies. I might add, too, that it is interesting to me, too, because it has been fourteen years since I stayed here any length of time except to visit or do some buying. I cannot say I thoroughly enjoy it as much as Grand Rapids, but Mrs. Hansen does immensely, as all of her folks live here, so I shall rest contentedly until the time I may be able to get back to where they say of the one city of cities, "A good place to live."

Am enclosing you herewith my check to your order for the Tradesman again.

Seems strange that fate should twice stop me from making that trip to the coast. The old saying is that "Everything is done for a reason" and the Almighty God does not always present that reason to our understanding; but His acts are always for our benefit, if we can only see. Hence I shall rest contented with that thought in view, although somewhat disappointed.

A. C. Hansen.

### A Bad Twenty.

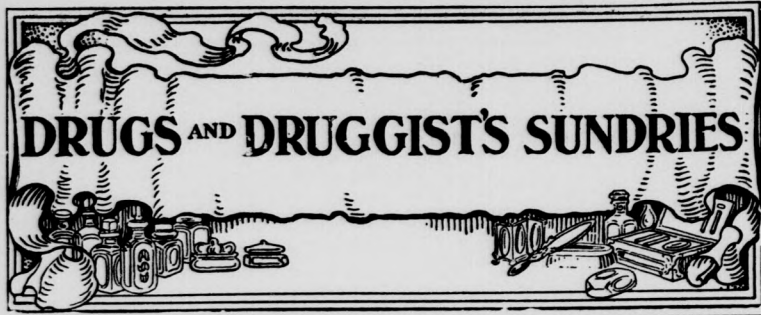
Washington, Aug. 17—A new counterfeit \$20 gold certificate, series of 1922; check letter "C"; plate number 656; H. V. Speelman, Register of the Treasury; Frank White, Treasurer of the United States; portrait of Washington, is reported.

This counterfeit is apparently printed from well executed lithographic plates on bleached genuine paper. The printing on the face of the note is blotchy obliterating many of the fine lines of the lathework and in the background behind the portrait. Great care should be exercised in handling notes of this issue as the counterfeit is calculated to deceive even careful handlers of money.

W. H. Moran,  
Chief of Secret Service Division.

Detroit—The Needham Michigan Sales Co., 315 General Necessities building, has been incorporated for the distribution of Needham oil burners, with an authorized capital stock of \$5,000, of which amount \$2,000 has been subscribed and paid in, \$1,000 in cash and \$1,000 in property.

Negaunee—Remodeling of the Williams building on Iron street, preparatory to its occupancy by Arnech Bros., with a modern drug store and ice cream parlor, is progressing satisfactorily and it is expected will be ready to open for business Sept. 1.



### The Selling Power of Suggestion.

Did you ever go into a store to make a small purchase, we will say of one item, and come out with a larger purchase? No doubt you have. And having done so did you stop to consider the extra purchase was made as the direct result of good salesmanship? And recognizing this point did you pause to take into account the fact that this good salesmanship might be applied to your own business with profit? If you have, well and good. Your sales are mounting higher as the result. If not, you are missing an opportunity.

In making these extra sales suggestion, that is verbal suggestion of some other article on the part of the salesman at the time of making the sale, is perhaps the leading factor. And the druggist who knows his okra is going to recognize this as the fundamental of good salesmanship. And once he does this it is an easy matter to turn the trick.

Skilern & Sons, one of the leading drug firms in Dallas, Texas, are experts in this matter of suggestive salesmanship. They have employed this method for years in their business and fully appreciate its value. Each week they have to offer some special item, suggesting this item to all customers coming in to make a purchase, and during that week sales in that particular item always runs high. And in watching these sales it is readily seen that suggestion, rather than the pulling power of a slight price reduction, is what makes the sale.

Take for instance, several weeks ago they ran as a special a dozen bars of soap. The price was just around about what any druggist would have asked for the same soap when selling by the dozen bars. But they had these packages ready, most of them in fact had been wrapped, and they had arranged a display. But it was left to suggestion to make the real sales. They verbally called the attention of each of their customers to the soap. They stressed the fact that soap was always in demand, and that by the dozen bars was the logical way to buy the commodity. They called the attention of the men folks to the fact that the "Mrs." would appreciate a dozen bars. The result was that the sales mounted high. The men were ready purchasers, and if you have watched your soap sales you know that it is the women who usually buy the soap. But while they sold readily to the men they also sold to the women, finding them readily appreciative of the saving in time and money.

Perhaps another week they would try the "group" idea. I recall a re-

cent week when they offered shaving cream, a lotion and a men's talc, as the special. On this they were able to make quite an attractive price as the offer was a manufacturers introductory sale. But if you have seen one of these sales fall short of expectation you will appreciate their way of managing this one. Again each customer was told about the offer, and whether Mr. Man bought his own, or the Mrs. bought it as a surprise, by the end of the week most of their customers were using this equipment for the morning shave. Merely displaying the group would not have secured such a result. It was the personal element that counted.

Around about Christmas time, Easter, Mother's Day and other holidays when candy is the accepted order of the day, they concentrate a part of their selling talk to candy. They call Dad's attention to the approaching need of a candy purchase, and before he knows it he has contracted for a box of candy, often before other druggists have put on their display for this special day, for here it pays to talk early. For Christmas they feature a six pound box of candy, put up especially for them. And their annual sales in this special box runs into the thousands. Not because they would sell that many anyway. But because they get in on the ground floor and make their sale early, and through verbal suggestion.

In another Dallas drug store, the Southland Pharmacy, I noticed recently a clever adaptation of this suggestive salesmanship. This time however the plan differed in that the suggestion was not made verbally, but through a hand written note attached to the luncheon menu. This gave somewhat the same personal touch that the verbal suggestion carries, and as the result of that note to the effect that "We are butchering our own pig . . . How about some real country sausage like you had down on the farm?" A record number of sausage luncheons were served.

The same store also adds a slice of pie to many a sandwich order because the boy who takes the order has the habit of saying, "The lemon (or pineapple or apple, etc.) pie is extra good to-day!" And the customer usually adds, "Bring me a slice."

Other ideas readily present themselves. Perhaps cold cream will be offered to the woman purchasing face powder. Perhaps a good hair tonic will be suggested to the purchaser of a shampoo preparation. Or you may merely suggest that the larger package is more economical. It is not a question so much of what you offer as

how you offer, and of making the sales suggestion that will boost your sales.

Mary L. Tenery.

### Act of Merchant in Entering Employment of Another.

As a general rule, where an active retail business is sold, the buyer will demand some security against the continued competition of the seller. With this in mind, contracts of sale involving the transfer of going concerns usually stipulate that the seller shall not engage in a rival business within a certain time and locality.

From the standpoint of the seller then the question of what will amount to entering into a rival business becomes one of interest and importance. In other words, how far will a contract of this kind restrain the seller from engaging in the kind of business he has sold?

Of course under such a contract the seller cannot rent or buy a location and openly establish a rival business, in violation of the terms of his agreement. But the further question arises, does such a contract prevent the seller from entering the employment of another merchant who is competing with his buyer?

As may be expected, this question has been the cause of many long drawn-out lawsuits, but since each case of this kind has necessarily been decided in the light of the facts involved the subject cannot be covered by a hard and fast rule. However, it seems, by the weight of authority, that where one has sold his business, and agreed not to engage in a rival business, his entering into the employment of a rival of his buyer in such a capacity as to increase the competition of the latter may constitute a violation of his contract. For example.

In one case a meat business was sold and the seller agreed not to thereafter compete with the buyer. This agreement was held violated by the seller taking employment with a rival merchant in the capacity of sole manager. This on the ground that since the success of the business depended on the skill, personal reputation and popularity of the man in charge, the act of the seller in taking such a position violated his contract.

In another case a man agreed not to engage in mercantile business in a certain place for a stated period of time. Following this he took an active part in opening and conducting a rival business, and gave his aid by his presence and acquaintanceship with patrons of that neighborhood. These acts on his part were held to violate his agreement.

So, where a bakery business was sold, coupled with an agreement not to engage in a rival business, the contract was held broken by the merchant taking employment and driving a bread wagon for a rival bakery and calling upon his former patrons. And, where an ice business was sold, in which the seller agreed not to compete with the buyer, it was held a violation of the seller's contract for him to enter the employ of a rival firm and solicit trade from his former customers.

On the other hand, there are many cases of this kind in which it has been

held that the mere entering the employ of a rival business firm as perhaps a clerk, or assistant, does not violate an agreement not to engage in a competing business, where the nature of the employment does not increase the competition of the one to whom the promise to not engage in the business was made. And where a contract broadly forbids the engaging in a rival business the courts will look to the intentions of the parties in determining whether or not the contract has been breached by the employment of the promisor, in respect to whether or not such employment constitutes competition.

It follows that where one covenants not to engage in a certain business he will not, as a general rule, be permitted to evade this by taking employment as a manager, having active control and management of a rival business. And where the nature of the business is such that even as a clerk he would be aiding competition with his buyer, he may be restrained.

In the light of what has been said, it is clear that where a retail business is sold, with the understanding that the seller shall not compete with the buyer, this stipulation should be given careful thought by all concerned. And, for the sake of avoiding possible after dispute and litigation, the parties to the contract should clearly understand the terms used and take care that such terms express their intentions. Otherwise, an agreement of this kind may be productive of expensive after litigation, that may in the majority of cases be avoided, if reasonable care is taken in the beginning. Leslie Childs.

### In Season—Now.

Schools open soon—in most communities around the first of September. Keep this in mind for your advertising—especially to parents who have children of school age.

A very good and inexpensive suggestion is to offer inducement articles of school use to every purchaser of stipulated amounts (generally \$1 to \$2) during the days preceding the first school days. For instance, your advertising could announce that with every such purchase

On Monday could be given one lead pencil.

On Tuesday could be given one ruler  
On Wednesday could be given one eraser.

On Thursday could be given one tablet.

On Friday could be given one pen wiper.

On Saturday could be given one pencil sharpener.

You can readily select a list of inexpensive inducement articles by turning to a stationery catalogue.

### The Store's Birthday Party.

Take advantage of every opportunity which offers itself toward the development of a more friendly acquaintance between your store and its customers. The store anniversary should always be celebrated.

Invite all your customers to visit your store on that day. Have special displays and values. Give souvenirs to all whose birthday comes on the

day of your store anniversary, and also to those of same age as your store. In connection hold a baby contest—the only condition being that baby's birthday must come in same month as that of your store anniversary. Give prizes for the heaviest baby, under one year of age, the longest baby, the baby that smiles the most, etc. Have a counter of values, priced in cents or dollars equaling the age of your store.

Also contribute news item to your newspaper about the success of your store's birthday party, the attendance, amount of sales, and other news information.

**Needs of a Drug Clerk.**

A pennyroyal tongue.  
As much polish on his manners as on his shoes.

An aromatic disposition.  
Patience that is labeled, "Good until closing time"—with a bit in reserve for the home folks.

A temper that never takes the bit in its teeth when a customer is anything but angelic.

A hat that insists upon making the "On Time" nail, and is content with none other.

A conscience that gives that, "Oh, that's good enough!" feeling, its solar-plexus.

Friendliness that makes giving a customer first aid as natural as is the shining of the sun.

A smile that never degenerates into an idiotic grin.

A genuine liking for ordinary folks, of whom the Lord made so many.

For some time the enrollment at agricultural colleges has been falling. There were years during and just after the war when a large number of youths from the farms and even from the cities enrolled in farm courses. Their number began declining about

1920. The decrease was rather marked last year. The United States Chamber of Commerce finds that there are 3 per cent. fewer students in such courses now than in 1915. The increase of the war years has disappeared. The reason given is economic depression on the farms since 1920. The rise in farm profits during the war brought an increase and the fall in the profits brought a decrease. This problem is worrying the land-grant colleges and all farm schools. Thus far no solution for it has been found. It is tied up with the general farm problem, of which it is no mean part.

**Doctor Warns Against Dead Food.**

Here in Los Angeles there are four raw food restaurants, one of them being run by a raw food doctor. In his restaurant we eat raw potatoes, spinach and other vegetables; unbaked bread, nuts and fruits; no salt, pepper, sugar, butter, meat, fish nor eggs. The doctor does not believe in eating dead food and says that the cooking of foods kills the elements the body needs. Be that as it may, you find men and women there who do the hardest kind of mental and physical work, living on two meals of raw food a day. Every Thursday evening they have a testimonial meeting when raw foodists testify to the miraculous cures obtained. Some have been cured of cancer, tuberculosis and all other diseases imaginable.

It is said that faith removes mountains. It makes no difference whether our faith be in food, wearing a lead ring, circulars around bottles, an operation, or some mysterious, supernatural power. It is a good thing at times to sit down, relax; look the world over; see all the different cures. A good, mild cigar to quiet the nerves may be as good as anything yet prescribed.—G. J. Johnson.—Adv.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Boric (Powd.) 15 @ 35	Boric (Xtal) 15 @ 25	Carbolic 38 @ 44	Citric 58 @ 70	Muriatic 3 1/4 @ 7	Nitric 9 @ 15	Oxalic 15 @ 25	Sulphuric 3 1/4 @ 5	Tartaric 40 @ 50
<b>Ammonia</b>	Water, 26 deg. 10 @ 18	Water, 18 deg. 09 @ 14	Water, 14 deg. 6 1/2 @ 12	Carbonate 20 @ 25	Chloride (Gran.) 10 1/2 @ 20				
<b>Balsams</b>	Copaiba 90 @ 1 30	Fir (Canada) 2 55 @ 2 80	Fir (Oregon) 65 @ 1 00	Peru 3 00 @ 3 25	Tolu 3 00 @ 3 25				
<b>Barks</b>	Cassia (ordinary) 25 @ 30	Cassia (Salgon) 50 @ 60	Sassafras (pw. 50c) 7 @ 55	Soap Cut (powd.) 30c 18 @ 25					
<b>Berries</b>	Cubeb 1 @ 25	Fish 7 @ 25	Juniper 09 @ 10	Prickly Ash 7 @ 30					
<b>Extracts</b>	Licorice 60 @ 65	Licorice powd. 7 @ 1 00							
<b>Flowers</b>	Arnica 25 @ 30	Chamomile (Ger.) 20 @ 25	Chamomile Rom. 20 @ 50						
<b>Gums</b>	Acacia, 1st 50 @ 55	Acacia, 2nd 45 @ 50	Acacia, Sorts 20 @ 25	Acacia, Powdered 35 @ 40	Aloes (Barb Pow) 25 @ 35	Aloes (Cape Pow) 25 @ 35	Aloes (Soc. Pow.) 65 @ 70	Asafoetida 55 @ 75	Pow. 75 @ 1 00
<b>Insecticides</b>	Arsenic 15 @ 25	Blue Vitriol, bbl. 7 @ 07	Blue Vitriol, less 08 @ 15	Bordea. Mix Dry 12 1/2 @ 25	Hellebore, White powdered 20 @ 30	Insect Powder 50 @ 70	Lead Arsenate Po. 17 @ 30	Lime and Sulphur Dry 9 @ 22	Paris Green 22 @ 33
<b>Leaves</b>	Buchu 1 25 @ 1 30	Buchu, powdered 1 @ 30	Sage, Bulk 25 @ 30	Sage, 1/4 loose 4 @ 40	Sage, powdered 3 @ 35	Senna, Alex. 50 @ 75	Senna, Tinn. 30 @ 35	Senna, Tinn. pow. 25 @ 35	Uva Ursi 20 @ 25
<b>Oils</b>	Almonds, Bitter, true 7 50 @ 7 75	Almonds, Bitter, artificial 4 00 @ 4 25	Almonds, Sweet, true 1 40 @ 1 60	Almonds, Sweet, imitation 75 @ 1 00	Amber, crude 1 50 @ 1 75	Amber, rectified 1 75 @ 2 00	Anise 1 25 @ 1 50	Bergamont 6 50 @ 6 75	Cajuput 1 50 @ 1 75
<b>Seeds</b>	Anise 35 @ 40	Anise, powdered 13 @ 17	Bird, ls 13 @ 20	Canary 25 @ 30	Caraway, Po. 30 @ 40	Cardamom 20 @ 25	Coriander pow. 30 @ 35	Dill 12 1/2 @ 20	Fennel 25 @ 40
<b>Tinctures</b>	Aconite 7 @ 1 80	Aloes 1 @ 1 45	Arnica 1 @ 1 10	Asafoetida 2 @ 40	Belladonna 1 @ 35	Benzoin 2 @ 25	Benzoin Comp'd 2 @ 25	Buchu 2 @ 25	Cantharadial 2 @ 25

**School Supplies**

Ink Tablets, Penholders, Composition Books, Pencil Tablets, Pastes, Glues, Inks, School Records, Penholders, Pens, Slates, School Blanks, Slate Pencils, Rubber Bands, Pencil Pockets, Crayons, Compasses, Chalk, Pencil Sharpeners, Chamois Skins, Inks, Pencil Assortments, Fountain Pens, Blackboard Erasers, Colored Pencils, Blotting Paper, Exercise Books, Water Colors, Pencil Pockets, Cardboard, Thumb Tacks, Paste, Pencil Clips, Water Colors, Dictionaries, Ink Erasers, Bristol Board, Library Paste, Blank Books, Rulers, Dusters, Mucilages, Sponges, Crayolas, Pencils, Lunch Kits, Banner Loose Leaf Note Books, Pencil Boxes, Legal and Foolscap Paper, Dictionaries, Pat's Pick, Michigan History, U. S. Civil Government, Pattengill's Orthographies, Civil Government Primary, Michigan, Welch School Registers.

REMEMBER THAT SCHOOL WILL SOON OPEN  
SEND US YOUR ORDER TODAY

**HAZELTINE & PERKINS DRUG CO.**  
Manistee Michigan Grand Rapids





Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 11—On this day were received the adjudication, reference, appointment of receiver in the matter of Sol H. Kahn, doing business as the Right Clothes Shop, Bankrupt No. 2,440. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a retail credit clothing and furnishing house in Grand Rapids. Schedules have been ordered and upon receipt of the same the first meeting of creditors will be called, note of the same made here and a list of the creditors given here.

On this day also was held the adjourned first meeting of creditors in the matter of Toufek Maloley, Bankrupt No. 2,221. The bankrupt was present in person and by Lombard, McIntyre & Post, attorneys for the bankrupt. Creditors were present by Corwin & Norcross. The trustee was present in person. The secured claim filed in the estate was considered and the allowance of the same fixed. The adjourned first meeting of creditors was then adjourned without date.

In the matter of Elbridge B. Clark, Bankrupt No. 2,748, the funds for the first meeting have been received and such meeting has been called for August 25.

In the matter of Thomas E. Thompson, Bankrupt No. 2,719, the funds for the first meeting have been received and such meeting has been called for August 25.

In the matter of Jason P. Fuller, Bankrupt No. 2,751, the funds for the first meeting have been received and such meeting has been called for August 27.

In the matter of William H. Huggins, Bankrupt No. 2,737, the trustee has filed a report of the receipt of an offer of \$400 from M. Cassel, of Grand Rapids, for all of the stock in trade and fixtures of the estate, appraised at \$1,151.52. The date for the sale has been fixed at August 24. An inventory is in the hands of Howard L. Boggs, trustee, 450 Houseman building, and in the office of the referee. The assets are those of a retail auto accessories and tire store in Grand Rapids.

In the matter of Kramer & Muth, and Charley H. Kramer and Claude Muth, individually, the trustee has filed his final report and account and a final meeting has been called for August 25. The trustee's final report and account will be considered and administration expenses paid as far as the funds on hand will permit, there being no funds for the declaration and payment of any dividends to creditors.

In the matter of Eli Smead, Milton E. Smead, individually and E. Smead & Son, Bankrupt No. 2,669, the trustee has filed his final report and account and a final meeting of creditors has been called for August 28. The trustee's final report and account will be considered and administration expenses paid as far as the funds on hand will permit, there being no funds for the declaration and payment of any dividends to creditors.

Aug. 12. We have to-day received the schedules in the matter of Sol H. Kahn, doing business as the Right Clothes Shop, Bankrupt No. 2,470. The assets of this estate are \$28,905.67, of which \$250 are exempt, with liabilities of \$25,142.75. When the first meeting of creditors is called, the same will be made herein. The list of creditors of the bankrupts is as follows:

- Taxes due State of Michigan \$191.66
Marks & Funk, New York 153.75
Tannenbaum & Bloom, New York 21.50
Miracle Dress Co., New York 149.75
Dr. Homer T. Clay, Grand Rapids 6.00
Powers-Tyson Co., Grand Rapids 42.23
E. L. Kinsey, Grand Rapids 31.50
Albert Harris, New York 58.00
Bernstein & Co., New York 98.60
Harry Goldberg & Co., New York 16.50
Seymour Costume Co., New York 160.75
Paul Steketee & Sons, Grand Rapids 9.00
Sack & Fink, New York 27.90
Ansonia Dress Coat Co., New York 210.00
Bashwitz Bros. & Co., New York 158.52
Moskevitz & Teitelbaum, Philadelphia 72.70
Appel & Rosenthal, New York 15.50
J. Hallis & Bros., New York 429.00
Nat Goldston & Co., New York 43.00
Goldstein & Falk, New York 152.50
A. J. Appel & Son, New York 46.50
Wagner Bros., New York 50.00
N. Y. Dress & Costume Co., N. Y. 49.60
Wittenberg Sheinberg Corp., New York 47.00
Anderson's Service Station, Grand Rapids 17.25
E.o-Frocks, New York 87.75
M. Guggenheim, Inc., New York 7.17
Claridge Frock, New York 67.50
Abrams & Linden, New York 102.50
Staple Coat House, New York 55.00
Well-Levi, New York 98.75
Fishman & Krupkoff, Inc., New York 100.00
Flaster Bros., New York 16.75
Harry Baron Costume Co., N. Y. 39.25
Samuel Meadow, New York 140.61
Chas. Hoffman, New York 25.00
Forbes Stamp Co., Grand Rapids 5.25
J. Zimmermann & Sons, New York 46.00
M. Nagel & Co., New York 68.50
Hoffman & Hartthlay, New York 229.94
Sternstein Diamond, New York 31.00
Saml. Cupples Env. Co., St. Louis 30.75
Rose Dress Co., New York 57.00
Detroit Ad. Service, Detroit 276.00
Vanden Bosch & McVoy, Grand Rapids 113.59
G. R. Advertising Co., Grand Rapids 43.00
Jack Herzog, New York 50.25
Evans Printing Co., Grand Rapids 35.25
Chamay & Freed Co., New York 80.50
Kanter & Glovinsky, New York 30.00
Krugman & Felts, New York 114.75
Evercharm Dress Co., New York 73.50
Weisman & Greenstein, New York 75.25

- Pickwick Dress Co., New York 272.10
Pinas & Kimmel, Inc., New York 140.75
Consumers Power Co., Grand Rapids 166.75
Harry Goodman, New York 561.75
Wurzberg D. G. Co., Grand Rapids 92.59
Peerless Dress & Skirt Co., New York 59.00
Louis Sternberg, New York 32.25
Lpiman Bros., New York 33.00
Dreyfus-Hano-Wolferman, N. Y. 50.00
Dorothy Dress House, New York 73.00
Hummel & Downing Co., Milwaukee 20.88
Belleville Dress Co., New York 183.59
Parisian Cl. & Dyers, Grand Rapids 90.04
Levy-Schuman & Co., New York 120.75
Colson Co., Paris, Ill. 50.00
Forbes & Belkap, Grand Rapids 57.10
Mich. Bell Tele. Co. 13.10
Gratz & Hoffman, New York 56.75
Dave Gratz, Inc., New York 162.50
Bijou Dress Co., New York 64.50
Herman Zeigler & Co., New York 231.00
Martin Sheer & Co., New York 68.75
Sipkin & Gorschens, New York 221.75
Audrey Dress Co., New York 33.00
Press, Grand Rapids 686.68
Monarch Dress Co., New York 54.50
Kahn Tailoring Co., Indianapolis 102.89
Mich. St. Car. Adv. Co., Detroit 140.00
Wm. Avedon, New York 21.50
Jakof Bros., New York 294.75
Kessler, Nobles & Mayo Co., Grand Rapids 16.20
Burnham, Stoepel & Co., Detroit 117.65
G. R. Dry Goods Co., Grand Rapids 24.88
Summit Coat Co., New York 212.50
Sol Abramowitz, New York 171.50
Tisch-Hine Co., Grand Rapids 62.64
Alexander Goldstone, Inc., New York 498.00
Cupples Co., St. Louis 4,460.20
American Legion, Grand Rapids 6.00
Bennie Wissen, New York 108.75
G. R. Savings Bank, Grand Rapids 6,450.00
Old National Bank, Grand Rapids 2,500.00
Phillip Kahn & Co., Baltimore 462.79
Western Union Tel. Co., Grand Rapids 3.61
Phino Tire Co., Detroit 460.00
Goodspeed Real Estate Co., Grand Rapids 799.99
Association of Commerce, Grand Rapids 15.00
Pual E. Cholette, Grand Rapids 250.00
Wm. Ackerman Elec. Co., Grand Rapids 30.00
We have today received and filed the schedules in the matter of Groening Bros. & Wilde, Bankrupt No. 2732. The assets of this estate are \$34,667.52, with liabilities of \$36,646.71. When the first meeting of creditors is called, note of the same will be made here. The list of the creditors of the bankrupt is as follows:

- First National Bank, Ludington \$1,300.00
Ame.ia Groening, Ludington 12,500.00
Ault Williamston Shoe Co., St. Louis 119.42
F. E. Abeles Co., Milwaukee 444.90
Bradley Knitting Co., Delavan, Wis. 448.05
Berne Mfg. Co., Berne, Ind. 106.75
Bender Zimmermann Co., Milwaukee 46.50
Beacon Falls Rubber Co., Chicago 58.50
Burnham, Stoepel & Co., Detroit 37.29
A. J. Brumbach Co., Reading, Pa. 36.75
Brandau Shoe Co., Detroit 63.60
Carson-Pirie-Scott & Co., Chicago 222.75
Churchill & Alden Co., Brockton 322.29
Cutter & Crosette Co., Chicago 261.54
Columbia Shoe Co., Sheboygan 185.45
Central Shoe Co., St. Louis 1,590.27
Piebrich Fox Hilkner Shoe Co., Racine 211.00
L. Friedman Neckwear Co., Milwaukee 45.26
B. F. Goodrich Rubber Co., Chicago 442.69
G. R. Dry Goods Co., Grand Rapids 161.19
Green Felt Shoe Co., Dolgeville, N. Y. 177.99
O. C. Hansen Mfg. Co., Milwaukee 324.65
Gerach Barklow Co., Joliet 88.45
Herold-Bertsch Shoe Co., Grand Rapids 31.61
Hirth-Krause Co., Grand Rapids 1,587.22
Holeproof Hosiery Co., Milwaukee 78.03
Hewes & Potter, Boston 7.44
Hickok Mfg. Co., Rochester 23.82
Hoge Montgomery Co., Frankfort, Ky. 625.20
Hami-ton Brown Shoe Co., St. Louis 54.77
Holters Co., Cincinnati 139.00
Hat Finding Co., Niles 15.74
International Handkerchief Co., New York 46.25
Imperial Leather Mfg. Co., Chicago 69.95
Geo. P. Ide & Co., Chicago 89.81
Kling Bros. & Co., Chicago 292.25
S. B. Lavick & Co., Chicago 70.04
Ludington Garment Co., Ludington 200.00
Lauerman Bros., Marinette, Wis. 62.39
Lamb Knit Goods Co., Colon 26.50
Lisberg-Kramer Co., Milwaukee 27.50
Mishawaka Woolen Mfg. Co., Mishawaka 844.24
Middleton Mfg. Co., Milwaukee 134.50
Munsingwear Corporation, Minneapolis 1,226.13
Moorhead Knitting Co., Harrisburg, Penn. 116.27
Milwaukee Knitting Co., Milwaukee 34.36
Marshall Bros., Milwaukee 97.40
Sam Marvil, Detroit 13.94
Meyer Both Co., Chicago 57.79
McCurrah & Co., Chicago 243.02
McGovern Shoe Co., Columbus 90.00
Neumann Co., Chicago 534.06
Outing Shoe Co., Boston 151.50
Oshkosh Overall Co., Oshkosh 284.86
Jos. Platte, Grand Rapids 42.21
Perry Glove & Mitten Co., Perry 75.00
Phillip-Jones Corp., New York 32.06
Rauser Leavens & Kissenger, Milwaukee 1,152.19
Rice & Friedman Co., Milwaukee 483.40
Rothschild Bros. Hat Co., Chicago 250.75
Rice & Hutchens Co., Chicago 259.15
Rohn Shoe Co., Milwaukee 42.10
Julius Schwartz & Sons, New York 884.76
Stern Auer Co., Cincinnati 167.50
Sonny Mfg. Co., Milwaukee 176.34
Henry Sonneborn & Co., Baltimore 1,061.30

- School Mfg. Co., Chicago 45.37
Symons Bros. & Co., Saginaw 480.51
Sinshalmer Bros. & Co., Chicago 48.00
Standard Oil Co., New York 45.61
Somplex Shoe Mfg. Co., Milwaukee 485.85
W. H. Tomlinson & Co., Bay City 19.92
Thomson-Crooker Shoe Co., Boston 94.60
Unit Web Suspender Co., Milwaukee 142.63
U. S. Cup Mfg. Co., Detroit 598.15
A. H. Weinbrenner Co., Milwaukee 200.00
Western Shoe Co., Toledo 175.66
M. Wile & Co., Buffalo 1,040.02
Walcoff Clothing Corp., New York 513.50
Western Garment Co., Milwaukee 236.05
Wobst Shoe Co., Milwaukee 58.50
Woodhull Goodale & Bull, Syracuse 321.26
J. B. Yunker & Sons, Milwaukee 53.54

On this day were received the reference, adjudication, petition of creditors and appointment of receiver in the matter of Walter T. Riggs, Bankrupt No. 2746. The matter has been referred to Charles B. Blair as referee in bankruptcy. The matter is involuntary and schedules have been ordered and upon receipt of the same a list of the creditors will be given and a first meeting called and note of the date of the same made here. The bankrupt is a resident of Reed City and has conducted a general store at such city.

Aug. 15. On this day was held the first meeting of creditors in the matter of Foster J. Hill, Bankrupt No. 2743. The bankrupt was present in person. No

creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date. No trustee, no assets.

Aug. 17. On this day was held the first meeting of creditors in the matter of Lyle Benham, Bankrupt No. 2739. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. C. C. Woolridge was appointed trustee, and the amount of his bond placed at \$100. The bankrupt was sworn and examined without a reporter. The trustee was directed to investigate the value of a certain life insurance policy. The first meeting then adjourned without date; see record book.

On this day also was held the first meeting of creditors in the matter of Frank S. Wallegrna, Bankrupt No. 2745. The bankrupt was present in person and by attorney, C. Hoffius. Creditors were present in person and by Charles E. Hext. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The first meeting then adjourned without date.

On this day also was held the adjourned first meeting of creditors in the

5 lbs. of Good Writing Paper for \$1.00
For the Home, School and Office—pure white bond, very little trimmings—all writing paper—properly styled the Economy Package.
Also good for mimeograph and typewriter use. Easily matched in envelopes. Try your local dealer. If he cannot supply you pin a dollar bill to this advertisement with name and address and we will send either size postpaid.
Merchants write for prices.
KALAMAZOO VEGETABLE PARCHMENT CO., Kalamazoo, Mich.

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RAMONA
"The Home of Good Shows"
Daily Matinee 3 p. m. — Night 8:30 — Popular Prices
BEST NEW YORK VAUDEVILLE
KELSO BROTHERS & CO.
In Their "Crazy Quilt Revue"
With Florence Darley and Maurice Kelly
RAY DEAN & ELSIE
In "The Laughing Stock of Vaudeville"
OUTSIDE THE CIRCUS
A Skit on "Life Around the Big Top"
Delmar's Fighting Lions
Most Exciting and Sensational
Wild Animal Act on the Stage Today
Clark Morrell & Co.
Vaudeville's Young Singing Find
Ramonagraph
Latest Current News Reel
Billy De Lisle & Co.
—in—
"A Variety of Surprises"
Assisted by Flo Carroll
Miss Zeigler & Partner
Exponent of Modern Equilibrium
Teevin's Ramona Orchestra
For Reserved Seats call 22496 or procure tickets at Peck's Drug Store or Pantind Style Shop.



matter of C. W. Webster, Bankrupt No. 294. The bankrupt was present in person and by attorneys, Corwin & Norcross. Creditors were represented by Hilding & Hilding. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Hilding without a reporter. No trustee was appointed. The matter was closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Rex A. Dell, Bankrupt No. 2742. The bankrupt was present in person and by attorneys, Peters & Marshall. Creditors were present by Boltwood & Boltwood. Claims were proved and allowed. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The first meeting was then adjourned without date.

Aug. 18. We have to-day received the schedules, order of reference and adjudication in the matter of Brook A. Rogers as Bankrupt No. 2753. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Berrien Springs and his occupation is a baker and salesman. The schedules show assets of \$384, of which \$374 are exempt, with liabilities of \$772.79. The court has written for funds for the first meeting of creditors, and upon receipt of the same, the first meeting will be called and note of the same made herein. The list of the creditors of the bankrupt is as follows:

- Fleischmann Yeast Co., South Bend ----- \$101.08  
 Barrett Feed Store, South Bend ----- 149.85  
 Jacobson, Peterson, Peltz & Kaufer, South Bend ----- 12.48  
 C. R. Sparks, Berrien Springs ----- 59.98  
 Burt Burgoyne, Berrien Springs ----- 5.00  
 Joliet Machine Co., Joliet ----- 5.10  
 Farmers Grocery Store, Berrien Springs ----- 30.00  
 Angell's Hdw. Store, Berrien Spgs. ----- 5.00  
 Pudeliner Bros. Coal Co., Berrien Springs ----- 10.00  
 B. L. Lochinaw, Berrien Springs ----- 85.70  
 B. S. State Bank, Berrien Springs ----- 125.00  
 New Carlisle Mercantile Co., New Carlisle, Ind. ----- 75.00  
 Major Brothers Packing Co., Mishawaka ----- 16.00  
 Sandmyer Carpenter Shop, New Carlisle, Ind. ----- 9.60  
 Elmer Peak, South Bend ----- 70.00  
 Robert Searles, Berrien Springs ----- 10.00

We have to-day received the schedules, order of reference and adjudication in the matter of Louis Czarny, Bankrupt No. 2752. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Muskegon Heights and his occupation is not stated in the schedules. The schedules show assets of \$100, which the full interest is exempt, with liabilities of \$559.01. The court has written for funds for the first meeting of creditors, and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of the creditors of this bankrupt is as follows:

Fredricks Lumber Co., Muskegon Heights ----- \$559.01

**Five Little Merchants.**

- There were five little merchants,  
 Each kept a store,  
 One cut prices,  
 Then there were four.  
 Four little merchants,  
 Feeling sad but free;  
 One forgot to advertise,  
 Then there were three.  
 Three little merchants,  
 One felt pretty blue;  
 Did not trim his windows,  
 That left but two.  
 Two little merchants,  
 All their rivals gone;  
 But one overlooked overhead,  
 That left but one.  
 One little merchant,  
 Thought he could get  
 Lessons from experience  
 So he's growing yet.

**Hides, Pelts and Furs.**

- Green, No. 1 ----- 11  
 Green, No. 2 ----- 10  
 Cured, No. 1 ----- 12  
 Cured, No. 2 ----- 11  
 Calfskin, Green, No. 1 ----- 19  
 Calfskin, Green, No. 2 ----- 17 1/2  
 Calfskin, Cured, No. 1 ----- 20  
 Calfskin, Cured, No. 2 ----- 18 1/2  
 Horse, No. 1 ----- 2 50  
 Horse, No. 2 ----- 2 50
- Pelts.**  
 Old Wool ----- 1 00@2 50  
 Lambs ----- 1 00@2 00  
 Shearlings ----- 50@1 00
- Tallow.**  
 Prime ----- 07  
 No. 1 ----- 06  
 No. 2 ----- 05
- Wool.**  
 Unwashed, medium ----- @40  
 Unwashed, rejects ----- @32  
 Unwashed, fine ----- @40

**Trouble.**

Teacher—What gives your mother  
 the most trouble in her housekeeping?  
 Jimmy—Father!

**Merchants and Farmers Should Harmonize Their Differences.**

Grandville, Aug. 18.—The word Harmony has a wonderful meaning.

People who work in harmony usually accomplish much, also live in peace with their neighbors and aid in making this old world worth residing in.

Political parties are not always in harmony, but politics and neighboring good will do often get along comfortably, then why should not the merchant and farmer harmonize.

At one time it was held by many people that the merchant was out to get the scalp of his farmer customer.

A well-to-do tiller of the soil said in the hearing of the writer: "I understand the ropes pretty well. I trade at one store long enough to get bargains which come to the new customer. When I see the store man beginning to gouge a little bit here and there I drop out and patronize another store. You see, the merchant wants your trade. He will do almost anything to get it, does well by you until he's got you coming, after which look out. I'm one of the lookout fellows.

"Of the six groceries in the town over there on the railroad, I have patronized five, and I am due soon to get in with the sixth counter jumper. It never pays to trade too long in a place you'll get skinned if you do."

If what the farmer said was true our mercantile fraternity are a parcel of low down cheats, which, of course, is not the case.

The farming community make up the bulk of the trade for the small towns, and no merchant, whatever his moral standards, would dare to mulct the rural customer, as this suspicious farmer said they did.

The very town of which he spoke, which depends largely for its custom on the farming community, had ever a welcome for the man outside. Every year for a long period of time this town has held a merchants and farmers picnic, where the farmers and store people get together in glad reunion, talk over interesting news and fraternize in absolute friendliness.

Of course, the man who made it a point to skip about from one store to another was never a regular customer anywhere and doubtless lost by the supposedly cute game he played.

Harmony between merchant and farmer is absolutely necessary for the good of all. Those annual picnics were the talk of the country, people coming from twenty and more miles away to attend them. They were happy times. Governors, senators and great scholars were speakers at these home gatherings, and both farmer and merchant were cheered and benefited.

Jealousy and suspicion should have no place as between the farmer and merchant. A man is a man whatever his occupation. A nobleman on the farm is in every way the equal of such an one in village or city, be he merchant, banker, railroad builder or what not.

Nowhere under the blue arch of heaven is there a place to bring out what is in a man as there is on a farm. God and the birds cheer the tiller of the soil without stint, and nothing can come between the soul and its maker where the sun shines, the trees grow, the flowers bloom and the birds sing. It is paradise enough; paradise on earth which gives a foretaste of that which is to come in the land across the bay.

The antagonism between farmer and merchant so often dwelt upon is not a fact. Harmony rules in the main, and as the two factors in the life of the world commingle the veriest pessimist must be convinced that no better friend of the tiller of the soil lives than the man who sells him goods across the counter.

Some of our greatest statesmen have been born to the soil. With all his

political greatness, the Father of his Country was above everything else a farmer. Mount Vernon points to the fact that George Washington, who as a boy never told a lie, was devoted to the soil and was never so happy as when at home on his Potomac farm.

Usually, if things do not harmonize as between the merchant and his rural customer, the fault lies very often in the imagination and not in absolute facts.

There are dishonest, gouging rascals in the mercantile business as well as elsewhere, but in the main such scheming falls flat and such an one is soon relegated to the junk heap a hopeless failure.

It is unfair to put all the short-weighting to one class. Even though in rare instances we find a cheat in mercantile trade, the farming community will balance the sheet by furnishing a mate in the same line.

It is impossible to get away from the fact that the man and not his vocation tells the whole story. Honesty is not characteristic of any single occupation. Cheats and swindlers, whatever their professions, nearly always come to the jail yard in the end.

Merchants and farmers are human; subject to the same temptations, yet in the main they are honest, conscientious citizens worthy of our trust and affiliation.

At these annual picnics, when thousands from farm and store meet and exchange confidences, the utmost harmony prevails, which is a sight for the angels to rejoice over.

Perhaps you do not believe in angels, yet there are such, who live with us through good and evil report, and in order to have their approving smiles we should seek to harmonize our differences, merchants and farmers alike, and meet on one common ground in the forum of the world.

Old Timer.

**Novel Vacuum Jug Sets.**

Novel "jug sets" incorporating a vacuum container for keeping liquids hot or cold are now being offered. The jugs are of pint or quart size, and have an exterior of two-tone plain or fancy enamel baked on heavy brass. The enamel is said to be chip proof. The interior of the jug is so devised as to eliminate the possibility of anything but a very severe jar damaging the glass vacuum container. One drinking glass is supplied with the pint size and two with the quart jug, with oblong enamel trays provided in both instances. The sets are available in ten or twelve different colors and decorations. They are mainly intended for bedroom use, and are priced to retail from \$13.25 for the pint size to \$22 for the quart.

**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—Two-story building. Cement block, 30x40. Store house in rear. General stock inventories about \$2,500. Store room just redecorated. No. 3 care Michigan Tradesman. 3

FOR SALE—Proprietor of a glove and hosiery specialty shop, in the busy downtown section of Detroit will retire to devote his time to other interests. Stock is for sale, including a valuable eight-year lease at very reasonable rental. An old established business of twenty-five years standing. Excellent opportunity for a man with some experience in the retail game. Address No. 2, c/o Michigan Tradesman. 2

FOR SALE—Clean stock dry goods and men's furnishings, fixtures, at 435 Jefferson Ave., S. E. Enquire at 1507 Wealthy St., or call Dial 21182. Grand Rapids, Mich. 4

GOING TO FLORIDA—Chance of life-time to buy old established office business in Detroit. Large volume business now on hand. Big profits. Easily handled. NATIONAL LAW CO., 2231 Park Ave., Detroit, Mich. 5

FOR SALE—Old established solid truck tire business. Established in 1910. Complete wheel machinery; three hydraulic tire presses, complete office equipment. Lease. Owner retiring. SPLENDID OPPORTUNITY for someone wanting a good PAYING business, already fully established. The only place of its kind in Chicago and surrounding territory. \$55,000 cash. Write Post Office Box No. 1843, Chicago, Ill. 6

Opportunity For a Real Salesman—A ladies apron and dress manufacturer offers an opportunity for a producer of sales. Party must have successful record. All information confidential. Write, stating qualifications, for further information or appointment. Richardson Garment Co., Kalamazoo, Michigan. 7

For Sale—At a bargain; modern factory building 50x125 with additions. Equipped for steam or electricity. Enquire Box 159, Ewart, Mich. 8

Wanted—Confectionery, or confectionery and grocery, in good live small town in lower Michigan. Must be priced right and on liberal terms. Give full details. R. W. Day, Clio, Mich. 9

FOR SALE—in college town of 10,000, an up-to-date coffee ranch, established two years. Have five-year lease on present location and by subletting reduces rent to ten dollars per month. Have most modern machinery, such as one-half bag Huntley roaster, Hobart coffee and peanut butter mills, etc. All new. Business will net \$4,500 this year. Volume can easily be worked up to \$18,000 per year. Will sell for \$2,500. Act quickly. Address No. 10, c/o Michigan Tradesman. 10

For Rent—One-half of store building in center of business district in Ionia, Mich. Address Lock Box No. 413. 11

For Sale—Oldest implement and seed store in Plainwell, Mich. Good central location, owns own building. Death of owner reason for selling. Very reasonable if taken at once. Address "The Farmers Store," Plainwell, Mich. 12

HARDWARE AND FURNITURE STORE FOR SALE—in thriving village in Central Michigan, fine farming country. Must be sold, as other interests demand owner's attention. Wonderful opportunity. Investigate. Address No. 13, c/o Michigan Tradesman. 13

**WANTED—Foreman Furniture Novelty finishing room. Must be thoroughly familiar with stains, varnishes and colored lacquers. Answer stating experience, references and salary. Permanent and progressive position to the right applicant. Address No. 1000 care Mich. Tradesman.**

SALESMAN WANTED—Our sideline men are making \$75 per week calling on druggists and retail trade, 90% develop into full-time salesmen. Our offer means a permanent connection for the right man with references. Address Jasmine Products Co., Hall St., Norfolk, Virginia. 996

FOR SALE—Grocery stock and five-room home adjoining. Doing good business. Will sell reasonable. Very profitable proposition. J. Yonkman, 722 Evanston Ave., Muskegon, Mich. 997

FOR SALE—One of the finest RESTAURANTS, SODA and CONFECTIONERIES IN STATE. Good business. Lease to suit purchaser. Reason for selling, to put over a new patent process for making coffee. For terms address J. A. Newberry, Allegan, Mich. \$13,000. Fixtures \$6,500 cash with \$3,500 mortgage. Rent \$100 long lease. 998

For Sale—Country store, dwelling, two lots, with oil and gas well stock of about \$2,000. Owner retiring. William Franz, Chatham, Ohio. P. O. Medina, R. F. D. 1

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

FOR SALE—Butterkist popcorn machine, with peanut warmer. In good condition. Very reasonable if taken at once. G. W. Todd & Son, Carson City, Mich. 994

**CASH For Your Merchandise!**

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

## MICH. WHOLESALE GROCERS.

### Report of Secretary Green at Recent Annual Meeting.

Custom has decreed that the Secretary of an association should write an annual report of the year's work and I being placed in the position to-day have no intention of shirking that duty, but at the same time I am reminded of a short story that I heard some little time ago. A young lawyer was trying his first case. Cross-examination of the witnesses had been concluded and court had adjourned for lunch, the arguments to begin immediately after lunch. The young man, naturally, was a little flustered. He was a friend of the presiding judge. During the intermission he approached the judge and said, "Judge Brown, do you think that I should use as much as an hour in my argument? Do you think if I talked that long I would annoy or worry the jury?" The judge replied, "Why, no, that isn't too long. If I were you, I would use three or four hours." The lawyer said, "Isn't that pretty long? I don't know that I could last that long. What's the idea of such a long speech?" "Why, replied the judge, "The longer you speak, the longer your client stays out of jail!"

In presenting an annual report I feel somewhat in that same position. Many of the activities of the Association have been covered from time to time by bulletins and in the many group meetings that have been held in the various sections of the State and I realize that the more time I consume in bringing to your attention matters that are already past history, the less opportunity you will have for the discussion of the matters that are of vital interest to you with the hope that out of the general discussion you will carry home some ideas that will be of lasting benefit to you and to the industry as a whole.

However, it may be fitting to touch on just a few of the high spots at this time because in this rush of modern and intensive living so characteristic of the present day and age, events crowd in and out of our lives so fast that a little retrospection at a time like this may be rather a wholesome procedure.

Perhaps one of the most interesting, if not the most important events that your Association participated in during the past year was the effort made to combat the proposed amendment that provided for a State income tax. I can say with all frankness that prior to the time that your Association took vigorous action, there was practically no interest shown by the individual wholesale grocer. The same was true of the retail grocer, but when its importance was once realized, a tremendous amount of energy was released which helped very materially in defeating this drastic measure. This matter is not dead, however, it is only sleeping and you will hear from it again at the next session of the Legislature.

When it became apparent last fall that there would be a shortage of canned corn, some enterprising canners

conceived the idea that in order to bridge the gap they would put on the market a quantity of so-called field corn which, of course, is permissible when it is properly labeled to comply with Federal regulations: but there is one person whom they failed to take into account and that was the custodian of the American kitchen. Barnum may have been right when he made the statement, "The American public likes to be humbugged." His theory carried him far in his chosen profession; but I doubt if he would have attained any degree of success had he been in the business of feeding the public instead of entertaining it.

Your Association pleaded with those parties that were promoting the sale of this product of questionable merit and the result was that we received assurance that this item would not be marketed in this part of the country. It is hard to estimate just how much damage would have resulted in the canned foods trade had there been a liberal distribution or even a restricted distribution of this product.

Canned Foods Week offered an opportunity for many jobbers to capitalize on this movement made possible through association effort, not one association, but several, all interested in the same end. Like all movements of large proportion, it has taken some time for this programme to get under motion. It has had rather a slow growth, at least in our State, but in my judgment the advantages of this collective effort will be more apparent this year than ever before. Plans are now under way whereby the canners will co-operate to a greater extent this year than they have in the past. That, I am sure, will be welcome.

Another matter which has received a lot of attention and one that calls for a great amount of data which is only made possible by the co-operation we have received from the members of our Association and by working with other branches of industry is the movement that was put under way a few months ago when the railroads made a proposal to the Interstate Commerce Commission that a revision be made in freight rates in the Central Freight Association territory of which Michigan is a part. This change contemplated an advance of from 12½ to 15 per cent. on practically every commodity that you receive from East of the Buffalo-Pittsburg line. The railroads claim this change is not for the purpose of increasing their revenue in this territory, but to adjust some inconsistencies which have crept in between Eastern freight territories and the Central Freight Association territory. From figures we have received from our members it becomes at once apparent that should this rate structure, as it is now proposed, be put into effect, it would increase the annual freight bill of some individual wholesale grocers as much as ten thousand dollars per year.

However, there is hope that this change will not be put into effect. The Commission is open to hear both sides, but it is absolutely essential that a true picture of the case as it affects the wholesale grocer be presented. This

can only be done by one who is especially well qualified, both in experience and ability, to deal with a subject of this character.

Through our affiliations and personal contact with others who are interested in this important matter it is possible to present our case effectively and at the same time economically. While it has been estimated that the expense will be in round figures about \$40,000, when it has been pro-rated among those who are interested and reduced to a percentage basis it will amount to about one-tenth of 1 per cent. of your annual freight bill.

So much for a few of the events that have happened since you met here for your last annual meeting.

When I returned home last Saturday after spending a few days at the National convention and visiting with jobbers from several sections of the country, I brought back this impression—there is a lack of tolerance, a lack of wholesome confidence that is absolutely essential in any business if it is going to produce the maximum of results.

I believe that conditions in our State are not unlike those in other states, but I do believe there is a wonderful opportunity for some constructive effort on the part of individual jobbers working in harmony with those from whom they purchase their supplies.

The manufacturer is, in my personal judgment, almost as much at sea as the wholesale grocer. The general demoralization which has been going on for the past three or four years has had an effect. It is only human to lose interest in any product which does not pay a return on the investment and there are some who admit that their business has suffered from the above mentioned cause.

There seems to be an ever increasing opinion that a sliding scale of discounts should prevail; that a jobber should be compensated in direct proportion to the service he renders. Whether or not that will tend to solve some of the present day problems is open to speculation, but it does indicate somewhat the thought of the manufacturer to-day. Each passing year finds an ever increasing element in your stocks represented by the prolific growth of advertised trade marked products sold on a listed basis, less a trade discount. On many of these lines the margin of profit provided is inadequate to meet with present day conditions, yet it is on these lines that so many are willing to cast aside all hope of profit and lay them upon the altar of sacrifice.

These conditions are going to prevail, in my humble judgment, until such a time as men are willing to sit down and figure accurately, to insist that each and every line carry its just proportion of expense and provide a reasonable margin besides. The wholesale grocery business is essentially a business of percentages, but too often it seems there are those who believe that it is a speculative affair, that it is so easy to outguess the market that many of the standard lines of merchandise can be handled without tak-

ing into account their relation to that ever present overhead.

There is one matter that Michigan is fortunate in, as compared with many other states, and that is the extension of free delivery by motor truck. It is true that we have not 100 per cent. record in this matter, but it is not indulged in to the extent that it is in many other markets.

However, in all of these matters which affect the welfare of your business, your Association can be of assistance only in proportion to the help that is given by each member individually. Everyone is hoping against hope that soon things will turn for the better, but, personally, I believe that it is very much a case as illustrated by the following story:

Two boys grew up together in the same neighborhood. One had a love for the sea and left home, joining the Navy. The other became a minister. After being parted many years, they arranged a reunion to get together and talk over old times. The sailor obtained a furlough and he immediately went to visit his old friend, the minister. It happened that each one owned a parrot and the sailor had brought his with him. When he arrived at the home of the minister, it was decided to put both parrots on the same perch. The minister's parrot, having been brought up in a religious environment, decided, in a hospitable spirit, to open the conversation, so he spoke up. "What shall we do to be saved?" The sailor's parrot answered, "Pump like hell or we'll all drown!"

#### The Hide Market.

Country hides are holding fairly steady, although with the recent concessions in skins, some feel that country hides are displaying a further slightly easier tone. Stocks are not large, however, and large dealers insist prices are low enough as compared with packer varieties. However, some tanners fail to show any interest at all at the top prices asked, but shop around and pick up single carload lots in the originating sections at a little less money.

Another decline in city calfskins seems to have further weakened the skin situation. First salted city calf selling at 21½c naturally lower the market on resalted descriptions of all kinds. With calf at 21½c, city kipskins would seem a little high at 20c, as for the 1½c difference tanners would no doubt prefer the calfskins.

#### The Unlawful Truth.

"This law is a queer business."

"How so,"

"They swear a man to tell the truth."

"What then?"

"And every time he shows signs of doing so some lawyer objects."

Some men are by nature beavers, and some are rats. Yet all belong to the human race. The people who came to this country in the early days were of the beaver type. They built up America because it was in their nature to build. Then the rat-people began coming here to house under the roof that others had built. And they try to undermine and destroy it because it is in their nature to destroy.