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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 26, 1925

Number 2188

The Little Bronze Button

How dear to the heart of each gray-headed soldier
 Are the thoughts of the days when we still wore the blue,
 While mem'ry recalls every trial and danger
 And scenes of the past are brought back to view.
 Though long since discarding our arms and equipments,
 There's one thing a veteran most surely will note;
 The first thing he sees on the form of a comrade
 Is the little bronze button he wears on his coat.

*The little brown button,
 The sacred bronze button,
 The Grand Army button
 He wears on his coat.*

"How much did it cost?" said a man to a soldier.
 "That little flat button you wear on your coat?"
 "Ten cents in good money," he answered the stranger,
 "And four years of marching and fighting to boot."
 The wealth of the world cannot purchase this emblem,
 Except that the buyer once wore the brave blue;
 And it shows to mankind the full marks of a hero,
 A man who to honor and country was true.

Then let us be proud of the little bronze button
 And wear it with spirit both loyal and bold.
 Fraternal welcome each one who supports it.
 With love in our hearts for the comrades of old.
 Each day musters out whole battalions of wearers.
 And soon will be missed the token so dear.
 But millions to come will remember with honor
 The men who'd the right that bronze button to wear.

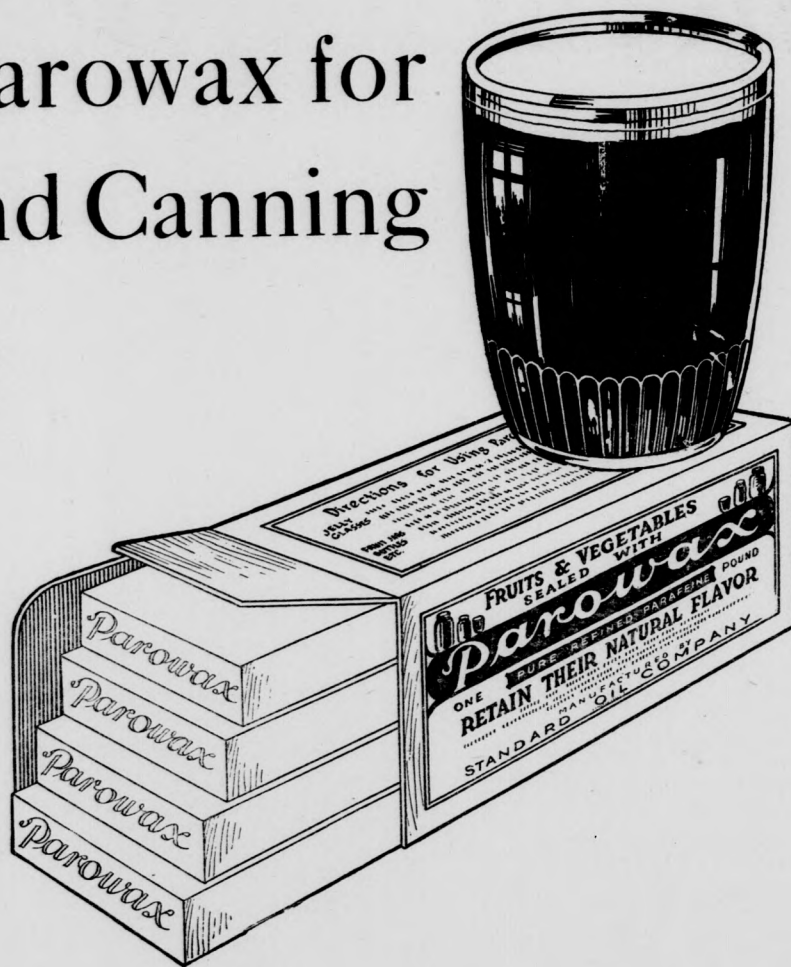
John L. Parker.

Public Reference Library,
Library St

Sell Them Parowax for Preserving and Canning



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



NOW 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.



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Forty-third Year

GRAND RAPIDS, WEDNESDAY, AUGUST 26, 1925

Number 2188

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

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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.

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of Grand Rapids as second class matter
under Act of March 3, 1879.

MISDIRECTED HOSPITALITY.

The Tradesman has received many letters from various parts of the State commending its position on the tin can tourist and the illy advised effort made to contribute to his comfort and happiness in many localities. The letters are replete with instances of abuses indulged in by the gentry who masquerade as tourists, but are really parasites who seek to obtain a living by mean acts without cost to themselves.

Most of the writers of these letters insist that there is a small percentage of tin can tourists who are worthy people who appreciate all that is done for them by the localities they visit, but the majority appear to be spongers who have no proper conception of the efforts made to render their pilgrimages pleasant, who plunder the corn fields, potato patches and chicken houses of near by farmers and who find fault continually because more is not done for their entertainment and comfort.

While it is conceded by the Tradesman that this problem is largely local and that every locality has a right to treat its guests in accordance with its own ideas, the general sentiment appears to be that a clean camping ground, with suitable location for tents, wholesome drinking water and ample toilets are about all that should be provided for this class of itinerants; that any attempt to supply further creature comforts simply leads to extravagant demands on the part of unworthy persons and undesirable visitors for increased demands of an almost impossible character. The worthy tourist who starts out to see the country and seek recreation is content to put up with some inconveniences. He wishes to get near to nature and live as the primitive man lived who found his habitation on stream, lake and in forest. Any effort to impose all the

comforts of a city home on such a tourist is money wasted and hospitality misdirected.

LAWSON OF THE NEWS.

Victor Fremont Lawson was the son of a newspaper man. He spent his days in the making of good newspapers and died in harness. There was ink in the blood of this newspaper pioneer of Chicago. His Daily News was the first of the low-priced newspapers in the West. He was one of the founders of the Associated Press, its president from 1894 to 1900 and one of the valued counselors of that far-reaching co-operative news-gathering body until the day of his death. He has left his mark on the newspaper world and upon his native and home city of Chicago.

For well-nigh fifty years he had poured his energies into that Chicago institution, the Daily News, Victor Fremont Lawson had himself become one of Chicago's institutions. With the Fields, the Armours, the Leiters, the Palmers, the McCormicks, the Swifts, the Cranes, the Harrisons and others of the older and pioneer generation of the Illinois metropolis, he helped mold the Chicago that dominates the Great Lakes basin. The student of finance and economics may know him as the "father of the postal savings bank," but to the newspaper men of America he will always be "Lawson of the News."

WORDS WITH CRIMINAL RING.

Poor Richard never wrote truer words about his countrymen than when he penned his proverb "Experience is a hard school, but fools will learn in no other." With all our national energy, our penchant for progressive reforms, it seems as if every American community must go through a disaster before it insists upon adequate protection against steamboat explosions. For years many New Yorkers protested against the laxity in the inspection of steamboats in and about New York harbor, but it was not until the terrible disaster to the General Slocum that proper inspection became a reality. The shocking loss of forty-one lives on the small steamboat in Newport harbor will bring about a better inspection of the multitude of these craft that ply between the cities on the New England coast; but it is an appalling price to pay for the actual enforcement of regulations that these unfortunate passengers had a right to believe were enforced. The news report of this accident indicates a negligence that should not have been possible among a people so familiar with mechanics as we are. An old boiler, patched and repatched, suddenly gave way—says the story in the news—and the words have a criminal ring to them,

BEST POLICY TO PURSUE.

Mr. Hoover, Secretary of Commerce, has again taken up the matter of imports in which there is a monopoly abroad. Just at present it is rubber which claims most attention because of the spectacular rise in its price. An effort has been made to show that the increase is wholly due to the operation of the Stevenson plan restricting exports of rubber from the Malayan possessions of Great Britain. This theory is not tenable, since it has been shown that American buyers brought some of the trouble on themselves by trying to force down prices by refraining from buying for future needs. As prices advance, more rubber is made available for export, but the increases are at the rate of only 10 per cent. at a time. It so happened, however, that the decreased output came at a time when the demand showed a sharp increase and the scarcity affected especially this country, which consumes over 70 per cent. of the world's production. Mr. Hoover's suggested remedy for overcoming an overseas monopoly is for importers here to combine just as exporters do under the Webb-Pomerene act. But experience does not give much basis for hope in such a procedure. There was one in the matter of sisal, for example, which led to a countermove. Then, too, even in the matter of rubber, there is something like a precedent. While there may have been no formal agreement on the part of American importers of this article last year, the action they took seemed to bear out the idea of a tacit understanding between them, and its results have not proved satisfactory. Perhaps a conciliatory rather than an antagonistic attitude may prove the best policy in coming to an understanding fair to both sides.

NEEDED HOUSECLEANING.

Iowa has been a hotbed of price-fixing sentiment and an incubator of the McNary-Haugenism that has plagued Congress. The late Secretary of Agriculture, Henry Wallace, came from Iowa. The Wallaces of that State had maintained a feud with Herbert Hoover since the days when he was Food Administrator. When Henry Wallace came to the Harding Cabinet he found Herbert Hoover there. The farm policies of the Secretary of Agriculture clashed with the policies of the Secretary of Commerce through the Harding-Coolidge Administration of 1921-1925. The Department of Agriculture, however, became saturated in the Wallace ideas and Western policies.

The Administration rejected these and turned to those of Secretary Hoover. On the death of Secretary Wallace, Dean Jardine of the Kansas State Agricultural School became Secretary. He knew something of the

temper of the department. Last winter, while a member of the President's Farm Commission, he discovered what was the matter with it. He found bureau chiefs openly and secretly fighting Administration policies and wrecking the Administration program.

Since March he has been lopping off a head here and another there, forcing some much-needed harmony into the organization. Western Congressmen are said to be spoiling for a fight on the new Secretary. He is not going out of his way to avoid it, and he is certain to have plenty of support when it is started. Never was a housecleaning more needed than the one Secretary Jardine has been giving his department.

OLD-TIMERS.

The old men of 90 to 100 years of age and more are becoming quite talkative, and to younger men what they have to say is more or less interesting, even though the elders do poke fun at them at times.

But the more the oldsters tell how to live long the more certain it is that there is no rule. "I have been drinking and smoking all my life," says one. "I never drink or smoke," says another. D. A. Boody of Wall Street, at eighty-eight, shows a check he received from Russell Sage fifty-seven years ago and says: "How to live long? Keep interested in everything and don't bother about your eating and drinking, and stick to business."

And that rule, by the way, sounds plausible. Maybe there is such a thing as worrying oneself to death trying to avoid it. At all events, there is no going wrong on the advice to keep interested. But that is almost a counsel of perfection by itself.

Americans used 150,000,000 pounds less coffee during the year which ended June 30, 1925, than they did the previous year. But, because of the increased price, their aggregate bill was \$82,000,000 greater. These figures are not particularly pleasant to contemplate, especially as the increase in price was entirely artificial, engineered by the Brazilian government for the benefit of Brazilian coffee growers. Of course, the scheme cannot continue to work in the long run. The high price will stimulate production in other countries and competition will ultimately break the Brazilian control. At the same time Americans will feel justified in resorting to other means to protect themselves from this gouging. It costs considerable to maintain a valorization scheme, and Brazil and Brazilians must come into the American money market for funds. It is not likely that they will be received with open arms.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Manistee, Aug. 20—Through some of our business men, I have heard of your interest in exposing swindlers. As you have had a large experience in this line, I would like to state a case in Manistee and ask your advice.

July 30, the Standard Educational Society, 189 West Madison street, Chicago, had a representative, M. F. Maney, in Manistee selling Standard Reference Work. This was supposed to be a special inducement to a few business women, largely for advertising purposes. There was to be a ten year service, for which we were to pay \$69.50. The book binding shown by this young woman, was art craft in a greenish brown color, very new and up to date.

A few days later my books arrived. They were beautifully bound in red and gold color in the design of twenty or twenty-five years ago. These books were immediately sent back to Chicago by express, requesting that the contract be cancelled, as the books were not as represented. Because the books were not as represented, I have lost confidence in the concern and feel that I can not depend upon them for the ten year loose leaf service. Five dollars had previously been paid on this contract.

On the contract I find in fine print, "This order shall not be subject to cancellation by me. No agreement will affect this contract unless endorsed hereon." For this reason the company is trying to hold me to the contract. They notified me they are holding the books for my instructions and if no instructions are forthcoming they are to be placed in storage for me.

What would you advise under the circumstances? We are five business women, all but one having paid the same amount and returned the books.
Mrs. Clara Eskildsen.

Your experience is identical with hundreds in this and every other case of similar character. When an agent comes to you and tells you you have been selected out of a thousand others to receive a special deal, you can make up your mind that you are headed for trouble. Furthermore, I have made it the rule of a lifetime, after having been fooled about fifteen times by solicitors, never to subscribe for a subscription book because it is never up to expectations or representations. There is no book published that cannot sooner or later be obtained through the regular book sellers. I might qualify that statement by saying that there is no book worth while; because subscription books as a rule are almost invariably pot boilers.

If you stand pat and form an alliance with the other women who have been victimized by the chap you name in your letter, you will probably never hear from your unfortunate order again except that you will get threatening letters, which I would return unopened. The company cannot afford to enforce a contract that is based on fraud and, as the books were not up to the representations of the agent, the contract was obtained by fraud and would be abrogated by any jury in the country, especially by a jury of your own citizens.

Buwalda Bros, the North Muskegon general dealers, inform the Tradesman that they have heard from many places of the chap who undertook to jip

them out of \$3. In some cases he asked \$2, in others \$2.50 and in one place he succeeded in getting \$5. In the meantime the State Constabulary is undertaking to locate the crook, in which case he will probably be permitted to play checkers with his nose.

An epidemic of fake tire guarantees is rampant in Detroit. Tires attractively advertised as "10,000 mile" and "12,000 mile" are offered the public by such firms as the Jackson Tire Co., and complaints are being received by the Better Business Bureau that when these tires are purchased they frequently blow out—sometimes after being run only a few blocks. Efforts at adjustment, it is alleged, are unavailing. Mr. Chaitovitz, manager of the Jackson Tire Co., and the Allen Tire Co., against which latter concern the Bureau has had complaints in the past, states that his use of mileage figures is not a guarantee but an "expectation" of what service the tires should give. The Buffalo Better Business Bureau reports that Chaitovitz received its professional attention as the result of the same character of complaints there as are being received in Detroit. A police warrant for his arrest was issued but it was found he had left for parts then unknown, but which now appear to have been Detroit. Chaitovitz was summoned for a conference at the Bureau office, as a result of which he agreed to make refunds to complainants and print an abject apology.

Wimer & Co., of Denver, Colorado, are specializing in offering to Michigan merchants, by use of the mails, opportunities to buy Nawco oil stock at 30c per share. The concern, while purporting to deal in stocks and bonds generally, gives "market tip" to "investors" to buy Nawco at the present price. A bulletin similar in appearance to that used by the Fort Worth promoters, including Dr. Frederick A. Cook, who is now reposing in a Federal penitentiary, sensationally points out on yellow paper the advantages of the "buy."

An individual giving his name as J. J. Smith, of Toledo, Ohio, has been soliciting orders from Michigan merchants for stationery and collecting payments in advance. The Toledo Better Business Bureau is unable to locate the individual or his product. Any additional information concerning him or his activities, should be reported to the Bureau office.

Conflicting reports from the office of C. V. McGuire, President of the Detroit Piggly Wiggly Co. (and more recently subdivision syndicator), have bewildered Piggly Wiggly stockholders. In June, 1925, Piggly Wiggly stockholders were told by the President that the company's most profitable year was at hand. Immediately thereafter, reports from McGuire's office warned stockholders to unload their stock as down payment on McGuire's distant subdivision, as the company was in desperate straits.

Questioned by the Better Business Bureau, Mr. C. V. McGuire explained:

1. \$90,000 of net worth remained in

Come Right In

An appointment made by Long Distance from his previous stop, assures the alert salesman of prompt attention. Several appointments can be made, at slight cost.

Telephone—It's direct, inexpensive and saves time.

MICHIGAN BELL TELEPHONE CO.



BELL SYSTEM

One System—One Policy—Universal Service

Piggly Wiggly to represent \$430,000 of preferred stock, mostly sold by McGuire. The stock selling had cost more than 25 per cent.

2. Retrenchments, closing all but 8 stores, plus additional capital to be donated by McGuire, from subdividing profits, would undoubtedly bring Piggly Wiggly out O. K.

3. The syndicate selling the subdivision will reap a bonanza.

4. The lots are an excellent buy.

5. Holder of 75 per cent. of the Piggly Wiggly common stock, and 80 per cent. of the real estate company stock, McGuire profits off the deal both ways.

6. The salesman who scared the stockholders is officially rebuked.

The architect of this department would like to hear at once from all merchants who were recently victimized by the United States Commercial Co., of Chicago. The abuses indulged in by this concern have been brought to the Interstate Commerce Commission, which may find it necessary to give the promoters of the fraud an extended vacation from business cares at Ft. Leavenworth.

Michigan merchants who "invested" good money on Burnham Chemical Co.'s promises to pay 340 for one, are now being canvassed by an officer of the company to send further remittances by telegram. The mails were closed to the company by a United States Government fraud order June 20, 1925. Hundreds of thousands of circulars resembling newspapers, entitled "Lake of Treasure," "Desert Gold," etc., were sent to practically every city in the United States by this company expected to net \$34,000 for every \$100 invested therein by reclaiming the potash in a dried-up Western lake bed. Although the company stated that no money was used for promoters' fees, evidence tended to show that approximately \$200,000 had been devoted to that end. E. G. Lewis, an officer of the company, had earlier been acquitted of a charge alleging use of the mails to defraud at St. Louis, Mo. The Better Business Bureau of Detroit, in co-operation with other Bureaus, assembled and forwarded this company's advertising to the authorities about a year ago. It has just recently reported to the proper authorities the company's attempts to evade the Postoffice ruling. "Chemical and Metallurgical Engineering" a well known technical paper, classified Burnham Chemical Co. as "Over-invented and Under-engineered," in a sweeping arraignment of the project, and suggested that "investors are well advised to scratch the Burnham Chemical Company off their list." To the scores of Detroiters, recipients of the lurid sales literature the Better Business Bureau has distributed the available facts, and urged the utmost caution.

Alma—The Alma Grain & Elevator Co., in which outside capital is said to be principally interested, has purchased the plan and equipment of the Alma Elevator Co. and will continue the business under the management of J. P. Olk, recently of Flint.

Annual Outing of Celery City Food Purveyors.

Kalamazoo, Aug. 22—Local retailers are chuckling this week. Thursday afternoon at Long Lake, the grocers and meat dealers baseball players trimmed the wholesalers' nine to the tune of 7 to 3, thus to some extent retrieving loss sustained last year. Borgman and Chapin formed the Retailers' battery, while DeWolf and Patten officiated for the wholesalers.

This was the chief sporting event of what turned out to be the biggest annual outing ever staged by local food dispensers.

The crowd was well in excess of 1,000, came early and stayed late. Dancing in the pavilion held the young people until close to the midnight hour. Dinner and supper were served in the grove, the association furnishing hot coffee, cream, sugar and ice cream for all picnickers. Those who had no automobiles were furnished free bus service for transportation. The crowd was well cared for in all details. C. C. Whitcomb, chairman of the general arrangements committee, reports the finest kind of co-operation all down the line.

In addition to the eats and dancing, the sports programme was easily the big feature of the outing. J. C. Ball, Mark Diver and William McKenzie worked out an excellent bill, requiring all day to stage it.

The first thing Thursday morning the Retailers warmed up for the afternoon diamond battle, by bumping the Wholesalers 28 to 23 in a patched ball contest. Horseshoe tossers got busy and Earl Sagers won the singles by defeating William McKenzie, 21 to 9. In the doubles G. B. H. Hall and William McKenzie had little opposition.

A bumper card of track and field events furnished a full afternoon's entertainment. Russell Diver won the boys run and Gertrude VanderRoert a similar event for girls. Calvin Foley was first in a speed contest for the kiddies. Vern Downs led the way home in the retailers foot race, while Harold Taylor defeated the wholesalers in a like event. Taylor also captured the free-for-all and the run-off heat between the storekeepers and jobbers.

In the ladies foot race for wives of retailers only. Mr. Walter L. Schiling was first. Mrs. Ballard won the ladies free for all. Miss Janet J. McKenzie won the ball throwing contest and Miss Marie Dawson the ladies shoe race.

There were in addition the usual watermelon eating, sack races, peanut races and similar events for the youngsters.

Canvas of the big crowd disclosed the fact that Charles Drummond, 80 years of age, was the oldest food merchant present. Cale Drummond, 26, had the honor of being the youngest. John Wagner's family of ten was accorded first honors for numerical strength.

Poetry Which Hits the Mark.

Cadillac, Aug. 25—If you consider the enclosed composition worthy of publication in your valued trade paper you may use same. For the past few months it has occupied a very conspicuous place in my store where it has been read by nearly everybody, and I have observed that it has hit the mark! John H. Ranville.

Please.

Your grocery bill should oft remind you
That it must be paid when due;
Every two weeks. Thirty days, at the longest.

Are only just demands of you.
Your grocer has his bills to pay
Right at the very minute,
And unless you so co-operate
You will surely not be in it.

You meet him at the counter so hungry
And polite.

And order, order, order, everything in sight.

And glad he is to serve you, and hopes
he always may.

So come across and settle up, this very
blooming day.

A single regular
SEAL BRAND customer
means over \$30 a year
in business.....
and you'd be surprised
how easy it is to make
regular SEAL BRAND
customers.....

Chase &
Sanborn
Chicago



Quaker Food
Products

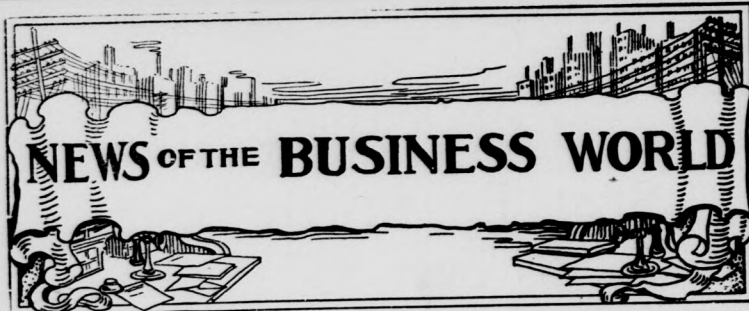
FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Reese—The Reese Mercantile Co. has added a line of shoes to its stock.

Detroit—The Acorn Leather & Belting Co. has filed a petition in bankruptcy.

Amasa—The Patten Timber Co. has increased its capital stock from \$25,000 to \$100,000.

Saginaw—The Saginaw Associated Knitting Mills Outlet Co. has filed articles of dissolution.

Kalamazoo—The Mary Lee Candy Co., conducting a chain of candy stores in various cities, has opened a store on South Burdick street.

Detroit—The Hughes Lumber & Wrecking Co., 3626 Myrtle street, has changed its name to the Hughes Lumber Co.

Ishpeming—Miss Thora Hallberg, manager of Milady's Shoppe, has removed the stock to its new location in the Jenks building, on Front street.

Detroit—The Alhambra Tire Co., Inc., 5956 John R. street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Edwards Pure Food Co., 1118 Penobscot building, has been incorporated to deal in food products, with an authorized capital stock of \$100,000, of which amount \$3,000 has been subscribed and paid in in cash.

Detroit—The Production Machinery Sales Corporation, 628 Ford building, has been incorporated to deal in machinery, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—Freedman & Boodin, Inc., 403 Liggett building, has been incorporated to manufacture and sell jewelry, with an authorized capital stock of \$10,000, of which amount \$5,900 has been subscribed and paid in in cash.

McCords—W. H. Reynolds has traded his store building and stock of groceries and general merchandise to Allen G. Lasby for his Campau Lake resort property. Mr. Lasby has taken possession and will add new merchandise to the stock.

Detroit—Morley & Barnett, Inc., 5513 Woodward avenue, has been incorporated to deal in automobiles, parts and accessories, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$4,775 in cash and \$5,225 in property.

Detroit—The Poss-Levy Co., 1526 Woodward avenue, has been incorporated to deal in clothing, with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amount \$73,000 has been subscribed, \$18,000 paid in in cash and \$48,000 in property.

Nashville—The Nashville Independent Oil Co. has been incorporated to deal in oils, gasoline, greases, etc., with an authorized capital stock of \$12,000 preferred and 1,200 shares no par value, of which amount \$9,050 and 950 shares has been subscribed and \$9,050 paid in in cash.

Detroit—The John A. Mercier Co., has merged its business into a stock company under the style of the John A. Mercier Brick Co., 216 Hammond building, with an authorized capital stock of \$300,000, all of which has been subscribed and paid in, \$38,665.11 in cash and \$261,334.89 in property.

Bay City—A. Golden & Sons have completed a new pickle plant here, with capacity of 10,000 barrels. The company operates its main packing plant at Brooklyn, with other plants in different sections of New York State. The Bay City plant, which is 50x230 feet in size, is under management of Samuel and Robert Golden, sons of the head of the company. The firm has established five receiving stations in this vicinity—at Kawkawlin, Crump, Beaver, Pinconning and Duel—and next year intends to open several more.

Manufacturing Matters.

Detroit—The Detroit Vapor Stove Co., 12345 Kercheval avenue, has increased its capital stock from \$450,000 to \$1,300,000.

Detroit—F. A. Thompson & Co., 1962 Trombly avenue, manufacturing chemist, has changed its name to C. E. Jamieson & Co.

St. Johns—The Associated Knitting Mills Outlet Co., Inc., has opened a retail store under the management of Mrs. Blanche E. VanDeusen.

Grand Rapids—The Grand Rapids Show Case Co. has increased its capital stock from \$1,500,000 to \$3,300,000 and 18,000 shares no par value.

Saginaw—The R. C. Valve Co., Rust avenue, has been incorporated to deal in motor accessories, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The J. W. West New Life Herb Medicine Co., 305 Rowena street, has been incorporated to manufacture and sell herb medicine, with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in in cash.

Highland Park—The Maxwell Motor Corporation, 341 Massachusetts avenue, has been incorporated to deal in autos, auto accessories, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Romeo—The Romeo Foundry &

Machine Co. has been incorporated to deal in metal products, with an authorized capital stock of \$50,000 preferred and 2,500 shares no par value, of which amount \$24,000 and 1,480 shares has been subscribed and \$38,800 paid in in cash.

Muskegon—The Muskegon Malleable Castings Co., West Western avenue, has been incorporated with an authorized capital stock of \$200,000 preferred and 1,200 shares no par value, of which amount \$168,500 has been subscribed and paid in, \$48,500 in cash and \$120,000 in property.

Royal Oak—The Wave Radio Corporation, newly organized with \$25,000 capital, has started work here. The new company expects to increase its force within a short time to nearly 200. Procter Brevard and Charles Stellwagon are the owners, with Mr. Brevard as manager. Radio sets and radio devices of all kinds will be manufactured.

Grand Rapids—The Rozee Manufacturing Co., 3 Ionia avenue, N. W., has merged its electrical goods business into a stock company under the style of Rozee Manufacturing Co., Inc., with an authorized capital of \$6,000 all of which has been subscribed, \$2,500 paid in in cash, and \$3,500 in property.

Quincy—A. T. Mallory has sold his drug stock and store building to Walker & Long, who have taken possession.

Coldwater—August C. Visel, recently of Bronson, has purchased the plant and business of the Champion Brass Manufacturing Co. and will conduct the business under the same style. Many improvements will be made and the capacity of the plant increased.

Quincy—Home Halcomb has sold his grocery stock and store building, cream station and laundry to Arthur McConnell, who has taken possession. Mr. Halcomb will enter the employ of the Atlantic & Pacific Tea Co. as manager of one of their stores, about Sept. 15.

Detroit—Exclusive manufacturing and sales rights of the Arrow Oil Burner, a domestic heating unit owned by the Socony Burner Corporation, subsidiary of the Standard Oil Co., of New York, have been acquired by the Timken-Detroit Axle Co. The Timken-Detroit Axle Co. has organized a subsidiary called the Timken-Detroit Co., with an authorized capital of \$1,000,000, which will market the device under the name of the Timken Arrow Oil Burner. Manufacture of the machines soon will be started in the company's Detroit plant at Fort and Clark streets.

Royal Oak—The new plant of the Royal Oak Tool and Machine Co. is completed and has started under most promising conditions. The plant contains more than twenty-five modern machines and at least thirty men will be employed by Sept. 1. Orders from Detroit automobile factories and others are being booked and the company is preparing to run night and day. Already plans are being made to erect additional buildings that will double their present capacity, during the present year. This plant has

brought to Royal Oak several new families and others to follow.

Lansing—The Atlas Drop Forge Co. is making additions to the plant equipment which will cost \$90,000. The major improvement is to the steam plant, \$50,000 being spent on this branch alone. The second big improvement is in installation of new hammer units at a cost of \$40,000. This will include addition of two new hammers and the necessary presses and furnaces. When these are installed the company will have forty-four steam hammers and auxiliary equipment. Business at the Atlas is reported very good and an average payroll of 325 men is carried. Some departments are working twenty-four hours a day and others are working time and one-half.

New Merchandise Brokerage House at Saginaw.

Saginaw, Aug. 25—We are pleased to announce to the trade that we have engaged in the merchandise brokerage business at this market under the style of the Otto H. Steinbauer Co.

Otto H. Steinbauer has been connected continually with the National Grocer Co., Saginaw branch, since the corporation was formed in 1902, acting in the capacity of salesman and for the last seven years as salesmanager and manager. He resigned Aug. 1.

Elmer O. Steinbauer has been connected with the National Grocer Co., Saginaw and Detroit branches for seven years, acting in the capacity of accountant, purchasing agent and salesman, having resigned Feb. 1.

The cities in which sales work is to be effectively followed up are as follows: Detroit, Lansing, Jackson, Battle Creek, Pontiac, Flint, Owosso, Alma, St. Johns, Bad Axe, Port Huron, Bay City, Saginaw; also additional Michigan cities.

Otto H. Steinbauer
Elmer O. Steinbauer.

More Onions Than First Expected.

Improved condition of the late onion crop has changed the market outlook for this important vegetable. Estimated crop acreage in fourteen main crop states still is the lightest since 1921, but average yield of 325 bushels may make this year's production only 600,000 bushels less than that of last season and only slightly below the five year average of 12,520,000 bushels or 25,040 carloads. It now appears that the short crops in Ohio, Indiana and Michigan will be compensated by heavier production in other leading states, chiefly Massachusetts, Colorado, Idaho and California. Forecast of 3,076,000 bushels in New York is not quite up to last year's figure. Massachusetts and California each expect 1,700,000 bushels and Colorado and Indiana more than a million each.

Behold the postage stamp. Gaze earnestly upon it. Fix it well in your memory; for the time will come when this system will be changed. Think of the tens of thousands of times every day when one person stands at the stamp window and calls for "a postage stamp" and note the time consumed to purchase, sell, affix, cancel and record. Why should paid servants of the people be required to consume so much time in a non-productive, non-essential occupation?

Essential Features of the Grocery Staples.

Sugar—The market is stronger and higher. Local jobbers hold granulated at 6¼c.

Tea—The market has firmed up again during the past week, Ceylons and Indias being leaders. The primary markets on Ceylon teas are irregular, some grades being higher and other grades lower, but in this country the situation is steady. No change in price has occurred during the week; demand fair.

Coffee—The market has had a number of small fluctuations during the past week, most of them upward. Spot Rios and Santos coffees all show a slight advance for the week, meaning coffees sold green and in a large way. Milds are about unchanged, but rather strong. Later in the week the Rio and Santos market softened up slightly.

Canned Fruits—Solid pack pie peaches sell in parcels of ten to twenty cases at \$8 on the spot for old pack with few available. Goods can be had on the Coast at \$2 less but it will take several weeks to get them. Cherries and apricots are in sellers' favor. Few are quoted as canners ran short on new packs. The peach outturn cannot be estimated but it is anticipated that there will be no overrun to allow canners now off of the market to offer freely later on after filling their contracts. Pineapple is no more than steady.

Canned Vegetables—Many new pack vegetables favor the buyer as some packers are endeavoring to remove the indifference of traders by offering at discounts below the established market. This policy is without its desired effect; in fact it rather weakens the situation. Tomatoes are a disturbing factor as they are uncertain and when in that position have a weakening influence. Lack of interest on the part of buyers in new pack of the late crop, together with the prospect of a larger production than seemed likely during the spring and early summer have led to the belief that no high prices are justified. There is talk among distributors that canners should limit the extent of their packs and to put nothing in cans but solid pack, well colored and sound stock, the kind which will sell on its merits and justify its cost. The Southern market is weak on old and on the first runs of new pack with the later crop neglected at the moment. Peas are firm in tone in most canning sections but canners have surplus offerings which they are submitting to their brokers, mostly of the less desirable grades and siftings. High quality lines are less in evidence. No heavy buying is reported. Corn is easier in tone as new pack has begun to move from the cannery to distributing centers which relieves the shortage caused by the liquidation of old packs. String beans and other minor vegetables are unsettled in tone.

Canned Fish—Opening prices on Alaska salmon are expected this week from the principal packer. One canner has already opened on a \$3.50

basis for reds. Sales have been made on the Coast at that figure and on the spot on old packs at \$3.10. Pinks have shown greater strength and are held at \$1.40 or better. The recent advance in reds has caused chinooks to be more active for spot and Coast shipment. Maine sardines are steady but quiet. No heavy factory buying occurs. California ovals are in strong hands. None of the other fish packs are in more than routine jobbing demand.

Dried Fruits—No unusual buying of California dried fruits for Coast shipment was done during the past week but there was some quiet trading going on. There are two reasons for the quietness; packers are holding so firm that their merchandise does not look attractive at a time when it is not needed for nearby wants, while buyers have contract dried fruits already purchased and they are holding off to try to secure a more favorable situation. California new crop prunes are back at the original opening which the Association maintained throughout the month but which some independents tried to advance without success. After the first spurt of trading, during which early deliveries were arranged, buyers have held off. A little later increased activity is expected since distributors are understocked and there seems to be no prospect of cheap prunes when other dried fruits are in such strong position. Oregon prunes are also well maintained. Coast buying of old crop raisins continues. Sun-Maid sales are reported to be heavier for the season than in any previous year, which has cut the unsold crop to a minimum through domestic and export liquidation. Independents, out of old crop, are firm on new fruit and are quoting such substantial advances over the original new crop basis that buyers are holding off. Few peaches or apricots are being offered on the Coast and both are about 5c over the initial opening.

Rice—Larger supplies of new crop domestic rice at the mill, which is increasing the volume available and which leads to additional mills starting operations, have resulted in curtailed buying at the source and in jobbing centers until market conditions are more settled. Spot prices are due for readjustment later on when receipts increase, and there is no heavy buying by the domestic or export trade until this is accomplished. Foreign rices are almost exhausted.

Beans and Peas—The demand for dried beans is very dull. Everything is slow and prices are just about steady. Here and there a holder can be found who will shade. There is no weakness in California limas, however. Dried peas unchanged.

Syrup and Molasses—Molasses is in light demand and will be for another month. Prices show no change. Sugar syrup is unchanged for the week, with prices steady. Compound syrup is off about 10 points; demand is fair.

Salt Fish—The demand for mackerel is still very light, but everybody is looking forward to a good fall business. Prices are very favorable and

at the recent declines are now on a very moderate basis. New shore mackerel is being offered at \$20 to \$22 a barrel in a large way for No. 2's.

Cheese—The demand has been very fair during the week, with prices steady to firm.

Provisions—The demand has not been very large during the past week. This applies to all grades of beef and hog products, which remain entirely unchanged, with a very slow business.

Soaps—No possible chance of any lower prices on soaps this year is the word among the trade, while the advances of fats and oils are said to point to the probability of still higher quotations. The 5 cent bar of toilet soap is said to have been relegated into the realm of the impossible.

Review of the Produce Market.

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

Bananas—4@4¼c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$ 6.25
Light Red Kidney ----- 11.00
Dark Red Kidney ----- 11.50
Brown Swede ----- 6.00

Beets—Home grown, 40c per doz.

Black Berries—\$4 per 16 qt. crate.

Butter—The butter market has been weak almost continuously since the last report. While there has been no material change in quotations the holders have been making concessions in order to move stock. The offerings of butter during the week have been fairly liberal and at present it is a buyer's market. Local jobbers hold fresh creamery at 42c and prints at 44c. They pay 22c for packing stock.

Cabbage—\$1 per bu. for home grown.

California Fruits—Peaches, \$1.75 per box; Honey Dew Melons, \$3.25 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 market has shown no particular change during the week. The percentage of strictly fine eggs is not large and the demand absorbs them all and keeps the situation on this grade of eggs firm. There is plenty of undergrade eggs, however, and the market is very weak and entirely in buyer's favor. Local jobbers pay 30c for strictly fresh, handling candled at 33c.

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

Onions—Spanish \$2.50 per crate of 50s or 72s; Michigan, \$3.50 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
Hearts of Gold are sold as follows:
Medium crate ----- \$2.00
Small crate ----- 1.50

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

Peaches—Home grown Carmens command \$3.75@4 per bu. The quality of early yellow varieties is not good.

Peas—Green, \$3 per bu.
Peppers—Green, 60c per doz.

Pickling Stock—Small white onions, \$1.50 per box.

Plums—\$1.25 per bu. for Lombards.

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

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 25c
Light fowls ----- 17c
Springers, 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 per hamper.

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

Veal Calves—Wilson & Co. pay as follows:

Fancy ----- 17@18c
Good ----- 16c
Medium ----- 14c
Poor ----- 12c

Water Melons—40@60c for Indiana stock.

Whortleberries—\$5 for 16 qt. crate.

"Lumberjack" Sweaters Bought.

The new jacquard sweaters in "lumberjack" patterns are selling well to jobbers, according to knit-goods manufacturers. Buyers only nibbled at this type of garment last year, but they have greater confidence this year, as indicated by the healthy increase in orders. The sweaters are designed for both men and boys and feature a large variety of colors. The lumberjack patterns of a year ago were used mostly in woven fabric garments, but a greater variety of design is being achieved in the new knitted sweaters.

OUT AROUND.

Things Seen and Heard Last Saturday Afternoon.

Ever since I started the Tradesman, more than forty-two years ago, I have made it an almost invariable rule to devote my Saturday half holidays to calling on my friends in trade in near-by towns. I used to accomplish this result on a bicycle, which enabled me to cover a distance of approximately fifty miles. Now that the automobile is more accessible I seldom travel less than 150 miles, calling on the merchants at all the towns en route. Frequently I go as far as I can by daylight, stay over night at the hotel in the last town visited and jog home Sunday morning. These trips, which I have come to regard as a most interesting feature of my daily life, enable me to keep in close touch with my mercantile friends better than I could in any other way. I meet patrons face to face, rejoice with them in their victories and sympathize with them in their sorrows. On these trips I frequently learn of new schemes to entrap the unwary merchant and am thus able to broadcast a warning through the Realm of Rascality which curtails the operations of the crooks who appear to rejoice in the undoing of the dealer. I seldom darken the door of a merchant who has not some letter he wishes to show me, some business proposition he wishes to discuss, some communication he is in doubt how to reply to. I am delighted to be the recipient of the confidence of so many good friends and happy in the thought that I am helping many a merchant over some rough spot.

On starting out last Saturday, I passed a threshing machine equipment on the new pavement just North of Sparta. The thresher was drawn by a traction engine with great iron wheels, the projections of which made great holes in the pavement at least a half inch deep. In some places they gouged the pavement to the depth of an inch. I can not understand how any man could destroy the property of the people in such a ruthless manner. Nor can I understand why the Kent County Road Commission permits such an abuse to go unpunished. Two or three repetitions of such a trip will render it necessary to rebuild a road which cost the people of Kent county from \$20,000 to \$30,000 per mile.

At Newaygo I was told the cement plant had the largest June in the history of the company in point of shipments; July ditto.

The new viaduct over the P. M. Railway, at Newaygo, will soon be completed. Perhaps it would be more exact to state that the viaduct is completed and that the approaches are now nearing completion.

Newaygo merchants insist that the resort trade they get from the tourist (not tin can) element at Brooks, Hess and other near by lakes is now a considerable factor during the summer season. I undertook to interview a hardware dealer on the occasion of my call last Saturday, but he was too busy to see me while he was booking a \$12 order for miscellaneous supplies for a Hess Lake cottage owner.

At Fremont the Chatauqua was in full blast and the town was full of people, many of whom had come a considerable distance. I was told the attendance was very satisfactory.

I heard only words of praise for the new hotel, the courteous landlord and his faithful consort, but there appeared to be considerable division of opinion among the business men regarding the free tourist camp on the banks of Fremont Lake. In addition to free camping location, tourists are given good water, the use of ample toilets and ranges and free fire wood. They grumble because they do not have free ice, free row boats and free laundry service. One family left last week after spending six weeks on the camping grounds and expending 19 cents in town for supplies. They had no words of appreciation of thankfulness when they left, but said they would come earlier next year and stay longer. Farmers nearby state they find themselves involuntary contributors to the cause of free camping from their corn and potato fields. With a beautiful hotel erected almost wholly by local capital, it would seem to the casual observer that it would be the part of wisdom to exert all the influence possible to make the management successful, instead of furnishing free wood piles to the transient troopers who masquerade under the name of tin can tourists.

One of the most attractive features of Fremont is the large sign on the largest building of the Fremont Canning Co., stating that "Visitors Are Welcome." The welcome does not stop at the sign, but finds expression in every department of the big institution which is conducted with as much cleanliness as the kitchen of the most scrupulous housewife. Men of Gerber name and blood have done much for Fremont, but nothing they could do carries the name and fame of their town further than the wonderful canning establishment they have created and managed with such consummate skill and efficiency.

I doubt if any other city of its size in the United States has developed three such capable fire insurance authorities and executives as Wm. N. Senf, C. N. Bristol and A. T. Monson. To this list should be added the name of the late Geo. Bode, who did much to popularize mutual insurance in the early days of its rebirth in Michigan. The three men above named have made Fremont a family name in many states and are entitled to much credit for the business structures they have erected with such consummate care and genius.

L. D. Puff, the hardware dealer, has on exhibition in two front windows of the hotel building one of the finest collections of Indian relics and firearms ever shown. The collection reflects great credit on the owner and is educational to a high degree.

The creamery at Reman bears a very significant sign, "It pleases us to please you." Every food factory in the country could adopt this motto and practice it daily with profit and satisfaction to all concerned.

Few Michigan towns show a more substantial growth than North Muske-



No. 1112

This McCray Freezer Case maintains a remarkably low temperature, eliminating loss through spoilage; costs less to operate than ordinary cases; enables attractive display and convenient service. May be had in lengths of 10, 12, 14 feet.

There is a McCray for *your* needs—styles and sizes for every purpose. Write for catalog.

McCRA Y REFRIGERATOR CO.
2544 Lake St. Kendallville, Ind.
Salesrooms in All Principal Cities
Detroit Salesroom — 36 E. Elizabeth St.
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"Look for the McCray Nameplate"



The Flavor is Roasted In!

SELL White House Coffee and you sell real coffee flavor—the flavor that is *roasted in*. That's what coffee lovers want—and get so rarely. When they buy White House Coffee they're sure of genuine coffee taste, and keep repeating "White House."

WHITE HOUSE COFFEE

DWINELL-WRIGHT COMPANY - Boston - Chicago - Portsmouth, Vc.

gon, which appears to be forging ahead with giant strides. The casual visitor naturally deplores that no more progress has been made in the work of extending the Ruddiman avenue pavement to the lake, but in every other respect the city is gaining in improvements, increasing in population and adding to the large number of attractive residences it already possesses. Most of the houses erected in Interlaken Park exhibit great variety in design and construction.

E. A. Stowe.

Around Michigan's Largest Lake.

Houghton Lake, Aug. 24—That the most important function of the thousands of lakes in Michigan is recreation for man is demonstrated by what has taken place and what is taking place at Houghton Lake—Michigan's largest inland lake.

A few years ago, the villages of Houghton Heights, Houghton Lake and Prudenville, situated on the South shore of Houghton Lake, were well-defined and distinct hamlets. Miles of undeveloped areas separated the villages. Now each has its own post office and its own government.

To-day, such has been the growth and development of the territory contiguous to each village that the visitor is often unaware when he quits one village and enters another. The six-mile stretch around the lake on M 14 connecting the three villages from the heights to Prudenville is one continuous and unbroken vista of hotels, cottages, pavilions and camps, says E. M. T. service. Recent development projects have metamorphosed and animated the landscape through the erection of commodious hostleries, attractive cottages and green golf courses.

Houghton lake is the magnet for pleasure seekers of every bent and from virtually every state in the Union, whether it be the recreation seeker, the hunter or the fisherman. And the Houghton lake section offers recreation for all three. Among the sports on the Houghton lake entertainment bill-of-fare are fishing, canoeing, dancing, hunting, bathing, sailing, tennis, golf, motoring, motor-boating, hiking, horse-back riding, etc.

With its area of 30 square miles, Houghton lake has an average depth of but 15 feet. While the largest inland lake, it is one of the shallowest in Michigan. There are compensations for its shallowness, however, in that it is safe for swimmers and is popular with bathers. Moreover, its shallowness has been partially responsible for the innumerable weed beds in certain sections of which are lairs for many kinds of fish and account for the presence of the thousands of sportsmen who visit it annually.

An abundance of wild rice around the lake attracts wild fowl in their flights. Houghton lake is located on the inland line of bird migration and is a famous rendezvous for ducks. Shooting in season is exceptionally good.

Some of the finest trout streams in the country are easily accessible from Houghton lake.

Another attribute possessed by Houghton lake in the opinion of the tourist and vacationist is its location between two of the Michigan state forests—Higgins forest to the North and Houghton lake forest to the South. Here are found primitive woodland depths on the doorstep of civilization. Deer, bear, fox and many species of birds and game interest the lover of nature. Woodland choirs stage early morning operas in this section. Visitors make trips into the depths of the forests on saddle-horses and the proximity of the forests probably is largely responsible for this form of sport.

Higgins forest comprises 19,000

acres. A forest nursery of 12 acres is located in the forest. It contains 165 miles of fire lines. The East boundary of the forest is located just one mile from M 14.

Houghton lake forest comprises 46,000 acres. It contains 117 miles of fire lines. M 14 and M 18 pass through the forest.

The sneeze and tears of the hay fever sufferer are unknown in the Houghton lake region except as residents know of the Indian legends and the romantic traditions of the old lumber jacks.

State trunk highway M 14 runs directly up the center of the State, from the Ohio line, through Jackson, Lansing, Mount Pleasant, Clare and Harrison, making junctions with M 18 and M 55 to this region of stately forests, alluring waters of lake and streams, picturesque beaches, bracing air and romantic environment.

Reply to Harry Glass, Jr.

Ann Arbor, Aug. 24—During Grover Cleveland's administration he had many bitter enemies, but as the years go by many who were of an opposite political faith have learned more and more to admire some of his points of character. Possibly after the lapse of one or two hundred years we shall be able to forget some of the detestable self-seeking, dominating, unforgiving, unjust acts and attitudes of Woodrow Wilson and place his portrait on a bit of paper to be obliterated and destroyed. But probably the postage stamp will be superseded by some more economical and time saving method of paying postage before a majority of the people become anxious to see his features every time they prepare matter for mailing. All who want his portrait already have it in larger sizes on their walls and elsewhere.

We would be willing to compromise

on this matter and substitute Wm. J. Bryan's portrait for Wilson's. His face would bring smiles to friends and foes alike, instead of riveting unpleasant memories. E. E. Whitney.

Hen Hatches Nest of Quail and Mothers Them.

Hammonton, N. J., Aug. 24—A little bantam hen, which hatched out 18 quail and is mothering them just as carefully as though they were chickens, is the unusual sight that may be seen on the farm of Joseph Buesby, a Reading Railroad conductor, at Williamstown Junction, near here. The hen found the quails nest about a month ago. After the mother quail had started setting there, the hen drove her off and set on the 22 eggs herself. Eighteen of them hatched out, and they obey every call of their foster-mother now, although they worry her with their wanderings.

Make Your Dreams Come True

It is fine to dream dreams and have visions, as these are the blue prints of future achievements. The essential thing is to *think*, to *plan*, to *strive*, and to *sacrifice* if necessary, that your dreams may be realized while you are still young enough to enjoy the fruits of them.

YOUNG MAN

Do you dream of holding a responsible position with a salary which will enable you to marry the girl you love, establish a home and give your family the comforts and some of the luxuries of life; to have a car, carry life insurance, have a bank account and perhaps own a business of your own?

YOUNG WOMEN

Do you dream of being able to reply when asked what you do and where you work, to say, "I am the private secretary of Mr. Smith, president of the Union Trust Co." Or when you help to make a home to feel you are a real helpmate and not a parasite?

PARENTS

Do you dream of the time when your sons and daughters will have become men and women, with homes of their own, taking their part in the church, social, and civic life of the community; with sufficient incomes to care, not only for their own, but to lend a hand to those not so fortunate in life?

We Can Help You

For over 20 years we have been working with and for young men and women, giving them technical training and endeavoring to inspire them to lives of business service. We are proud of the records our former students have made as book-keepers, accountants, stenographers, secretaries, salesmen, business executives in all lines, as well as lawyers, ministers, etc.



Howell, Davenport and Heaney

JOHN S. NOEL graduated from our school in 1900 when just a lad. His career has been one of continuous advancement through rendering business and personal service. To-day he is the owner and manager of the largest electrical store in Michigan at 112 Division Ave., Grand Rapids.

Miss Thala Manning was just a school girl when she attended our school. Today she is secretary of the Becker Auto Co., one of the leading automobile distributing firms in the middle west.

Day School Starts Aug. 31

Evening School Opens Sept. 14

Start to make your dreams come true by joining our Day or Evening Classes.

Catalogs Free.

Davenport-Heaney
INSTITUTE

Two Schools
110-118 Pearl Street.
Grand Rapids.

Corner Jefferson and Webster,
Muskegon.

FALL TRADE ENCOURAGING.

As the Fall season for selling at retail approaches much heed is given by merchants to general business conditions. Crop prospects are mostly pretty well defined. Price levels for the products of farms and fields promise to remain on a fairly high basis, sufficiently so to insure a large capacity for buying. In the industrial field also there is a good outlook in most lines, with pronounced activity in a number of them. The only uncertainty for the time being, is in the building trades and in anthracite mining, where labor disputes are being thrashed out. Wage reductions accomplished or in prospect affect only a small percentage of the workers of the country, and their effect on business is likely to be confined to a comparatively few places. Taking the country as a whole, the indications point to a fairly satisfactory selling season, and this is what retailers appear to be preparing for. A matter of doubt is as to the way in which consumers will spend their money. There are certain fixed charges, such as the cost of food and shelter, that come first and that must be met. These take up about 65 per cent. of the average total living expenses and are little subject to reduction. Clothing and personal expenses of one kind or another come out of the balance. These are more adjustable and vary with circumstances, and they bring in the element of doubt, as does also the matter of thrift as evinced in the increased savings deposits of the banks and in investments. There is nothing as yet, however, to indicate any change in the habits of the public regarding these things, and so, presumably, about the same proportion of income as usual will be available for regular purchases.

Primary markets, after a little spurt of activity, have settled down to a rather humdrum condition. There are calls for various kinds of goods, but usually in small volume. This condition is expected to improve decidedly after labor day, which, however, comes this year at the latest date possible. Thus far the buying methods which have prevailed during the last year or two continue to be in vogue. There is little or no forward purchasing, most of it being for immediate needs. At present there appears to be no way of changing this, as the market remains in the buyers' favor. A few weeks, however, may see a change in this respect, especially if consumer purchases come in any volume and for any specified kinds of merchandise. In marked contrast to the conditions in the primary markets are those among the jobbers, especially of dry goods. Special sales in New York City, Chicago and elsewhere during the past week have been quite successful in disposing of quite large quantities of goods, although in many instances the individual sales have been small in volume. Country merchants are still doing a lot of shopping and sampling, especially in women's ready-to-wear, and quite a fair proportion of them have been seeking jobs for basement sales with varying success. They will buy heavier when style popularity is better shown after the close of the vacation season.

Offerings in the local stores during the past week have been most varied and apparently met with much favor, judging from the crowds which thronged them. Late Summer offerings of garments were only one of the features. Household wares of one kind or another came in for much attention. Advance styles for early Fall were brought forward, and with them were fur coats for Winter wear as well as men's Winter overcoats. Price concessions were made to induce these forward purchases. The clearance sales however, seemed to have the right of way in both men's and women's wear. Decided concessions were made in all kinds of articles, from frocks and bathing suits in the last-named category to Summer suits, straw hats and haberdashery in the former, and the bait apparently was attractive. Children's apparel is also beginning to move because of the nearness of the opening of the school season, although the peak of this trade does not come until just before that event. Stocks in general in the stores are thinning out because of the inducements made to move them, and this is looked upon as a good augury for future buying. The better the trade now, the larger will be the orders later on. Meanwhile, a line on the popular demand for specific articles, especially in women's wear, will be obtained from the response to the preliminary Fall offerings. This ought to be apparent in the next two or three weeks.

COTTON PROSPECTS.

During most of the past week the cotton markets were dull and halting, awaiting the issuance of the Government report showing conditions as of Aug. 16. This is to be published tomorrow, and the general expectation is that it will come fairly close in its estimate of yield as compared with the final result. Meanwhile, a number of private reports have been given out making estimates between 13,600,000 and 14,400,000 bales, with the consensus of opinion favoring the larger rather than the smaller figure. There are even a few optimists who incline to the belief that the total crop will be somewhere between 14,500,000 and 15,000,000 bales, which shows how great a diversity of opinion exists and how much opportunity there is ahead for those who bet on the quotations. As soon as the situation clears up there will be better buying on the part of mills here and abroad, because prices for the raw material will be more stabilized and purchasing will be less of a gamble. The mills are working on a very small margin of profit on a number of staple constructions, and the variance of a small fraction of a cent per yard means much. Sales of gray goods are holding quite firm and small concessions on spots are followed by larger buying. Sales of finished goods are rather slow but are expected to pick up shortly. The indications all point to a good season for well-styled fancies and novelty fabrics, and especially for those into which rayon enters as an ingredient, and the mills are providing the supplies. Knit goods remain dull and are not expected to show much activity until next month.

CAN BRING ONLY CONFUSION.

The Chinese government, according to dispatches from Peking, has issued invitations for the tariff conference to convene on October 26. This conference was called for in one of the Washington treaties and would have been held at least a year or two ago had not complete ratification been held up by France.

Under the original treaty, the Powers pledged themselves to grant China higher customs duties in order to provide the Peking government with an effective revenue and to bring to an end the confusion which has enveloped Chinese affairs ever since the establishment of the Republic. Revision of the tariff schedules was to have followed automatically as soon as the treaty came into force.

The tide of Chinese affairs, however, has not stood still over the period of delay. One or two of the treaty Powers appeared rather more than willing to forget the pledges taken at Washington. On the other hand, Chinese nationalistic sentiment has shown increasing strength, and many Chinese leaders became convinced that they could get more than was promised in the treaty.

The tariff conference might have been postponed indefinitely but for the strong attitude assumed by the United States. The position of this Government is that the pact should be carried out, neither more nor less. In the maneuvers which followed, America maintained a middle ground.

If success is to mark the coming negotiations, they must be confined to the matter at hand—revision of the tariff schedule. Already, however, efforts have been made to broaden the conference with the introduction of extraneous issues. Japan, for instance, has suggested a deal involving the question of Chinese boycotts against foreign goods. One powerful faction in Peking is urging that the problem of complete tariff independence for China be discussed.

This sort of thing can bring only confusion upon the principal issue. The rehabilitation of the Chinese government must be gradual, and tariff revision is a single step. The policy of the United States is designed to see that this single step is taken and other issues left for future settlement.

WOOL MARKETS A PUZZLE.

Wool markets the world over present quite a puzzle for the time being. Auction sales are in progress in Australia, but the results of them are rather obscure, from all reports. The one fact that appears to be outstanding is that there is no probability of prices going higher, the tendency being all the other way. There seems, furthermore, to be no zest in the buying anywhere, purchasers feeling sure that they will lose nothing by waiting. So whatever buying is done is for immediate needs and these do not seem to be large, since sales of woolsens have been rather slow. Conditions in general appear to favor lower prices for wool for a year or so to come. This is because the stocks available everywhere are so big and also because the world demand has not increased as

was expected, while there has been a decided gain in the number of sheep in every country where they are raised. The Australian wool clip of this year, for example, is expected to total 2,300,000 bales, which comes close to a record. New Zealand's will also exceed last year's. A similar condition prevails in the other wool-growing countries of the Southern Hemisphere and even in this country.

Sales of woolsens for the next light-weight season have not improved much. There is still considerable purchasing to be done for the Fall and Winter season because clothing retailers have been rather backward in placing orders, and this has had its effect on the manufacturers. For Spring there appears to be more interest in worsteds than has been the case for several seasons. There is also a decided turning down of the freak colors and extravagant styles which it was attempted to foist on the public this year. It has been discovered, over again, that most men prefer to be dressed in an inconspicuous fashion.

PROSPERITY MEASURED.

A study of incomes in the United States over a period of years is a valuable index of American prosperity. An improved standard of living must naturally come from an increased income, especially in the average income of those gainfully employed. But, although it is generally realized that incomes have increased, it is also known that the purchasing power of the dollar is to-day much below that prevailing before the war.

To arrive at a figure indicating "real" incomes, therefore, certain corrections must be made. A study of this sort has been made by the National Bureau of Economic Research. It covers the thirteen-year period from 1909 to 1921. During that time the nominal gross income increased from \$27,000,000,000 to \$62,000,000,000—the peak year of 1920 yielding \$74,000,000,000. The average for persons gainfully employed rose from \$791 in 1909 to a peak of \$1851 in 1920, declining to \$1537 in 1921.

So much for the nominal figures. When they are corrected according to a norm—the purchasing power of the 1913 dollar—the fluctuations are smaller. The "real" gross income on this basis amounted, in 1909, to \$28,000,000,000; the figure for 1921 is \$36,000,000,000. The average for persons gainfully employed rose from \$823 to \$887.

If these figures are a dependable index, the American standard of living became steadily higher during the thirteen years under consideration. Americans lived almost 8 per cent. better in 1921 than in 1909. This is prosperity reduced to its very lowest terms. While it may not appear to be much, it shows a steady average improvement which has, perhaps, not been equaled in the history of the world by so large a group of people.

It is a poor plan to knock your competitor, but it is a foolish plan to spend much time complimenting him.

Be thrifty and you will be happy; the thrifty man doesn't fear the bill collector.

MEN OF MARK.

Hon. Thomas J. O'Brien, Diplomat and Good Citizen.

The life of some men is a struggle against counteracting, complex and opposing circumstances. Sometimes the fight is induced by starting wrong; sometimes the individual seems to be forced in directions contrary to his tastes and inclinations; at other times a conjunction of events leaves him no choice but to be driven forward by a relentless fate in a course of prolonged dissatisfaction. Often we may conclude that the trouble of some people to strike the right lead and successfully get on in the world results from an inharmonious mental and physical make-up that is followed by unrest, dislike, unsettled purpose and an inability to concentrate sufficiently long on one thing or determination. In many instances the individual is devoid of ambition, or pessimistic, or is indolent and pleasure loving, or if too lazy to seek pleasure in its active form he settles down to mere comfort—a fatal condition for any one who would accomplish great things. There must be strenuousness in the natural temper of a man if he would amount to anything as a positive character. In this view of the human make up our adored Roosevelt was exactly right, and no man can reasonably gainsay his conclusions on that point. A thoroughly lazy man, physically and mentally, can never enter into the great Kingdom of Success.

The life of other men seems to run along a grooved rail, so to speak, or at least a smooth trail, meandering at times and thrown across chasms, worked through rough lands and climbing mountains, but always going forward without interruptions or difficulties to the wayfarer, who is satisfied to proceed and apparently never doubts that the road will end in the promised land. Probably the even, forward movement of such a man is mostly because of his normal organization as a man; of one who is satisfied with things as he finds them and is interested enough in them and energetic enough to go ahead as opportunity is presented. It is natural for him to exert himself in some direction, and he is clear visioned enough to see that his best course is to go along the most feasible road, never thinking that it will not lead him to what will most satisfy his ambition.

The biographer is about to portray the life of a man which seems nearly to conform with that of him who goes not after allurements that are foolishly adventurous, but hard or difficult to attain; of a man who was directed, and accepted the direction of the motives involved in his environment, taking his start from what he learned in his youth and seizing opportunities as they were presented without apparent deviation from first impulses.

Thomas J. O'Brien is a native of Jackson county, Michigan, and was born July 30, 1842. Mr. O'Brien's first years were spent on his father's farm, his early education being such as was afforded by the country school

of the day. In his eighteenth year he entered the High School at Marshall, and during his course there read law in the office of John C. Fitzgerald, with whom, on his admission to the bar in 1864, he formed a copartnership which continued until 1871. His studies also embraced a course in the law department of the University. D. Darwin Hughes, of Marshall, was at that time the leader of the bar of Central Michigan, and many of the older residents of the State hold pleasurable recollections of his contributions to literature, especially his articles on the song birds and game birds of Michigan. Mr. Hughes was tendered and accepted the position of General Counsel for the Grand Rapids & Indiana Railroad Co., a position involving not only the general duties of an

attorney but also the defense of the company's rights, which were more or less in controversy, to an extensive land grant. This work necessitated his removal to Grand Rapids. A man of Mr. Hughes' ability and experience could not well err in the choice of a partner and assistant, which he found in the person of Mr. O'Brien. The firm commanded a large practice outside of their special railway clientage, and because of this a third partner, M. J. Smiley, was admitted, the firm of Hughes, O'Brien & Smiley continuing until terminated by the death of Mr. Hughes in 1883. Upon Mr. Hughes' death Mr. O'Brien was appointed to take his place as General Counsel for the Grand Rapids & Indiana Railroad Co.

A Republican in politics, Mr. O'Brien has preferred to be the lawyer rather than the politician. Yet at the spring election of 1883, without any solicitation on his part, he was nominated by the Republican State convention to fill a vacancy on the bench of the Supreme Court. The Republican ticket failed at that election by a comparatively small margin, although Mr. O'Brien's vote exceeded that of one or two others on the ticket. Mr. O'Brien was a delegate at large to the Republican National convention in 1896, and was on the committee appointed to inform Mr. McKinley of his nomination, which, with the candidacy mentioned, comprehends his political action.

March 5, 1905, the day after Mr. Roosevelt was sworn in as President for the second time, he tendered Mr. O'Brien the position of Minister to Denmark, which he accepted. He re-

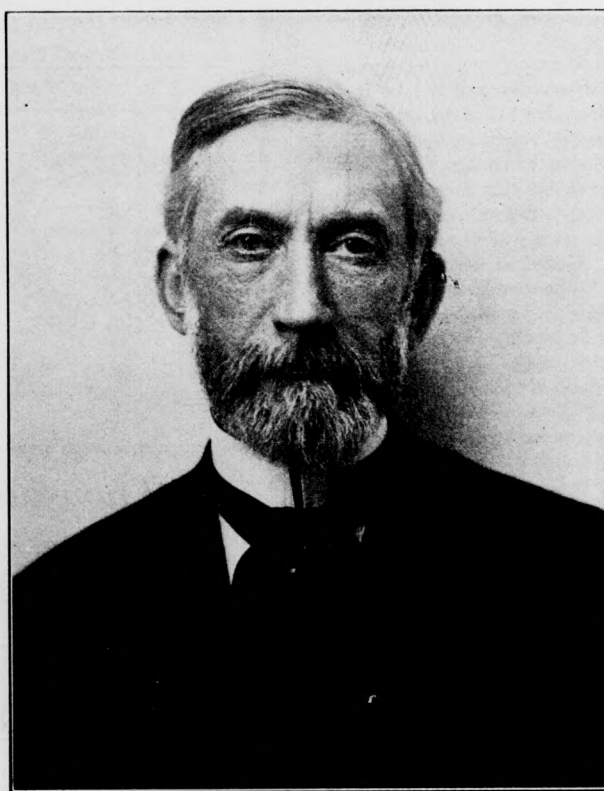
completion. In the summer of 1911 President Taft tendered him the position of Ambassador to Italy, which he rather reluctantly accepted, because he had formed a warm attachment for the diplomats of Japan—a relation which was heartily reciprocated by the ruling class of the empire. Mr. O'Brien remained in Rome two and a half years. He tendered his resignation to President Wilson in March, 1913, but Wilson waited six months before selecting his successor. Mr. O'Brien then returned to his home in Grand Rapids, where he resides during the summer months. He and his wife spend their winters in Washington with their married daughter.

President Roosevelt had a great interest in Japan and the Japanese and looked forward to a future of close alliance between our two countries, both political and commercial. It was to this end that he stayed the hand of California for several years when it appeared certain that the Legislature of that State was determined to enact destructive laws aimed at the Japanese. Mr. O'Brien was under instructions to press this subject and active negotiations were carried on at Tokio to the great satisfaction of the President for more than two years, ending in the since called "Gentlemen's Agreement."

Aside from his relations with the Grand Rapids & Indiana Railroad Co., Mr. O'Brien was long identified with the Antrim Iron Co., which he served many years as President. He was long a director of the National City Bank and the Kent County Savings Bank. He has been a director of the Alabastine Co. and the Mackinaw Hotel Co. He is still a director of the Grand Rapids Gas Co. and the Grand Rapids Street Railway Co. There are few Grand Rapids industries with which Mr. O'Brien has not been connected, either directly or indirectly, and in every case his influence has tended to strengthen and sustain.

Mr. O'Brien was married September 4, 1873, to Miss Delia Howard, daughter of the late Wm. A. Howard, whose name was familiar in the political annals of Michigan fifty years ago. Mr. and Mrs. O'Brien have two children—Howard, aged 49, who is Assistant Manager of the River Raisin Paper Co., at Monroe, and Katherine, who was married at Copenhagen in 1906 to Henry G. Chilton, who was then Secretary of the British Legation to Denmark. Mr. Chilton has since served his country as a diplomat in Brussels, Berlin, The Hague, Rio Janeiro and Washington. He is now Minister to America from England.

Mr. O'Brien, when at home, is an attendant of St. Mark's Episcopal church. He is a member of the Peninsular and Kent Country clubs. He is always first and foremost in all movements having for their object the improvement of the city along moral or material lines. With his 83 years gleaming behind him, with eye as clear and temper as serene as ever, Mr. O'Brien pursues the even tenor of his way, dividing his time between his home and his office, where he puts in nearly as many hours each day as



Hon. Thomas J. O'Brien

attorney but also the defense of the company's rights, which were more or less in controversy, to an extensive land grant. This work necessitated his removal to Grand Rapids. A man of Mr. Hughes' ability and experience could not well err in the choice of a partner and assistant, which he found in the person of Mr. O'Brien. The firm commanded a large practice outside of their special railway clientage, and because of this a third partner, M. J. Smiley, was admitted, the firm of Hughes, O'Brien & Smiley continuing until terminated by the death of Mr. Hughes in 1883. Upon Mr. Hughes' death Mr. O'Brien was appointed to take his place as General Counsel for the Grand Rapids & Indiana Railroad Co.

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during the period of his greatest activity.

On the pages of history, where are found the names of illustrious sons of Michigan who have proven themselves worthy and won their spurs by faithful devotion to the upbuilding and uplifting of the institutions of the State, Mr. O'Brien's name is conspicuous. He is clean—there are no secrets in his life, no hidden record which he fears will leap to life. The consciousness of this fact and that every act of the past in the service of the people was from a pure motive fortifies him for the duties before him.

It is said that true genius lives two lives—the first with its own generation; the second in the thought of subsequent ages. The student of Michigan history in the decades to come will not fail to be inspired by the noble life of this plain man, who has no higher ambition than to perform well each duty that develops upon him and to lift higher and still higher the banner of the State he loves so well.

Honest to the core, Mr. O'Brien hates with the intensity of his soul all that is sham and false. He hates hypocrisy and deceit. He hates those who are false to their profession. He hates the despoilers of men's characters and despises him who would rob his fellowman of his good name. He has no use for the pretender. He calls upon every man who is admitted to his friendship to use the ability he possesses for good. The light he carries with him is always the light of the true and the just.

Mr. O'Brien belongs to that public-spirited body of men each one of whom should consider himself the guardian and self-appointed protector of the interests of his fellow-citizens, at whatever sacrifice to himself of time or effort. By his pronounced personality he has made himself a marked and conspicuous figure wherever he contributes the magnetism of his influence. He is naturally a leader among men, and in the activities of his profession or in the counsels of the Government with which he was so zealously identified for many years, his rugged honesty of purpose and his deliberate judgment are always recognized.

Apotheosis of the Honest Grocer.

Written for the Tradesman.

Strange, is it not, how popular ideas change? Years ago the only class of citizens regarded as honest was the farmer. Perhaps the term "honest farmer" was over-worked by politicians, agents and others to curry favor. And the farmer was regarded as honest because he did not know enough to be anything else.

The merchant was looked upon as the opposite—scheming, crafty, tricky, deceitful. People expected nothing else. Many a time it was argued that an honest man could not succeed in trade. It was business ability to get the best in every deal, and let the buyer look out for his end of the game. Business was a game.

Slowly but surely a great change has taken place. City people who had much dealing with farmers came to

use the term "honest farmer" with derision. Of course, in every class there are exceptions, but in every walk in life the individual is rated according to the general reputation of his class until he has proven his superior standing.

To-day if a popular vote were taken as to the most trustworthy class, we have no doubt the retail grocer would head the list. And the banker who in earlier days was as much distrusted as the oil or mining stock salesman of to-day might give him a close run.

That old doctrine that dishonesty is the road to financial success has been disproved and largely discarded. Only young, inexperienced, conceited men now engage in business with such a belief, and their mercantile careers are usually brief unless they change their views or methods.

Business establishments which have existed for one, two or three generations have abundantly proven that honesty is a sure foundation for success.

The retail grocer deals face to face with customers who can not be fooled many times. He can not continue dishonest practices without being found out and losing patronage.

Along with honesty there is developed patience, sympathy, unselfishness, helpfulness, and other commendable qualities. If the grocer does not respond to these requirements, he is a failure. His basic characteristic must be good will to all. His aim must be to serve the public. Not for long can any merchant hide his real aims and ambitions. People will discover and proclaim them for him, especially if not acceptable to his customers. The honest grocer will come into his own in due time. Fair dealing is not in vain.

E. E. Whitney.

More Money in Pullets.

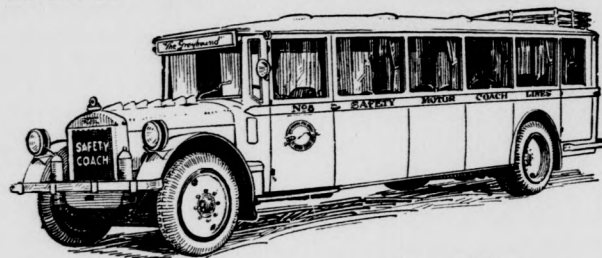
"In our experiment with capons," says Prof. E. L. Drakan, head of the poultry department of the Ohio State University, "we were interested to determine whether it was more profitable to raise pullets or capons under the ordinary conditions of the farm with limited space and equipment. We were slightly handicapped because we lacked the proper range for the capons which most farmers have, but otherwise the conditions were normal.

"We caponized the cockerels at about 12 weeks, and put them on feed for six months. At the same time we evaluated an equal number of pullets of about the same age and put them on feed for egg production.

"When the capons were sold at the end of six months the pullets were again given a market price as a means of comparison, the receipts for eggs added, and the feed cost charged to each. The final result showed the pullets more profitable than the capons."

Some people never buy a postage stamp until their letter is written, and then they impose upon other people or expend time and effort to procure a stamp which might have been avoided by forethought, a plan, a system. It does not require much capital to be always supplied with stamps.

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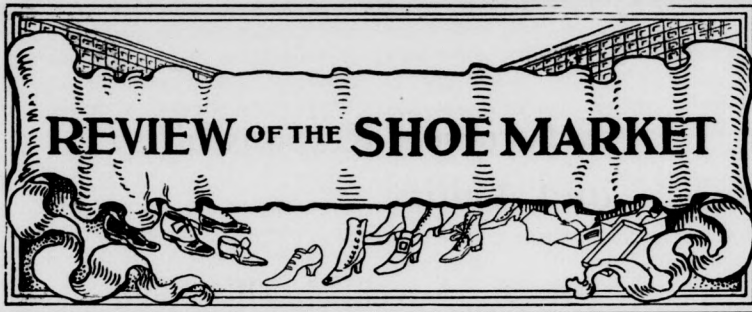
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Sells Shoes at a Profit, Regardless of Competition.

Probably the editor will not run this article. I have never known him to tolerate slang. But it is going to take slang to get this stuff out of my system.

For thirty years shoemen have been telling me they just couldn't get more than enough profit to worry along on and feed the babies. Yesterday I met a "pawn-broker" although he ran a shoe store. He had to be a pawn-broker to get the profit he proved to me he did get. And he must have been a highwayman to have made the money he has made for just yesterday he bought a \$100,000 building in his town of 40,000. He sure is not a real shoeman. No real shoeman ever bought shoes for \$3.65 and sold them for \$6.85. In the first place it can't be done because the competitors don't do it. A man to be a real shoeman must not do anything that his competitors don't do. So this guy I am writing about has certainly mused up the works.

Some wise head—or hop-head who may read this is going to shout "But he can't keep it up." Well, maybe he can't but he has "been doing it" for about fifteen years and putting money in the stocking every year. No one has ever slipped him anything either. No grandma or grandpa left him a roll; no nice mamma donated. He has just got his coin all by his lonesome. Neither does this man of whom we write so beautifully know anything about shoes. He owns up that he can hardly tell one leather from another. But he gets the business.

This man's business grows a little larger every year despite the fact he violates some fixed rules of the business. He was the first man in his city to cut out giving away findings. He never did shine shoes free. He never makes an adjustment on a pair of shoes. If the "kick" is justifiable the "kicker" gets a new pair with no strings to it. If the shoe happens to be an oxford he throws in silk strings. If the kick smells of graft, the customer gets the gate right there. There is no monkey business with this seller of shoes. He is in the shoe business to make money. He has made it and is making it right now.

Yesterday he showed me two shoes that cost \$3.85 for which he was getting \$8.50. "And," said he, "I don't mean, maybe. I'm gettin' it. I've sold 72 pairs of the one number in six weeks and not a kick on a pair. Why-the-hell should I give shoes away? Nobody gives me nothin'."

He shoved a shoe into my hand which bore a selling price of \$7.50. "Wat' did I pay for it?"

"Who made it?" I asked.

"I'll not tell you that until you guess the price," he said.

"I'll guess between \$4.25 and \$4.75," I replied.

"There you are," he cried, "an old-timer who has retailed, wholesaled and even built shoes and you can't guess the cost of a shoe within 50 cents a pair. Then, why can't I get a profit of a dollar more on a shoe if it looks the part. I am one of the birds that do it."

I have heard traveling men say that this man is crazy. If being crazy places a man on the firm financial foundation that this man enjoys, then I want to go crazy. He owns a beautiful home, has owned seven different high priced automobiles, has sent his children through college and is in a position to live easily for the rest of his life. All because of "guts" enough to get real profit for the shoes he sells. Some one will say, "But, maybe he has no cheap stores to compete with."

All wrong. Two of the big chain store companies operate within two blocks of his store. A big failure happened just across the street less than a year ago and one of those bankrupt sales that disrupt a town ran for weeks. The factories of his city have not been operating full time for two years. This is enough to discourage many a stouter heart. but he goes right on with his long profit shoes.

He is not a wizard at picking styles. He says he leaves the styles up to the salesmen. He buys what looks pretty and gets rid of a number at a price, if it does not move quickly. But he gets rid of it while it is still warm, not after it has been dead and buried.

If this man who owns up that he knows but little about shoes can make a fortune in shoes, why can't the rank and file of the shoe merchants do the same?

The answer is simple enough—they lack courage.

This is not bunk. I will give the name and location of this merchant to any one who asks for it of the editor of this paper.—Seneca in Shoe Retailer.

Decorative Heels Called For.

Although buyers of women's shoes for several seasons have been sampling jewelled and decorative heel effects, chiefly in rhinestone on a solid aluminum base, it was not until the present season that ornate and artistic models in a wide variety of styles have shown any indication of coming into favor. The chief disadvantage of the solid aluminum heel was its weight. A local importer is overcoming this difficulty by using heels made of wood on which the metal or decorative covering is

sheathed. These artistic heels are designed chiefly for evening wear, although conservative effects in polished maple wood or filigreed gold are also being bought for afternoon shoes. Since these decorative heels are to retail from \$6 to \$25, it is expected that the demand will be limited to the better trade, for some time at least, owing to the difficulty of bringing out low-priced imitations of this country of the original artistic creations.

Odd Leathers For Women's Shoes.

Popularity of the fancy leathers for women's shoes continues, with lizard, imitation python and snake skins among the strange materials being used for street wear. For sport wear cubist designs on kid, showing a riot of colors, illustrate the same tendency toward "noisy" shoes, which is attributed to the shortness of skirts. For evening wear metal brocaded satins are in demand. The popular-priced tinge of shoes is showing imitations of all these effects, imitation lizards being especially popular.

Fall Fabric Demand Is Quiet.

The demand for fall coatings and dress goods continues in the same quiet state it has been in for several weeks. Some of the dress goods factors have abandoned the hope of getting any further business for the current season and are beginning to devote their attention to the spring lines. Others have opened a portion of their lines for that season at lower prices, with delivery to be made in time for fall use if the cutter-up so desires. In coatings the belief is that there is much business yet to be placed. When this will come through to the mills, however, depends on the progress made by the coat manufacturers in their sales to retailers.

Lightweight Underwear Not Active.

The business taken in this market to date on lightweight underwear for next spring gives indication of confirming the opinion of several important trade factors in regard to the opening of the new lines—that it was done too soon. Except in the case of nainsooks, which have been rapidly taken up by jobbing buyers, early trading has been of an extremely conservative nature. Even the recent advance in cotton and the promise of a higher market for cotton yarns have

not tempted buyers to operate to any large extent, and there is little chance of real activity developing before the wholesalers meet in New York for their semi-annual meeting early next month.

Trends in New Evening Wraps.

Interest in the new evening wraps is said to be divided between those whose lines reveal a tendency to emphasize the dolman silhouette and those which fit closely at the shoulder line, but flare widely at the hem. In the latter this line is frequently accentuated by a circular or shaped flounce. Coats of this type are distinctly formal in aspect. They are fashioned of the richest fabrics, with a decided preference indicated for velvet in shades of brown and myrtle green. Black velvet is also extensively employed by several of the most important houses, which introduce for early winter wraps of black velvet combined with metal brocade.

Bathing Suit Orders Show Gains.

The business that jobbers are placing in 1926 lines of bathing suits is described as ahead of last year at this time. The turnover which retailers had during the present season helped substantially to deplete the stocks of jobbers. The trend is again notably toward novelties in both men's and women's suits. Four or five bright shades worked out in various patterns are sometimes shown in a single suit. The modified one-piece suit with short skirt attached is much favored in the women's merchandise. The elastic worsted ribbed suit is in greater demand than formerly. It is said to have marked advantages over the flat Jersey cloth.

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	17½
Calfskin, Cured, No. 1	20
Calfskin, Cured, No. 2	18½
Horse, No. 1	3 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearings	50@1 00
Tallow.	
Prime	07
No. 1	06
No. 2	05
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

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Herold-Bertsch Shoe Co.,
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Gentlemen:

Please send me without obligation full details of your new plan for selling a short line of work and dress shoes.

We understand you claim greater profits, cleaner stocks and faster turnover for your plan.



Real Basis For Improvement in Railroad Earnings.

No one would want to minimize the importance to our carriers of the general improvement in business conditions or of the recent upturn in car loadings resulting from an early movement of the crops. In calculating earnings for the months immediately ahead such matters must be taken into consideration. Explanation for the broad phases of improvement in the railroad situation, however, lies much deeper. It is to be found not in traffic gains of the year but in what the roads have been doing for themselves since the cessation of Government control.

The man who would know what has been going on must delve into operating records for the last few years and he is not likely to proceed far before discovering that railroad statistics are not so dry as he may have presumed. Certainly a comparison of 1921 with 1924 results reveals extraordinary strides for the railroads in their ability to increase greatly the efficiency of labor and to cut overhead expenses.

Not many years ago labor costs on our railroads varied widely for different seasons of the year and, as a result of constant shifts in forces, labor itself did not produce always at a maximum rate of efficiency. Not much has been said about the matter in the public press, but for the last two or three years the managements of our leading railroads have spent a great deal of time in spreading the work over longer periods. In stead of concentrating maintenance efforts and hiring a large crew for temporary periods the executives have been attempting to develop permanent crews and to allow the work to proceed as nearly as possible throughout the year.

As one example of what the railroads have done toward an improvement in the condition of their equipment we may compare the number of freight cars awaiting repair in 1921 and 1924. At the end of the former year 320,292 cars were awaiting repair, whereas at the close of 1924 the number was 189,140. That indicates a smart improvement, but the real benefit to the country comes in the fact that cars now are in good repair more uniformly throughout the year than before. The spread between the best and poorest months of 1921 is represented by a difference of 191,234 cars in bad order and 376,417. The spread in 1924 was between 158,175 and 202,864.

Although the railroads are operating at their greatest efficiency in history the increased expenses for maintenance are not so great as might be supposed. Expenses for maintenance of way and structures have risen from \$756,414,-

000 in 1921 to \$792,678,000 in 1924 and equipment from \$1,251,479,000 to \$1,260,019,000. The improved service has been possible largely as a result of the increased efficiency in labor and reductions in various management expenses.

If we were to express in cents for each dollar of gross revenue what our carriers now are able to carry as net railway operating income we would see how consistently the earnings of the railroads are stepping up.

Net operating railway income was equivalent to 10.9 cents for each dollar of gross revenue in 1921; 13.7 cents in 1922; 15.3 cents in 1923 and 16.4 cents in 1924.

Paul Willard Garrett.

[Copyrighted, 1925.]

Autumn Prosperity Shared By All Classes of People.

Those who think that men enjoy a monopoly on brains in Wall Street should make the acquaintance of Edith M. Miller, who is the only woman to hold down a job as head statistician in a large New York bank.

Perhaps not one in a hundred who read the articles signed "E. M. M." that appear in "Commerce Monthly," organ of the National Bank of Commerce, knows that he is listening to the counsel of a woman. So clearly does Miss Miller think on problems of current economic interest that her monthly letters are awaited by all who follow such matters.

In the bulletin published to-day Miss Miller takes occasion to say that "in no line has there been more than the customary midsummer decline in the volume of business, while in many industries the slackening has been less than usual. The improved agricultural outlook continues to be the outstanding feature of the situation. Good crops of corn and cotton are now fairly well assured and the short wheat crop is being compensated by a satisfactory price. While it may well be that in some lines of industry there is a disposition to count unduly on farmer buying, it is safe to assume that this autumn goods of all classes will find a readier market in most agricultural regions than at any time since the post-war depression began.

"It is generally conceded that unemployment has been a little more than normal thus far this year, primarily as a result of the difficulties of a few industries, chief among them being wool and cotton textiles, the boot and shoe industry in New England and bituminous coal operations in the territory affected by the Jacksonville agreement. The enormous volume of building and construction continues, however, to furnish steady work throughout the

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country not only for the skilled building trades, but for the large body of semi-skilled and unskilled labor usually most subject to irregular employment. Good retail trade is therefore assured in the most industrial sections of the country."

The bulletin goes on to show that we have evidences of a broadening enquiry in such diverse industries as iron and steel, cotton textiles and footwear. With the demand from consumers pitched high in both agricultural and non-agricultural communities, "the outlook is for an autumn prosperity shared by practically all classes of business."

That the general level of wholesale prices will continue smartly upward is not a view held by the bank authorities, the recent upturn having been caused, in their opinion, by sharp gains in a few selected commodities largely of agricultural origin. Any pronounced and prolonged advance in prices from present levels would soon meet consumer resistance, it is held, since neither public sentiment nor fundamental conditions favor any pronounced general upward movement.

Paul Willard Garrett.

[Copyrighted, 1925]

The Thing We Call Luck.

I once knew a man who inherited a large tract of land near a small Western town. About the only things on the tract were a few jack rabbits and a mortgage.

Times were quiet. There was no demand for real estate. For three years he waited for someone to come along and make him an offer for that land. All he wanted was enough to pay off the mortgage, and leave him a few hundred dollars in spending money.

But apparently nobody was searching for bargains in land. He finally gave up, left town, forgot his inheritance, and took a job.

Then conditions changed. A bunch of real estate men in that town began advertising the advantages of the soil and climate. A new railroad, good crops at higher prices, and an influx of settlers brought on a regular boom. Everybody wanted to buy that land.

Someone got in touch with the heir, who straightway threw up his job and came back. He sold his land for more money than he had thought existed. Immediately he began to brag about his business foresight.

Folks said it was luck—pure, unadulterated luck.

Then he bought more land at outlandish prices. In less than six months he had lost every cent of his fortune in land speculation. Again they called it luck.

We sometimes hear of this so-called luck in the mercantile business—cases of business rewards to merchants who never earned them. However, that brand of luck is a good deal like lightning. Mighty few people in proportion to the population are ever struck by lightning. Likewise, the merchants who have fortunes thrust upon them are few and hard to find. Those who keep such fortunes are still harder to find.

Meanwhile, thousands of ordinary men, using ordinary intelligence, and

more than the ordinary amount of hard work, achieve and hold success.

That is real luck—no force of circumstances about it—for after all ninety-nine and ninety-nine one hundredths of what we call luck is, in reality, only the natural result of carefully planned, intelligently directed effort.

The other one-tenth of one per cent. is accident. L. S. Soule.

The Beast Who Wrecked Germany.

The bloody beast who nearly bankrupted civilization to satisfy an unholy ambition to subjugate the world is quoted having recently said in a newspaper interview:

My whole life and work have been directed by the will of God, and that is why now a holy calm pervades me. The so-called democracy of to-day means death to the nation. It is an inadequate form of government, and the people within their hearts prefer the monarchy, or one-man rule. I trust in the character and fidelity of the German people. They are waiting and so am I.

Waiting for what? For a ruler by divine right pervaded by a holy calm! This is entirely consistent with Wilhelm's entire career. At Potsdam in 1891 he said to newly-sworn in soldiers of the regiment of the guard: "Recruits! You have now sworn before the consecrated servant of the Lord fealty to me . . . you have given yourselves up to me, body and soul." In 1910 he said: "I have been called by the Highest to do his work." Through himself, he declared in 1907, "the German people will be the rock of granite upon which our Lord God can build and complete his culture in the world."

The world at large will be pleased to learn that Wilhelm is calm, while it scouts any holiness in the fact. While he waits for revolution and restoration to a throne, it will continue its daily activities serene in the conviction that Germany has no desire to put back in authority the man who wrecked it by a wicked ambition to subdue the world.

Just a Little Moral, That's All.

To-day I saw a messenger boy astride a bicycle nearly break his blooming neck because he either didn't know how to manage the thing (the bicycle, not the neck) or didn't give a hoot.

He rode from the pavement to the street bed. The drop was one of about six inches. Instead of pulling himself back, throwing the majority of the weight over the back wheel thus letting the front wheel take the drop easily and gracefully, he slumped forward indifferently and lazily in his seat—and came within a hair's breadth of doing a loop head-first over the handle-bars.

When I was a boy I used to take particular pride in doing that stunt, and used to try and see how little jar I could get away with in the doing of it. With a bit of practice and proper handling, a bicycle can be made to take a drop like that without any hardship on the rider or on the machine.

There isn't anything at all to this story—except the moral: You can make the bumps and jars of life considerably less trying if you'll use your head. Jerome P. Fleischman.

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No Fire Insurance Without Character References.

Under the above heading the Glens Falls Insurance Co. is sponsor for an advertisement in which the famous chart showing the close relationship between Business Failures and Fire Insurance Losses is extended to cover the year 1924. This chart tells the same distressing story as its predecessors of the close relationship between the two. "No one can imagine that this correspondence is merely a coincidence," says the advertisement. This company estimates that 40 per cent. of the annual loss by fire is due to incendiarism which means a loss of \$600,000 per day. The advertisement continues: "This is what it costs honest policyholders to support the most sordid, cowardly and utterly despicable class of criminals known to America. But even this is not the worst. Incendiaries ruthlessly imperil life. Their fires cause many casualties. An average of 100 people burned to death each week through their operation would probably be an underestimate."

After calling this condition more than an insurance problem and classing it as a terrible social condition, a moral plague which must be stamped out through united action the Glens Falls calls upon executives and agents to join in laying down the principle that there shall be "No Fire Insurance Without Character References." To accomplish this purpose it is suggested that everyone desiring insurance should fill out, and sign, an application wherein would be disclosed his character, financial condition, previous losses, bankruptcy, court records, etc., ending with this admonition, "Let us supersede the pitiful farce of investigation and prosecution after the crime by preventive work before it occurs."

The suggestion of a written, signed application is in direct line with the former practice of requiring such an application from all applicants for fire insurance. In the earlier days of insurance all the companies, both stock and mutual, insisted upon this procedure. This practice was discontinued by the stock companies for some reason, probably in their efforts to stifle mutual competition, because mutual companies, writing on the assessment plan, must have a written signed application before a policy can be written. Some mutual companies, writing on other plans, have discontinued this practice much to their disadvantage. There is absolutely no discernable reason why the honest applicant for insurance should refuse to sign an application, giving the facts required, before he can secure the coverage desired. All life insurance companies require such an application before issuing a policy and this practice has not militated against the popularity or value of life insurance. Why should fire insurance fight shy of requiring such an application. Something must be done to reduce the estimated 40 per cent. of fire losses due to the work of the incendiary and a written application, especially if the answers are made warranties, will go far in accomplishing such a reduction. The Glens Falls is to be congratulated for its courage in

stating these unpleasant facts and in suggesting an unpopular, but probably efficient, remedy therefor.

Religious Loyalty.

What religion means throws into controversy every man who attempts to say it. Henry Ward Beecher once preached a sermon in Plymouth Church in which he said no two men ever had exactly the same conception of Christ, that each man had his own individual Christ. Perhaps it is the same with religion in general. One thing we may be sure of, and that is that the contests of theologians and churches over disputed doctrines, creeds and beliefs are never understood by the people at large, and this is a great grief to many scholars in religion who fear for the future of true religion because of the eternal differences in belief and opinion which exist.

But fortunately there is one matter on which all may agree, and that is conduct. A really righteous life is seldom misunderstood. A man controlled by Christian principles is always recognized; and the fundamentals of right living speak for themselves anywhere in the world. It requires no argument to impart belief in the Christian virtues or the virtues of any other religion. Their simple story always lodges in the hearts of those who desire to live in harmony with their Creator.

Religion is a thing to be lived, so far as the people are concerned, however great intellects may clash on its controversial features. The average intellect requires only a simple faith and those easily understood principles whose adoption results in virtuous living. The theological differences of scholars make little impression on the humble man who goes to bed knowing he has done his best to live right that day.

Bathrobe Sales Volume Larger.

An increased volume of sales, as compared with the fall season of last year, is reported by manufacturers of men's bathrobes and dressing gowns. A continuation of the trend toward higher priced garments is also told of by them. Imported flannels in stripes and plaids are selling well, and silk robes are also in demand in brocaded patterns, blazer stripes and jacquard effects. High colors are receiving the attention of buyers, since conservative garments seem rapidly to be losing popularity. The desire for individuality in these garments is to be seen in the larger number of styles offered by the manufacturers.

Wearing Beadwork in Paris Now.

Rather strange but very often seen, according to a recent Paris report, is the strip of variegated bead work about half a yard long that is worn tightly around the base of the neck. The two ends hang down either in front or behind. The same idea is carried out in ribbons made of seed pearls. These are knotted to fit the neck, the ends hanging down. Ribbons of real and imitation diamonds are also used as necklaces. The pearl or diamond "ribbon" is naturally very narrow. It produces an effect of great luxury.

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Belgium Still True To the Best Ideals.

Grandville, Aug. 25—This country is rapidly settling old world accounts in a manner satisfactory to all concerned.

The big United States might be a kind donor of all debts owing to her because of the kaiser's war, back to the borrowers, but that would hardly be fair to her own debt-ridden citizens, and might influence other countries to become dishonest in more senses than one.

Little Belgium has come up to the ringbolt and settled. Next we look to France and Italy to do as much.

It is thought by some that we have treated Belgium generously, scarcely more so that we treated England, and of all the nations engaged in that world struggle, not one is more to be regarded with sympathy and gratitude than little Belgium.

Of all the nations engaged in the world struggle Belgium bears the palm for being the most self-effacing, most heroic and self immolating. It would not have been cause for wonder, nor for blame, had that small nation held her peace and granted the German request to cross her land with great armies to conquer France. Very few peoples would have thought it incumbent upon them, under like conditions, to sacrifice what might have been her national life that strict justice to a neighbor be done.

Belgium did this, however, and the story of what that small country did when Kaiser Wilhelm's bloodthirsty millions entered upon her soil is an epic which will ring down the ages of time until the end of the world.

Every war of importance has its hero, and the predominant hero of that monstrous war was King Albert of Belgium, his people the stalwart defenders of a faith that is grander than anything in history to date.

If there is one nation in all Europe to whom her debts might be donated by America, that nation is the one that defied the German rapers that her honor among the nations of the world might remain untarnished. It is good to read of the heroism of little Belgium. When one remembers that not a son of the little kingdom would have been harmed had she merely granted right of way to the beasts of the Central empire, and then read the story of that brave fight made to save French and British imperiled territory, we must give Belgium credit for being the hero nation of that great war.

She does not come asking alms. She stands as she stood in 1914, with a stern realization of duty, and has accepted the terms granted by America in the payment of borrowed money; debts contracted when the fate of nations hung in the balance as never before.

There are those who seem to think this Nation has been too generous.

Generosity becomes a nation as well as an individual when said nation is in a position to be generous. Belgium and France are in somewhat similar condition; both were rudely wrecked in person and property by the onslaught of the unscrupulous kaiser and his bloodthirsty minions. Each has a long road to travel before she will be on safe ground, but neither will quail and falter now when it comes to dealing honestly with her creditors.

How different would the world be to-day had the Belgian king and his countrymen failed at the moment when to stand fast for honor and righteousness meant so much to the world at large.

Many there were who saw in the young king of the Belgians a weak nature, unequal to the cares of state.

King Albert, wise ones shook their heads When you began to reign, Comparing you with Leopold

For strength and grasp and brain, Overlooked that aged ruler's faults To mourn his power of plan, But, Albert, you have come through clean And every inch a man.

Every inch aman. Could anything better describe the young king of the Belgians during the greatest crisis in the history of his country and of the world. The name of Albert is linked with that of Belgium for all time.

It is a pleasure to think and write of such a man. Honesty is electrified into superior life at the mention of his name. Belgium, true to her ideas of what becomes a nation, has stepped to the front and agreed to liquidate the debt incurred to America during and after that great world struggle for the liberties of the common people.

Of lesser stature, perhaps, yet in company with the immortal Lincoln, the name of Albert, king of the Belgians, will go down to later ages as that of a man who loved the common people and who did not hesitate to stake his all on the altar of his conscientious belief.

Had Belgium been less faithful to duty, the world war would have had a different termination, and mayhap the vile and savage kaiser would today be ruling a European empire as wide as the continent. All honor to little Belgium. The world owes you a debt which there is not enough gold and silver to repay.

Then say not we have been over generous to the little kingdom across the sea. Even had the United States remitted every cent of that indebtedness it would have been only rewarding virtue as it deserves.

Old Timer.

Think Right, Folks.

If a man thinks everyone is against him, he will soon begin to treat them so they will be. If he thinks everyone is his friend, he will treat them right, unconsciously, and they will soon be his friends. The man who lives his daily life according to this formula has in his make-up a spark of sound and true philosophy that will make his life brighter. If we put into all the relations with our fellows a full measure of friendliness and good will, we are pretty sure to get it back, full and overflowing. On the other hand, if a man is suspicious of everybody, everyone will be suspicious of him. The man who goes about looking for a fight is sure to get licked some day, good and plenty.

True friendliness is founded on sincerity. And sincerity is about the only thing in this world that can't be counterfeited. The impulse toward friendliness springs from the very soul of a man.

The world needs friendliness, and kindness, and good will. Not Sundays only, but every day in the week, and every hour of the day. Think friendly thoughts. If you've got a soul, don't be ashamed of it. For the soul is the source and fountain-head of every good and worthy impulse. Put your faith in men. Believe they are your friends, and they will be.

Suit Boxes May Advance.

A well-known clothing firm of Rochester is advising its retail customers to place their orders for suit boxes now, with Labor Day or later specified as date of shipment. The clothing concern says that the manufacturers of its suit boxes believe there is a likelihood of an increase in the price of the containers later on, when the demand is heaviest.

Hang up your grouch when you hang up your hat. The store is no place for personal peeves

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Should Fathers and Mothers Ever Abdicate?

Written for the Tradesman.

In favor of the youngsters? Certainly not. In many cases they do, but they ought not to. The more self-assertive the young people, the more essential it is that the parents should hold their own and keep their rightful places as heads and directors of the household.

Mother never should abdicate to Father. A wise woman will not say to a refractory son or daughter, "Your father is going to know about this," or "If you don't do so and so, I shall tell your Dad." All such threats are a dangerous betrayal of weakness. Under all ordinary circumstances the mother's authority should be sufficient.

It is assumed that each parent will be loyal in upholding the government of the other. Any difference of opinion should be considered privately and some position agreed upon that both will sustain. There should be no such thing as a child's going to the father and obtaining concessions that have been denied by the mother, or vice versa.

When the children are small their care will be mainly in the hands of the mother. As they grow older she will naturally retain the detailed management of the daughters, while that of the sons should to a great extent be assumed by the father.

So Father should not abdicate to Mother. Let this be made emphatic. He should sanction and sustain her measures but he shouldn't leave it to her to take all the measures. There must be no sidestepping on his part as to his full share of the family government. Especially should he not expect her to take the initiative in the control of sons in their teens.

Always it is difficult for a mother to discipline an adolescent son. When she attempts it while the father is present in the household, the situation is aimless and one that no ordinary skill on her part can handle successfully.

The father should have some share in the management of the daughters also. The child, boy or girl, who grows up without the peculiar controlling companionship that only a good father has to give, is missing a most valuable and necessary element of moral growth.

Where Father merely equals his pay check and would equal zero were it not for his pay check, there is a lack of something essential for which there is no known substitute. It is far harder to hire genuine fatherly care and oversight than it is to secure motherly love and attention for pay.

The pleas that many fathers have all they can do to provide the financial wherewithal for their families, will be raised; and the joke column's concept of Dad as a meek, overworked drudge who dares not call his soul his own may be evoked. In some instances this concept is true to life, so true that it really is no joke when the consequences are considered. Where the demands made on the father are excessive, they should be lessened. No faithful, industrious man should be a slave to the exactions of his household.

A decreased expenditure for luxuries so that Father may have fewer hours of toil, may be for the good of the folks as well as a relief to the father himself. In some cases it may be a practical plan for the wife to help two or three hours a day in the business, or to do part-time work as a wage-earner, so that the father may have some leisure with his boys.

Neither Father nor Mother should abdicate to any school, public or private. Schools can do certain things for the boy and the girl better than the home. Let the schools do these things. But let it not be assumed that schools, however excellent, can take the place of parents.

No father nor mother ever should abdicate to X. X is, of course, an unknown quantity, and is used here to represent the sum total of unknown influences. Strange to say, this is the kind of abdication that is most common. In many households small children are let run wild much of the time, those who are older receive even less of parental direction and oversight.

Not every one of these youngsters goes to the bad. It occasionally happens that some person outside the home will get a hold on a boy or a girl and exercise a determining influence for good. Then, too, some children seem to be gifted by Providence with a natural immunity from contamination. So there are sons and daughters who grow up to be fine men and women, for whose turning out well the parents rightfully can claim no credit. But such cases are exceptional. Far more often the neglected child goes wrong.

Consider a moment the snares that are set for youthful feet. Trashy and sensational reading matter, moving pictures or other shows either bad in themselves or not fit for young eyes to see, depraved companions, fowl-minded associates of mature years—all these are ever ready to entice the unsuspecting boy and the unwary girl into ways that lead to debauchery and the beginnings of crime. Parents who abdicate to X are taking a heavy chance on these dire results.

It is often assumed that where both

the father and the mother work full time at outside employment, the children, being left mostly to themselves, will be street gamins while young, toughs as they grow older. Whether or not poverty is a sufficient excuse for parental neglect cannot be discussed fully in this present article. But the appalling fact can be stressed that it is not poor parents alone who abdicate to X.

There are men prosperous and even wealthy, so absorbed in their business or so devoted to some sport that they are as remiss in their paternal duties as the average day laborer, at least. There are mothers who from no necessity are straining every nerve to make money, others who are spending time they ought to devote to their children in excessive club or social activities—all as negligent as the women who toil for bread and far more reprehensible.

Indeed the two worst sins of well-to-do American fathers and mothers are just these—overindulgence—too much money, too many luxuries, too little work for the boys and the girls—and abdication to X.

The forms of abdication thus far spoken of are mainly unconscious—authority and control slip away when the parent is unaware, is too occupied with something else to realize what is happening.

Does some one ask, Shouldn't fathers and mothers who are unfitted for their high office abdicate—even be compelled to abdicate—definitely and consciously? In cases where there is cruel and inhuman treatment of the child or obvious mental incapacity or moral crookedness on the part of the parent, the answer is a positive yes. In other cases, where from a human viewpoint the parent is unfitted for his or her task it is not easy to make a reply offhand.

There can be little doubt that the parental relation is divinely ordained for the regeneration of the parent quite as much as for the good of the child. It is one of the greatest, if not the greatest, means of mental and spiritual development that can come into a human life. When it should be relinquished by any well-meaning man or woman, cannot be determined lightly.

Certain it is that the great majority of parents never should abdicate consciously or unconsciously. They are capable of doing their full duty. If it were considered as much of a disgrace to omit the training of boys and girls as it is to fail to provide them with sufficient food and clothing, few intelligent fathers and mothers would be found wanting.

In urging upon parents the doing of their whole duty, it is farthest from the intention to convey the idea that being a good parent consists in being fussy, officious, giving many commands, constantly issuing restrictions and refusals, or of being always ostentatiously on the job. Much thought and quiet observation are needed to make a few spoken words effective. The really excellent parent tries to put the child on his own almost from infancy, trains him in honor and self-reliance and self-control. All this can be done only when the parent is willing to give some of his or her best effort to the

work of being a good father or a good mother.

While authority should not be lacking when it may be required, if there is the proper sympathy and understanding between parents and children, any severe measures of discipline rarely will be needed. The ideal should be to exert a strong yet gentle compelling influence and power that, while not felt as a galling restraint, will hold the young minds in the right course until conscience is developed and judgment is matured so that they can be their own best guides. Ella M. Rogers.

Who Am I?

I am the foundation of all business.
I am the source of all prosperity.
I am the parent of genius.
I am the salt that gives life its savor.
I have laid the foundation of every fortune.

I must be loved before I can bestow my greatest blessings, and achieve my greatest ends.

Loved, I make life sweet, purposeful and fruitful.

I am represented in the humblest savings, in the largest block of investments.

All progress springs from me.

I am work.

Work, first, last and all the time, coupled with method that makes every hour count, the knowledge that makes every call valuable, the love of truth that knows no comeback and the manner that makes return visits welcome, are always the great essentials.

The Creative Power of Thought.

As you think, you travel; and as you love, you attract. You are to-day where your thoughts have brought you; you will be to-morrow where your thoughts take you. You cannot escape the results of your thoughts, but can endure and learn, can accept and be glad. You will realize the vision (not the idle wish) of your heart, be it base or beautiful, or a mixture of both, for you will always gravitate towards that which you secretly must love. Into your hands will be placed the exact results of your thoughts; you will receive that which you earn; no more, no less. Whatever your present environment may be, you will fall, remain, or rise with your thoughts, your vision, your ideal. You will become as small as your dominant aspiration. James Allen.

Opportunity.

In one of the old Greek cities there stood, long ago, a statue. It has vanished now, but legend tells of a conversation between a traveler and the statue. "What is thy name, O Statue?" "I am called Opportunity." "Who made thee?" "Lypsippus." "Why art thou on thy toes?" "To show that I stay but a moment." "Why hast thou wings on thy feet?" "To show how quickly I pass by." "But why is thy hair so long on thy forehead?" "That men may seize me when they meet me." "Why then is thy head so bald behind?" "To show that when I have once passed by I cannot be caught."

Are you satisfied to stock what sells to-day, or are you ambitious enough to stock also what will sell to-morrow?

Recalling the Scenes of the Long Ago.

Grandville, Aug. 25—The Valley City will doubtless do itself proud when it finds itself host for the Grand Army of the Republic this week.

It was sixty-two years ago this month that one of the regiments which went out to put down the slaveholder's rebellion rendezvoused within the city, and late in the fall marched away to fulfil its destiny as a part of that Western army which, commanded by Grant, Sherman and Sheridan, won laurels on the field of battle.

The Tenth cavalry was raised in Western Michigan, from the woods and settlements of the Grand and Muskegon rivers.

Company A was composed of men mostly from Newaygo county, its captain, John H. Standish, hailing from the county seat. He was a lawyer of standing in the community and two years later returned as Lieutenant Colonel of the regiment.

The first colonel was Thaddeus Foote, who afterward gave place to Col. Trowbridge, who was, I believe, colonel of the regiment at the close of the war. The boys in blue composing the regiment were really boys, ranging in age from 15 to 20 years, the majority coming well under 18.

The great Union army which fought through four years of the greatest battling known to history, was, in fact, an army of boys.

Colonel Ellsworth, from Chicago, commander of the New York Fire Zouaves, was scarcely more than a stripling when he fell, shot to death by the landlord of the Marshal House, at Alexandria, Virginia.

Those were stirring days. Boys were at a premium as well as men. From 15 to 60 ranged the ages, and despite these wonderful contrasts, that army which fought through those tragic four years, forcing their way from the Potomac to the James, finally crushing the last rebel army and capturing Richmond, won a name for soldierly courage and stability equal to the best veteran brigades under the first Napoleon.

From the North woods, of five young fellows enlisted from one small mill, the youngest was 15, the eldest scarcely 18.

What can we say of such boys, who were not conscripts but volunteers in the cause of their country? No army in the world's history made a better record for hardships endured, battles fought and victories won than did this Union army of boys from the farms and workshops and camps of the North in the strenuous days of 1861-5.

We honor the memory of those gone on, and uncover to-day before the grizzled veterans who, a thinning band of heroes, again assemble in annual reunion in the loyal city of Grand Rapids which was sponsor for some of the bravest of the brave men and boys of that time which tried men's souls as never before in the history of this Nation.

Grand Rapids was then as now the metropolis of West Michigan, one of the hustling little cities of the great Northwest.

The National Hotel was the resort of soldiers and soldiers' friends. It was, perhaps, the principal public house in town. Canton Smith, once a Muskegon river lumberman, was the proprietor. His son, I. C. Smith, was a major in the Tenth.

At this time drafting had begun in the North to replenish the thinning ranks of the Union army. Captain Standish offered the services of his company to aid in rounding up the Northwoods draft evaders and deserters, but the offer was not accepted.

The great armies of the Union were composed mostly of volunteers. Such an army is invincible. Nevertheless those men who did not see fit to volunteer because of home duties afterward made splendid soldiers as drafted

men, filling in old regiments at the front.

For those who can attend the present re-union there will be much of entertainment and thrilling reminiscences of those long gone days when the tap of the drum called our citizens to arms in defense of the flag hauled down at Sumpter for the first time by domestic foes.

The Morton Hotel stands now on the site of the National, the latter a wooden building which was destroyed by fire, the old Morton taking its place. Very few of the men of those old war days are to-day alive to take part in the re-union roundup. Captain Charles E. Belknap still remains with us, and there are others not known to the writer who were boy soldiers in that day when the fate of the Union hung in the balance.

"We are coming, Father Abraham," resounded on ever hand as the boys marshaled from every farm and factory, mill and settler's cabin to take a hand in saving the Union of the fathers. Later on that other thrilling declaration of what would take place, "When Johnnie comes marching home again."

What a wonderful revelation it will be to the man who first entered Grand Rapids as a soldier for Uncle Sam, sixty odd years ago, and who returns for the present re-union to note the change in the aspects of the town which those years have wrought. It will be worth going thousands of miles to see, and the writer would be glad if he were physically able to shake the hand of every such soldier and wish him godspeed throughout the last years of his life.

Reminiscing has little to satisfy, perhaps, yet there's going to me plenty of it during the days of dying August and early September in Grand Rapids this year unless all signs fail. It is good to know that so many of the boys of '61-5 are with us to-day and that they can come together and talk over the scenes of the long ago.

Old Timer.

Grand Haven Salesman Visits Oregon.

Linnton, Oregon, Aug. 18—In a recent number of the Tradesman I noticed that my old time friend and co-worker in the Knights of the Grip, Louis J. Koster, had broken out of the reservation and, with his wife and daughter, were headed for the Pacific Coast and expected to be in Portland soon.

I gave our police department a minute description of him—did not have a finger print—and a request that he be held for my inspection, but one Saturday our phone rang and Lou announced his arrival in our city and made an appointment for us to call at his hotel right after church. Except that his raven locks are white with the frost of many winters I found him the same jolly Lou, of our earlier days and our families had a most enjoyable, but too short, visit.

As we have had many forest fires the past month and could see only a few miles in any direction, our splendid views of snow-capped mountains, rivers and orchards which we are so proud to show our Eastern friends were "out of sight," and when I was expressing my regrets Lou, was unkind enough to say, "Oh, Max, let up on that. I have heard nothing else but apologies for the weather out here ever since I left Los Angeles."

Doubtless Myron Goodman has called on you before this, as we are just advised of his arrival in your city, after a splendid trip. He stated he still had Oregon air in his two front tires, but had to add a little Middle West air to his rear tires. He had no punctures or blowouts en route.

I greatly appreciate the Tradesman and especially read with much interest Senator Ferris' article on "Defects of our Present Educational System."

Lloyd M. Mills.

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 Manager—Jason E. Hammond, Lansing.

NEW HATS SHOWN HERE.

Ribbons, Velvets and Furs Used on Felt and Plush Shapes.

Many attractive small and medium size hats which have been shown during the past week feature an interesting revival of worked ribbon. The interlaced or mosaic handling is used for the crown and upper brim of three-quarter size velvet and felt shapes. Smaller types show crowns of gros grain ribbon closely worked in conventional geometrics, or in the new cubistic forms of bizarre styling, according to a special bulletin issued yesterday by the Retail Millinery Association.

"An effective device," continues the bulletin, "is a large cocarde in ombre workings, three or four graded tiers being built up at the turned-up side brim of a large shape in black velvet. Graded tones in metal are new, and shirred taffeta and velvet ribbons find skillful placement upon recently arrived beavers and long nap-hatter's plush imports.

"Printed and painted satin ribbons, which utilize three and four tones, are adapted to double brim felts, and shadings in velvet are banked around the crown of wide scoops as their sole decoration. Metallized leathers worked up on felt or velour also introduce gradations of novel handling in somewhat startling effects, which are nevertheless adopted by leading houses.

"The vogue of ombre is outlined by a wide brim felt, adapted from Talbot's novel crush crown model, introducing a mode of ombre expression which is also promised in beaver. Ombre velvets are making their appearance in turban swathings, in crown drapings and in the beret.

"The appearance of printed furs has been hailed with acclaim in conjunction with felts and velours. A great deal of genuine leopard is being utilized for small brim or crown. The appearance of the new supple furs dyed in bright shades induces a leading authority to forecast their adoption for millinery use, not only as flattering in texture and color range, but also as an essential novelty in a season of skillfully matched accessories of dress."

Garments for Little Women.

Manufacturers specializing in garments for small women report strong interest on the part of retailers. The attention given to garments in sizes from 13½ to 23½ was said to be a

feature of the buying of ready-to-wear thus far. A number of firms are credited with booking orders for these sizes that are larger than those for the whole of last fall. Reorders are beginning to come through, but, as in the case of the regulation sizes, there is still uncertainty as to what will sell best. Flare coats have been reordered by a number of the biggest retailers. Little attention, however, is being given to wrappy coat in the small sizes. The new types of pile fabrics are favored most, with gracklehead blue and the light brown shades stressed. Long-haired furs are used in many instances for trimmings, although the staple beaver and squirrel pelts are also utilized.

Price Rise in Leather Luggage.

Manufacturers of leather luggage are likely to make another price advance on this merchandise before long, it was said recently. An increase of approximately 8 per cent. was made in June. This advance, however, has not proved sufficient to take care of the higher market in hides and leather. One factor making for the increased prices of the latter was said to be the large recent operations for export of German tanners in the hide markets here, which caught the domestic tanners unprepared and curtailed supplies. The larger sizes of suit cases and kit bags have been selling well, according to manufacturers. Cowhide merchandise has dominated, but a nice business is being done in English pigskin luggage. The russet color is preferred. The divided case, which provides special sections for soiled garments and shirts, has taken well.

Novelty Rubber Goods Advanced.

Advanced prices of crude rubber, compared with those of a year ago, have recently led to corresponding increases in the prices asked by manufacturers of novelty rubber goods. Buyers are said to be accepting the advances with good grace, since they realize that they were unavoidable, and order-taking for the fall and holiday trade is proceeding satisfactorily. It is said that there has been a recent spurt in sales of reducing corsets made of rubber, notwithstanding the fact that last year's fad for these garments shows no signs of reviving. The spurt is attributed to purchasing by consumers who bought such corsets when they were at the height of their popularity, and who have continue to use them, are finding themselves in need of new merchandise. It is recognized, however, that many such purchasers have not bought new corsets, and may not.

Buying by Clothing Retailers.
 Manufacturing clothiers are finding that their efforts to get retailers of men's apparel to place larger advance orders are meeting with slight success, and while most buyers have already visited the Eastern market, they have ordered but a small fraction of fall business to be done in suits and overcoats. It is said, however, that the retailers who are showing their fall merchandise have already reordered in some cases. This is attributed to the shabby condition in which many men find their summer suits after a season of continuous wear. Manufacturers point to these reorders as a symptom of the slight stocks which retailers are carrying, and express their opinion of a possible shortage of merchandise if a spurt of buying should occur, since cutters-up are duplicating the cautious tactics of the retailers and are carrying only moderate stocks of made-up apparel.

Fancy Shirting Taking Well.

Important shirting factors say they have little fault to find with the business they are doing. While the advance buying is still small, the effect of the new novelty printed percales and madras has been such as greatly to stimulate turnover as compared with a year ago. Stripes, checks and, to some extent, figures are selling well. In fact, any "sightly" novelty is meeting with the approval of both shirt manufacturers and retailers, it was said. Most of the grounds are of the "covered" type, which greatly outsells

the "light" variety. The vogue of fancy neckwear, it was claimed, has not hampered the sale of fancy shirts to any appreciable extent.

Hat Ornaments Featured.

Hat ornaments are being featured for the fall by manufacturers of novelties. These ornaments are of celluloid or aluminum, decorated with rhinestones and pearls. They are offered in a large variety of sizes, shapes and colors, although the blacks predominate in the latter. Nail and spike effects are also prominent. The retail price of these ornaments will range from \$1 up. Expectations of their popularity are based on the plainness of the dark velvet millinery which will be in vogue and the need of some ornament to set off these hats.

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	Yard
36 in. Black Silk Satin	\$1.75
36 in. Flat Silk Crepe, Plain Colors	1.95
36 in. Silk Crepe de Chine (30 colors)	1.25
36 in. Radium Silk (all colors)	1.25
36 in. White and Pongee Broadcloth	.37½
40 in. Corduroy (all colors)	.72½
36 in. Velveteen, Navy and Black	2.25
36 in. Velveteen, Navy and Black	1.95
36 in. Velveteen, Navy and Black	1.50
36 in. Printed Foulard, figures	.40
36 in. Printed Rayon, stripes	.62½
36 in. Printed Broadcloth, stripes	.47½
36 in. Bombay Satine Lining, Black and Colors	.45
36 in. Palmetto Satine Lining, Black and Colors	.37½
28 in. Serpentine Crepes, printed	.24½
54 in. Dress Flannels, plain	2.25
32 in. Shirting Flannels, checks	.47½

Write for Samples

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Advice on Care of Rugs.

"A well-kept rug is at the bottom of a successful room," according to University of Wisconsin home economics specialists in advising housewives on the treatment of rugs.

Although surface dirt and litter on rugs should be collected every day or two, it is necessary to give a more thorough cleaning once a week with a vacuum cleaner, says a university expert.

Soiled spots on rugs having a short nap may be successfully removed by the application of a heavy lather made of mild soap, he adds. As soon as the spot has been removed, the sponged portion of the rug should be rinsed with plain water to prevent any change in color. Sponging may be done with a sponge or a small brush.

Grease spots in which dirt has settled is one of the most common spots found on rugs. They may be removed by sponging or by a cleaning fluid. If the latter is used, care should be taken that there is no open fire in the room, since cleaning fluids are very inflammable.

The usual method of removing ink spots from carpets or rugs is to apply some absorbent such as talcum powder or blotting paper to take up as much of the ink as possible. Then apply the cut surface to a lemon and squeeze the juice on while rubbing. Alternate the applications of lemon juice with sponging with a damp cloth. After the spot has been removed rub with a clean, dry cloth and brush up the nap.

More Variety in Garters.

Trend in men's garters favors the single grip variety, which are said to be outselling the double grip kind in the ratio of five to one. High colors, regimental striping and three-tone effects are favored for the fall, with the broad widths predominating again. It is said that men are demanding more and more individuality in garter designs, one concern reporting that it is occasionally finding its fifty-four varieties an inadequate assortment to suit all desires. Not only is there a demand for increased varieties of design, but a larger use of garters is also seen in the satisfactory business reported for the spring season, manufacturers claiming that fewer soiled garters are being worn. It is not expected that recent advances in the price of rubber will affect the price of garters, since manufacturers have large stocks of materials on hand. An innovation for the fall is a junior garter, to take care of the demand from boys who are wearing long-trousered suits.

Feature Bracken Shades in Ties.

Manufacturers of men's neckwear are making an effort to feature the bracken shades in fall merchandise, since this color is also being promoted by clothing manufacturers. It is not expected, however, that this brownish red shade will reach the peak of its popularity until spring. Claims of increasing interest in knitted neckwear are being made by manufacturers of this variety. They say that buyers who have been in the market recently have revised their budgets so as to permit larger purchases of knitted ties.

Much progress has been made along production lines in this industry, and complicated patterns and bright stripes are now being brought out that contrast sharply with the simple grenade ties of a few years ago.

Lace Buying Disappointing.

Widespread use of laces, which was presaged for the fall by Paris fashions in many lines of women's apparel, has thus far failed to bring greatly increased activity to local importers. The demand has been large in variety, but disappointing from the standpoint of sales volume. This is attributed to the general backwardness of buyers and their refusal to anticipate their requirements. Metal laces especially are said to be thought highly of, but there have been no reorders as yet. Colorful varieties in Chinese reds and blues, particularly in 18-inch widths for sleeves, are also indicated for popularity. If the emphasized waistline is brought back, it is expected that 36-inch widths of lace will lead the 54-inch variety in demand.

Novel Hues Liked in Umbrellas.

Women's umbrellas show an increasing trend away from the staple colors and toward shades which will harmonize with those of the dresses now being worn. The featuring of the hue called "blonde" in umbrella materials for fall is illustrative of this development. A large variety of fancy colored borders is also indicative of the trend away from the staple colorings. Taffetas and silks woven especially for the umbrella trade continue to be the favored materials, although it is said that silk and cotton mixtures in a variety of colors, such as Switzerland is now producing, are being increasingly used for popular-priced umbrellas. Rayon has thus far not given indication of having sufficient strength, when wet, to be used by this industry.

Styles in Sport Coats.

The demand for women's sport coats with fur collars and cuffs continues to be good, manufacturers pointing out that there is less demand for the sport coat without fur trimmings than for some time. The sport models are in general a few inches shorter than the regular garments, and some have the new wrappy effect sleeves, which are somewhat in the kimono style. Manish materials are favored, as well as the "half and half" cloths, which give the top half of the coat a plain effect, while the bottom half is of fancy plaids and other designs. One unique model, which is selling well is of material decorated much like the Navajo Indian blankets, being of vari-colored hues in striking geometric patterns.

Novelty Shirts Still Lead.

Novelties continue to lead in the sales of shirts for fall, most of these new patterns and colors being preferred in the collar-to-match style rather than the collar attached variety, while the neckband shirt remains at a standstill. It is said that the popularity of these novelties is hurting the sale of the cheaper broadcloth shirts, although in the better varieties the latter material is still popular. Lighter backgrounds are the rule, with small

figured effects favored upon these rather than the stripes which hitherto have been popular. In the higher priced range of goods, fancy madras shirts and various pleated varieties are also selling well.

Fall Business in Buttons.

Metal effects predominate in buttons used on women's fall dresses, silver, gold and bronze being the favored finishes. Roman pearl finishes in all the fashionable shades are also being called for. For suits, ivory buttons in the wines, reds and other new shades are favored. The demand for coat buttons may be affected by the popularity of the wrap-around coat, but in any event it is expected that buttons will at least be used for pattern effects. For evening wear, elaborate rhinestone buttons to be worn on silk wraps are wanted. In general, an active fall business from the garment industry and from retailers of buttons is looked for, reorders already being reported in some cases.

Children's Coats Like Adults'.

Fashions in children's coats for the fall emphasize the fur-trimmed models, the tendency being to make these coats as much as possible like the garments for grown-ups without losing the childish effect. For a similar reason virtually the same colors are popular in children's coats as in their mothers' models. Higher-priced coats are more popular than ever before, it is said, while another encouraging condition in the industry is the greater attention being given to the children's sections of department stores. Efforts to sell merchandise to the child rather than to concentrate attention upon the mother are said to be meeting with success.

Favor Higher-Priced Negligees.

A trend toward higher-priced garments is noted by kimono and negligee manufacturers. Printed silks are still selling well in the better goods.

as are chiffon velvets. The latter are in demand in the "Oriental" shades, such as the darker reds. Quilted robes with decorative stitches are also moving well. In the negligees sheer fabrics trimmed with lace and ostrich and marabou feathers are wanted. Georgettes of the heavier quality are being featured, with chiffons and brocaded chiffon velvets in active demand as well. Aside from the lace and feather trimmings, velvet ribbons and artificial flowers are being used with success. The hand-painted negligee is also popular.

New Designs in Fall Hatbands.

While the manufacturers are anticipating an active call for novelty bands on men's fall hats, they are uncertain as yet as to how important the demand will be. This is because black and other solid-color bands are still preferred by larger numbers of men for fall, since sombre effects are quite generally considered more suitable for that season. An additional consideration is whether the novelty of most of the colored and striped bands has not worn off. New designs in bands are being made to guard against this possibility, it is said, and to obtain motifs more in keeping with the fall spirit.

Slips Lead in Lingerie Demand.

Cotton slips continue to meet with a good demand. The buying of these garments has been increased by the big vogue for printed silk dresses which require such slips. With the approach of cooler weather the buying is expected to switch to petticoats. Bloomers are also moving well at the present time. Those of real silk, rayon, sateen and cotton pongee are the best sellers. As the fall season advances, an increased use of the heavier tricolette and other rayon knitted silks for petticoats, slips and bloomers will be made, according to wholesalers here.

Business For Sale

High Class Men's Wear Department Store

MEN'S Clothing, Furnishings, Hat and Shoe Departments. Established 35 years, specializing medium and high-grade merchandise, selling strictly cash only. Store has no book accounts. Owes not a dollar. Store always been great money maker. Owner *now* has so many outside interests *wishes to retire* placing store in good hands. Hence will sell to right parties only (no brokers) without profit or bonus.

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Address Michigan Tradesman (B44)



The Nation's Bill of Fare.

Puzzlement was caused by the outcome of a recent referendum on the favorite dishes of New York's restaurant patrons. Corned beef and cabbage was the Abou ben Adhem that led all the rest by a margin hardly in agreement with ordinary observation. It is now possible to suggest one reason for the pre-eminence of "Irish turkey," namely, sentiment. Like the little red schoolhouse and the old swimmin' hole, corned beef and cabbage is taking on the glamour of fond memory. Beef as an item in the American diet is receding into the background. Professor East explains it on the ground of our increasing population, our decreasing pasturage and consequently rising prices. The beef animal "is giving way to the metabolic efficiency of the pig." This is one of the kindest things ever said about the pig, but it is true. The official figures are corroborative. In the year 1910 the per capita consumption of beef in the United States was nearly 72 pounds. In 1923 it was 62.5 pounds. But in the same period the consumption of pork, exclusive of lard, had risen from 60 to 91.4 pounds per capita. The pig pen is mightier than the horde of the Western range.

This marked upswing in the consumption of pork, however, dictates caution with regard to another statement of Professor East's. He predicts that animal foods as a whole will tend to disappear unless our population is stabilized. So far the process has not set in. In the year 1910 the per capita consumption of beef, veal, mutton and pork was 147 pounds. In 1923 it had risen to 167 pounds. Against a decline of 10 pounds in beef there was a gain of 30 pounds in pork. Nor can we approve Professor East's slighting omission of the great American hen. As an egg producer she has won recognition; but her flesh is no mean factor in the national diet. In 1923 New York City received in the form of live poultry alone nearly 150,000,000 pounds. If we add the cold-storage variety we are almost within striking distance of the 350,000,000 pounds of beef which the city called for in the same year, and not very far behind the 450,000,000 pounds of pork. Add 120,000,000 pounds of eggs and it is likely that the products of the fowl are New York's favorite form of animal food. Topping all, of course, and almost equal to the total of all forms of meat, are the 1,600,000,000 pounds of milk consumed in the city in a single year.

It is not yet demonstrated that the pig and the hen are doomed to follow the steer into the eternities. Professor

East estimates that it takes eight times as much land to support human life on a purely animal diet as on one purely vegetable. The higher investment may be justified by correspondingly higher results. It is not so much a question of supporting human life as of producing human energy for the work of the world; and it seems to be an established fact that the meat-eating races work harder than the others. The British worker, if trade union regulations are left out of the reckoning, produces more than his Continental competitor. The American, who eats more meat than the Englishman, produces more than the Englishman. If the difference can be traced to diet, the triumph of the vegetable in Anglo-Saxon countries may be delayed. Book-keeping and long habit will assert themselves, and rather than give up their flesh-pots the English-speaking races may bethink themselves of Stefansson's millions of square miles in Northern Canada crying aloud to be turned into reindeer ranges for feeding the world.—N. Y. Times.

Interior Storing Eggs.

The steady development of interior storing of eggs shows greater strides than ever before. From storing half of the Nation's supply five years ago, the four markets—New York, Boston, Philadelphia and Chicago—are now carrying little over a third, 38 per cent. July 1, to be exact.

From the daily reports it looks as though the four markets will lose more eggs to the interior before the peak is reached.

This is a natural development and one to be expected, as the country settles down to better agricultural and marketing conditions.

The farmer will soon be eating storage eggs. The small-town man already eats them in the fall of the year. The demand for new-laid eggs, their scarcity and the constantly improving egg, with added facilities for storing within easy reach of home markets, all tend to consumption of storage eggs in the interior and shipment of new-laid during the fall and early winter months.

Puts Ban On Again.

The Canadian government, it is reported from Washington, has re-established its embargo on chickens, turkeys and geese from New York state. Importation will only be permitted when it is certified by the department of agriculture that the shipments are free from European fowl pest.

Press conscientiously towards a worthy destination and you will garner all the distinction that is good for you.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

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

Red Star Flour

THERE are many people in the world who habitually doubt the evidence of their own eyes and ears if the evidence is not in accord with their previous experience. There were even people who questioned what we said about the quality of this year's Red Star Flour until they received their first shipment. Now they not only believe but credit us with conservatism in all we said about its perfectly superb quality.



JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

America Leads World in Bread Making.

There are those who go to Europe for wine. There are others who go to see museums and galleries and there are some who go just to gaze upon ruins. Indeed, there is the story of the man who was asked whether he saw the ruins of Rome and who replied that not only had he seen them but he had married one.

Be that as it may, there are few who go to Europe to visit bakeries. That isn't in the guide books. The late Mr. Baedeker's red volumes are remiss on that point. And yet that was what took James Veron, chemist, to the other side of the ocean, from which he has just returned.

Mr. Veron, who has made his home in Chicago since he abandoned his native Switzerland, has turned his chemical knowledge to the field of baking. And it was in the line of research that he prowled about the flour-dusty bakeries of Italy, France, Germany, Austria, Switzerland and England on his tour.

And he came back with the news that America is well in the lead in equipment and operation. It has gone far to the front in the science of bread-making. For it is a science here, what with machines that will do the whole job without a hand ever touching the loaf. They measure out the flour and the water and the other ingredients, they mix them, they chop them into loaves and drop them into pans and the pans into ovens. And they even wrap them.

"But in Europe," said Mr. Veron, "baking, to a large extent, is still in the craft stage. It probably will be for generations—although in England and in Germany there are large baking companies that are making excellent strides.

"For the most part, however, baking is done by individual retail bakers. This is especially true in France. And it will take the French bakers and the French people many years to depart from this traditional custom.

"The French baker knows his customers. Their bread, of course, differs in shape from that produced in America. It comes in long, slender loaves. And the French people want it well baked and crisp and not soft, as the Americans do.

"And so the little French baker bakes for his individual customers. He knows that Mme. Duchamps prefers a loaf of a certain length. He prepares it for her. He knows that Mme. Dumas prefers her bread a little browner than that which Mme. Dubois buys. And he is ready for them each day.

"And the housewives come in and shop for their bread. They punch it with their fingernails to see whether it is as firm as they like it. And then they stop and chat with the baker as all French shoppers do. Each enquires about the other's father, mother, sister, brother, son, daughter, grandfather etc. It is a pleasant little chat and they enjoy it. It is part of the day. It will take many years for such customs to pass before machine-made bread.

"But here the housewives are accustomed to standards in bread-baking.

They know the standards maintained by various brands and they wouldn't think of shopping for a loaf of bread. They simply order it. And if they desire a change they change brands.

"The breads of Europe all are darker than American bread. They are much plainer—just water, flour, salt and a little yeast. Here we add milk and shortening and malt. There is little of what is known as 'black' bread on the market, however. Sometimes when the peasants make their own bread it is very dark, but the breads made by bakers are not.

"European bread is cheaper, too. In France, for instance, the price of bread as well as that of flour, is fixed by the Government. The Frenchman likes his bread. He must have it with every meal or it isn't a meal. And the French officials have found that if he doesn't have it he begins to think about revolution.

"So they see that he gets it and they regulate the price of it. When I was in Paris bread was selling at about 8 cents a kilo, or a little more than two pounds. In America the price is 8 cents a pound. But here the bread is richer and, perhaps, cleaner."

Mr. Veron, incidentally, was able to watch experiments in the latest of bread developments in Lausanne, Switzerland. There Jean Matti has invented a process by which bread is being canned. The product has been tried out with considerable success in the Swiss army and it is reported that recently the inventor has concluded negotiations with the French government to supply its troops in the present Moroccan campaign.

For the present, at least, its possibilities in America probably are limited to the army, Mr. Veron believes. As a student of American breads he is of the opinion that the people here are too fond of breads hot from the oven to eat it out of cans.

"America's hot breads are not known in Europe," he says. "The Southern biscuits and the corn breads and that sort of thing haven't gone across the ocean to any appreciable extent. But raisin bread, strictly an American idea has been tried out with more or less success in Vienna recently."

So much for Europe and its breads. This chronicler always found them pretty good. The difficulty was to get butter with them. They never seem to have heard of the combination.

A Worth-While Series.

The Food Research Institute of the Stanford University in California is making a valuable contribution to the study of food economics in a series of studies of wheat. Thus far eight of these studies have been released. Space has not permitted extended reviews of them, but they are well worth the while of those who would be genuinely informed on the world wheat problem.

Those Funny Welsh Names.

A schoolteacher from Ypsilanti, one from Kokomo, and one from Speonk went on a Cook's tour and visited Wales.

"What funny names these Welsh towns have!" exclaimed all of them, in unison.

HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

WIDEN YOUR MARKET

Fleischmann's Yeast, the modern health food, is eaten every day by thousands of people—many of them in your own neighborhood.

Thousands of others know Fleischmann's Yeast and what it will do for them—all they need is a suggestion from you before they buy it from your store.

The Fleischmann package display will help suggest Yeast-for-Health to customers in your store. Place it in a prominent place and boost your sales of Yeast and the other groceries you sell.

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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

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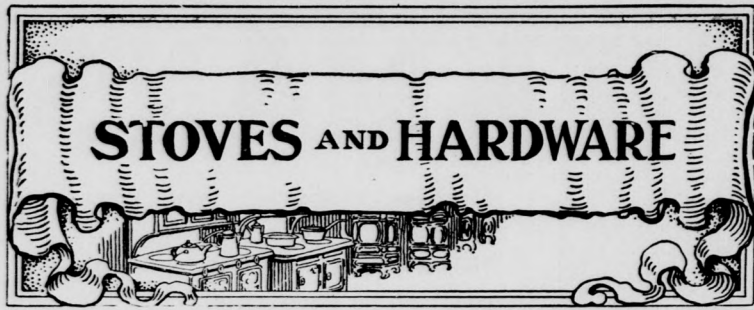
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Grand Rapids, Mich.



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

Realizing the Possibilities In Small Sales.

Written for the Tradesman.

It is all very well to push for the big sales. Make them when and as often as you can. But, in your zeal to secure the big things do not forget that small sales also count up. The individual sale may not seem very much, but the aggregate of small sales amounts to a great deal. There are great possibilities in small sales for every dealer, and he should recognize the fact.

There are several advantages in handling those lines with a small sales price. For one thing the profit, especially on the fancy and more special lines, is very fair. The amount of money tied up in stock is not large. The small articles do not need a great deal of selling effort, outside of giving them a reasonable amount of display. Displayed and advertised in the proper manner, many of these small articles practically sell themselves.

Another big advantage of the low-priced articles is that they attract people to the store, thus giving you an opportunity to present other lines to them. You can probably recall instances where customers have come into your store to buy some small article, and before leaving have made additional purchases that gave you substantial profit.

The possibilities in small sales are driven home in convincing manner by the vogue of the ten-cent stores. Many dealers scoff at the opportunities in small sales until these ten-cent stores arrive in their district. These stores seem to be always crowded. There is undoubtedly a potent attraction in low priced goods with everything on display, especially for women-folk.

The hardware dealer who goes after this trade before such stores break into his territory is well advised. But even if they are already established, it is worth while to put forth a strong effort to secure a share of this business.

Five and ten cent counters have proved excellent business-getters for many hardware dealers. There are many small articles in the hardware store, and it is impossible to feature them all separately. It is desirable, however, to bring them prominently to the notice of customers in some way. The "ten-cent-counter" is the solution. Here the regular lines selling at low prices may be shown; while it affords a good means of working off

small items that are not selling any too well.

The so-called ten-cent counter may be devoted to lines selling all the way from 5 cents up to 25 cents. In some stores a 15-cent limit is adopted; the question is one to be settled by the individual merchant. The main points are, to group the articles according to price, to mark prices in plain figures, and to so display the goods that customers may readily see them, and, if desirable, examine them. In other words, so that the articles, as far as possible, may sell themselves.

One dealer who started such a department a couple of years ago is well pleased with results. "It has increased business in the smaller lines, and in other lines as well," he says. "When I first started I did a little advertising. These lines were displayed in the window, and people invited to come in and look over the assortment on the counter. It is now proving a valuable department.

"Small price goods," he adds, "build profits for the same reason that they multiply sales. The fact that they are a necessity to so large a part of the buying public increases their margin of profit by the simple method of whittling down the expenses of advertising and selling. Dime goods are automatic salesmen; no lengthy argument is required to convince a customer that he should spend ten cents. Selling expense and price always go hand in hand; the higher the price, the harder the sale.

"Dimes are the poor man's currency, and there are a large number of people living on small salaries. The power of the dime is the power of necessity. Necessity is to a large extent the mother of the ten-cent business. Some of the people must have dime goods all the time, and all of the people must have dime goods some of the time. Thus there are great possibilities in small sales, if they are properly handled."

In this connection it should not be overlooked that the liberal use of price tickets is an important factor in the success of the "ten cent counter."

There has been, and probably always will be, considerable difference of opinion as to the wisdom of price-marking everything in stock. Take a kitchen range, for instance. Some hardware dealers argue, with a fair show of reason: "If we price-ticket a range, a prospect will come in, look at the price, and go out again. If, however, the range is not ticketed, and he has to ask a salesman the price, the latter can emphasize the selling points, and create a favorable impression, which will counteract the effect

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
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Wholesalers of Shelf Hardware, Sporting
 Goods and
Fishing Tackle

Do you need Restaurant Equipment, Gas
 Stoves, Steam Tables, Coffee Urns, Water
 Coolers, Tables, Chairs, Stools, Dishes, Sil-
 verware, etc. WE HAVE IT.

Easy terms if desired.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

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WHOLESALE HARDWARE



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BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

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

GRAND RAPIDS, MICHIGAN

of the price should the latter seem high."

A range, however, is a big article. It represents a lot of money. It is hard to sell; and the margin for the hardware dealer will pay for a lot of salesmanship. But with small wares the case is different. As a rule, the customer knows what he wants. He asks just two questions: "Have you so-and-so? How much?"

The display counter and the price ticket automatically answer both these questions; thereby reducing to the minimum the amount of salesmanship required in this department.

Price tickets help to sell small wares. An article without a price ticket will win attention only from the person who is in urgent need of that particular thing at that particular time. With a price ticket it will get attention from ten times as many people.

Price tickets make selling easy. Often all the clerk has to do is to wrap the article and make change. With the goods price-ticketed, clerks make larger daily sales, which means a smaller ratio of selling expense.

Here, again, the ten-cent stores point the way. Merchants in other lines sometimes wonder why the people who go into a variety store linger, instead of buying the article they come for and going right out. Why they walk up this aisle and down that, scanning all the counters. Why, instead of buying one item, they buy two, or six or ten?

The answer is, that the merchandise is laid out with every article in sight, and it is easy to see what the store has to offer, and at what price. The customer does not have to wait for a busy clerk to answer these questions. And in the process of informing herself as to the things on display, the customer is bound to see some items which interest her, and which she buys.

For the successful handling of a small-ware counter, price tickets, and plenty of them, are essential.

A test of the pulling power of these lines is to locate your small-ware counter in the back of the store, and advertise it. Properly advertised, such a department will draw crowds to any part of the store. It is good policy to put on occasional features, a limited number of some high priced article at say 15 cents. For this purpose, quite often slow moving lines and odd lots from the general stock can be utilized to advantage as bargain-counter "features."

Victor Lauriston.

Using Your Hands—Or Your Head? Written for the Tradesman.

Did it ever strike you that Monday is the great bane of the housewife's existence—and, in that connection, that the washing machine opens to you a wide avenue of profit?

You handle washing machines, just as you handle plenty of other contraptions invented by ingenious man for the lessening of labor. But there are two ways of handling washing machines—and this applies also to the other contraptions. You can handle them with your hands; or you can handle them with your head.

And the difference is strikingly illustrated by the fashion in which wash-

ing machines figure in the window displays of rival merchants.

Smith, hardware dealer, handles washing machines. Now and then at twelve-month intervals, when he is hard put for something to display in his window, he shows a washing machine. Occasionally he adds a price tag. That is all. Sometimes people halt and gaze at the washing machine. Sometimes they peruse the price tag. Now and then a passer-by drops into the store to enquire further. Smith sells a few washing machines. He sells them to people who want washing machines, and who know they want them.

Jones, hardware dealer also, never lets a window display stand more than a week. Hence, his inventive faculties, and those of his clerks, are kept busy designing window displays. The other day, tearing out a window display, he propounded to himself the question, "What next?"

The thought came, "Why not display a washing machine?"

And here is the way Jones displayed a washing machine.

He cleared out the whole window. He put linoleum on the floor and hung oil-cloth at the back. He put in a washing machine, electric, attached, operating. He put in an ironing board, and a sheet in process of being ironed—and, during busy hours, he put in a girl to operate the iron. He put in a big clothes-horse and a little clothes-horse; and both the garment-palfreys were laden with vestments and similar articles. He put in two galvanized tubs and a copper boiler. The copper boiler was in action on a wash-room heater—improved style. He put in a bar of soap and a cake of bluing and a package of starch, a wash board and a wringer and—well, he put in everything you or I could think of to make a completely-outfitted laundry room, and he added a lot more things he thought of all by himself, without any help of ours.

Nor does that mean that he flung the articles into that window haphazard, as though they had fallen there by accident, or arranged them in neat, precise, orderly rows like so many soldiers on parade. Not a bit of it. Jones put the wringer here and the ironing board there and the basket just below the ironing-board, so that the sheet in process of being ironed trailed quite naturally into the basket. The iron was duly connected. And so forth. That window display wasn't just a mere arrangement of goods; it was a picture.

Of course it took time. Also, it took thought. Also, it took effort. But it didn't take as much time and thought and effort as it would have taken if Jones, instead of concentrating his whole soul for the time being on the job of designing and arranging that display, had let his eyes stray up and down the street and his thoughts go kiting to the far corners of the universe. He use his head in the work of putting together that window display, just as he used it in concocting the original idea.

Half an hour later, Jones was waiting on a customer when he felt a tap

on the shoulder. He glanced around and gazed into the eyes of an occasional patron.

"That's a pretty nifty window display you've got, Jones," said the man.

"It's not so bad," modestly returned Jones.

"It's just the thing we've been wanting for the past ten years," pursued the man, enthusiastically. "We never dreamed there were so many convenient things for wash-day. I want them all. What's your price for the entire outfit?"

Victor Lauriston.

Novelty Draw-String Handbag.

An ingenious handbag for women on which a patent has just been obtained by a domestic manufacturer is of the shirred draw-string variety. It has a separate box effect in the bottom for vanity accessories, which are thus kept separate from the other contents of the bag. Special access to this vanity compartment is provided. The bag is made of such material as lizard, calf and morocco in all the fashionable shades. The bottom compartment is made in a variety of shapes, among which are the oval circular, square and oblong patterns. The retail price will range from \$7.50 to \$12.

Men who do only what they have to do make slow progress.

Pearl Gray the Favored Shade.

Pearl gray will be the leading shade in men's fall hats, it is predicted, with light brown next in popularity. New features will include a larger shape, with a round brim that will be more prominent than usual. An increased use of opera and silk hats for evening wear is also predicted, while the revival of velvet collars on overcoats is expected to make derbies more popular. Midsummer demand for light felt hats, manufacturers report, is getting stronger from year to year. Their increased use is attributed to the demand from large numbers of automobilists for hats of this type.

Tapestry Bags For Shopping.

Tapestry shopping bags are a novelty now being offered by a New York importing house. Those are of the frame variety, and are large enough to be serviceable for carrying small purchases. The bags, which are made of strong material that will stand up under such usage, are decorated in the Colonial style, or with Arabian and other scenic effects. Many novelty patterns are also seen. The retail price range is from \$3 to \$25, the latter figure being quoted on an elaborately brocaded and embroidered silk tapestry bag.

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As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our LARGE STOCK on hand, SPECIAL MADE BELTS to fit a particular requirement, or REPAIRING leather belts that you need quick service upon. Call us on either phone.

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Manufacturers of

SET UP and FOLDING PAPER BOXES

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

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

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For Profit and Satisfaction





Indiana Man Wants Suitable Tourist Camp.

Anderson, Ind., Aug. 24—The merchants here with whom I deal tell me you conduct a free information bureau for the benefit of the public. As my wife and family—nine in number—expect to start North in a flivver about Sept. 1, I write to enquire where we can stop during the month of September in a free tourist camp. We must have the following conditions, ALL ABSOLUTELY FREE:

1. Location on the bank of a lake full of fish.
2. Boat service, with fish poles and lines, worms or other fish bait furnished daily. We will supply our own fish hooks.
3. Camping ground with free use of tent during our stay.
4. Good drinking water.
5. Sanitary toilets, including wash basins and fresh towels daily.
6. Use of tubs and wringers whenever required; also clothes lines; we will furnish our own soap.
7. Shower baths with hot and cold water; also plenty of towels.
8. Gas ranges for cooking and no charge for gas.
9. Plenty of fine wood, hickory preferred, for a camp fire each night.
10. Electric lights in and around tents, which must be supplied with single beds, wire springs, hair mattresses, down pillows, and quilts. We will furnish sheets and pillow cases.
11. Telephone in tent to summon doctor in case of illness.
12. Admission ticket to local hospital, to include services of doctor, orderly and nurse without charge; also any medicine needed.
13. Plenty of ice.
14. Police service at night to repel intruders.
15. Immunity from grocery store solicitors. We will take our own eatables. If we require any additional supplies, we will obtain same from the A. & P. store.
16. As four of our family play the piano, we would like to have a Steinway parlor grand installed in the tent during our stay, but we are not insistent on this condition.

You will readily see how advantageous it would be to any community to have a family of nine intelligent persons added to the population during September.

Three of our children can sing beautifully. If there are any vacancies in the local church choir, we can supply the requirement at \$3 per person each Sunday our services are needed.

I have cultivated the art of public speaking and have a large number of good anecdotes at my tongue's end which I committed to memory from the book entitled Every Man His Own Speechmaker. I will undertake to act as toastmaster at any public function for \$5 per night, including tickets to the banquet for my entire family.

I am led to make this enquiry of you because I hear that many Michigan towns which have put money into good hotels find they are not paying investments and are therefore passing the hat and making public appropriations from the local treasury to induce people from other states to visit their tourist camps.

As the time is short before we must start, please answer immediately and send your letter special delivery. If you help us to a good location which meets our requirements, I will reimburse you later for the special delivery stamp.
Charles Nemo.

Your Personality, Mr. Salesman; How About It?

The other day my neighbor and I stopped in a hardware store in our town; we were both considering washing machines, and although we didn't intend to make our decisions that day, we were ready to be sold.

A young man greeted us and told us that the boss was out, but that he'd be glad to help us, although he didn't know much about washing machines.

He did help us, and when we left, my neighbor turned to me with the remark:

"Wasn't he a nice young fellow?"

I agreed, without stopping to analyze what made him nice. Now that I come to think of it, it can be summed up in the phrase "a pleasing personality." Without much selling experience, without much knowledge of electric washing machines, that young man held our interest, all because he had that combination of positive qualities that comprise an attractive personality.

Take apart this intangible thing called personality, and what do you find? First, this young man greeted us with a smile—a genuine smile, honest, broad smile that made you feel its warmth and sincerity. No formal greeting, no "waited on," question, just a smile and a pleasant "good afternoon."

I wonder why more of your salesmen don't smile when they greet a customer. Common-place? Surely it is—but it does the trick as no formal greeting and no expert selling can. Customers like to be greeted with a smile, and if you doubt my word, make a tour of some stores in your town, watch the salespeople who approach you, and see if you don't feel more kindly disposed toward the young man or woman who smiles at you in a pleasant, friendly fashion.

Smile, smile, smile at me, Mr. Salesman, if you want my good will. This seems a very simple, banal thing to tell you, but it's funny how few realize the dollar and cents value of that friendly smile.

If you know my name, I suggest that you use it. This young man did. He recognized my neighbor and said, "Good afternoon, Mrs. Montross." She felt flattered to think that her name was of sufficient importance, even to a salesman, to be remembered. We're like that. Use my name frequently during the sale, Mr. Man, and you'll hold my interest and attention. I like

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HENRY M. NELSON

Manager

European Plan MANISTEE, MICH.

New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms Dining Room Service

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00

HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away.Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

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Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish BathsLuxurious Rooms
ERNEST McLEAN, Mgr.

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THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

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400 Rooms—400 Baths

Rates \$2.00 and Up

WESTERN HOTEL

BIG RAPIDS, MICH.

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

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KALAMAZOO

Good Place To Tie To

HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
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The HOTEL PHELPS

Greenville, Michigan

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

HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences
RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon Michgan

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 178

TAKING INVENTORY

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

it—so do all the Mrs. Jones and Mrs. Smiths you serve.

The young man who showed us washing machines confessed frankly that he wasn't an expert in this device, yet, he added with the most genuine enthusiasm imaginable: "I know it's a dandy because so many women come in the store and tell us what a wonderful time and work saver it is." Immediately we felt ourselves basking in the genuineness of that young man's enthusiasm.

Ruth Leigh.

Vicious Attitude of Chain Store Concerns.

The Kresge Co., chain store people, have a man working for them who couldn't work for me a minute. He belongs to the old school of public expression founded by Vanderbilt when he said "The public be damned."

An incident that happened in Topeka, Kans., in relation to the Kresge Co. and this employe is almost incredible. It seems that Kresge is about to launch a store there and bought a piece of ground on which stood a seven-story building. The rumor got around that the concern expected to tear down the seven-story building and put up a two-story one, a change objectionable to the business interests of the city. They accordingly sent a representative to the Kresge employe who had charge of the matter and the latter not only refused to heed the protest, but emitted the following diplomatic opinion of the town in which his firm had or was to have stores:

We don't care anything about a town so far as the town goes. We don't advertise in the newspapers and we don't care anything about what is to be built around our property. What we want is a location between two of the town's leading department stores. The department stores advertise and get the people down town. We pick them up as they go by our store. That's what we do every place. Topeka doesn't mean anything to us. All we want is the location. We want a big basement for storage purposes and two floors for our retail business. We have no interest in whether Topeka wants a seven-story building to stay there or not.

I reproduce this because I believe it to be fairly typical of the attitude of chain store concerns toward towns in which their stores are located, although of course any chain store man who wasn't an utter fool would vehemently deny this. They can, however, talk as they like, these concerns are not and cannot be interested in the communities in which they do business. They simply represent locations and nothing more.

This, so far as the independent grocer is concerned, is the weak point in the chain store's armor, but very few independents hunt for the week point with any vigor. Elton J. Buckley.

Stay With 'Em!

Newsboy on railroad car to gentleman occupant—But Edgar Guest's latest work, sir,

Gentleman—No, I am Edgar Guest himself.

Newsboy—Well, buy Man in Lower Ten. You ain't Mary Roberts Rinehart, is you.

He Strikes Out From the Shoulder.

Lansing, Aug. 25—We have just received a letter from the manager of the Retail Dry Goods Association of one of the Southern States. He is very enthusiastic on the subject of Standardization of Sizes as advocated by J. W. Knapp, of Lansing, at our last convention and at the Interstate Merchants Council in Chicago and promises the unqualified support of the Association of his State.

The same gentleman refers, however, to the subject of unauthorized shipments and mentions the resolutions passed on this subject at our convention. He thinks we did not make it strong enough and we are inclined to agree with him. His letter is too good to be buried in our files, and, therefore I am passing it on to our members in this form.

"In the set of resolutions adopted by your Association at your June convention, I note that you resolved: That this association go on record as being opposed to the vicious practice of certain manufacturers in shipping goods not ordered unless express or other forwarding charges are prepaid, and that members of this Association give instructions to shipping clerks to refuse such merchandise. Then it would appear that unauthorized shipping of merchandise is only vicious in the eyes of your members when charges are not prepaid.

"The concensus of opinion is opposed to the shipment of merchandise by a manufacturer to a retailer unless that manufacturer can show a bona fide order for such merchandise.

"The idea is that only unwise manufacturers would so jeopardize the business of trade as to attempt to break down to a hit and miss affair, where the manufacturer s to depend only upon a system of taking chances that his goods will stick if he sends them out willy nilly here and there. Consigning goods, and forwarding unauthorized shipments have both been declared unbusinesslike, and unsafe for the business world. One unbusinesslike concern can help to break down the morale of the whole structure.

"A house that does business in a retail way has its own plans; its buyers must have theirs. If they permit goods, to come into the house that are not planned for, and regularly ordered, their system will soon be broken down.

"It is vicious practice, whether the charges are paid or not, and instead of educating your members to refuse to receive the charges on unpaid packages, they should issue orders to return unopened all unauthorized shipments.

"I am sure that our investigation of the subject in our State proved to us that there was no satisfaction whatever in unauthorized shipments and the best practice is found in absolutely frowning upon it, no matter whether the charges are paid or not.

"If each merchant would look up the legal responsibility with regard to the opening of such goods, whether prepaid or not, he will soon see that as a legal risk he takes a chance, as a fire risk he takes another and so on down the line. But above all his moral risk is the greatest and that makes him appear as willing to help break down the great fabric of merchandising for the hope of a few cents gain, that might come to some unscrupulous manufacturer who would send his goods unauthorized to retail merchants.

"Why not get down to brass tacks on this evil and frown on it right?"

Often times retail merchants say to us they are skeptical of mutual insurance. This we have found and have proven over and over is due largely to exaggerated statements made by local agents of stock companies against mutual companies. Therefore, in due justice to mutual insurance, we invite

your careful and best consideration of the authentic and substantiated statements which follows:

The great percentage of shipwrecks occur to weaker vessels, and so it is with fire insurance companies or any other companies. During the period from January 1, 1920, to March 15, 1925, there were, according to reliable records, 101 stock fire insurance companies which failed or retired from business. During the same period according to the same reliable records, twenty-four mutual fire insurance companies failed or retired from business. Also, during that same period, there were sixty-three reciprocal or inter-insurance companies which failed or retired from business.

During the same period, there were sixty-two stock casualty and miscellaneous companies retired or failed. There were forty-eight mutual casualty companies which failed or retired during that same period and nineteen reciprocal companies which failed or retired during that same time.

Certainly you can realize from this comparison that the mutual plan of insurance is not so hazardous as some stock company agents would have you believe—and you agree that figures can be relied upon. Therefore, we feel justified in the timely warning, "Beware of the man who condemns mutual insurance, because he is doing so at your own expense."

Battle Creek advises us of a youth 19 years old, named Lyle Wilcox, who has been arrested in that city on a charge of passing checks. Is married, wife lives in Detroit and formerly worked for the Michigan Central West yard in Detroit.

Watch out for a man by the name of R. L. Denny, who claims to be a member of the San Francisco Kiwanis Club and passes bad checks. Traverse City warns against checks payable to L. E. Denny and signed William Mullen.

Lowell warns against checks passed on a garage and restaurant signed by Eleanor Hubbell, per K. Hubbell.

Jason E. Hammond.

Mr. Mich. Retail Dry Goods Ass'n.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 25—Charles Will succeeds J. T. Boylan as city salesman for the Michigan Hardware Co.

Wm. DeKuipers (Worden Grocer Co.) is taking a month's vacation from business cares and responsibilities. He and his family are taking an automobile trip through the Eastern and New England states. His route is being

covered in the meantime by Frank Morse.

William Winegar has sold his holdings in the Vilas County Lumber Co. to William Bonifas, Vice-President and Manager of the Wm. Bonifas Lumber Co., of Escanaba. He will succeed Mr. Winegar as President of the Vilas County Lumber Co.

Truman L. Gillett, formerly with the Michigan Hardware Co., but who retired from official connection of that house about six years ago and removed to Charlotte, has returned to Grand Rapids to reside permanently. He has purchased a home on Carleton avenue and is transferring his household goods to the new location this week.

The appraisers of the estate of the late Lewis H. Withey value the estate at \$1,200,000, exclusive of the residence property which automatically goes to the widow because of the title being a joint deed.

Some salesmen put the proposition to their customers on the ground of charity, others beg assistance to make up their quota, while some talk tough luck at home. The fellow who operates with a tin cup and "Pity the Blind" sign is no salesman. The salesmen who get the business are simply honest, sincere, intelligent, modest men, who know when to get out of a customer's office as well as when to go in, who know what they can do and convince their customers that they can do it.

William Judson and wife are spending a week at their summer home at Schoolcraft.

Michigan's Car Consumption.

Lansing, Aug. 25—An average of 700 certificates of title for new motor cars are being issued at the Secretary of State's Department daily. This means at the rate of approximately 4,000 a week, and 200,000 annually. In addition thousands of motor title certificates are being issued monthly where ownership of used cars changes. The daily average of new certificates issued daily is materially higher than earlier in the year. Secretary Charles J. DeLand estimates that the number of new certificates issued for the calendar year, 1925, will surely be in excess of 150,000. In other words more than 150,000 new cars will have been sold in Michigan during the calendar year.

"Politeness pays." But true politeness is more in the manner than in the words.

RAMONA

"The Home of Good Shows"

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

BEST NEW YORK VAUDEVILLE

MISS JUE QUON TAI

China's Only Contralto—in a Repertoire of Songs

The Southern Singer
FLORENCE BRADY

and the Gentleman from Mississippi

GILBERT WELLS

Composer of Many Popular Songs

SHERMAN & ROSE REVUE

In "A Revelation of Dance Novelties"

Alan Mary
Coogan and Casey
in "The Shrinking Violet"

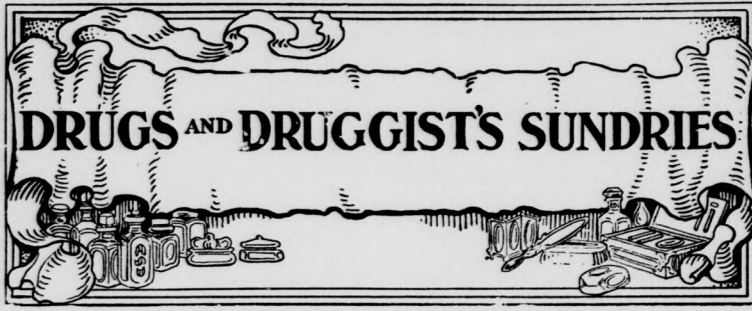
Jack Strouse
In "Over the Phone"

Ramonagraph
Latest Current News Reel

Nella Arnaut
and her Younger Brothers in
"MUSICAL DANSOLOGY"

Betty Moore & Company
in "LAUGHS AND THRILLS"
Featuring Ray Zeller, European
Pantomimist.

For Reserved Seats call 22496 or procure tickets at Peck's Drug Store or Pantlind Style Shop.



Making the Small Fountain Pay.

Despite the fact that more druggists bought fountains last year than ever before, we still have with us the druggist who refuses to believe that real money is to be made with a refreshment department.

When I have to put a fountain in my store to help pay the rent, I'll get out of the drug business and get into the restaurant game," said a prominent druggist to me lately. We got a laugh out of that line, for this man carries cheap watches, games, and in fact about every other side line that is found in a ten and fifteen cent store. Yet he wouldn't consider a soda fountain.

There is not a doubt in my mind that this man is losing hundreds and more likely thousands of dollars each year just through stubbornness. He has made up his mind that there is no money in soda, and he will not allow anyone to prove him wrong. His competitor across the street has a fountain that now brings in more money than any other department in the store. The answer is prejudice. He doesn't want to be shown.

It might be reasonably supposed that this is an extreme case. But sad to relate, such is not so. This particular druggist is but one of many who refuse to admit that their old fashioned ideas are cutting down profits.

The same men will stock up with almost anything that a salesman happens along with, whether it has been tried out or not. Mention fountain to them and they see red. There is not—to them—one commendable feature about a fountain in connection with the drug store, and all arguments but serve to intensify their opposition to this money getter.

I have long had a suspicion that many are against putting a fountain in their place of business because they would have to admit they had no knowledge of the highly specialized trade of serving soda. The more I think it over, the better am I satisfied that this is logical. However, there are ways out of the situation that will bear careful consideration. I know of one man who knows a little less than the average man about a fountain, but still owns and collects from two fountains.

This practical fellow found that he was not making enough money. He visited other stores in an endeavor to find out the secret of getting customers in. Finally he decided that a soda fountain seemed to be the answer. He called in specialists in the fountain line. They backed his suppositions with facts. He bought a fountain. Realizing that he knew nothing about this

line of business, and that he had keen competition across the street in two different stores, he commissioned the fountain people to find him a man who knew the fountain game thoroughly.

This was accomplished with more or less ease, and the fountain in due time was in operation.

The man who opened the fountain knew his business and within a few weeks the customers began to come in pretty regularly. In two months the gross intake of the store had climbed some \$30 a day—not including the fountain registers.

Encouraged by success, this man soon had another store in another vicinity, and it is needless to relate another fountain went in with other fixtures.

Not all men are so fortunate in getting the right kind of help, however. The case of Jones shows another way out. Jones, whose right name by the way is—well, not Jones—bought a fountain to help pay the overhead and soon found that he had increased this expense instead of reducing it. He looked around for some soda man desirous of getting into business for himself—and right here let me announce that there are many such—and he found one. A dicker was soon made and the lessee was soon on the job, all set to go. Go he did. To-day Jones is getting a nice little sum from the fountain minus the worry of trying to look after a business that he does not understand. The merchandise end of the store, Jones tells me, has shown a large increase during the past eighteen months. Still Jones has been very fortunate in keeping the same fountain man satisfied with his bargain. It is not always so.

The point I am trying to make is that a merchant does not necessarily have to be a practical fountain man in order to avail himself of this opportunity to annex a few more dollars. The fountain is becoming as necessary as the toilet goods department, and almost as profitable. There are always men to be had for a price who understand the soda business, and there always will be. The law of supply and demand will always take care of this phase of the business. I dare say that to-day there are at least fifty soda men where but one existed ten years ago.

Last summer I had several facts thrust on me that had hitherto escaped my observations.

In one store a fountain had been in operation something over a year. Not much success. Different dispensers had taken a fling at the game, but none had succeeded in getting the results that count. The proprietor was about disgusted with the whole propo-

sition. Then along came a man who knew something of the business of bringing a fountain back to life. An arrangement was soon made between the two men, and the new man went to work. Right from the start there was a noticeable improvement in the service and the quality of merchandise sold over that onyx slab. People began to drift into the store who had for years taken their money somewhere else. Naturally some of them bought drug sundries. They were astonished to find that they could buy first class merchandise where they had been under the impression only mediocre goods existed. Just why this condition obtained, I was never able to find out. But the condition undoubtedly did exist. The fountain service brought them into the store, and the goods on display spoke for themselves. A checking up at the end of three months showed that the merchant had served about fifteen hundred more customers than for the same period the previous year. Why? The question was probed from every angle. The inevitable answer was the fountain.

There is a strange little twist to this case. Although the fountain did not make much money for the man who operated it, the other departments of the business have since shown about a 30 per cent. increase. This may be due to some leak in the fountain management, or it may be that the other departments have been growing a great deal faster than the refreshment end. One thing certain though—the fountain is going to step out this coming summer, and the man who operates it is due to make himself considerable money. Right at this time the owner is cashing in on the service of the fountain, because that is the main attraction. Other stores in the immediate vicinity carry about the same general lines but none other nearby has a fountain.

No doubt some of the others are going to wake up to the facts of the situation in the near future, but the man who is on the ground floor is a hard man to beat. Established, and satisfied trade is good trade. Try and take it away.

The case of Jones, cited above, is by no means exceptional. I can recall many instances of a like nature. Often a soda fountain has proved a veritable life saver. I know a merchant who for years made plenty of money, because he had an exclusive trade that was willing to pay big prices for the line of merchandise he carried. Then came the day he had to move to another street. The trade began to shop elsewhere, and found that they could buy more for their money. He had always had a strong aversion to a fountain. Yet he has gradually come to the point where he has buried prejudice and is installing a fountain as a last expedient to save his business from the hands of his creditors. He is in the heart of the shopping district, where thousands pass his door every hour. If he doesn't make money with his fountain, it will be because of mismanagement on the part of the person who has charge of this department.

I talked with a man in a small town

the other day, and found another who had learned an expensive lesson. This man had always closed his fountain in the winter. This year a business rival kept his open and made money. The other man now realizes that his competitor has the jump on him when the days begin to warm up, and to offset this advantage is buying an expensive fountain and other equipment. Another instance of a man refusing to experiment a little before deciding that he knows it all. Maybe the new fountain may turn the trick. I much doubt it. I am more inclined to believe that the man with the initiative will make the road pretty hard going for others in the same business. He has foresight and is willing to take a chance in order to gain knowledge. It may be all right in some business ventures to let the other fellow try out his theories. But the fountain has long passed the experimental stage. It is established, and has proved its worth in the largest stores in the country. The man who still hesitates is simply refusing to take that which the gods are offering.

Right now is the time to let the fact sink home. The season is but a short month or so away when thousands of thirsty people will be looking for the stores that have fountains. What is more, this year will see the biggest improvement in soda fountains that the trade has ever experienced. Now is the time to buy. Hector Douglas.

Change in Detroit Pharmaceutical House.

C. E. Jamieson has severed a connection of many years with Frederick Stearns & Co. and has organized C. E. Jamieson & Co., taking over F. A. Thompson & Co., pharmaceutical chemists, who have been in business thirty years. Mr. Jamieson is well known in the drug trade, having traveled extensively for Frederick Stearns & Co. In 1913-14 he made a trip around the world for that firm, visiting among other countries Africa and Australia. Returning home early in 1915 he was made foreign sales manager, later taking over and managing the private formula department. Recently the directors of F. A. Thompson & Co. began looking for a man with qualities and experience necessary for the management of their business. Mr. Jamieson was their choice. The name of the company was changed to C. E. Jamieson & Co., Mr. Jamieson being elected president and general manager. He is a member of the Detroit Athletic club, Oakland Hills Country club and Detroit Yacht club.

Fifty years ago there was a deer hunter at Reed City named Daniels who had many hunting stories like this on tap: He was crossing a ravine on a fallen tree. He had left his gun on a stump. Along came the biggest buck he had ever seen. Quick as a flash he dropped down on the buck's back, grasping his antlers. The buck ran through bushes for miles, depriving rider of every vestige of clothing on his body. When buck neared the point of exhaustion the hunter put his hand in his pocket, extracted his jack-knife and cut the buck's throat.

Alpha—Howard B. Reed, druggist, has been placed in bankruptcy, owing to his inability to meet maturing obligations. The court has placed Leigh C. Caswell, of Crystal Falls, in charge of the business.

Then and Now.
 "Are they engaged? I heard him begging for 'just one,' behind the palms over there."
 "Naw! They're married. He was asking for a dollar."

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

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HAZELTINE & PERKINS DRUG CO.
 Manistee Michigan Grand Rapids



Walker
 OWOSSO MICHIGAN
Makes Good Chocolates

Fenton Davis & Boyle

BONDS EXCLUSIVELY

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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.



Two \$1 Sizes
 5 lbs., 500 sheets letter size 8 1/2 x 11.
 5 lbs., 450 sheets legal size 8 1/2 x 13

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) -- 15 @ 25	Lavendar Flow -- 8 50 @ 8 75	Cinchona ----- @ 3 10
Boric (Xtal) --- 15 @ 25	Lavendar Gar'n 85 @ 1 20	Colchicum ----- @ 1 80	Cubebs ----- @ 3 00
Carbolic ----- 38 @ 44	Lemon ----- 2 50 @ 2 75	Digitalis ----- @ 1 80	Gentian ----- @ 1 35
Citric ----- 58 @ 70	Linseed, bld. bbl. @ 1 13	Ginger, D. S. --- @ 1 80	Gualac ----- @ 2 20
Muriatic ----- 3 1/2 @ 8	Linseed, bld less 1 20 @ 1 33	Gualac, Ammon. @ 2 90	Iodine ----- @ 95
Nitric ----- 9 @ 15	Linseed, raw, bbl. @ 1 30	Iodine, Colorless @ 1 50	Iron, Clo. ----- @ 1 25
Oxalic ----- 15 @ 25	Linseed, ra. less 1 17 @ 1 30	Kino ----- @ 1 40	Myrhh ----- @ 2 50
Sulphuric ----- 3 1/2 @ 8	Mustard, artifi. ox. @ 50	Nux Vomica ----- @ 1 55	Opium ----- @ 3 50
Tartaric ----- 40 @ 50	Neatsfoot ----- 1 35 @ 1 50	Opium, Camp. --- @ 85	Opium, Deodora'd @ 3 50
	Olive, pure ----- 3 75 @ 4 50	Rhubarb ----- @ 1 70	
	Olive, Malaga, yellow ----- 2 75 @ 3 00		Paints.
Ammonia	Olive, Malaga, green ----- 2 75 @ 3 00	Lead, red dry -- 15 1/4 @ 15 1/4	Lead, white dry 15 1/4 @ 15 1/4
Water, 26 deg. -- 10 @ 12	Orange, Sweet. 4 50 @ 4 75	Lead, white oil. 15 1/4 @ 15 1/4	Ochre, yellow bbl. @ 2 1/2
Water, 18 deg. -- 09 @ 14	Origanum, pure @ 2 50	Ochre, yellow less 3 @ 6	Red Venet'n Am. 3 1/2 @ 7
Water, 14 deg. -- 6 1/2 @ 12	Origanum, com'l 1 00 @ 1 20	Red Venet'n Eng. 4 @ 8	Putty ----- 5 @ 8
Carbonate ----- 20 @ 25	Pennyroyal --- 3 00 @ 3 25	Whiting, bbl. --- @ 4 1/2	Whiting ----- 5 1/2 @ 10
Chloride (Gran.) 10 1/2 @ 20	Peppermint --- 24 00 @ 24 25	L. H. P. Prep. --- 3 05 @ 3 25	Rogers Prep. --- 3 05 @ 3 25
	Rose, pure --- 13 50 @ 14 00		
	Rosemary Flows 1 25 @ 1 50		
Balsams	Sandalwood, E. L. 10 00 @ 10 25		
Copalba ----- 90 @ 1 20	Sassafras, true 2 00 @ 2 25	Potassium	
Fir (Canada) --- 2 55 @ 2 80	Sassafras, art'l' 30 @ 1 20	Bicarbonate ----- 35 @ 40	
Fir (Oregon) --- 65 @ 1 00	Spearment ----- 10 50 @ 10 75	Bichromate ----- 15 @ 25	
Peru ----- 3 00 @ 3 25	Sperm ----- 1 50 @ 1 75	Bromide ----- 69 @ 85	
Tolu ----- 3 00 @ 3 25	Tansy ----- 5 00 @ 5 25	Bromide ----- 54 @ 71	
	Tar, USP ----- 50 @ 45	Chlorate, gran'd 23 @ 30	
	Turpentine, bbl. @ 1 05 3/4	Chlorate, powd. or Xtal ----- 16 @ 25	
	Turpentine, less 1 13 @ 1 26	Cyanide ----- 80 @ 90	
	Wintergreen, 6 00 @ 6 25	Iodide ----- 4 80 @ 4 40	
	Wintergreen, sweet birch 3 00 @ 3 25	Permanganate 20 @ 30	
	Wintergreen, art. 80 @ 1 20	Prussiate, yellow 65 @ 75	
	Wormseed ----- 6 50 @ 6 75	Prussiate, red @ 1 00	
	Wormwood ----- 8 50 @ 8 75	Sulphate ----- 35 @ 40	
Barks	Cassia (ordinary) 25 @ 30		
Cassia (Saigon) 50 @ 60	Cassia (Safra) @ 55		
Sassafras (pw. 50c) @ 55	Soap Cut (powd.) 30c 18 @ 25		
Berries	Cubeb ----- @ 1 25		
Fish ----- @ 2 25	Juniper ----- 99 @ 30		
Prickly Ash ----- @ 30			
Extracts	Licorice ----- 60 @ 65		
Licorice powd. --- @ 1 00			
Flowers	Arnica ----- 25 @ 30		
Chamomile Ger.) 20 @ 25	Chamomile Rom. --- @ 50		
Gums	Acacia, 1st ----- 50 @ 55		
Acacia, 2nd ----- 45 @ 50	Acacia, Sorts ----- 20 @ 25		
Acacia, Powdered 35 @ 40	Aloes (Barb Pow) 25 @ 30		
Aloes (Cape Pow) 65 @ 70	Aloes (Soc. Pow.) 65 @ 70		
Asafoetida ----- 75 @ 1 00	Pow. ----- 1 05 @ 1 10		
Camphor ----- @ 80	Guaiac ----- @ 90		
Guaiac, pow'd --- @ 1 10	Kino ----- @ 1 20		
Kino, powdered. @ 1 20	Myrrh ----- @ 65		
Myrrh, powdered 19 65 @ 19 92	Opium, pow'd. 19 65 @ 19 92		
Opium, gran. 19 65 @ 19 92	Shellac ----- 90 @ 1 00		
Shellac Bleached 1 00 @ 1 10	Tragacanth, pow. @ 1 75		
Tragacanth ----- 1 75 @ 2 25	Turpentine ----- @ 25		
Insecticides	Arsenic ----- 15 @ 25		
Blue Vitriol, bbl. @ 0 7	Blue Vitriol, less 08 @ 15		
Bordea. Mix Dry 12 1/2 @ 15	Hellebore, White powdered 20 @ 30		
Insect Powder --- 40 @ 55	Lead Arsenate Po. 17 @ 30		
Lime and Sulphur Dry ----- 9 @ 22	Paris Green ----- 22 @ 35		
Leaves	Buchu ----- 1 25 @ 1 30		
Buchu, powdered @ 1 30	Sage, Bulk ----- 25 @ 30		
Sage, 1/4 loose --- @ 40	Sage, powdered. --- @ 35		
Senna, Alex. --- 50 @ 75	Senna, Tinn. --- 30 @ 35		
Senna, Tinn. pow. 25 @ 35	Uva Ursi ----- 20 @ 25		
Oils	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 25 @ 1 50	Anise ----- 1 25 @ 1 50		
Bergamont ----- 6 50 @ 6 75	Cajeput ----- 1 50 @ 1 75		
Cassia ----- 4 00 @ 4 25	Castor ----- 1 80 @ 2 05		
Cedar Leaf ----- 1 50 @ 1 75	Citronella ----- 1 25 @ 1 50		
Cloves ----- 3 00 @ 3 25	Cocunut ----- 25 @ 35		
Cod Liver ----- 1 90 @ 2 15	Croton ----- 2 00 @ 2 25		
Cotton Seed ----- 1 40 @ 1 60	Cubebs ----- 7 00 @ 7 25		
Egigeron ----- 6 00 @ 6 25	Eucalyptus ----- 1 25 @ 1 50		
Hemlock, pure. 1 75 @ 2 00	Juniper Berries. 3 50 @ 3 75		
Juniper Wood --- 1 50 @ 1 75	Lard, extra ----- 1 60 @ 1 80		
Lard, No. 1 ----- 1 40 @ 1 60			
Seeds	Anise ----- 35 @ 40		
Anise, powdered 35 @ 40	Bird, Is ----- 13 @ 17		
Canary ----- 13 @ 20	Caraway, Po. .30 25 @ 30		
Cardamon ----- @ 4 00	Coriander pow. .30 20 @ 25		
Dill ----- 14 @ 20	Fennel ----- 25 @ 40		
Flax ----- 08 @ 15	Flax, ground ----- 08 @ 15		
Foenugreek pow. 15 @ 25	Hemp ----- 8 @ 15		
Lobelia, pow'd. --- @ 1 25	Mustard, yellow 17 @ 25		
Mustard, black 20 @ 25	Poppy ----- 1 50 @ 1 75		
Quince ----- 15 @ 20	Rape ----- 15 @ 20		
Sabadilla ----- 25 @ 35	Sunflower ----- 11 1/4 @ 15		
Worm, American 30 @ 40	Worm, Levant --- 4 25 @ 4 50		
Tinctures	Aconite ----- @ 1 80		
Aloes ----- @ 1 45	Arnica ----- @ 1 10		
Asafoetida ----- @ 2 40	Belladonna ----- @ 1 35		
Benzoin ----- @ 2 10	Benzoin Comp'd @ 2 55		
Buchu ----- @ 2 85	Cantharides ----- @ 2 80		
Capsicum ----- @ 1 75	Catechu ----- @ 1 75		
Miscellaneous	Acetanald ----- 47 @ 55		
Alum ----- 08 @ 12	Alum, powd. and ground 09 @ 15		
Bismuth, Subnitrate 3 54 @ 3 59	Borax xtal or powdered 07 @ 13		
Cantharides, po. 1 75 @ 2 25	Calomel ----- 1 93 @ 2 00		
Capsicum, pow'd 48 @ 55	Carmine ----- 7 00 @ 7 50		
Cassia Buds ----- 30 @ 35	Cloves ----- 50 @ 55		
Chalk Prepared. 14 @ 16	Chloroform ----- 51 @ 60		
Chloral Hydrate 1 35 @ 1 85	Cocaine ----- 12 10 @ 12 80		
Cocoa Butter ----- 55 @ 75	Corks, list, less --- 40-10%		
Copperas ----- 2 1/2 @ 10	Copperas, Powd. 4 @ 10		
Corrosive Sublim 1 53 @ 1 76	Cream Tartar 31 @ 38		
Cuttle bone ----- 40 @ 50	Dextrine ----- 6 @ 15		
Dover's Powder 3 50 @ 4 00	Emery, All Nos. 10 @ 15		
Emery, Powdered 8 @ 10	Epsom Salts, bbls. @		
Epsom Salts, less 3 1/2 @ 10	Ergot, powdered --- @ 1 00		
Flake, White ----- 15 @ 20	Formaldehyde, lb. 12 @ 30		
Gelatin ----- 90 @ 1 05	Glassware, less 55%		
Glassware, full case 60%	Glauber Salts, bbl. @ 0 2 1/2		
Glauber Salts less 04 @ 10	Glue, Brown ----- 21 @ 20		
Glue, Brown Grd 15 @ 20	Glue, white ----- 27 1/2 @ 25		
Glue, white grd. 25 @ 35	Glycerine ----- 25 1/2 @ 46		
Hops ----- 60 @ 75	Iodine ----- 6 45 @ 6 90		
Iodoform ----- 7 85 @ 7 85	Lead Acetate ----- 20 @ 30		
Mace ----- @ 1 50	Mace, powdered --- @ 1 50		
Menthol ----- 16 00 @ 16 50	Morphine ----- 11 18 @ 11 92		
Nux Vomica ----- @ 30	Nux Vomica, pow. 17 @ 25		
Pepper black pow. 13 @ 25	Pepper, White ----- 42 @ 50		
Pitch, Burgundy 10 @ 15	Quassia ----- 12 @ 15		
Quinine ----- 72 @ 1 23	Rochelle Salts --- 30 @ 35		
Saccharine ----- @ 20	Salt Peter ----- 11 @ 22		
Selditz Mixture 30 @ 40	Soap, green ----- 15 @ 30		
Soap, mott cast. 22 1/2 @ 25	Soap, white castile case @ 12 50		
Soap, white castile less, per bar --- @ 1 45	Soda Ash ----- 2 @ 10		
Soda Bicarbonate 3 1/2 @ 10	Soda, Sal ----- 02 1/2 @ 68		
Spirits Camphor --- @ 1 25	Sulphur, roll ----- 2 1/2 @ 10		
Sulphur, Subl. ----- 04 @ 10	Tamarinds ----- 20 @ 25		
Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 75		
Vanilla Ex. pure 1 75 @ 2 25	Vanilla Ex. pure 2 50 @ 3 00		
Zinc Sulphate ----- 06 @ 15			

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Sugar
- Canned Cherries
- Canned Salmon
- Quaker Gelatine
- Shelled Walnuts

DECLINED

- Rice
- Gasoline
- Naptha

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

BEECH-NUT BRANDS.



- Mints, all flavors ----- 60
- Gum ----- 70
- Fruit Drops ----- 70
- Caramels ----- 70
- Sliced bacon, large ----- 4 95
- Sliced bacon, medium ----- 3 00
- Sliced beef, large ----- 4 50
- Sliced beef, medium ----- 2 80
- Grape Jelly, large ----- 4 50
- Grape Jelly, medium ----- 2 70
- Peanut butter, 16 oz. 4 70
- Peanut butter, 10 1/2 oz. 3 25
- Peanut butter, 8 1/2 oz. 3 00
- Peanut butter, 3 1/2 oz. 1 25
- Prepared Spaghetti ----- 1 40
- Baked beans, 16 oz. ----- 1 40

BLUING

- Original
- condensed Pearl
- Crown Capped
- 4 doz., 10c dz. 8f
- 3 dz. 15c. dz. 1 25

BREAKFAST FOODS

- Cracked Wheat, 24-2 3 85
- Cream of Wheat, 18s 3 60
- Cream of Wheat, 24, 14 oz. ----- 2 80
- Pillsbury's Best Cerl 2 20
- Quaker Puffed Rice ----- 5 60
- Quaker Puffed Wheat 4 30
- Quaker Brfst Biscuit 1 90
- Ralston Branzen ----- 3 20
- Ralston Food, large ----- 4 00
- Saxon Wheat Food ----- 3 90
- Vita Wheat, 12s ----- 1 80
- Post's Brands.
- Grape-Nuts, 24s ----- 3 80
- Grape-Nuts, 100s ----- 2 75
- Instant Postum, No. 8 5 40

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

BROOMS

- Parlor Pride, doz. ----- 5 25
- Standard Parlor, 23 lb. 7 75
- Fancy Parlor, 23 lb. 8 50
- Ex. Fancy Parlor 25 lb. 9 50
- Ex. Fcy. Parlor 26 lb. 10 00
- Toy ----- 2 25
- Whisk, No. 3 ----- 2 75

BRUSHES

- Scrub
- Solid Back, 3 in. ----- 1 50
- Solid Back, 1 in. ----- 1 75
- Pointed Ends ----- 1 25

Stove

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

Shoe

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

BUTTER COLOR

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

CANDLES

- Electric Light, 40 lbs. 12.1
- Plumber, 40 lbs. ----- 12.8
- Paraffine, 6s ----- 14.4
- Paraffine, 12s ----- 14.4
- Wicking ----- 40
- Tudor, 6s, per box ----- 30

CANNED FRUIT.

- Apples, 3 lb. Standard 1 50
- Apples, No. 10 ----- 4 50
- Apple Sauce, No. 10 7 50
- Apricots, No. 1 1 75
- Apricots, No. 2 ----- 3 00
- Apricots, No. 2 1/2 ----- 3 00
- Apricots, No. 10 ----- 9 25
- Blackberries, No. 10 9 50
- Blueberries, No. 2 2 00
- Blueberries, No. 10 ----- 15 00
- Cherries, No. 2 ----- 2 00
- Cherries, No. 2 1/2 ----- 3 75
- Cherries, No. 10 ----- 10 75
- Loganberries, No. 2 ----- 3 00
- Peaches, No. 1 ----- 1 25
- Peaches, No. 1, Sliced 1 40
- Peaches, No. 2 ----- 2 75
- Peaches, No. 2 1/2 Mich 3 25
- Peaches, 2 1/2 Cal. 3 25
- Peaches, 10, Mich. ----- 8 50
- Pineapple, 1, sl. 1 80
- Pineapple, 2, sl. 2 80
- P'apple, 2 br. sl. 2 65
- P'apple, 2 1/2, sl. 3 35
- P'apple, 3, cru. 2 60
- Pineapple, 10 cru. ----- 11 50
- Pears, No. 2 ----- 4 00
- Pears, No. 2 1/2 ----- 4 25
- Plums, No. 2 ----- 2 40
- Plums, No. 2 1/2 ----- 2 90
- Raspberries, No. 2, blk 3 60
- Raspb's, Red, No. 10 15 00
- Raspb's, Black, No. 10 ----- 16 00
- Rhubarb, No. 10 ----- 5 25

CANNED FISH.

- Clam Ch'der, 10 1/2 oz. 1 35
- Clam Ch., No. 3 ----- 3 50
- Clams, Steamed, No. 1 2 00
- Clams, Minc'd, No. 1 3 25
- Finnan Haddie, 10 oz. 3 30
- Clam Bouillon, 7 oz. ----- 2 50
- Chicken Haddie, No. 1 2 75
- Fish Flakes, small ----- 1 35
- Cod Fish Cake, 10 oz. 1 85
- Cove Oysters, 5 oz. ----- 1 90
- Lobster, No. 1/4, Star 2 60
- Shrimp, 1, wet 3 10
- Sard's, 1/4 Oil, Ky 5 25
- Sardines, 1/4 Oil, K'less 4 75
- Sardines, 1/4 Smoked 6 75
- Salmon, Warrens, 1/2 2 75
- Salmon, Rd Alas. 3 40
- Salmon, Med. Alaska 3 00
- Salmon, Pink Alaska 1 75
- Sardines, Im. 1/4, ea. 10 25
- Sardines, Im. ----- 25
- Sardines, Cal. ----- 1 65
- Tuna, 1/2, Albocore ----- 95
- Tuna, 1/4, Curtis, doz. 2 20
- Tuna, 1/4, Curtis, doz. 3 50
- Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

- Bacon, Med. Beechnut 3 00
- Bacon, Lge Beechnut 4 95
- Beef, No. 1, Corned ----- 2 70
- Beef, No. 1, Roast ----- 3 70
- Beef, No. 2 1/2, Qua. all. 1 85

- Beef, No. 1/4, Qua. all. 1 75
- Beef, 5 oz., Qua. all. 2 50
- Beef, No. 1, B'nut, all. 4 50
- Beefsteak & Onions, 3 75
- Chili Con Ca., 1s 1 35
- Deviiled Ham, 1/4s ----- 2 20
- Deviiled Ham, 1/2s ----- 3 60
- Hamburg Steak & Onions, No. 1 ----- 3 15
- Potted Beef, 4 oz. ----- 1 10
- Potted Meat, 1/4 Libby 6 1/2
- Potted Meat, 1/2 Libby 9 00
- Potted Meat, 3/4 Qua. 85
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/4 1 35
- Vienna Sausage, Qua. 95
- Veal Loaf, Medium ----- 2 30

Baked Beans

- Campbells ----- 1 15
- Quaker, 18 oz. ----- 90
- Fremont, No. 2 ----- 1 20
- Snider, No. 1 ----- 95
- Snider, No. 2 ----- 1 25
- Van Camp, small ----- 85
- Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

- Asparagus.
- No. 1, Green tips 4 60
- No. 2 1/2, Lge. Green 4 50
- W. Bean, cut ----- 2 25
- W. Beans, 10 ----- 8 50
- Green Beans, 2s 2 00
- Gr. Beans, 10s 7 50
- L. Beans, 2 gr. 1 85
- Lima Beans, 2s, Soaked 95
- Red Kid. No. 2 1 20
- Beets, No. 2, wh. 1 75
- Beets, No. 2, cut ----- 1 60
- Beets, No. 3, cut ----- 1 80
- Corn, No. 2, Ex stan 1 65
- Corn, No. 2, Fan. 1 80
- Corn, No. 2, Fy. glass 3 25
- Corn, No. 10 ----- 7 50
- Hominy, No. 2 1 00
- Okra, No. 2, whole ----- 3 00
- Okra, No. 2, cut ----- 1 60
- Dehydrated Veg. Soup 90
- Dehydrated Potatoes, lb. 45
- Mushrooms, Hotels ----- 42
- Mushrooms, Choice ----- 53
- Mushrooms, Sur Extra 70
- Peas, No. 2, E. J. 1 75
- Peas, No. 2, Sift., June ----- 2 00
- Peas, No. 2, Ex. Sift. ----- 3 85
- El. J. ----- 3 00
- Pumpkin, Ex. Fine, French 25
- Pumpkin, No. 3 1 35
- Pumpkin, No. 10 4 50
- Pimentos, 1/4, each 1 14
- Pimentos, 1/2, each ----- 27
- Sw't Potatoes, No. 2 1 60
- Sauerkraut, No. 3 1 40
- Succotash, No. 2 1 65
- Succotash, No. 2, glass 3 30
- Spinach, No. 1 ----- 1 25
- Spinach, No. 2 ----- 1 60
- Spinach, No. 3 ----- 2 10
- Spinach, No. 10 ----- 6 00
- Tomatoes, No. 2 1 40
- Tomatoes, No. 3 2 00
- Tomatoes, No. 2, glass 2 60
- Tomatoes, No. 1 ----- 7 50

CATSUP.

- B-nut, Small ----- 3 70
- Lily Valley, 14 oz. ----- 3 60
- Lily of Valley, 1/2 pint 1 75
- Paramount, 24, 8s ----- 1 45
- Paramount, 24, 16s ----- 2 40
- Paramount, 6, 10s ----- 10 00
- Sniders, 8 oz. ----- 1 95
- Sniders, 16 oz. ----- 2 95
- Quaker, 10 1/2 oz. ----- 1 60
- Quaker, 14 oz. ----- 2 25
- Quaker, Gallon Glass 12 50

CHILI SAUCE

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

OYSTER COCKTAIL.

- Sniders, 16 oz. ----- 3 50
- Sniders, 8 oz. ----- 2 50

CHEESE

- Roquefort ----- 52
- Kraft, Small tins ----- 1 65
- Kraft, American ----- 1 65
- Chili, small tins ----- 1 65
- Pimento, small tins ----- 1 65
- Roquefort, small tins 2 25
- Camenbert, small tins 2 25
- Wisconsin New ----- 28
- Loghorn ----- 28
- Nichigan Full Cream 27
- New York Full Cream 29
- Sap Sago ----- 42

CHEWING GUM.

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

CHOCOLATE.

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

COCOA.

- Bunte, 1/4s ----- 43
- Bunte, 1/2 lb. ----- 45
- Bunte, lb. ----- 22
- Droste's Dutch, 1 lb. ----- 50
- Droste's Dutch, 1/2 lb. ----- 45
- Droste's Dutch, 1/4 lb. ----- 35
- Hersheys, 1/4s ----- 33
- Hersheys, 1/2s ----- 33
- Huyler ----- 36
- Lowney, 1/4s ----- 40
- Lowney, 1/2s ----- 38
- Lowney, 5 lb. cans ----- 31
- Runkles, 1/4s ----- 32
- Runkles, 1/2s ----- 36
- Van Houten, 1/4s ----- 75
- Van Houten, 1/2s ----- 75

COCOANUT

- Dunham's
- 15 lb. case, 1/4s and 1/2s ----- 49
- 15 lb. case, 1/4s ----- 48
- 15 lb. case, 1/2s ----- 47

CLOTHES LINE.

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



COFFEE ROASTED

- Bulk
- Rio ----- 28
- Santos ----- 35
- Maracabo ----- 37
- Gautemala ----- 40
- Java and Mocha ----- 49
- Bogota ----- 41
- Peaberry ----- 36

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

Teifer Coffee Co. Brand Bokay.

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

- Blue Grass, Baby, 96 ----- 4 55
- Blue Grass, No. 10 ----- 4 65
- Carnation, Tall, 4 doz. 5 00
- Carnation, Baby, 8 dz. 4 90
- Every Day, Tall ----- 5 00
- Every Day, Baby ----- 4 90
- Pet, Baby, 8 oz. ----- 4 90
- Borden's, Tall ----- 5 00
- Borden's Baby ----- 4 90
- Van Camp, Tall ----- 4 90
- Van Camp, Baby ----- 3 75



- Quaker, Tall, 4 doz. ----- 4 75
- Quaker, Baby, 8 doz. 4 65
- Quaker, Gallon, 1/2 doz. 4 60
- Blue Grass, Tall 48 ----- 4 65

DRIED FRUITS

- Apples
- Domestic, 20 lb. box 11
- N. Y. Fcy, 50 lb. box 14 1/2
- N. Y. Fcy, 14 oz. pkg. 17 1/2
- Apricots
- Evaporated, Choice ----- 30
- Evaporated, Fancy ----- 35
- Evaporated, Slabs ----- 27
- Citron
- 10 lb. box ----- 43

CIGARS

- Worden Grocer Co. Brands
- Canadian Club ----- 27 50
- Master Piece, 50 Tin ----- 37 50
- Tom Moore Monarch ----- 75 00
- Tom Moore Panatella ----- 75 00
- Tom Moore Cabinet ----- 95 00
- Tom M. Invincible ----- 115 00
- Websteretts ----- 37 50
- Webster Savoy ----- 75 00
- Webster Plaza ----- 95 00
- Webster Belmont ----- 110 00
- Webster St. Reges ----- 125 00
- Starlight Rouse ----- 90 50
- Starlight P-Club ----- 135 00
- Tiona ----- 30 00
- Clint Ford ----- 35 00
- Nordac Triangulars, 1-20, per M ----- 75 00
- Worden's Havana
- Specials, 20, per M ----- 75 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges, Pails

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

Hard Goods, Pails

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

Cough Drops Bxs.

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

Package Goods

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

Specialties.

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

COUPON BOOKS

- 50 Economic grade 3 50
- 100 Economic grade 4 50
- 500 Economic grade 20 00
- 1000 Economic grade 37 50

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

CREAM OF TARTAR

- 6 lb. boxes ----- 38

Currants

- Package, 14 oz. ----- 18
- Greek, Bulk, lb. ----- 16

Dates

- Dromadary, 36s ----- 6 75

Peaches

- Evap., Choice, un. ----- 18
- Evap., Ex. Fancy, P. P. 20

Peal

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

Raisins.

GELATINE

ello-O, 3 doz	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 55

HORSE RADISH

Per doz, 5 oz.	1 20
----------------	------

JELLY AND PRESERVES

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

JELLY GLASSES

8 oz., per doz.	37
-----------------	----

OLEOMARGARINE

Kent Storage Brands.

Good Luck, 1 lb.	27
Good Luck, 2 lb.	26 1/2
Gilt Edge, 1 lb.	27
Gilt Edge, 2 lb.	26 1/2
Delicia, 1 lb.	23 1/2
Delicia, 2 lb.	23

Van Westenbrugge Brands
Carload Distributor



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

Wilson & Co.'s Brands

Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES

Swan, 144	5 00
Diamond, 144 box	6 60
Searchlight, 144 box	6 60
Ohio Red Label, 144 box	5 00
Ohio Blue Tip, 144 box	6 60
Ohio Rosebud, 144 box	6 60
Ohio Blue Tip, 720-1c	4 75

Safety Matches

Quaker, 5 gro. case	4 25
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MINCE MEAT

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

MOLASSES.

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

Green Brer Rabbit

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

Aunt Dinah Brand.

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

New Orleans

Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 6c extra Molasses in Cans.

Dove, 36, 2 lb. Wh. L	5 60
Dove, 24, 2 1/2 lb. Wh. L	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L	4 45
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.

Whole

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

Salted Peanuts.

Fancy, No. 1	14
Jumbo	23

Shelled.

Almonds	72
Peanuts, Spanish, 125 lb. bags	13
Filberts	32
Pecans	20
Walnuts	60

OLIVES.

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

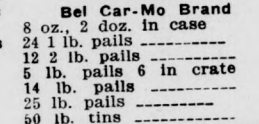
Pint, Jars, dozen	3 50
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed, doz.	4 50
20 oz. Jar, stuffed dz.	7 00

PARIS GREEN

1 1/2 s	31
1 s	29
2s and 5s	27

PEANUT BUTTER.

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



PETROLEUM PRODUCTS

Iron Barrels

Perfection Kerosine	12.1
---------------------	------

Red Crown Gasoline.

Tank Wagon	19.7
Solite Gasoline	22.7
Gas Machine Gasoline	38.2
V. M. & P. Naptha	21.6
Capitol Cylinder	41.2
Atlantic Red Engine	23.2
Winter Black	13.7

Polarine

Iron Barrels.

Light	62.2
Medium	64.2
Heavy	66.2
Extra heavy	68.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	8.0
Parowax, 40, 1 lb.	8.2
Parowax, 20, 1 lb.	8.4



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

PICKLES

Medium Sour

Barrel, 1,200 count	24 50
Half bbls., 600 count	13 00
0 gallon kegs	10 00

Sweet Small

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

Dill Pickles.

600 Size, 15 gal.	14 00
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PIFES.

Cob, 3 doz. in bx.	1 00
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PLAYING CARDS

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

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef.

Top Steers & Hef.	19
Good Steers & H'f	16 1/2
Med. Steers & H'f	13 1/2
Com. Steers & H'f	10 1/2

Cows.

Top	13
Good	11 1/2
Medium	10
Common	9

Veal.

Top	20
Good	18
Medium	17

Lamb.

Spring Lamb	28
Good	25
Medium	23
Poor	18

Mutton.

Good	16
Medium	12
Poor	10

Pork.

Light hogs	17
Medium hogs	19
Heavy hogs	23
Loins	28
Butts	25
Shoulders	19
Spareribs	15
Neck bones	66

PROVISIONS

Barreled Pork

Clear Back	34 50
Short Cut Clear	34 50

Dry Salt Meats

S P Bellies	28 00
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Lard

Pure in tierces	20
60 lb. tubs advance	1/4
50 lb. tubs advance	1/4
20 lb. pails advance	1/4
10 lb. pails advance	1/4
5 lb. pails advance	1
3 lb. pails advance	1
Compound tierces	15
Compound, tubs	15 1/2

Sausages

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

Smoked Meats

Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	32
Ham, dried beef sets	24
California Hams	20
Pork Boiled	30
Hams	30
Bolled Hams	45
Minc'd Hams	47
Bacon	30

Beef

Boneless, rump	18 00
Rump, new	18 00
Condensed No. 1 car.	2 00
Condensed Bakers brick	3 11
Moist in glass	8 00

Pig's Feet

Cooked in Vinegar	
1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
3/4 bbls.	5 30
1 bbl.	15 00

Tripe.

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

RICE

Fancy Blue Rose	09
Fancy Head	10
Broken	06

ROLLED OATS

Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Flannum	3 25
Mothers, 12s, Flannum	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 40 lb. Jute	3 25
Sacks, 90 lb. Cotton	3 35

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, bbs.	1 80
Granulated, 60 lbs. cs	1 35
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH

Middles	15 1/2
Tablets, 1 lb. Pure	19 7/2
Tablets, 1/2 lb. Pure, doz	1 40
Wood boxes, Pure	29 1/2
Whole Cod	11 1/2

Holland Herring

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

Herring

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

Lake Herring

1/2 bbl., 100 lbs.	6 50
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Mackerel

Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

Blackine, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Emaline Paste, doz.	1 35
Emaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

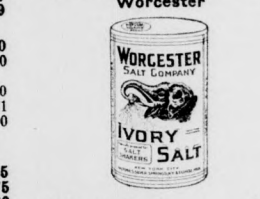
SALT.

Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	40
Med. No. 1, Bbls.	2 75
Med. No. 1, 100 lb. bg.	85

Farmer Spec., 70 lb.	85
Packers Meat, 56 lb.	57
Crushed Rock for ice cream, 100 lb., each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
70, 4 lb. Table	5 00
28, 10 lb. Table	4 75
28 lb. bags, Table	40



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



SOAP

Am. Family, 100 box	6 30
Export 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 25
Fels Naptha, 100 box	5 60
Grdma White Na. 100s	4 10
Rub No More White Naptha, 100 box	4 00
Rub-No-More, yellow swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 75
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 20
gummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 lge.	3 45
Quaker Hardwater Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 19c.	8 00
10 cakes free	8 00
Williams Barber Bar.	95 50
Williams Mug, per doz.	48

CLEANSERS

6, 10 lb. cans	3 56
12, 5 lb. cans	3 76
24, 2 1/2 lb. cans	3 91
24, 1 1/2 lb. cans	2 70

Penick Maple-Like Syrup

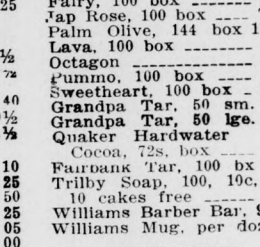
6, 10 lb. cans	4 31
12, 5 lb. cans	4 51
24, 2 1/2 lb. cans	4 66
24, 1 1/2 lb. cans	3 20

Unkle Ned

6, 10 lb. cans	3 53
12, 5 lb. cans	3 73
24, 2 1/2 lb. cans	3 83
24, 1 1/2 lb. cans	2 64

Corn

Blue Karo, No. 1 1/2	2 48
Blue Karo, No. 5, 1 dz	3 43
Blue Karo, No. 10	3 23
Red Karo, No. 1 1/2	2 76
Red Karo, No. 5, 1 dz.	3 81
Red Karo, No. 10	3 61



WASHING POWDERS.

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaine, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
4 50	4 50
Jinx, 3 doz.	3 75
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75
Miracle C., 12 oz., 1 dz	2 25
Old Dutch Clean, 4 dz	3 40

Queen Ann, 60 oz.	2 40
Rinsol, 100 oz.	5 75
Rub No More, 100, 10 oz.	3 85
Rub No More, 18 Lg.	4 00
Spotless Cleanser, 48,	3 85
20 oz.	2 25
Sani Flush, 1 doz.	3 15
Soaplo, 3 doz.	6 40
Soapine, 100, 12 oz.	4 00
Snowboy, 100, 10 oz.	4 80
Snowboy, 24 Large	7 20
Speedee, 3 doz.	4 00
Sunbrite, 72 doz.	4 75
Wyandotte, 48	4 75

SPICES.

Whole Spices.

Allspice, Jamaica	15
Cloves, Zanzibar	40
Cassia, Canton	25
Cassia, 5c pkg., doz.	20
Ginger, African	15
Ginger, Cochin	30
Mace, Penang	1 00
Mixed, No. 1	22
Mixed, 5c pkgs., doz.	45
Nutmegs, 70@90	78
Nutmegs, 105-110	70
Pepper, Black	25

Pure Ground in Bulk

Allspice, Jamaica	13
Cloves, Zanzibar	42
Cassia, Canton	25
Ginger, Corkin	30
Mustard	23
Mace, Penang	1 15
Nutmegs	75
Pepper, Black	28
Pepper, White	41
Pepper, Cayenne	32
Paprika, Spanish	42

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponely, 3 1/2 oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 18.—In the matter of Samuel Rosenbaum, Bankrupt No. 2641, the trustee has filed his first report and account and a special meeting of creditors has been called for Sept. 1 to consider such report and account and to pass upon the report and account of the trustee under the trust mortgage prior to bankruptcy and pass upon certain claims incurred under the administration of such trust mortgage. The meeting will be held at the office of the referee.

On this day was held the sale at auction of the real estate in the matter of Cedar Springs Co-operative Co., Bankrupt No. 2554. The trustee conducted the same. There were no offers made for the same. The sale of such property at auction was then adjourned without date.

On this day also was held the sale at auction of the assets of the estate of Jacob Dornbush, Bankrupt No. 2729. The trustee was present at the premises of the bankrupt and an auctioneer is now conducting the sale at retail. Report of the result of such sale will be made when the trustee renders his report and account of the same.

Aug. 19. On this day was held the first meeting of creditors in the matter of William W. Housington, Bankrupt No. 2494. The bankrupt was present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The bankrupt was ordered to pay the filing fee before filing his petition for discharge. The meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

On this day also was held the first meeting of creditors in the matter of Rolland W. Tisch, Bankrupt No. 2741. The bankrupt was present in person and by attorney, Grant Sims. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

On this day also was held the first meeting of creditors in the matter of Lawrence H. Montroy, Bankrupt No. 2727. The bankrupt was present in person and by attorneys, Corwin & Norcross. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the matter closed and returned to the district court as a no asset case.

In the matter of Frank E. Hathaway, Bankrupt No. 2723, the referee has been informed that there is certain value in a policy of insurance and C. C. Woodridge has been appointed trustee of such estate and the amount of his bond placed at \$1,000.

On this day was held the sale of personal property in the matter of Cedar Springs Co-operative Co., Bankrupt No. 2554. The trustee only was present. There were no other offers and the property was sold to Roy Blackburn for \$100. The sale and meeting was then adjourned without date.

Aug. 20. On this day was held the first meeting of creditors in the matter of C. Delno Miller, Bankrupt No. 2540. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. There was no objection entered to the discharge of the bankrupt. An order was made for the payment of administration expenses as far as the funds on hand will permit. There was no dividend paid to creditors. The final meeting then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Edd. B. Nieboer, Bankrupt No. 2602. The bankrupt was not present or represented. The attorneys for the trustee were present. The trustee was present. Claims were allowed. The meeting was adjourned one week to Aug. 27.

Aug. 17. (Delayed). On this day was held the sale, hearing and show cause in the matter of Chicago File & Rasp Co., Bankrupt No. 2692. The trustee was present. Louis H. Osterhaus was present petitioning creditors. Travis, Merrick, Warner & Johnson were present for a certain creditor. The matter was adjourned to August 27.

Aug. 21. On this day was held the final meeting of creditors in the matter of Christian Coffee Corporation, Bankrupt No. 2568. The bankrupt was not present or represented. The trustee was not present. Claims were proved and allowed. The trustee's final report and account was approved and allowed. There were no objections to discharge. An order was made for the payment of administration expenses and secured claims as far as the funds on hand would permit. There were no dividends. The final meeting was then adjourned without date and the matter will be closed and returned to the district court.

Aug. 21. We have to-day received the schedules, order of reference, and adjudication in the matter of Henry LaCoss, Bankrupt No. 2754. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is not stated in the schedules. The

schedules show assets of \$200, the full interest in the same being claimed as exempt, with liabilities of \$425. 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:

Albert Stryker, Grand Rapids	---\$15.00
Ed. Walon, Grand Rapids	-----9.0
Geo. Hanna, Grand Rapids	-----9.26
R. H. Corwin, Grand Rapids	-----12.36
Covel, Grand Rapids	-----39.44
Dr. H. J. Pyle, Grand Rapids	-----65.00
Dr. M. S. Ballard, Grand Rapids	-----70.00
Nicola Provenzo, Grand Rapids	-----36.00
Jones, Grand Rapids	-----12.00
National Clothing Co., Grand Rapids	-----47.95
Ponce DeLeon Water Co., Grand Rapids	-----20.00
C. F. Adams, Grand Rapids	-----29.00
Leo Sandler, Grand Rapids	-----16.75
Frank Goodnow, Marne	-----30.00
Riverview Furniture Co., Grand Rapids	-----11.50

Aug. 22. We have to-day received the schedules, order of reference, and adjudication in the matter of James A. Whittemore, Bankrupt No. 2757. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is a retail merchant. The schedules show assets of \$6,021.88, of which \$500 is claimed as exempt, with liabilities of \$11,524.93. The first meeting of creditors has not been called, and when the same is called a note of the same will be made herein. The list of the creditors of the bankrupt is as follows:

City of Grand Rapids	---\$2,570
James & Mary Wickham, Grand Rapids	-----1,200.00
Peter D. Mohrhardt, Grand Rapids	-----2,921.25
A. J. Seys, Grand Rapids	-----1,850.00
Morris Industrial Bank, Grand Rapids	-----300.00
G. B. Anderson Pub. Co., Grand Rapids	-----16.40
Bergman Market, Grand Rapids	-----6.52
C. A. Burnette Co., Chicago	-----217.25
Consumers Ice Co., Grand Rapids	-----61.74
R. A. Caldwell, Grandville	-----91.83
D. L. Cavera Co., Grand Rapids	-----22.75
Cudaby Bros. Co., Grand Rapids	-----34.40
Chase & Sanborn Co., Chicago	-----11.52
R. Gumm Co., Milwaukee	-----42.37
G. G. Gas Light Co., Grand Rapids	-----51.07
G. R. Paper Co., Grand Rapids	-----167.86
Press, Grand Rapids	-----26.70
Butchers Supply Co., Grand Rapids	-----24.16
Judson Grocer Co., Grand Rapids	-----25.00
Hekman Biscuit Co., Grand Rapids	-----386.62
Kent Storage Co., Grand Rapids	-----92.54
Mills Paper Co., Grand Rapids	-----375.61
P. D. Mohrhardt, Grand Rapids	-----351.65
Morris Co., Grand Rapids	-----20.00
Quimby-Kain Paper Co., Grand Rapids	-----103.65
Rademaker-Dooce Grocer Co., Grand Rapids	-----100.89
Oscar Mayer Co., Chicago	-----522.65
Swift & Co., Grand Rapids	-----128.64
Geo. Reader, Grand Rapids	-----17.80
W. E. Roberts, Grand Rapids	-----22.60
Eugene F. Smith, Grand Rapids	-----62.84
Vinkemulder Bros., Grand Rapids	-----10.57
Voigt Milling Co., Grand Rapids	-----12.37
L. Van Westenberg, Grand Rapids	-----90.00
Vigil Publishing Co., Grand Rapids	-----1,150.00
Kent State Bank, Grand Rapids	-----12.00
J. Babson, Chicago	-----9.07
G. R. Paper Co., Grand Rapids	-----96.94
Lamberton Lake Ice Co., Grand Rapids	-----152.40
R. H. Mapes, Grand Rapids	-----206.40
Morris & Co., Grand Rapids	-----75.00
N. W. Weekly, Grand Rapids	-----597.20
Peter Roon, Allegan	-----61.60
M. Ter Haar, Allegan	-----96.50
Weil Casing Co., Detroit	-----96.50
Adam Brown Co., Grand Rapids	-----250.00

Aug. 22. We have to-day received the schedules, order of reference, and adjudication in the matter of George H. Miller, Bankrupt No. 2755. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is an office worker. The schedules show assets of \$250, which the full interest in the same is claimed as exempt, with liabilities of \$2,013.36. 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:

Hazeltine & Perkins Drug Co., Grand Rapids	---\$500.00
Baxter Bros., Grand Rapids	-----55.00
Hammer & Cortenhof, Grand Rapids	-----89.36
C. A. Daniels, Grand Rapids	-----250.00
Fourth Nat. Bank, Grand Rapids	-----65.00
Kent State Bank, Grand Rapids	-----115.00
G. R. Nat. Bank, Grand Rapids	-----100.00
G. R. Savings Bank, Grand Rapids	-----50.00
Marquette Lumber Co., Grand Rapids	-----50.00
Rogers & Rogers, Grand Rapids	-----53.00
Producers Fuel Co., Grand Rapids	-----10.00
Prange's Family Store, Grand Rapids	-----19.00
Wurzberg Dry Goods Co., Grand Rapids	-----81.00
Buick Motor Sales Co., Grand Rapids	-----40.00
Arctic Ice Cream Co., Grand Rapids	-----335.00
Akron Tire Corp., Grand Rapids	-----7.50
Furniture City Vulcanizing Co., Grand Rapids	-----10.00
Martin Autoelectric Service, Grand Rapids	-----24.00
United Service Garage, Grand Rapids	-----20.00
Peter Passink, Grand Rapids	-----16.00
S. E. Braendle, Grand Rapids	-----40.00
Plym Earle, Grand Rapids	-----12.00
A. E. Brooks & Co., Grand Rapids	-----12.50
James T. McAllister, Grand Rapids	-----25.25
Kramer Auto Co., Grand Rapids	-----3.75
Benjamin Bros., Grand Rapids	-----30.00

Aug. 22. We have to-day received the schedules, order of reference, and adjudication in the matter of Clarence J. Bailey, Bankrupt No. 2756. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is an engine repairman. The schedules show assets of \$650, of which \$250 and a car is exempt, with liabilities of \$777.14. The court has written for funds 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 the bankrupt is as follows:

Motor Bankers Corporation, Grand Rapids	---\$366.84
Gast Motor Sales Co., Grand Rapids	-----15.00
William Goldberg, Grand Rapids	-----45.00
Emmett Roche, Grand Rapids	-----10.60
Cole & Erwin, Grand Rapids	-----77.45
Floyd Rouse, Grand Rapids	-----10.00
Dille, Souter & Diley, Grand Rapids	-----15.00
Kniper & Stehouwer, Grand Rapids	-----23.00
Salieh Gorlay, Grand Rapids	-----16.00
John DeGroot, Grand Rapids	-----2.03
Dedric Riemersma, Grand Rapids	-----24.00
C. B. Baisch, Grand Rapids	-----24.00
William F. Calrow, Grand Rapids	-----5.00
Colonial Oil Co., Grand Rapids	-----5.41
Sinclair Refining Co., Detroit	-----14.91
Chase Brothers Co., Rochester	-----44.75
Motor Insurance Exchange, Grand Rapids	-----59.00
W. E. Taylor, Grand Rapids	-----5.15
J. Idsinga & Co., Grand Rapids	-----14.00

In the matter of Sol H. Kahn, doing business as Right Clothes Shop, Bankrupt No. 2749, the receivers have reported the receipt of an offer from J. C. Rapaport of \$6,000 for the stock, furniture and fixtures and accounts of said estate. The date fixed for sale is Sept. 2. The property is that of a retail credit clothing house and shows stock of \$4,832.07, furniture and fixtures of \$544.60 and accounts of \$20,549.46. The property is all located at Grand Rapids and inventories are in the hands of the referee in bankruptcy. The property will be sold at the office of the referee. All interested should be present at 533 Michigan Trust building, Grand Rapids at the date stated.

Aug. 24. We have to-day received the schedules, order of reference and adjudication in the matter of Hoyt Wilson, Bankrupt No. 2759. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo and his occupation is a laborer. The schedules show assets of \$100, which the full interest is claimed as exempt, with liabilities of \$4,633.31. The court has written for funds and upon receipt of the same the first meeting of creditors will be called, and note of the same herein made. The list of the creditors of said bankrupt is as follows:

Frank Trethrake, LeRoy	---\$374.15
R. L. Bixler, Kalamazoo	-----1,659.16
F. E. Wilson, Alamo	-----2,600.00
In the matter of Brook A. Rogers, Bankrupt No. 2753, the funds for the first meeting of creditors have been received and such meeting has been called for Sept. 8.	
In the matter of Earl C. Keeler, Bankrupt No. 2750, the funds for the first meeting have been received and such meeting is called for Sept. 8.	
Aug. 24. On this day was held the final meeting of creditors in the matter of A. Verne Hornbeck, Bankrupt No. 2458. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. No objections were entered to the discharge of the bankrupt. The order for the payment of administration expenses was entered and a final dividend of 7.84 per cent. ordered paid. The final meeting then adjourned without date. The case will be closed and returned to the district court.	
On this day also was held the sale of assets in the matter of Nicholas Sprietsma, doing business as S. Sprietsma & Son, Bankrupt No. 2744. The bankrupt was not present or represented. Claims were proved and allowed. The trustee was present in person. The stock in trade, furniture and fixtures of the estate were sold to Van Oosten & Bos, of Grand Rapids, for \$2,376.61. The sale was confirmed and a first dividend of 5 per cent. ordered paid as soon as the trustee files his report and account. The special meeting of creditors was then adjourned without date.	
Aug. 25. On this day was held the first meeting of creditors in the matter of Thomas E. Thompson, Bankrupt No. 2749. The bankrupt was present in person. Certain creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting was then adjourned without date and the matter closed and returned to the district court as a no-asset case.	
On this day also was held the first meeting of creditors in the matter of George F. Metcalf, Bankrupt No. 2736. The bankrupt only was present. Claims were proved and allowed. The bankrupt was sworn and examined by the referee before a reporter. No trustee was appointed. The first meeting was adjourned without date and the matter closed and returned to the district court as a no-asset case.	
On this day also was held the final meeting of creditors in the matter of Charles Kramer, and Claude Muth, individually, and as Kramer & Muth, a partnership, Bankrupt No. 2675. The	

trustee only was present. Claims were allowed. The trustee's final report and account was approved and allowed. The court made an order for the payment of expenses of administration as far as the funds on hand would permit, there being no funds for dividends. No objections were entered to the discharge of the bankrupt. The meeting then adjourned without date. The case will be closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Ebridge B. Clark, Bankrupt No. 2748. The bankrupt was present in person and by Weston & Fox, attorneys for the bankrupt. One creditor was present in person. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the matter closed and returned to the district court as a no-asset case.

Divine Messenger.

Truth! Where is truth but in the soul itself? Facts, objects, are but fanoms, matter-woven ghosts of this earthly night, at which the soul, sleeping here in the mire and clay of matter, shudders and names its own vague tremors, sense and perception. Yet, even as our nightly dreams stir in us the suspicion of mysterious and immaterial presences, unfettered by the bonds of time and space, so do these walking dreams which we call sight and sound. They are divine messengers, whom Zeus, pitying his children, even when he pent them in this prison-house of flesh, appointed to arouse in them dim recollections of that real world of souls whence they came. Awakened once by them; seeing, through the veil of sense and fact, the spiritual truth of which they are but the accidental garment, concealing the very shame which they made palpable, the philosopher may neglect the fact for the doctrine, the shell for the kernel, the body for the soul, of which it is but the symbol and the vehicle.

Hypatia.

Meeting Opportunity.

"What is an opportunist?"

"One who meets the wolf at the door, and appears the next day in a fur coat."

THE MACEY COMPANY

Class A Cumulative 7% Preferred Stock
Exempt from Personal Tax in Michigan

Depreciated value of net assets appraised at over 2.2 times all outstanding Preferred.

Net earnings the past 6 years average 3 times all preferred requirements and the past 2 years over 4½ times such requirements.

No mortgage or funded debt.
Price \$9.80 per Share and Accrued Dividend.

HOWE, SNOW & BERTLES INC.
Investment Securities
GRAND RAPIDS
New York Chicago Detroit

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 25—After several attempts the Soo has finally put over the city market idea. Arlington street is the site. Last Saturday was the first day. A large number of farmers brought their products to the market, where they found ready sale by a large number of eager buyers. From present indications the market idea will be a success.

H. I. Best, of the firm of Best & McDonald, well-known merchants at Pickford, has purchased the interest of Mr. McDonald and will hereafter conduct the business alone.

J. R. Bagnell, manager of the Spruce street branch of the Soo co-operative store, left last Sunday to spend his vacation with friends at Green Bay, Wis. John McInnis, of the main store, will be in charge during Mr. Bagnell's absence.

It is hard to worry about the serious coal situation in August.

William Burns has rented the Keystone Hotel, at Manistique, and intends to open the place as a hotel and restaurant about Sept. 1. The place will be renovated and repainted. New equipment will be put in the bedrooms. Mr. Burns is an experienced hotel man and should make a success of his new venture.

J. M. Kenzie has opened a new general store at Sterlingville. This will give that village two stores, which will be ample to care for the trade for some time to come.

The many friends of John Dillon, who for more than thirty years traveled for a large Chicago crockery house, were shocked to hear of his sudden death, caused by injuries received when the automobile in which he was a passenger crashed into another machine under an ore dock near Escanaba. None of the others in the two machines were seriously hurt.

B. J. Andary is now the sole owner of the Globe clothing house, having purchased the interest of his brother, J. B. Andary.

The many friends of Ed. Crisp, of the Crisp Laundry Co., are pleased to see him back on the job again, after having recovered from a serious operation at Mayo Bros. hospital.

The Cloverland county fair will be held Sept. 1 to Sept. 3 this year and is expected to be the best fair yet from present indications. Special attractions and a larger stock exhibit should make the fair a record breaker, providing the weather man arranges satisfactorily.

Oscar Ekland, book-keeper for Swift & Co. here, returned last Sunday from Greenland, where he spent his vacation.

Our camp site is looking more like a tented settlement now with the hundreds of tourists. The streets are lined up around the locks so it is difficult to find a parking space. This year breaks all previous records for tourists here.

Now and then we cannot see how some people's children can keep believing in evolution.

Robert Kallackey, traveling salesman for the Tapert Specialty Co., left for Detroit last week, where he will receive medical treatment.

A. H. Eddy, the popular grocer, pulled off a banana eating contest at his store Saturday night, which drew a crowd of about 300. Each contestant was given four bananas. The one who could whistle first after eating the bananas received a large bunch of bananas. William G. Tapert.

Huge Incubator Hatches 47,000 Eggs at a Setting.

Kansas City, Aug. 24—An incubator that hatches 47,000 chickens at a setting was one of the manufacturers' exhibits at the annual convention of the International Baby Chicks Association, which was held here last week at the Hotel Baltimore. The exhibits occu-

ried a large section of the mezzanine floor of the hotel and in value approximated \$100,000, according to R. L. Train, secretary-treasurer of the Missouri Association, hosts for the convention. Approximately 500 poultry raisers from various parts of the United States and Canada were present.

Has Sweet Potato Roots Delivered By Airplane.

Trenton, Aug. 24—William Jeffries, of Cedarville, N. J., wanted to profit by the rain which had fallen. His field was all prepared for heavy planting of sweet potatoes, but the roots were not on hand. He telephoned to Vineland and found that he could obtain plants there. An airplane got the roots and brought them direct to the farm in 10 minutes. The pilot did not stop, but dropped his burden unharmed as he circled low over the field. The field was easily planted before the ground dried.

New Keyless Luggage Lock.

A new keyless luggage lock is being offered the trade by a well-known manufacturer. The feature of this lock is a simple combination arrangement which works without the use of tumblers or springs. The device has three dials on its front which control slots in the interior mechanism. These dials bear numbers from 0 to 9 and may be set to any combination of these figures. This is done by adjusting a small shaft in the back of the lock. Thereafter, when the numbers to which the combination is set appear on the dials the pushing of a small button will cause the lock to open. To close it one of the dials is turned to another number. The combination may be changed as often as desired, a thousand different variations being possible on the three dials. The lock is made of solid brass and is of English design. It is adaptable to suit cases, kit bags, auto trunks, payroll bags, golf bags, etc. Delivery to luggage manufacturers can be made after Sept. 1. The lock is described as fool-proof and as having nothing that will get out of order, owing to its simple construction.

New Leathers For Shoes.

Five new fancy leathers for shoes are being shown by a leading leather goods concern. The leathers are caracul, which has an appearance of the fur of the same name; moire, snake, suede alligator and white washable calf. While for the present these leathers are featured for the style division of the shoe trade, they will shortly be available for popular-priced shoe manufacture. The white washable calf leather is being widely used at present in sample shoes for the Southern resort season during the coming winter. Its washable feature is one that will make its use possible for men's sport shoes, as well as women's style and sport footwear.

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.

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-chair barber shop. Priced low. Up-to-date. Write W. Lorenzen, 339 Flint Ave., Three Rivers, Mich. 14

For Sale—Fine summer home in Gaylord, Mich. The healthiest place in the United States, the highest point in Lower Michigan. Lot 120x132, fine lawn, with large eleven-room house trimmed down stairs with quarter sawed oak, up with red birch. Steam heat, fire place, and lights in each of the large, nicely arranged rooms. Will sell very cheap for cash. J. E. Redmon. 15

Wanted—Man with experience and some capital to invest and manage well established retail department store in wide awake town. Beautiful modern building. Best location. Would sell outright. An opportunity well worth investigating. Address No. 16, c/o Michigan Tradesman. 16

BASEMENT TO LEASE—Here is a clean, bright, airy basement, size 33x82, immaculately white and very desirable, with access gained by wide stairway and elevator. This basement is located in the leading department store of a thrifty Southern Michigan city in a store which stands A-1 in the community. Established twenty-five years. Location is 100 per cent suitable for groceries, house furnishings, china, kitchen ware, art and gift wares. Space available Sept. 8. Alert operators communicate at once. Address No. 17, c/o Michigan Tradesman. 17

For Sale—Two-story, full basement, business block. Strictly modern. A money maker. In county seat. Population 2000. Wilbur Provost, Sandusky, Mich. 18

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—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

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, Evart, 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 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

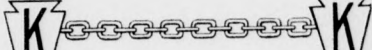
For Sale—Country store, dwelling, two lots, with oil and gas well stock of about \$2,000. Owner retiring. William Franz, Chatham, Ohio. P. O. Medina, R. F. D. 1

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction.

K  **K**

\$1,000,000

80 FIFTH AVE.

BUILDING

(of New York)

First Mortgage Sinking Fund 15 year gold loan, at 100 and interest to yield

6%

The 80 Fifth Ave. Building is at the southwest corner of Fifth Ave. and Fourteenth St. New York City. It occupies a space of approximately 7,800 square feet, is 16 stories high and is appraised with the land at \$1,700,000. Is fully rented. Leases in force show annual net income of \$118,361.70, or about twice the maximum interest charges. Sinking fund provides separate funds for principal and interest.

A. E. KUSTERER & Co.

INVESTMENT BANKERS
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MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

Grand Rapids Safe Co.

Tradesman Building

Dealer in

Burglar Proof Safes
Fire Proof Safes
Vault Doors
Cash Boxes
Safety Deposit Boxes

We carry the largest stock in Michigan and sell at prices 25 per cent below Detroit and Chicago prices.

High Cost of Distribution Is Problem of Generation.

Written for the Tradesman.

I am not by any means sure that those who stress costly distribution as a primary cause of economic troubles are on the right track; but it is well to let them speak and to listen attentively to what they say. Perhaps then we shall help to find a way out. Let us begin with J. I. Straus, head of R. H. Macey & Co., New York:

Distribution is on the eve of a revolution. It has become a specific calling where special training is necessary. The present generation in industry must think as well as dream. It must weigh tendencies and draw its own conclusions, unbiased by desires. Processes of production during the past twenty years have far outdistanced in efficiency our processes of distribution. Most goods can be produced to-day cheaper than ever before, but distribution and retailing are higher than ever before. This is a problem that must be solved by the coming generation. To solve it will require all the resources of science, together with knowledge of fundamental tendencies and conditions.

That is thoughtful stuff, as might be expected from such a merchandiser as Mr. Straus, and as such it merits our most thoughtful examination. And far be it from me to attempt to set it aside with a few words of comment. My thought to put it before you that you may reflect on it.

All scientific endeavor has been concentrated on increased production during the past twenty years, but distribution has improved greatly, just the same. It seems to have lagged behind only because effort has been concentrated on the production.

It must be remembered, first, that the past shows many instances in which distribution seemed less expensive than now because it did not exist at all. In many instances, supplies were produced abundantly, but were lost because they could not be distributed at all or because any available distribution was too costly.

It is favorite pastime to compare distributive costs in large cities with what the primary producer receives and from such facts and figures draw most distressing conclusions. This begins with New York—naturally, as our largest, most congested center of urban population—and ranges downward through Toronto, Des Moines, Winnipeg and Topeka; for it must be remembered that things cost relatively much more in Minneapolis, Kansas, than in the fields adjacent. So "horrible examples" can be dished up anywhere.

We find that "it costs more to carry a sack of potatoes ten miles in New York than to haul it 1100 miles from Michigan." Sure it does. If you performed the operation, you would know why without further argument. One reason is that potatoes move from Michigan in full cars to New York—one car, one move. But in New York the car is broken into four hundred to six hundred separate lots, each of which is hauled separately wholesale. When it comes to retail distribution—well, I have lived in New York, so let us look at this from the other end for a minute.

In one small apartment, we heated with coal, a fire place and the kitchen range. It was compact, easily warmed

and comfortable. Like other tenants, we had a store room in the basement. It was not very large. Several tenants needed it all for their excess junk of "keepsakes," etc. Because of limited storage space and virtually no pantry room practically everything was bought from day to day. This necessitated an average of perhaps 150 deliveries of food a year to each tenant or the same number of self services.

Being accustomed to buying coal by the ton, we bought—I think—half a ton, perhaps a ton. Anyway, the arrival of such an abundant supply of fuel for one family almost blocked traffic in our street. We became special people in the eyes of the janitor. Soon we sensed the fact that the impression prevailed among our co-tenants that we were sort of plutocrats. "Them people has money" was the comment that filtered back to us gradually. It was amusing. It was also tinged with tragedy. For we realized that in the vast majority of instances, the weekly pay envelope was all that stood between those people and utter destitution.

Look at it any way you like, this fact stands out: That if a coal merchant is to deliver a ton of coal in twenty different lots, going from house to house to do it, handling each lot up or down from one to four flights of stairs, the cost of such distribution is greater than would be that of dumping lots of one or more tons into a basement.

We are habitual bacon eaters in our family. Up in North Broadway, at 137th street, where we lived at another time, I found the fact that I bought an entire piece of wide bacon at once was a voucher for my credit. After having bought one or two pieces that way, I was known unmistakably to the grocer, and one morning when I was short of change and asked him to send it home C. O. D., he positively thrust it on me, saying, "That is all right—you are good for it."

Now these things may be "right" or not, according to our ideas and point of view. It may be that most of the dwellers in the big cities would be better off elsewhere. Certainly, I know most of them would be better off on some of California's broad acres—"where life is better." But the fact is they are where they are. They are liable to stay there. They must be supplied there.

Further, many of them live on the very extreme edge of poverty, even of destitution. Others are so slightly removed from want that, even if they live where imitation marble fronts greet the caller, even if they drive a pretentious looking car, they have not a hundred dollars real money in reserve.

These facts are real elements in the situation. They make for expense in distribution. We have to consider them in any study of what can be done about it. And we have to remember that our population steadily gravitates away from rural districts to the congested center. Hence conditions which make for costly distribution in New York prevail to a rela-

tive degree in Detroit, Vancouver and Wichita.

One who calls attention to these costs seems to think all our excess costs are due to extravagance. I do not agree, not for a minute. But we shall not argue on that. He adds: "It is thrift and economy abroad that make the high tariff wall apparently necessary to our safety." I can follow him thus far: That thrift anywhere is a good thing and that the more we learn to practice it, the better we shall all be situated. This will be true, whether we live in a big city or a rural district; whether we work for others or roll our own.

One who is confused as to the correct basis for figuring margins writes that a Lever Brothers salesman, selling Lux and Rinso at eight cents to retail at ten cents said he thus allowed a twenty per cent. margin. The grocer thinks this is wrong, but Lever's man is perfectly right. It is precisely 20 per cent.

This salesman argued that 20 per cent. was enough margin on such merchandise, because to allow more would be to induce the individual retailer to hold the umbrella for competition. That is an excellent point to make and I compliment Lever Brothers on being so boldly and intelligently enlightened in their educational work.

Incidentally, I am surprised every week of my life that it takes so long to get such a simple matter across to grocers and other retailers. But the fact that it does take such efforts and such time shows the wisdom of some wideawake manufacturers in promoting accurate knowledge among retailers through the medium of their sales force. No work could be more constructive. Paul Findlay.

Flour Buyer Should Watch Prices Closely.

Written for the Tradesman.

There has been very little loss or gain in the wheat market in prices during the past week. Both cash wheat and futures are about 2c per bushel higher, but are lower than the peak prices during the week. Northwestern spring wheat is moving to the market in fair quantity and it is anticipated Canadian wheat will move in liberal volume and as Canada has a surplus of about 230,000,000 bushels, this wheat in all probability will go to Europe, replacing exports from the United States, although it is barely possible some Canadian wheat and flour will find its way into the United States in spite of the high tariff, as the United States wheat at this time is from 20 to 25c a bushel higher than Canadian. From a world's production and consumption standpoint there is a bounteous supply of wheat, for the world's crop as a whole is approximately 100,000,000 bushels larger than last year, although the carry-over from the old crop was about 50,000,000 bushels less, so we have at least a surplus in the world's stocks of 50,000,000 bushels and probably this will run somewhat higher, as the Russian crop is better than last year and it is difficult to obtain accurate figures from that country.

The underlying factors in the Unit-

ed States crop prices are suggestive of higher values, for we have produced barely enough wheat to meet domestic requirements, as approximately 60,000,000 bushels of our production is Durham wheat, of which but little is used in this country, most of it is generally exported.

Summing the situation up, it appears that while the United States crop is short, the world as a whole has a bounteous supply of wheat. Due to the fact that we have high tariff on both wheat and flour it is possible for American prices to rule considerably above the world average, so it appears advisable for the flour buyer to keep his requirements covered for at least thirty days, but the market at its present level doesn't afford a favorable opportunity for buying heavily for distant delivery.

As has been suggested in these columns several times, if we were to have a break of 12 or 15c a bushel on wheat and 60@75c per barrel on flour, the situation would be changed and it would appear advisable to purchase for two or three months requirements at least.

The situation as outlined indicates the flour buyer will do well to watch prices closely, and there is every opportunity of knowing just what grain and flour are doing with our very efficient method of price dissemination through the mediums of the radio, telegraph, telephone, daily newspaper and trade journal. Lloyd E. Smith.

Address Wanted.

Can any Tradesman reader favor us with the present address of Stephen G. Eardley, who formerly conducted an alleged collection business in Grand Rapids under the style of the National Detective Bureau?

You tell 'um We sell 'um
All kinds of Merchandise Stocks
at retail.
Get particulars—NOW.
SPEESE'S SALE SYSTEM
204 McMullen Bldg.
Grand Rapids Michigan

Bottle G **PRESSED** R Capper
STEEL



WILL CAP ANY
SIZE BOTTLE.

Made in one small
compact size.

Strong and simple
in construction and
light in weight.

A FAVORITE MACHINE
WITH THE HOUSEWIFE
BECAUSE OF ITS ACCU-
RATE CAPPING AND
EASE OF OPERATION.

OPERATES ON
THE WALL OR
IN THE HANDS.
QUICKLY DE-
TACHABLE
FROM WALL.

Packed 1 dozen Cappers to a carton.
\$12.00 per Doz. F. O. B. Grand
Rapids.

Mail your order for a dozen today.

Grand Rapids Wire Products Co.
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