

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 16, 1925

Number 2191

A Prayer

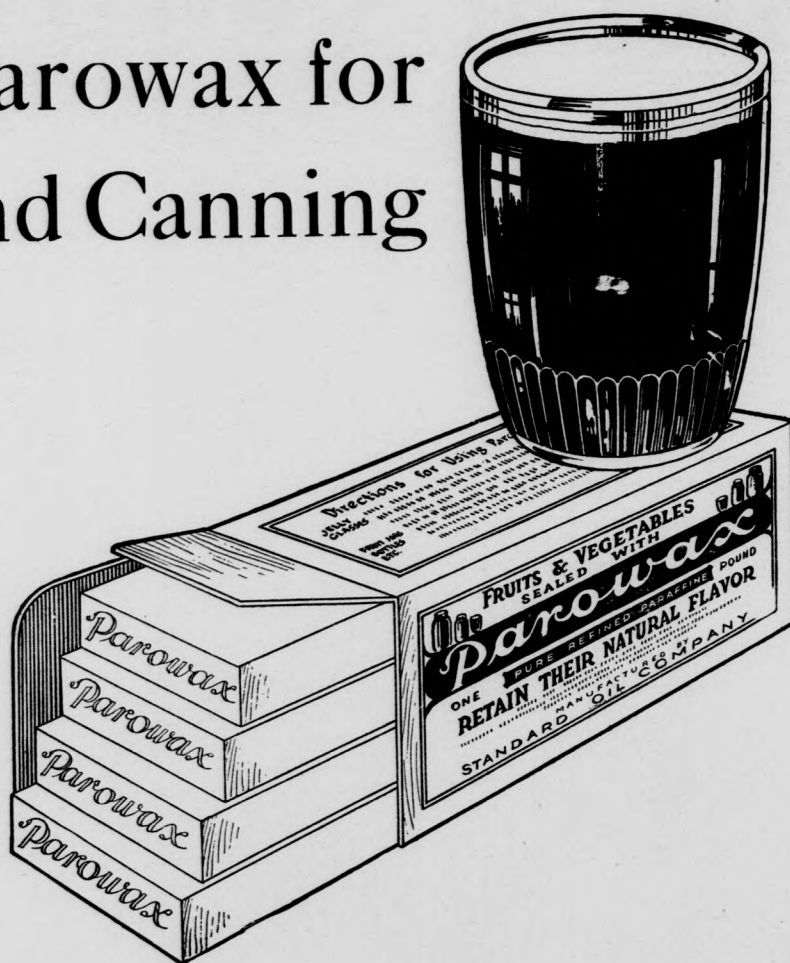
Let me do my work each day, and if the
 Darkened hours of despair overcome me,
 May I not forget the strength that comforted
 Me in the desolation of other times. May I
 Still remember the bright hours that found me
 Walking over the silent hills of my childhood,
 Or dreaming on the margin of the quiet river,
 When a light glowed within me
 And I promised my early God to have
 Courage amid the tempests of the changing years.
 Spare me from the bitterness and sharp passion
 Of unguarded moments. May I not forget
 That poverty and riches are of the spirit.
 Though the world knows me not,
 May my thoughts and actions be such
 As shall keep me friendly with myself.
 Lift up my eyes from the earth and let me
 Not forget the uses of the stars.
 Forbid that I should judge others lest I condemn myself.
 Let me not feel the glamour of the world,
 But walk calmly in my path. Give me
 A few friends who will love me for what I am,
 And keep ever burning before my vagrant steps
 The kindly light of hope; and though
 Age and infirmity overtake me, and I
 Come not within sight of the castle of my dreams,
 Teach me still to be thankful for life,
 And for Time's olden moments that are
 Good and sweet; and may the evening twilight
 Find me gentle still.

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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.

MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 16, 1925

Number 2191

MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues

five years or more old 50 cents.

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

FOOLISH ADVERTISING.

About the most foolish feature incident to some modern advertising is the manner in which a certain publication whose circulation is confined principally to train brakemen and gum-chewing stenographers inveigles National advertisers into using liberal spaces in its medium and then induces them to insert advertisements in other publications of real merit, requesting those interested to read the glaring announcements in the Sunday Evening Poster. The real object, of course, is to induce people to buy a copy of the Graveyard of Advertising—at the expense of the advertiser.

The shrewd advertiser in the grocery line will confine his appeals to the grocery trade to grocery trade publications. This enables him to reach the people he aims to interest in his proposition in the most direct and personal manner possible. He thus establishes a close mutual relationship between himself and the people he depends upon to market his product. The grocer respects his trade paper, because it champions his interests and serves him well and faithfully. He regards with favor any communications addressed to him by the manufacturer and jobber through the medium of his favorite publication. He has no respect for an advertiser who consents to be used as a cat's paw by the big unwieldy weekly magazines which represent nothing but the jingling of the publisher's money till and whose contents have no bearing on his business; whose influence is wholly with the chains and mail order houses.

PUTTING VIM INTO BUYING.

A distinctly better tone in business circles has been noted with the approach of Fall. More confidence is shown in the prospects, because all the usual indications point to a good trading season. Such indications do not take in some which are frequently referred to as a kind of barometer, prime

among which is the matter of car loadings. These happen to be quite large in number recently, but their significance is trifling. It just so happens that a lot of coal is moving, that grain—as is customary at this time of year—is going to market, and that ore is also being carried in quantity. What really is of value is the fact that the farming communities are in good shape and the additional one that unemployment in the industries is very slight. There appears to be plenty of money which consumers are willing to part with for what they need or fancy, as is apparent from the successful retail sales during August. These include not only those of the big stores in all parts of the country but also in retail stores everywhere. All of them report increases, not only over July but also over August of last year. Tentative offerings for the new season have also met with a favorable reception, and the enquiries have been such as to furnish evidence of a continuing buying impulse. Households as well as wardrobes appear to need replenishing and so do the stocks of retail stores. This is what is putting some vim into the buying which is now in progress in both primary and secondary markets.

The new issue of Treasury certificates to be effected this month calls to mind once more the important part played by technical financing in relieving the burdens of the taxpayer. This element is often overlooked, for instance, in consideration of the war debts. We note that we are paying between 4 and 5 per cent. in interest on Victory and Liberty Loans, while foreign nations are paying us only 3 or 3½ per cent. But a part of these loans is being bought in by the Treasury with money borrowed at lower interest. The certificates to be issued this month will bear only 3¼ per cent. interest, the proceeds to be used partially to reduce the public debt now bearing an average interest, say, of about 4¼ per cent. Last September the Treasury borrowed at a rate as low as 2¾ per cent. Though more must be paid this year, there is good reason to believe that, in time to come, the rate will fall below even last September's. Even so, borrowing at 3¼ per cent. to redeem bonds bearing interest at 4¼ per cent. is good business.

It does not help in clearing up the aviation situation for Secretary Wilbur to issue a blanket exoneration for everybody concerned in the Hawaiian flight and the Shenandoah disaster in advance of the official enquiries. It will be his duty to pass upon the findings of the naval boards that investigate these failures and tragedies. By declaring now that neither inefficiency

nor negligence had anything to do with them he is prejudging the verdicts and the reports that will be made. The facts may bear him out, as he says they will; but it would have been far better to wait until those facts were formally and officially disclosed. These unqualified and categorical denials that any one was to blame would come with better grace after the enquiries than they come at present. Does not the Secretary understand that he himself and his department are now before the bar of public opinion and that exoneration, when and if it comes, must come from the Nation and not from those whose actions are in question?

Figures published by the National Industrial Conference Board show that immigration has declined very far toward the vanishing point during the year. Under the new act it fell off the year before to a fraction of what it was in the good old wide-open days. But the 1923-24 total of 630,107 had dropped to 294,314 by 1924-25. The United States has been thought of so long as the place of refuge and promised land for all the oppressed and dissatisfied peoples of the world that it is a little bewildering to learn that emigration has taken an upward turn in the statistics and in some cases is far outrunning the immigration totals. For example, we are told that while only 6203 Italians arrived, there were 27,151 who returned to Italy. Greece, Hungary, Bulgaria, Lithuania, Jugoslavia, China, Japan, Portugal and Rumania all took back more of their people than they sent us. On the other hand, Canada and Mexico supplied two-thirds of the total income, or 130,193 persons.

Joseph Caillaux has sailed for America at the head of the French War Debt Mission. Some time ago the French Finance Minister affirmed that he would positively not come to Washington to "sign on the dotted line." The answer was that, as the French terms were to be based upon the principle of "capacity to pay," and as France's capacity to pay is largely a matter of arithmetic, there would really be little else for Caillaux to do. Washington reiterates that neither the Belgian-American debt settlement nor the tentative Anglo-French terms will have any bearing upon negotiations with the French. Evidently Caillaux believes that he can make a killing in Washington. At all events, he will make it appear that what he does is advantageous for France. As the American Commission is interested primarily in obtaining the best possible settlement, there is not likely to be any hard feeling if the Frenchman can get some glory—and political capital—out of it to take home.

If this season ends the beauty pageant it will be no more than the fulfillment of a prophecy that was easy to make. There are too many ingredients in the business. The beautiful girl factor alone is a touchy problem, for around every one of these attractive contestants is a host of friends and acquaintances, not to speak of some fond mother and doting father clinging in the foreground. How to blend with the pretty girl complex the advertising complex in its most complex form—the zeal of every far-jericho to lift its head out of the valley and be seen of all the world—makes the next great difficulty. Then come a thousand lesser problems of private hustle and scheming by which many diligent spirits hope to land in the spotlight as sponsors of this and that. All in all, it is an exceedingly complicated business; and now it seems to be cracking under the strain.

Roquefort Cheese Output Reduced.

The Roquefort cheese season in France begins normally March 1 and ends February of the year following. The volume produced at Roquefort during the fiscal year 1924-25 was normal throughout the season, while not excessive, the total production was below that of the fiscal year 1923-24. These conditions were due partly to the fact that the wholesale prices were generally below those of the preceding year. Another important factor was the high cost of sheep's milk which was maintained at a high level, not only as a compensation for the milk dealers, but also as a premium of encouragement for the sheep owners, who have found sheep raising for other purposes more profitable than raising them for milking purposes owing to the great scarcity of labor. The wholesale invoiced price averaged about 39c per pound.

Price Not Controlling Factor.

One of the reasons why makers of cotton dress fabrics of the more or less staple order have turned with something like relief to the novelties that are now so much in demand is said to be that price is not the controlling factor in the sale of the latter. Whether this is because buyers cannot gauge values so closely as they can on the staple cloths they have been used to handling is open to question, but the fact remains that it is the well-styled goods, rather than the cheap ones, that have the call at present. When a mill is able to combine satisfactory styling with reasonable prices, things move very rapidly. Another reason why novelties are favored by manufacturers is that it is only on this class of goods that they can make a profit with the market as it is now.

Plan your work, then work your plan.

Methods Which Conduce To Hotel Bankruptcy.

Kalamazoo, Sept. 15—The business organizations and other misguided influences of Muskegon are at present undergoing the throes of putting on a drive for erecting a Y. M. C. A. building with hotel accessories, at a cost of \$350,000.

If Muskegon business men had taken a little time off, made the proper investigations which would have made them familiar with church-hotel schemes, which usually develop tax-exempt commercial propositions which finally result in material injury to legitimate industries which bear their just share of tax burdens, they would have been less enthusiastic about this contemplated industry.

Muskegon already possesses one of the finest hotels in Michigan, operated on metropolitan lines, which has for several years been undergoing a struggle for actual existence. Recently this enterprise—far ahead of that city—has been making a modest showing for its investors, and it should have the combined backing of its citizens.

The proposed new project will never get anywhere as a business proposition. If it follows the policies of similar institutions, it will be managed by a corps of barnacles, having no mind for the practical affairs of the universe, with the result that there will be an annual deficit to be made up from the proceeds of drives and tag days. Its patrons will constitute a continuous bread line, made up largely from such as can really afford to patronize a regular hotel, but who are willing to become the beneficiaries of Y. M. C. A. activities.

More in sorrow than in anger, experienced hotel men will observe the apparent growth of a belief on the part of church people that one of the best methods of providing revenue for the church organization is to erect a hotel in connection with its charitable activities. It is always predicted that such enterprises will prove self-sustaining, but the prophecy is always wrong. In the good old days when well-meaning matrons pulled off oyster suppers and strawberry festivals to purchase a sleepy hollow chair for the dominie or a new covering for the altar, there was always an endless amount of energy and much coin contributed, which for economic reasons would have accomplished the same result, without the energy wasted, and there was still an apparent social sentiment which evened it up, but when it comes to raking the financial resources of a community into a heap with the aid of a fine-toothed comb, there is a distinctive difference.

Someone should tell these well-intentioned church people, and others, who follow the endless gamut of visionary schemes and dip into projects they absolutely know nothing about that there is sufficient risk in a hotel projected by experienced hotel men and to be operated by them, and that this risk is a hundred-fold greater where those back of it have no knowledge of hotel construction or operation.

Y. M. C. A. and Y. W. C. A. lodging houses and restaurants everywhere, have, from a practical standpoint, proved dismal failures; first, for the reason they have never accomplished what they were aiming for; secondly, because they have established unfair competition for such as were legitimately engaged in similar lines. In order to make a showing of activity they cater to a class who can well afford to patronize legitimate institutions, lose money in operation and come back with each recurring season for assistance. If they were really accomplishing a work of charity, it might look differently, but the plain, cold facts are that their "bread line" is made up of a class of well-to-dos who would resent being called objects of charity.

Were it not for its political aspects, these institutions would have been legislated into the tax-paying class long ago, where they very properly belong.

The good people of Muskegon have their lesson to learn. Human-like they probably could not be guided by the experience of other communities, but they have picked up a red-hot iron which they cannot easily let go of. They will find, in the final analysis, that building up successful church organizations and making profitable investments in something they know nothing about is something else. From the viewpoint of a practical observer, they would much better divorce the two.

Next week Friday and Saturday, the rank and file of Michigan hotel operators will gather at Kalamazoo, for their annual re-union. They will have heaps of joy, but they will discuss many problems which worry them all during the remainder of the year. The meeting will open with registration in the Hotel Burdick arcade, on Friday, at 9 a. m., with the first business session in the ball room at 9:30.

At 12:30 p. m. a buffet luncheon will be served with the compliments of the Burdick Hotel Co.

After luncheon there will be an automobile drive to Gull Lake for an afternoon of boating, bathing, golf, bridge and various other sports. A wild duck dinner will be served at 6 p. m., with the compliments of Dr. Frank Holmes, of the Gull Lake Hotel, followed by dancing in the hotel pavilion.

Saturday, at 9:30 a. m., business meeting in Hotel Burdick ball room.

12:30 p. m. Luncheon for the men at the Park American Hotel, compliments of Ernest McLean.

At the same hour a luncheon will be given to the ladies at the Columbia Hotel, with the compliments of Frank Ehrman.

2 p. m. Short business session at the Park American, during which period special entertainment will be provided for the ladies.

7 p. m. Annual banquet at the Hotel Burdick, followed by dancing in the ball room.

The attendance will probably be the largest ever experienced by the Michigan Hotel Association, but ample provision has been made for taking care of every boni-fide hotel man in the State and his immediate family. If you are not already a member of this organization, but wish to become one, you will be welcomed just the same, and room reservations will be made for you upon early application to Frank S. Verbeck, Secretary, Burdick Hotel, Kalamazoo. This is the final call. Don't fall asleep at the switch.

John Ehrman is certainly brightening up his Rickman Hotel, at Kalamazoo. Much will be expected of John because he has an already-established reputation as a hotel operator, but he will not be found wanting.

In the first place the Rickman is modern and strictly fireproof, but improvements, apparent to the casual observer, are being systematically made, when completed will leave nothing to be desired. First-class rooms with running water, will be obtainable at \$1.50, and with bath at \$2 and \$2.50. Within a short time a strictly modern coffee-shop will be provided. Mr. Ehrman will succeed in his undertaking.

Kalamazoo hotels still continue to serve wonderful meals at unusual prices. Here is last Sunday's offering at the Park American—all for one dollar:

Assorted Fruit Cocktail
Cream of Fresh Tomato, Consomme Royal
Home Grown Celery Iced Oives
Individual Planked Whitefish, Provencale
Roast Spring Chicken, Sage Dressing
Tenderloin Steak, a la Minute
Roast Leg Spring Lamb, Baby Carrots
Mashed and Steamed Potatoes
Candied Sweet Potato, Creamed Cauliflower
Waldorf Salad
Apple Pie Vanilla Cream Puffs



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

REYNOLDS SHINGLES

There never has been nor ever will be a substitute for quality, and yet low price will probably always appeal to a certain number of buyers who mistake it for economy. For the quarter of a century that REYNOLDS SHINGLES and ROOFING have been made in Grand Rapids, no attempt has been made to sell them on a low first cost basis only.

We always have and always will put quality first.

H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN



Cantelope a la Mode, Vanilla Ice Cream
Assorted Cakes
Blue Ribbon Cheese Saratoga Flakes
Beverages

And the Columbia produced this at a similar charge:

Fruit Cocktail
Cream of Chicken, a la Royale
Celery
Baked Supreme Ham, Raisin Sauce
Roast Young Chicken, Stuffed, Sage Dressing
Mashed or Steamed Potatoes
Fresh Lima Beans
Waldorf Salad
Fresh Strawberry Shortcake
Fruit Jello, Whipped Cream
American Cheese Hot Rolls
Vanilla Ice Cream and Cake
Beverages

January 1 will see the beginning of the construction of a new twenty story, 814 room hotel, at Detroit, to be called the Barlum, after John J. Barlum, President of the Cadillac Square Improvement Co., builder of the hotel, and of the American State Bank of that city. This hostelry will be located on the Northeast corner of Cadillac Square and will replace the Burns Hotel. The cost of construction and equipment is estimated at \$2,500,000. The exterior of the Barlum will appear in the very unusual combination of white terra cotta on a granite base, with the Venetian style of architecture suggested in the ornate columns and arches. Shops will range along the front of the house. Fire-proof, steel frame and concrete construction will be used throughout. The hotel will be entered through an arcade thirty feet deep. The large lobby, finished in Italian marble, will lead to the dining room and cafeteria by way of handsome stairways. An assembly hall and convention rooms, large and small, will be located on the mezzanine. The rooms will have a somewhat unusual arrangement in that every other one will be designed for the use of salesmen in displaying their samples. Tub and shower baths will be included in the fully modern equipment of every room.

Improvement work on the Hotel Scott, Hancock, is progressing rapidly. The work of razing the upper balcony is nearly completed. The program of improvement calls for the tearing down of the two upper balconies and the rebuilding of the lower one, which will be glassed in. With the installation of new fixtures, which will include new rugs, carpet, heating system, and other furnishings, the Scott will be one of the most up-to-date and well equipped hotels in the Copper country. The lower balcony, when glazed, will provide greater floor room for private dances and dinner parties, and will effect a very distinct improvement in the outside appearance of the hotel. The Scott enjoys an enviable reputation among travelers and enjoys a phenomenal patronage.

Edward E. Pitts, formerly connected with the Library Park Hotel, Detroit, in a managerial capacity, and at one time Secretary of the Michigan Hotel Association, has been appointed directing manager of the Royal Palms Hotel, Detroit, one of the Tuller chain of residential hostleries. Mr. Pitts is well known to Michigan bonifaces and his re-entrance to their ranks will be welcome.
Frank S. Verbeck.

Pouch Style Is Favored.

Business in women's handbags shows a considerable improvement over a few weeks ago. Retailers are now actively covering their requirements over the next four to six weeks and are buying more of the flat pouch style than of any other. It is the opinion of leading manufacturers that this type of bag will very likely hold favor all through the Fall. Tapestry bags, particularly those of the Aubusson and needlepoint variety, have been in good demand and lead in the fabric bag division. Beaded bags are being sold principally in the lower price ranges.

Only One Democratic Voter in Elk Rapids.

Traverse City, Sept. 15—About all that remains to remind residents of this city of a once prosperous industry is the mansion erected by W. S. Hull, for many years President of the Oval Wooden Dish Co. Mr. Hull (deceased) built a mansion for himself, another directly opposite for his son, Carey Hull, and another for a daughter, Mrs. Germaine. Carey Hull's house is going into ruins. W. S. Hull's wife and daughter live in the house built for himself by W. S. Hull. This is kept in perfect repair. Germaine's wife divorced him and shortly afterward her house was destroyed by flames.

A few years ago a company was organized for the purpose of erecting a factory and engaging in the manufacture of a fireless cooker combined with a refrigerator. A small number of cases were produced, but the public did not approve of the combination and the industry was abandoned. A. L. Randall and a friend named Johnson, of Chicago, acquired the plant a few years ago and engaged in the manufacture of reed furniture. The firm employs upwards of 100 hands and is prospering.

At the election for President in 1912 E. S. Nobles was the only individual living in Elk Rapids who cast his vote for Woodrow Wilson. Noble, very much pleased with the election, celebrated the result by parading the streets as a one-man-band. He borrowed the band instruments, decorated his person appropriately for the occasion and marched through the business section, sounding a cornet. Later he appeared with a trombone, and still later with an euphonium and finally a drum. He spent the day joyfully and at night built a bonfire on the beach and invited all the youngsters of the neighborhood to enjoy a barbecue at his expense. The youngsters turned out in force and Noble addressed them so impressively that several of his guests who had qualified as voters voted for Wilson for president in 1916. Noble's reward was the postoffice. He served the community eight years, with his daughter, Natalie, as his assistant. Noble died and his daughter succeeded him in office. The position of postmaster at Elk Rapids is operated under the civil service act. Several persons, including the incumbent, applied for the office, and an examination of the candidates was ordered. Miss Noble passed highest in the examination, entitling her to the appointment. Influential politicians became interested in the contest and after a short period a second order was issued for an examination of the several aspirants for the place. Miss Noble again proved her superiority over her competitors and gained the position. She is now serving the patrons of the office well and everybody seems to be satisfied with the outcome of the affair.
Arthur Scott White.

Bigger Holes Wanted in Wisconsin Swiss Cheese.

Monroe, Wis., Sept. 15—Bigger holes for Wisconsin Swiss cheese promised to develop into a state-wide political issue following defeat recently of a bill pending in the State Legislature to double the diameter of domestic Swiss cheese eyes. A campaign to "educate the cheese-consuming public as to the incalculable advantages of larger eyes in home manufactured Swiss cheese will be inaugurated by the Southern Wisconsin Cheese Makers' Association, it was announced by Fred Marty, President of the local organization. European Swiss cheese contains bigger holes than home manufactured, and for that reason is preferred to the domestic product. The ideal Swiss cheese hole is the size of a cherry, it was said.

Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers

Year 'round Post's Bran Flakes advertising makes year 'round sales. Millions eat it every day as "an ounce of prevention." Prominent displays will act as a reminder to your customers. Cash in on the advertising.

POSTUM CEREAL COMPANY, Inc.

Battle Creek, Michigan

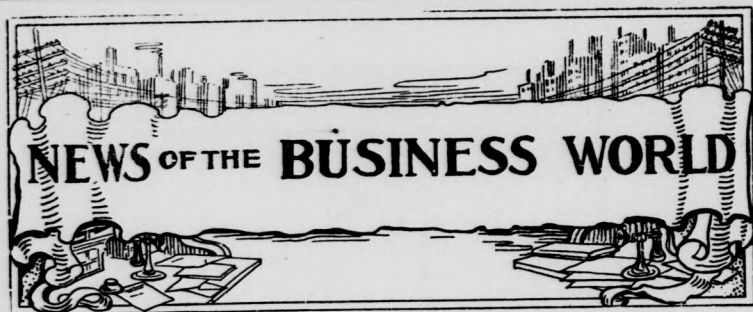
Makers of Post Health Products: Instant Postum, Post Toasties (Double-Thick Corn Flakes), Post's Bran Flakes, Postum Cereal, Grape-Nuts



everybody
every day
eat

POST'S
BRAN FLAKES
as an ounce of prevention





Movements of Merchants.

Bessemer—The R. Connor Lumber Co. has engaged in business.

Lansing—Gustav Behr has opened a bakery at 712 West Saginaw street.

Marshall—R. E. Vernon succeeds George Tidd in the grocery business.

Watervliet—Herron & Herron succeed Carl Easton in the grocery business.

Grand Ledge—William H. Ressegue & Son succeed Taylor & Soper in the grocery business.

Grand Ledge—H. L. Brooks succeeds W. W. Shane in the grocery and bazaar business.

Ceresco—F. A. Hands succeeds Francesco & Son in the grocery and general store business.

Stanton—J. C. Crawford & Co. succeeds the Dessert & Brown Lumber Co.

Wellston—Hobart Axson has moved his meat market into the new modern store building he has just erected.

Detroit—The Michigan Optical Co., 625 Beacon street, has increased its capital stock from \$180,000 to \$251,000.

Vicksburg—Ralph W. Chapman has resumed the management of hotel McElvain, from which he resigned three years ago.

Slocum—Wesley S. Hanna has purchased the grocery stock of the Wm. Heaton Estate store and will continue the business.

Tecumseh—The Lenawee Lumber Co., owned by the E. H. Hammond Lumber Co., has been sold to A. E. Foster, of Lansing.

Sunfield—Mrs. E. D. Mapes has sold her general stock to O. L. Beebe, of Lowell, who will continue the business at the same location.

Detroit—The Johns-Dalrymple-Walker Co., 3700 East Jefferson avenue, automobiles, parts, etc., has changed its name to Peter J. Platte.

South Haven—The South Haven State Bank is razing its building and will erect a modern building, with Italian marble front in its place.

Reed City—The Ross Candy Co., which conducts a wholesale confectionery and fountain supplies business, has located in the King block.

Otsego—Homer Brumbaugh, who conducts a bazaar store at Vicksburg, has opened a similar store here. He contemplates conducting a chain of bazaar stores.

Harvard—The Harvard Warehouse Co. has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in cash.

Palms—A new elevator is to be built at this place at once by A. R. Thomas, of Bad Axe, who purchased

the site of the old elevator that was burned several years ago.

Albion—Bush & Christensen, meat dealers, have dissolved partnership and the business will be continued by H. A. Christensen, who has taken over the interest of Ray Bush.

Vicksburg—Charles Carvell has sold his grocery stock and store fixtures to his son, Clair S. Carvell and Allen P. Hill, who will continue the business under the style of Carvell & Hill.

Grand Rapids—R. E. Backart has purchased the stock and store fixtures of the Kent Hardware Co. and will continue the business under the same location, 164 Ottawa avenue, N. W.

Detroit—The Tanner Tire & Battery Co., 6315 Second boulevard, has been incorporated with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and paid in cash.

Escanaba—The Escanaba Oil Co., 616 Ludington street, has been incorporated to deal in petroleum products, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in cash.

Saginaw—The Saginaw Clothes Shop, 129 South Franklin street, has been incorporated to deal in men's, women's and children's wearing apparel at retail, with an authorized capital stock of \$10,000, of which amount \$9,000 has been subscribed and \$4,500 paid in cash.

Lansing—Edward Mohrhardt, of the Mohrhardt meat market, 119 East Franklin avenue, suffered the amputation of his right hand when he was grinding meat Tuesday noon. He caught his hand in the grinding machine and the member was crushed. He was rushed to St. Lawrence hospital.

Kalamazoo—The A. W. Walsh Co., wholesale grocer, has purchased the property of the Worden Grocer Company, 528-530 East Main street, and announce that by Oct. 1 it will be located in its new quarters. The property is ideal for the needs of the purchasers, having been originally designed as a wholesale grocery warehouse.

Manufacturing Matters.

Owosso—The Standard Machinery Co., manufacturer of construction machinery, electric water heaters and radiators, has entirely rebuilt its plant which was completely destroyed by fire April 29.

Grand Rapids—The Steil Manufacturing Co., 801 Monroe avenue, N. W., wood turning, carving, etc., has changed its name to the Steil Shops and increased its capital stock from \$100,000 to \$150,000.

Imlay City—The old Imlay City

foundry has been leased by the Almont Foundry Co. and operations have been started. New machinery has been added and at present there are eighteen men employed.

Wayne—The Steel Clad Auto Bow Co. has purchased the property of the Wayne Bow Co., at Wayne, and will be in operation by Oct. 1. The company has been operating successfully at Holland for some time.

Bellevue—Alpha Portland Cement Co. recently filled an order from its plant here for 300 cars of high test cement, that goes to the Cheat river in Pennsylvania, where a hydraulic power plant is under construction.

Detroit—The Royale Bronze Co., 4027 Twelfth street, has been incorporated to deal in electrical fixtures, etc., with an authorized capital stock of \$10,000, all of which has been subscribed, \$1,430.53 paid in cash and \$2,102.75 in property.

Houghton—The Klee-Nup Corporation has been incorporated to manufacture and sell cleaning compounds, chemicals, etc., with an authorized capital stock of \$50,000, of which amount \$29,470 has been subscribed, \$5,000 paid in cash and \$19,370 in property.

Kalamazoo—The American Appliance Co., 120 West South street, has been incorporated to manufacture and sell door controlling devices, with an authorized capital stock of \$10,000, of which amount \$2,000 has been subscribed and paid in, \$666.66 in cash and \$1,333.34 in property.

Detroit—The Estoma Co. of Detroit, 1200 Joseph Campau avenue, has been incorporated to manufacture and sell stomach tablets, pharmaceutical preparations, etc., with an authorized capital stock of \$30,000, of which amount \$16,200 has been subscribed and paid in, \$200 in cash and \$16,000 in property.

Fenton—A new industry for Fenton is predicted, through the activities of the Auto Sled Co., which is preparing to manufacture a new type of hand sled. Delbert M. Tanner, former Fenton man, is the inventor, and 1,000 of them are now being built at the Fenton Tool Machine and Die Co.'s plant.

Detroit—The Universal Automatic Cooler Corporation, 6228 Lawton avenue, has been incorporated with an authorized capital stock of \$1,000 preferred, 50,000 shares A at \$10 per share, 150,000 shares B at \$1 per share and 200,000 shares at no par value, to manufacture and deal in domestic appliances, dairy devices and devices for manufacturing ice cream; \$1,000 has been subscribed and paid in cash.

Owosso—That the Walker Candy Corporation has increased its production nearly 100 per cent. in the four months operation of the new Owosso plant over the corresponding period of last year when the concern was manufacturing its line in Muskegon, is contained in an announcement made here to-day by C. R. Gray, manager. The Walker plant represents a valuation of \$500,000, and is built for the highest possible efficiency. Branches of the factory are located at Muskegon, Grand Rapids, Kalamazoo and Detroit. Thirty-five salesmen are em-

ployed in the State and outside the State. The company ships candy into a territory of 750 miles radius.

Remarkable Accomplishment of a Food Reformer.

Edward R. Coyle, Sales Manager for the Central Division of The Best Foods, Inc., has been putting in several days in Grand Rapids and has accomplished very wonderful results for his organization. He has succeeded in inducing both the Retail Grocers Association and the Grand Rapids Retail Hardware Association to unanimously adopt strong resolutions condemning the use of schemes and premiums with the sale of foods and also commending The Best Foods, Inc., for the stand it has taken on that important subject. No man could have done more than Mr. Coyle has done during the time he has been with us. He has accomplished results which cannot fail to eventuate in great good to his company in the shape of increased business and augmented prestige. Mr. Coyle's presentation of the subject is so clear, explicit and emphatic that no argument can be offered in opposition to his propaganda. Mr. Coyle has established himself in this community as a devoted and consistent friend of trade betterment and food reform and his efforts have clearly demonstrated the soundness of his position and the justness of his cause. Mr. Coyle is capable of clear thinking, his views are always sane and his conclusions and recommendations are invariably practical. Right thinking grocers everywhere will welcome any determined effort, no matter from what source it emanates, to eliminate the pest of prizes and premiums from the sale of food products. Their existence is an outstanding abuse which has too long been tolerated by subservient grocers and a deluded public. In jumping into the field with his sweeping denunciation of scheme goods and scheme good methods, Mr. Coyle has done the legitimate grocery trade a real service.

No Opportunity For Profit Through Speculation.

Written for the Tradesman.

The Government crop report, issued last week, was construed as bearish on wheat and bullish on corn. The report showed a gain of 21,000,000 bushels in spring wheat and now estimates the total wheat production of the United States to be 700,000,000 bushels.

It appears from threshing returns that this grain has yielded better both in the United States and Canada than earlier estimates predicted.

As a result of the report, wheat prices have been rather soft for the past three or four days, although no material decline has developed and probably will not. In fact, prices appear to be fairly well stabilized and the trade apparently have no occasion for hesitating to purchasing in normal amounts for prompt or thirty day shipment, but the market does not afford an opportunity for much profit through speculation. Lloyd E. Smith.

The leader who rules with his fists is headed for the scrap pile.

Essential Features of the Grocery Staples.

Sugar—The market is stronger and higher. Local jobbers hold granulated at 6.40c.

Tea—Firmness of fermented teas is somewhat more pronounced at the start of the week, this being based on recent advances in the Calcutta and London markets. Guarantees that have been made by Indian and Ceylon growers that they will limit the size of growing crops to the same approximate totals as a year ago are assisting in sustaining values. The differences in values between the best and common kinds of teas have become more pronounced of late, and these have been heightened by the difficulties growers have experienced in disposing of the large proportion of low grade stuff which has not answered buyers' requirements. Green tea crops are nearing completion. The demand for country greens is holding up well here.

Canned Fruits—California fruits are not being offered by canners as they have sold as much as they care to book until their season is actually over. All varieties show a strong undertone at the source. Spot fruits are quiet since the demand for resale blocks of old packs is narrowing and with the receipt of 1925 fruits wholesale grocers have a wider assortment of their own merchandise from which they can meet the demand of the moment. Pineapple is also moving in a jobbing way without much attention to replacements.

Canned Vegetables—Dullness is characteristic of the canned food market, although the outlook is favorable for a number of reasons. Wholesale grocers are underbought; merchandise is obtainable at prices which insure heavy consumption, and there are no carryovers to worry about. There has been some apprehension that the major vegetable pack will finally turn out to be larger than expected, even in peas which are now in the can. When \$1.50 was paid for standard corn last season it gave packers an incentive to expand their operations. Plenty of cheap corn is in sight, but the proportion of fancy grades is light. Tomatoes are also cheap and there is still a fear that the market may go lower, say to 75c for Southern No. 2s f. o. b. factory. For that reason there is little future buying, while weather conditions are favorable for production. Raw material is at its lowest this season, which tempts some packers to prolong their seasons to average down their costs as they are able to make no money on tomatoes canned at contract prices to the grower. Peas are variously quoted and as differently represented by canner as to grade. This is confusing as it makes comparisons difficult and virtually forces the buyer to take goods after samples have been inspected. The upset market on major vegetables affects the minor offerings.

Canned Fish—The fish classification contains no big seller. Alaska salmon is held at opening at \$3.50 Coast for reds and \$1.45 for pinks, with most buying concentrated on the favored brands. Other packs have sold in limited volume as buyers prefer to see

how the retail trade will take to reds at a figure which will require a consumer price of about 50c a pound. As there was a fair sized pink pack there appears to be no need to buy heavily for later wants. Maine sardine canners are booking small business from jobbing centers but feel justified in maintaining quotations. California packs are steady. Fancy shrimp is in best demand in that commodity. Little has been packed since the fall season opened in mid-August. Other fish are in routine demand.

Dried Fruits—Imported dried fruits, which will be needed for the holiday trade far surpass domestic offerings in general interest. Figs and dates have been leaders. The fig market in Smyrna and Portugal has advanced sharply as the crop is not up to expectations and it is coming in slowly which makes early offerings command a premium. England and other countries refused to buy when 1925 figs were first offered and are now rushing to cover. California figs have been influenced and are also in broader demand. The California and Northwest dried fruit lines were uninteresting during the week. Peach prices, which were expected, did not materialize but are promised at any time during the next few days. As spot stocks are depleted and dealers are not protected on new crop by extensive contracts, free trading for early shipment is anticipated. A few apricots are being quoted by packers from time to time at prevailing prices. Raisins are firmer and the healthy condition of the market caused by a steady movement from the Coast and into consumption indicates that an advance is in prospect. To anticipate it, buyers have been stocking up in the standard sellers. No recent estimate of the probable tonnage has been made but one is expected soon as the crop can now be checked up with reasonable accuracy. Prunes are in the background. California quotations are maintained but there is little buying for forward shipment. Oregon packers are not seeking business as they expect the trade to come to them later on.

Rice—Later varieties of domestic rice, such as Blue Rose, are beginning to appear, but the development of the crop recently has been retarded in the South by unfavorable weather, which threatens to keep supplies short for the next two or three weeks. On account of the heat, threshing at some points has been stopped. The scarcity of Blue Rose at the mill indicates maintained quotations until there are more liberal offerings. The weather in the South is the real factor. Storms, following the heat, are feared. Spot rice is unchanged in tone and in character of trading. Foreign rice is offered only in a small way.

Olive Oil—Fluctuation in quotations is prevented by the lack of heavy stocks from retailer to wholesaler and by the lack of pressure to sell. Olive oil of all grades is in limited spot demand and replacements are not being extensively considered.

Molasses—Within another week, it is expected that a better demand will develop. There is a routine volume of business passing in a jobbing way and

prices are steadily maintained at former levels.

Review of the Produce Market.

Apples—Duchess, Red Astrachan and Wolf River command 75c per bu.; Strawberry, \$1.50 per bu.

Bagas—\$1.50 per 100 lbs.

Bananas—6½c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.75
Light Red Kidney	-----	9.00
Dark Red Kidney	-----	9.50
Brown Swede	-----	6.00

Beets—\$1 per bu.

Butter—Local jobbers hold fresh creamery at 45c and prints at 47c. They pay 25c for packing sock.

Cabbage—\$1 per bu. for home grown.

California Fruits—Peaches, \$1.50 per box; Honey Dew Melons, \$3 per crate of 8s. Climax Plums, \$2.50 per 6 basket crate; Santa Rosa Plums, \$2.50 per 6 basket crate; Pears, \$5.25 per crate.

Carrots—\$1 per bu.

Cauliflower—\$2 per doz. heads.

Celery—40c for Jumbo and 55c for Extra Jumbo.

Cranberries—Early Black from Cape Cod are now in market, commanding \$5.50 per box of 50 lbs.

Eggs—Local jobbers pay 32c for strictly fresh, handling candled at 35c. Egg Plant—\$1.50 per doz.

Garlic—35c per string for Italian.

Grapes—Wordens in 4 lb. baskets, \$1.50 per doz.; Calif. Tokay, \$2.50 per crate; Calif. Malagas, \$2.50 per crate.

Grape Fruit—\$7 per box.

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

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$13.00
360 Red Ball	-----	12.00
360 Red Ball	-----	12.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4½s—\$3.75

Outdoor Grown leaf ----- 90c

Onions—Spanish, \$2 per crate of 50s or 72s; Michigan, \$3 per 100 lb. sack.

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

126	-----	\$9.50
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150	-----	9.50
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176	-----	9.50
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200	-----	9.50
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216	-----	9.50
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252	-----	9.50
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288	-----	9.25
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344	-----	8.25
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Red Ball, \$1 lower.

Osage Melons—Home grown are offered on the following basis:

Large crate	-----	\$1.75
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Medium crate	-----	1.50
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Hearts of Gold \$1.50 for standard crate

Parsley—50c per doz. bunches for home grown.

Peaches—Elbertas command \$3.25

per bu.; Prolific, \$3 per bu.

Pears—Bartlett, \$2.50 per bu.; Anjou, \$2.25 per bu.

Peas—Green, 3 per bu.

Peppers—Green, \$1.50 per bu.; Red,

50c per doz.

Pickling Stock—Small white onions, \$1.50 per box; small cukes, 20c per 100.

Plums—\$1 per bu. for Lombards; \$1.25 for Guis.

Potatoes—Home grown are now in ample supply at \$1 per bu.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	25c
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Light fowls	-----	18c
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Springers, 2 lb.	-----	25c
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Broilers, 1½ lb. to 2 lb.	-----	20c
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Radishes—15c per doz. bunches for home grown.

Spinach—\$1 per bu. for home grown.

Sweet Potatoes—Virginia Sweets, \$2.25 per hamper; \$5.75 per bbl.

Tomatoes—\$1.25 per bu.; 75c per ½ bu., Green, 25c per bu. less.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	17@18c
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Good	-----	16c
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Medium	-----	14c
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Poor	-----	12c
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Water Melons—40@60c for Indiana stock.

Heavy Shipments of Fruit From Traverse City.

Traverse City, Sept. 15—The local market has been abundantly supplied with pears and plums of excellent quality during the past week. Heavy shipments have been made by rail and water to various market centers. A small quantity of peaches grown in this region was disposed of in a day. Peaches do not do well in this section and only a limited number of fruit growers try to produce them. The market is well supplied with apples. Crabs are selling well. Cider mills are in full operation. Odors from the mills fill the atmosphere surrounding and for a considerable distance from the plants.

About thirty years ago a railroad planned to be operated as a feeder to the G. R. & I. (now Pennsylvania) was constructed between this city and Northport. Over lake ferries were purchased and placed in service between Northport and Manistique. The promoters hoped to develop a large business in the Upper Peninsula. A year or two of operation served to prove that the plan was valueless. The ferries were sold and the railroad company tried to maintain an existence on its local business. Many years passed unprofitably and finally it was determined by the owners to abandon the road. The Lelanau peninsula, a very rich agricultural region, contains but little level ground, and in building the line many deep cuts and curves are deeply covered with snow at times during the winter months and operations were suspended from two days to one week at intervals. The road is now under lease to the Manistee & Northeastern and nominal service is rendered to the public.

Hon. Frank Hamilton, the father of the good roads movement in Northern Michigan, is organizing a party to attend the celebration occasioned by the completion of the paved roadway between Manistee and Ludington, at the former city, on Saturday next. In recognition of the value of his services to the public as a promoter of good roads, the splendid concrete avenue that lies between Traverse City and Elk Rapids was named in his honor, "Hamilton Way."

Arthur Scott White.

Imitation may be the sincerest form of flattery, but most men acquire wealth by doing what they see others do not do.

IN THE REALM OF RASCALITY.

Chcats and Frauds Which Merchants Should Avoid.

Tampa, Florida, Sept. 11—Was out to see our property yesterday. Think it is all right, but I sure would not miss a sale at \$3,500 per acre. It may be worth more, but I cannot see it. The people here act crazy about values of real estate. There is going to be a great crash some of these fine days, and some one is going to get hurt. The stories they tell here about profits are almost unbelievable. It is hotter than h--- now and I would not want to live here during the months of August and September.

The above, written by a Grand Rapids man who is making his first visit to Florida, clearly sets forth the real estate situation in Florida at present time—super heated air and many excited to a point where they have lost all sense of proportion are not amenable to argument or reason. It is claimed that \$25,000 a day goes out of banks in Grand Rapids to be invested in Florida land and the same proportion will probably hold true all over the North where the Florida fever has taken hold. Of course, some of the people who are sending money to Florida will get it back, but unless all the signs fail, nine-tenths of the people who invest in Florida lands on the basis of the present values will never see a dollar of their money again. Probably half of the money that is sent to Florida goes into the hands of sharks and shysters who probably never invest the money at all, but put it in their own pockets or who may possibly send the investors deeds of land is located in the center of swamps or lakes, which probably cost them practically nothing. Anyone who sends money to Florida, unless he knows the person who receives it to be a thoroughly honest man who is not carried away by clap trap, brass bands or mint juleps, will undoubtedly never see it again.

Reports continue to reach the Tradesman of the misdeeds of Stephen G. Eardley, who has frequently been reported in these columns to be unworthy of confidence. Only a short time ago he is reported to have inveigled the merchants of Bloomingdale and Gobleville into signing contracts for service in his bogus detective bureau or agency. He claims to be a detective and at times has exhibited a badge as Deputy Sheriff. As a matter of fact, his appointment as deputy sheriff expired automatically when his bond was cancelled by the insurance company the middle of July. Ever since then Sheriff Smith and his deputies have endeavored to get service on him, to complete the discharge, but that is merely a formality, because the cancelling of his bond terminated his relations with the Sheriff's force of Kent county. The Tradesman warns its mercantile patrons not to have any dealings with Eardley on the basis of his being a detective agency or on his ability as a collector because if they do business with him, they will do so at their peril. Within the past week the Tradesman has received a letter from Petoskey, giving the particulars of a very crooked transaction of which Eardley was the principal. The crook-

edness consists of taking money from a client and then double crossing the client by selling the affidavit he had obtained for the client (and for which the client had paid him \$90 in cash) to the attorney on the other side of the case.

The suit brought against a Grand Haven merchant by E. L. Rice under one of his aliases (American Standard Jewelry Co.) will evidently never be noticed for trial. The goods were returned by the merchant and accepted by Rice. The order was clearly obtained by fraud, because the agent who secured the merchant's signature to the order agreed not to sell any one else in Grand Haven. Almost before the ink was dry on his order he proceeded to sell several other merchants substantially the same assortment of so-called jewelry. Such an act constitutes fraud which renders it impossible to secure a verdict from any jury if the case is properly presented. Because this practice appears to be a common one with the Rice houses the Tradesman advises its mercantile friends to sign no orders for representatives of any of the Rice branches. If they are responsible, they can obtain all the goods they require without signing orders of a doubtful character.

Sturgis, Sept. 15—The Standard Manufacturing Co., which had been operating under the claim that it was situated in Sturgis, has been wiped out of existence by action on the part of the postal inspectors from Toledo on a charge of using the mails to defraud. All officers of the firm have been arrested.

"Embroideries wanted" advertisements appearing in Eastern newspapers explaining that embroidering could be done at home and that the firm would back the results of the labor led to the exposure.

It was found that the "firm" was selling thrifty housewives about 18 cents worth of embroidery materials after receiving \$1. Work completed and sent to the firm's address here was either never heard from or sent back as unsatisfactory, the concern thereby making 82 cents on \$1.

A fraud order was issued by the Post Office Department against the Manhattan Music Co., 1367 Broadway, N. Y., and A. Rossi, manager, and their officers and agents as such, on the allegation that they are engaged in conducting a scheme for obtaining money through the mails by false and fraudulent pretenses.

The old easy-money genealogy scheme which crops up every so often, and makes it necessary for us to hang out the warning sign. M. A. Pressel, Box 55, Port Huron, is the Santa Claus looking for easy money, and there is no necessity for our readers to be hoodwinked by these fairy tales. This is the old Trinity Corporation—Anneke Jans and Edwards claim. Many lawyers have grown rich by representing to the so-called heirs that they can get them a share of the estate. So far none of the people who paid a fee to the lawyers have received any profit and the prospect is a chimera. Like the Spanish prisoner scheme it is apt to crop up for the next hundred years. Keep your money

where you know it will return profits.

A circular on the letterhead of the Gearhart Knitting Machine Co. explains that the company is in the hands of receivers, Charles T. Kurtz and Fred C. Weinmayer. Gearhart Co. is the fourth of the original five knitting machine schemes to go under a cloud. One has passed out of existence entirely, the Post Office Department has brought fraud charges against two, and now a receivership for the Gearhart Co. which spells the end of the work-at-home scheme. It has been the Tradesman's contention from the start that the industry was fraudulent and could not be permanent. We make no pretense of prophesy; but common sense and experience teaches that a fraud on the public must be short-lived. What have the "high class" magazines, which have been defending this fraud and carrying the advertising for the past five years, to say for themselves?

Kendall, Sept. 11—I am writing you in regard to the National Detective Bureau, with headquarters at 334-5 Houseman building, Grand Rapids.

Would you consider them liable to turn over to me the proceeds of any accounts sent to them for collection. Would like to hear from you in regard to them. G. A. Schoolcraft.

The National Detective Bureau has not been located in the Houseman building for several months. Eardley, the chief factor in the swindle, ceased to pay rent on the office many months ago and the fixtures were sold to satisfy the claims of the mortgagee. Eardley's office is in his pocket and any claims sent him are quite likely to be "turned over"—from one pocket to another, all in the same pair of trousers. It is scandalous how men of the Eardley ilk are permitted to hoodwink the public and victimize decent people by their nefarious methods.

To exult even o'er an enemy oppressed, and heap affliction on the afflicted, is the mark and the mean triumph of a dastard soul.—George Smollett.

You may either win your peace or buy it: win it, by resistance to evil; buy it, by compromise with evil.—John Ruskin.

EFFICIENT STENOGRAPHERS

Bookkeepers, Pharmacists

TRAINED

At

FERRIS INSTITUTE,

Big Rapids, Michigan

BEECH-NUT
Prepared Spaghetti

Ready to Serve!

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

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK

REAL FRIENDS OF THE RETAIL GROCER

The furnishing of good food for the family is our first duty.

The chief business of the grocer is to provide full value in good food.

The Grand Rapids Retail Grocers and Meat Dealers Protective Association condemns premiums because—

Premiums tend to deceive the public and hide the true value of merchandise.

The price of the premium is always included in every item purchased with which premiums are offered.

Alleged free deals and premiums are misleading. Nothing is free unless you can obtain it for the mere asking without conditions.

Read These Resolutions:

WHEREAS—One of the fundamental principles on which this Association is founded is to have business done on its merits to the end that the consumer may be served with foods of the best quality at fair prices, and

WHEREAS—If premiums are given with food their cost is either added to the price or cut out of the quality of the food and the consumer is misled if the premium is alleged to be free; Therefore be it

RESOLVED—That the Grand Rapids Retail Grocers and Meat Dealers Protective Association condemns the use of premiums with food and calls upon manufacturers to discontinue this deceptive practice; and be it further

RESOLVED—That it welcomes and indorses the efforts of The BEST FOODS, INC., manufacturers of NUCOA and GOLD MEDAL MAYONNAISE, in their campaign against premiums.

The Grand Rapids Retail Grocers and Meat Dealers Protective Association

Paul Gezon, *President*

Herman Hanson, *Secretary*

SILKS TO COST MORE.

An advance will probably be made in the price of Spring lines of broad silks, according to leading manufacturers. They assert that this increase is inevitable, owing to the continued rise in price of Japanese raw silks now selling at about \$7 per pound. The amount of the advance on Spring goods, it was added, will depend on the situation of the individual manufacturer. In most cases, it is expected, the increase will be about 5 per cent. or slightly less.

This will be the first advance of note on silk goods in over a year, it was stated. The manufacturers have been sailing very close to the wind in the pricing of their goods all through the past three or four months. Raw silk has risen steadily during this period and, as compared with last year at this time, is 25 per cent. higher. One prominent manufacturer said he figured his silk costs last August on a basis of \$5.50 to \$6, depending upon grade. Now he will be compelled to figure on a \$6.50 to \$7 basis, which is the replacement cost of new silk.

The time of the advance on silk goods will be between now and Nov. 1, this again depending upon the individual manufacturer. In most cases it is believed the silk now in the mills will come through the looms by Nov. 1. Thus the price advance will also affect some of the goods wanted for Fall use. Some manufacturers have already made advances, but the trade generally is expected to take action within the next two or three weeks, with the opening of the Spring lines.

The manufacturers stressed the point that they could not continue to pay higher prices for raw silk indefinitely, without a commensurate advance on fabrics. They pointed out that they have bought but little silk since the price of \$6.50 was reached. Most of the buying, it was claimed, has been coming from the hosiery trade. The business in full-fashioned hosiery has been so good that manufacturers of this merchandise could afford to follow up the advances.

Few broad silk manufacturers have covered their Spring broad silk needs or even a large portion of them. They usually buy during July and August, but this year they were hoping for a decline that did not materialize. They are now wondering how far the market will rise and whether additional advances, besides the one contemplated, will have to be made. The price rises in the cost of fabrics are of no help to the trade and would be avoided if it were possible, manufacturers said.

SITUATION IN WOOL.

What the prospect is for wool prices has not been made any clearer by the results, so far, of the Australian auction sales. There appears to have been some firming up on the best merino qualities, but the quantities offered were not large. Overhanging the market are the big supplies on hand and the exceptionally large size of the new clip, taken in connection with the extensive stocks in the other wool-exporting countries. On the other hand, there does not appear any great eagerness on the part of buyers

in any of the principal wool-consuming centers. The British are somewhat shy at making purchases and the mills of this country are acquiring supplies slowly and by piecemeal. Buying here has been at lower levels. The trend toward the worsted varieties is still manifest. On Tuesday the auction sales of Colonial wools will be resumed in London. This event will form a test of what levels wool purchasers may expect, always supposing that there will be an absence of the strict holding to upset prices and the consequent withdrawal of offerings. Sales of wools are yet somewhat halting. Deliveries are in progress on Fall fabrics, while orders for the lightweight season keep trickling in. Much interest is shown in women's fabrics for Fall, although purchasing is rather fitful until retailers' orders are more pronounced. Still, the cloak and suit trade is fairly well occupied, rather more so than the dress industry, in which the second showings of Fall and Winter models are under way. A few openings for Spring have taken place, including those of some imported lines. But the principal ones will not occur for several weeks, until after the Fall business is disposed of. It is not regarded as likely that there will be any price advances, excepting possibly on some new and novelty constructions.

THE COUNTRY'S BUSINESS.

The country rejoices in the rescue of the half-starved navy fliers, lost for nine days in Hawaiian waters. Few believed these gallant airmen could survive. They come back as from the dead. These men have maintained both the old traditions of the sea and the newer traditions of the air. An anxious nation welcomes them home from peril and hardship.

In certain quarters of the Navy Department fond hopes may be held that this rescue may take some of the bitterness out of the aviation crisis. The navy proposal to send the PB-1 out again over the same route obviously is an effort to lessen the tension. The navy hopes to justify that first ill-starred Hawaiian flight, and the navy is dead set against any further air enquiries and hopes to avoid them.

The hope that the edge can be taken off the situation under estimates the force of the public demand for a thorough examination and investigation of the whole air situation. Regardless of the rescue of the lost fliers or of the proposed new flight, public opinion insists upon a comprehensive enquiry that will cover the air services in both army and navy. Secretary Wilbur's blanket exonerations of everybody concerned in the Shenandoah disaster and the Hawaiian flight will hardly be able to smother the public's insistence.

The country is not interested in the navy's former investigations of its own air service, to which the Secretary points. It will not be satisfied with the report of the House Special Committee on Aircraft to be made in December. What it wants is something more sweeping, more searching, more comprehensive, than any of the partial enquiries made. There have been enough of service investigations of service air departments.

COTTON GOODS PRODUCTION.

During the past three or four years increasing emphasis has been placed on the competition which New England cotton mills have had to face. This competition has been of two kinds, one with Southern mills and the other with foreign ones. The mills down South have the advantage of being nearer the source of supplies of the raw material, have lower wage scales, longer hours of employment and are also taxed less than are the Eastern concerns. In consequence they have been getting a larger share of the business passing, especially in the staple and coarser constructions. A number of the Eastern mills have transferred manufacturing plants to the Southern States or have put branches there. Such mills as make the finer cloths have had to compete with British imports which have been sent here to be finished. There is likely to be less of this in the future as the domestic concerns improve on their output and turn out cloths of equal or superior attractiveness. But the competition with Southern mills is a harder proposition to meet. The inequality of conditions cannot be disposed of in the manner usual with regard to imports, that is by imposing a tariff. Fall River mills are the ones most seriously affected by Southern competition, and the problem in that city of continuing their operation has come to be somewhat acute. Suggestions have been made from divers sources for meeting the situation, the latest being from Mayor Talbot, of Fall River, who issued a formal statement on the subject a few days ago. He does not mince matters in his diagnosis of the situation. At the outset he declares:

Wages, living costs, taxes and every other imaginable item on the list of manufacturing costs have been blamed for the failure of these officials to keep their mills in operation. But when all the stories are told and retold the sequel is that nothing is responsible for the plight of such mills except old equipment and decrepit machinery, together with the policy of those who have stuck to the worn-out production and merchandising methods.

There are in Fall River forty corporations operating twice as many mills. These can be classed under a half dozen groups or less. A single Treasurer, a single Superintendent and a single selling agent, Mayor Talbot suggests, could be selected for each of the groups. This would eliminate twenty or thirty mill Treasurers and forty to fifty Superintendents now drawing large salaries. Then, too, only one purchasing agent would be needed for each group. A designer for fancy goods mills is another essential of the plan, as is also a merchandising agent for each group who would be a specialist in the particular type of goods he is to handle, "thereby eliminating the continuous expense of changing machinery over from one style of work to another." Added to these measures should be an exhibition at Fall River where, every day in the year, buyers from everywhere may inspect them. These are the main outlines of the scheme as presented, which, on the face of it, looks plausible. Thus far, however, there

has been shown no overwhelming eagerness on the part of mill officers to adopt the suggestions. But, perhaps, this was too much to expect.

THE COTTON OUTLOOK.

Apparently nearly every one concerned in the dealings in cotton was prepared for a Government report showing a smaller yield than the one of Aug. 16, which estimated it at 13,990,000 bales. But when the report came on Tuesday cutting down the estimate by a quarter of a million bales it was evident that so great a slump was not expected. There were even those who, up to the last moment, clung to the belief that an increase was not impossible. The report still holds out the hope that conditions may yet insure a yield larger than the one based on the condition of the crop Sept. 1. The effect of the report was an immediate advance in the price of cotton, followed by some—though not extensive—purchases by spinners. Ginning has been going on at a more rapid rate than ever before, because the crop has reached maturity ahead of previous years and there is more cotton available than is usual at this time of year. The goods market responded quickly to the upturn in price of the raw material, prices firming up and selling agents showing reluctance to enter into forward commitments. Sales of gray goods were larger, it being evident that a number of them had been delayed pending the issue of the cotton report. The opening of some fabric lines in which rayon is strongly featured was one of the incidents of the past week. An opening of Spring dress ginghams and rayon crepe by a prominent Southern concern was another. Cotton fabrics are moving fairly well in distributive channels. This is especially the case as regards printed goods. In knit wear there is little notable for the time being. Winter underwear is in a strong position, the mills having capacity orders. Hosiery is seasonably quiet.

France has never accepted the Anglo-Saxon dictum that a man is to be presumed innocent until he is proved guilty. There, speaking generally, an accused person must prove his innocence. A case in point is that of an American couple who found a valuable ring in a hotel. They did not turn it over to the management. Instead they took it away with them, intending, so they contended at their trial, to advertise their find in the papers. They were called upon in court to prove that they did not mean to keep the ring. As they had, up to the moment of arrest, not made any effort to find the loser and had made no report of the matter, they failed to prove their innocence. Under the French law the prosecutor did not have to prove their guilt. Their sentence was, for the man, two years' penal servitude; for the woman, one year. In England or America this would be called injustice. Which only goes to show that viewpoint affects the idea of justice, as it does almost every other idea.

Some men would rather be right than be president, but there are others who never make an effort to be either.

MEN OF MARK.

T. B. Carlile, Michigan's Newest Merchandise Broker.

Thomas B. Carlile was born in Muskegon Dec. 27, 1884. His father was of Scotch-English descent; his mother was of English descent. When he was about a year old the family removed to Chicago, where he remained until he was twelve years of age. They then came to Grand Rapids to live, where Mr. Carlile remained in school until he completed the ninth grade. His first employment was with the Columbian Transfer Co. His next connection was with Avery & Renwick, proprietors of the Grand Rapids Knitting Co. Twenty-five years ago he entered the employ of the Worden Grocer Co. as

fits him wonderfully well for a career of this kind.

Mr. Carlile was one of the organizers of the Yellow Cab Co. and has served the organization as President ever since the corporation was formed.

Mr. Carlile was married in 1917 to Margaret Stephenson. They have four boys, three of whom are old enough to attend public school. They reside in their own home on West Leonard road.

Mr. Carlile is a third degree Mason, being a member of York lodge. He is also a member of the Masonic Country Club. He belongs to Park Congregational church, but has no other social, religious or fraternal affiliations, being essentially a family man who derives his greatest pleasure within the

MEN OF MARK.

G. R. Clark, Buyer for Worden Grocer Co.

G. Ralph Clark was born at Centerville, Crawford county, Pennsylvania, Nov. 11, 1880. His father who was of Scotch and English descent practiced medicine in and around Centerville for approximately fifty years. He was a man of wide culture and refinement and naturally insisted on his children receiving college education. The mother was of English descent. Mr. Clark attended the common school of Centerville and finished his collegiate education with a four year classical course at Allegheny College, Meadville, Pa. He took this course because his father insisted that, even though

a branch at Battle Creek and placed him in charge. He did all of the buying for this house and remained in Battle Creek until the house was merged with the main establishment in Grand Rapids, when he removed to this city, continuing his connection with the Worden Grocer Co. On the retirement of Mr. Carlile as buyer Mr. Clark succeeded him, taking on the duties Mr. Carlile has handled heretofore.

Mr. Clark was married April 4, 1907, to Miss Blanche Stockton, of Meadville. They have two daughters—Elizabeth 16 and Louise 13—who are students in the South High school. The family reside at 718 Madison avenue.

Mr. Clark is a Mason up to and in-



Thomas B. Carlile.



G. R. Clark.

office boy. He was promoted from time to time to various other positions of trust and responsibility and for the past twelve years has been a buyer for the house. He retired from this long-time relation last Saturday to engage in the wholesale brokerage business on his own account. He will occupy room 301 in the McMullen building. He has already secured the following accounts:

Tanglefoot Co., Grand Rapids.

Rex Mineral Soap Co., Detroit.

J. M. Smucker & Co., Orville, Ohio, and also a coffee account and a California canned goods account. He will add to these accounts as far as possible, covering about fifteen jobbing centers in Northern, Western and Southern Michigan. Mr. Carlile's long experience in the wholesale grocery business

radius of his own hearthstone.

Mr. Carlile has few hobbies. He likes to hunt and he plays golf once in a while. He attributes his success to hard work, but those who know him best insist that the native shrewdness of the man has had much to do with the success he has achieved, the reputation he has acquired and the position he occupies in the mercantile world.

Mr. Carlile has a delightful personality which will be a strong adjunct in assisting him to build up a large and profitable following in his new undertaking.

You can be honest in a wrong opinion just as surely as you can be honest in a right opinion: we need brains as well as honesty.

the son was to espouse a mercantile career, he would be much better fitted to enjoy the good things of this life if he had a classical education than would be the case if he pursued a literary, commercial or scientific course instead. On the completion of his college course Mr. Clark entered the employ of the Johnston Grocery Co., Johnstown, Pa. He started in a minor position and ended his connection with the company eight years later as a director and Secretary of the corporation. The next two years he acted as manager of the fancy grocery department of H. J. Hughes Co., wholesale grocers, Omaha. He then removed to Kalamazoo to take the position of buyer, for the Worden Grocer Co. He remained in this position six years when the parent company established

cluding the third degree. He is a member of the Congregational church of Kalamazoo, of which he was trustee for several years.

Mr. Clark is a devout student of botany and an ardent exponent of the great outdoors. Whenever he has any time on his hands he loads up his automobile with his family and camping equipment and seeks some retired spot in the woods or along the lake shore. He is particularly fond of the Lake Michigan shore and has made several camping trips to the park area South of Douglas.

Mr. Clark is one of the most dependable men in the wholesale grocery trade. He is conservative to the nth degree, but maintains his balance so thoroughly that he does not carry his conservatism to a point where it in-

terferes with the business. He makes friends easily and maintains them indefinitely. He is a careful student of foods and food products and probably knows as much about this subject as any other man in Michigan. The Worden Grocer Co. is certainly very fortunate in being able to secure so valuable a man for so important a position.

Example Set By Our Great Public Men

Grandville, Sept. 15—The lives of our public men come up for inspection by the rising generation, wherefore it behooves these men to look after their morals and set examples worthy of following.

There have been several members of Congress retired to private life because of age and these men are now enduring an examination at the hands of their one time constituents. Of these, Ex-Senator Chauncey Depew stands out like the sun in a midnight sky.

To emulate the example of great men is the aim of many young Americans of to-day and sorry it is that the example of some of them is not to be commended.

We have our professors in colleges, our ministers in their pulpits, our heads of great business firms, all examples to be studied, but the most important of all are our members of Congress who daily flaunt their good qualities before Billy, Tom and Ben in the schoolroom of the primary departments. Then, of course, come the exceptions for which we cannot bespeak imitation.

One of the most interesting men in public life, lately retired, is that grand old man of Illinois, Joe Cannon, who now sits beneath his own vine and fig tree, contemplating all that has gone before in a long and eventful life.

His parents were Quakers and he was doubtless brought up in that faith, although it is said that he had a way of his own and sometimes shocked the over-zealous church people by his care free demeanor among the young people of an early day.

Where rugged honesty is concerned Cannon stand unimpeachable.

Now, at 89, he sits in the quiet of his home in Danville, Illinois, meditating, no doubt, like so many others, on the tragedy of old age.

His life has been a busy and a useful one, many years of it having been passed in the limelight of public duties. His political affiliations were with that party which opposed the extension of slavery and he has stood four square to all the winds that blow, down through the exciting years which witnessed the attempt to force slavery on the State of Kansas, shedding the blood of free soil settlers when border ruffians invaded the sacred soil of that State to force undesirable laws through the legislature.

Joe Cannon can certainly contemplate the past with an equanimity that does not come to every man when reviewing his past life.

Brusque by nature he yet has the tender heart of a child. He has never been a straddler in politics, and won the title of dominating situations which seemed best designated as "Canonism."

A little of that sort of domination would be a splendid thing in Congress to-day. They will miss the old man in time to come, and the country misses him right now.

Only last month Joe Cannon became a member of the Methodist church. Better late than never, of course. Even at 89 there is time to make a start in spiritual matters which, no doubt, Mr. Cannon believes. His wife, Mary Reed, who he married in his youth, has been gone from him for a number of years, yet no doubt by his action in becoming a member of the church to which she belonged, he realizes that from that other shore in the Great Beyond

his wife's smile greets him in warm approval.

And it is to the Beyond that many people turn when the tragedy of old age has come to make them thoughtful. The material world lies behind the old man or woman. Nothing here entices or makes for their happiness.

They live more in the spirit than the physical, and with the late Robert Ingersoll, hold to that hope which sees a star and hears the rustle of a wing.

The life of Joe Cannon has been open and above board, so that all might see and understand. He sits now in the twilight of life, philosophical, no doubt, seeing ahead great good for the country which has had his best counsel in the past, and which will lay wreaths of immortality on his tomb in the day of his passing from earth to a higher sphere of usefulness.

Most men, public or private, have in them, whatever their professions, that faith in the immortal that, like the untutored Indian, sees God in clouds and hears Him in the wind.

Whatever man professes here on earth, be he church bound or free thinker the time inevitably comes when he must face the great adventure which cuts out this physical world and opens up something, even if to mortal vision incomprehensible, that brings the great change which spares neither age nor sex, nor even the animals that tread at that last day.

Kings, emperors, potentates have no superiority over the most humble of our citizenship. Indeed, why should the spirit of mortal be proud, when in the twinkling of an eye the loftiest of all may be snapped from existence here into that great eternity which awaits us all?

Build monuments as we may, there is no monument that will stand the ravages of time. To-day we are here; to-morrow we are gone.

Our great men of the past are known only in memory. The Depewes and Cannons still are with us. We respect them for their great qualities of head and heart. Let the rising generation respect their qualities of brain and heart, and imitate the virtues of these leaders of thought that their own days may be long in the land.

Old Timer.

One Day Trade Extension Tour.

Kalamazoo, Sept. 15—Kalamazoo wholesalers will on Thursday, Sept. 17, inaugurate the series of fall friendship tours to nearby towns and villages. The initial outing will include all that territory along the South Haven branch of the Michigan Central railroad. Stops will be made at Alamo, Menasha, Williams, Gobles, Bloomingdale, Grand Junction, Lacota and South Haven. The noon luncheon session will be at Bloomingdale, with dinner at South Haven in the evening. The program is now under advisement.

Thursday's outing is the first of four tours planned for the fall months, a program inaugurated last spring and discontinued during the summer vacation period. According to the established rule of the organization, the local jobbers will be hosts to the South Haven merchants at the Thursday evening dinner. There will be a good speaker.

The next trip will be Thursday Oct. 1, probably to St. Joseph and Benton Harbor, stopping at Bangor, Hartford, Watervliet and Coloma.

A man may guy
And a man may lie
And a man may puff and blow;
But he can't get trade
By sitting in the shade
Waiting for business to grow.

We wonder why some men get ahead. Isn't it a fact that they were not the ones who were always broke Monday morning?

THE UNITED LIGHT & POWER CO. Chicago, Illinois.

The Board of Directors of The United Light & Power Company, on September 8th, 1925, declared the following dividends on the stocks of the Company:

A quarterly dividend of \$1.63 per share on the Class "A" Preferred stock, payable Oct. 1st, 1925, to stockholders of record on September 15th, 1925.

A quarterly dividend of \$1.00 per share on the Class "B" Preferred stock, payable October 1st, 1925, to stockholders of record on September 15th, 1925.

A dividend of 60 cents per share, payable in cash on November 2nd, 1925, to all holders of Class "A" and Class "B" Common Stock, of record on October 15th, 1925.

A regular dividend of 1/40th of one share of Class "A" Common Stock per each share of Class "A" and Class "B" Common Stock, payable on November 2nd, 1925, to all Class "A" and Class "B" stockholders of record October 15th, 1925.

An extra dividend of 1/40th of one share of Class "A" Common Stock per each share of Class "A" and Class "B" Common Stock, payable November 2nd, 1925, to all Class "A" and Class "B" stockholders of record on October 15th, 1925.

Where fractional shares result from the distribution of above stock dividend, "Bearer Warrants" will be issued, representing such fractional shares, and such warrants will be traded in on the market.

L. H. HEINKE,
Treasurer.

Chicago, September 8th, 1925.

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Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

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Frank Jewell

Thomas Kindel.

Milo Schuitema



REVIEW OF THE SHOE MARKET

Twists and Turns of the Florida Boom

Many stylists in the men's shoe field are polishing up binoculars in anticipation of the biggest season Florida ever saw as a pleasure resort. The real estate boom is responsible for a veritable gold rush.

People have been leaving the North in mid-summer to get in on the speculative wave that is sweeping in over the everglades. From the shoe man's point of view this means more business and early business. Business will be mixed with pleasure next winter when the cold weather permits people to leave for the hot sands in greater numbers. The whole proposition for the shoe retailers centers on the sports shoe and sports stocking trends. The Tradesman has intelligently discussed these twin novelties in an intelligent manner from time to time, but the style angle appears to have double significance at the present moment. The majority of merchants claim that they are making no special provision for radical changes in the market.

The well dressed man bathing in Florida water next fall or winter will keep rather close to the styles that have dominated the market in Northern climes this summer. The plain white bucks may gain a bit in popularity but the majority of men feel that a little trimming sets off the gay run of trousers adapted to the tropics—linen, soft flannels of various colors, etc.

There is no cause for a jumpy feeling the retailers claim. The bizarre effects may command the support of the one time Florida beau but the seasoned campaigners have little use for the freaky numbers that occasionally creep into the field and threaten for a moment to upset well-laid buying plans.

Shoe retailers who were well stocked with white buck sport shoes with plain tan or black tip leather sole and heel strap are now yelling, "God save the king." The king of England is responsible for the introduction of this model of shoe. Some four years ago the king launched this style and it has been creeping up in the American markets ever since.

The majority of Northern retailers catering to the men had this style pretty well routed and in the higher priced stores managers and owners were prepared to meet the demand. The idea that a sports shoe by any other name is still a sports shoe somehow fails to satisfy, but the eleventh hour customers are not ready to retire with that explanation. Their luck in catching onto the last car as it sweeps past is pathetically emphasized. The shoe men are rather pleased. They weary of trying to make Apollos of

pinch-penny speculators who have become chronic bargain hunters and expect to get as good treatment as men who pay top prices. Tan trimmings are more popular than black, but the difference is not great. The crepe rubber sole sports shoe with a dark tan upper continues to sell. This shoe is no longer a novelty.

Slightly darker tans will be in the men's field, the shoe fraternity seem to feel. This is a bit of a fire-cracker under the seats of those gentlemen who contended that the present wave of pumpkin-colored low cuts would be crowded out by a revolution—sort of reaction against the pale blond beauties of the moment. I was discussing the matter with a spruce-looking buyer a few days ago and he claims that the vote will be heavy for the medium tans. Elsewhere, I heard much the same verdict submitted. It is difficult to reconcile this claim with the predicted run on dark gray spats that set off the neat effects in square toe models in blacks so well. What some of these merchants and executives probably mean is that the tans will run through the fall and well into the winter, giving the merchants a two-pair season. With blacks to follow, the turnover would be practically doubled.

The men's branch of the shoe industry handles its disciples very intelligently but there is a word of warning that might be attached to the tendency to rush out new styles and lasts. The men are developing stage fright in some instances. There has been a considerable exchanging and some little fussing in the stores this summer because so many of the consumers have discarded lasts that they have worn for years and tried to accustom their feet to something different; the shoe men can hardly hope to benefit by such a kink. There is always danger just ahead when the male of the species becomes confused and upset. He lays back his ears and balks. Of course, this advice is handed out purely for what it is worth. There should at least be more studious observation of this phase of the men's market. It would not do any harm to figure out the greatest good for the greatest number. There are many heads more skilled than mine in pondering these matters but it is always well to avoid the cat calls and hisses before they fill the air.

Followed Directions.

Superintendent: You big bonehead, you've got us into a damage suit. I told you to fire than man—not hit him with an axe.

Swedish Foreman: Vell, boss, dose axe she have sign vot say, For Fire Use Only, so I used her.

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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.



Cotton Prices Spurt on Report of Crop Conditions.

May growers expect around 23 cents this year for the bulk of their cotton? What degree of prosperity is indicated, assuming that prices hold at that level, for the leading cotton-growing regions? An answer to these questions is vital if we would know how much the agricultural sections of the South will contribute to the general wave of prosperity that is gathering.

Conclusive answers to these questions will not be available for months, but each fortnightly estimate made by the Government on the condition of the cotton crop should bring us a little nearer to the light.

Certainly the estimate that has just been made on the condition of the crop September 1 overturned a good many calculations. The last Government estimate, made a fortnight ago, indicated a condition that would have resulted in the production of an enormous crop. Official figures placed the probable output at 13,990,000 bales, but the trade was not long in declaring that in its opinion the yield might exceed 14,000,000 bales. One authority estimated 14,300,000 bales.

Opinions of that sort created bearish sentiment in the market for the commodity and the price of cotton for December delivery fell to 22½ cents per pound, or to a new low since last spring.

The market was not prepared for what the new estimate seems to reveal. The Government now finds a condition that would indicate a condition even poorer than a fortnight ago. If present estimates are borne out our yield will be 13,740,000 bales. Although unfavorable from the standpoint of volume output, the estimate is, of course, bullish on cotton prices. Yesterday cotton jumped a cent a pound to 23.73, or to the highest level in recent weeks. Extreme heat and drought in the cotton regions have made it a certainty that, although the South planted more acres than ever before in its history no record production is to be achieved this year.

But 13,740,000 bales would be more than we picked last year, which was our biggest season since 1920. Not often in history have we picked so much in a single season. It is less than originally was expected, but the prospect still is for a big cotton crop.

That so much cotton may be picked and that the commodity is now valued around 23 cents a pound surely foreshadow a prosperous condition for growers. Not too much optimism is justified at this season of the year since we are just approaching the period of equinoctial storms. Frosts may harm the top crop. The large plantings in

India and the vicissitudes of weather are things that still must be watched. While 23 cents seems good for a 13,740,000 bale crop—and is, indeed, good—allowance must be made for the fact that an enormous acreage was planted in judging the degree of prosperity.

Altogether, however, it begins to be more and more of a certainty that our cotton production will be large and that prices will be high enough to insure substantial profit for the grower. Unless something unforeseen happens to spoil what now looks promising our cotton growers will have a splendid year, and that is an essential in promoting a generally prosperous condition for the country.

Paul Willard Garrett.
[Copyrighted, 1925]

Why Men Fail.

There is a cause for everything! Nothing ever "just happens." If a man is promoted to a better job, there is a cause. If a man loses his job there is also a cause.

There are many causes that lead to failure. Here is a list of the most common causes:

Finding fault with the other fellow, but never seeing your own.

Doing as little as possible and trying to get as much as possible for it. Spending too much time showing up the other fellow's weak points and too little time correcting your own.

Slandering those we do not like.

Procrastination—putting off until tomorrow something that we should have done day before yesterday.

Deceit—talking friendly to the other fellow's face and stabbing him in the back as soon as he turns around.

False belief that we are smart enough to reap a harvest of pay before sowing a crop of honest service.

Disloyalty to those who have trusted us.

Egotism—the belief that we know it all and no one can teach us anything.

Last, but not least, lack of the necessary training and education to enable us to stand at the head in our line of work.

Look this list over and check yourself up by it. If none of these causes for failure apply to you, then you are to be congratulated, because you are a success.

Worse and Worse.

"Before prohibition," said the girl at the switchboard in the big hotel, "I would sometimes get a ring from a room upstairs and a husky voice would ask, 'Say, what's the name of this hotel?' Now I sometimes get a ring and the same kind of a husky voice asks, 'Say, what's the name of this city?'"

Who, How and What?

IF YOU have life insurance which will be paid in a lump sum to your wife or other beneficiaries in the event of your death, *who* will handle the fund, *how* will it be invested and *what* will be done with the income and principal?

Establish a life insurance trust and you, yourself, shall answer each question.

Who shall handle the fund? This Trust Company experienced in investment and other trust duties.

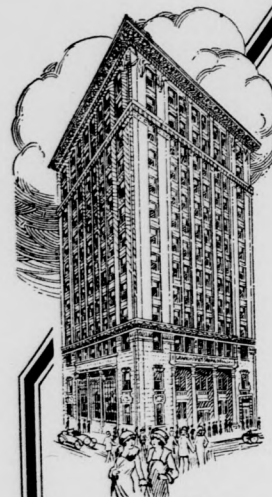
How shall it be invested? According to the judgment of experienced and trained men.

What shall be done with the principal? You decide that and set it down in writing for us to follow.

Know the *who*, *how* and *what*.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

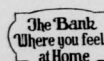


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Stocking
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Division and Burton



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Commonwealth Power Corporation Serves Over 360 Communities.

A pioneer in the development of the transmission of power over high voltage transmission lines, the Commonwealth Power Corporation to-day controls one of the largest of the country's super-power systems. Operating properties under its direction market electricity and gas for lighting and power purposes to more than 360 cities and towns having a population of upward of 1,800,000 in five states.

In Michigan, its principal stronghold the Consumers Power Company, which it controls, serves electricity and gas to 175 cities and towns, operating twenty-seven hydroelectric plants and twelve steam stations, while purchasing on favorable contracts the output of eight other hydro-electric plants. In all it makes available electric resources aggregating 336,805 horsepower.

Energy is carried to consumers by means of 1,661 miles of high tension transmission lines, the bulk of which are of 140,000 volts capacity, and over 10,000 miles of distributive lines.

The capitalization of the parent company now consists of \$13,489,500 in funded indebtedness, \$36,010,100 in 6 per cent. cumulative preferred stock and 979,895 shares of no par value common stock. This structure reflects the increases made to provide for the acquisition of more than 84 per cent. of the second preferred stock and over 88 per cent. of the common stock of the Tennessee Electric Power Company, any the issuance a short time ago of four shares of new common stock for each one shares outstanding.

There are also outstanding 29,394 option warrants entitling holders to buy 117,576 shares of new common stock at \$25 a share before November next year, which if exercised would bring an additional \$2,939,400 cash into the company's treasury.

Outside of Michigan, the company has operating properties in four other states, namely: Ohio, Indiana, Illinois and, as indicated above, Tennessee. Its Tennessee subsidiary owns or controls an extensive system of properties which are interconnected with those of other large companies constituting an integral part of the super-power system of the South.

Combined electric generating resources in all five states consist of plants with a capacity of 783,605 horsepower, and the aggregate capacity of its gas plants is 37,335,000 cubic feet a day. The coal supply of its electric and gas plants is assured through the Utilities Coal Corporation, having high grade mines in West Virginia, Kentucky and Illinois, which it controls.

The combined statement of earnings for the twelve months ended June 30 last, which gives effect to the acquisition of the Tennessee Electric Power Company, shows it to be among the largest earners in the industry. Gross earnings for the period totaled \$40,861,003, and gross income after expenses, maintenance and taxes \$18,023,170.

Net income after all fixed charges including interest and amortization of debt, discount and earnings on stocks of subsidiary companies not owned, was \$4,478,651, and the balance for the junior stock after provisions for pre-

ferred dividends, a retirement and replacement reserves was equivalent to \$2.35 a share on the 979,895 shares outstanding.

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Remarkable Advance in Industrial Development in U. S.

One of the most remarkable advances in industrial development in this country—generally overlooked because of its proximity to our daily routine—is the growth of the electrical appliance industry.

Even those among us who studied by kerosene lamps, who knew in our youth none of the labor-saving devices now used in every modern home, too often neglect to consider the progress that has taken place along this line in the last decade.

The electric lamp industry had its inception scarcely twenty-five years ago, while the washing machine, gasoline or electrically driven, commenced as an industry only ten years ago. In 1914, it is estimated that there were 50,000 electric washing machines in the country, worth about \$5,000,000.

In 1924, or ten years later, there were 4,125,000 such machines, valued at \$600,000,000, out of a total of 13,250,000 wired homes, or about 29 out of every 100. At the current rate of consumption, and allowing for wear and tear, it is conservatively estimated that by 1929 there will be more than 7,000,000 electric washing machines in 22,800,000 wired homes, valued at over \$1,100,000,000, or 33 to every 100 wired homes. If this ratio were increased to 40 in every 100, as it well might be, total machines would exceed 9,000,000, more than twice the number now in everyday use. The replacement alone will be greater than all the machines yet produced in any one year to date.

One of the factors which have made for the tremendous increase in the use of washing machines during the past ten years, entirely aside from the fact that they are a practical labor-saving device, which actually do their work better than the old washtub method, is the economical cost of operation.

Statistics show that it costs less than two cents an hour at a ten rate, or about four cents a week to furnish power; and, where in most cities today the household washing machine gets a special motor rate of under ten cents, it is obvious that the cost of operation is almost negligible.

Then, too, most distributors of good machines make it possible to purchase them on an easy partial payment basis, usually not much more a week than it costs to hire a washwoman by the day.

It is evident, therefore, that these machines will become a necessity in millions of homes, whether wired for electricity or not, where they are not now found, and but once installed they will be replaced when worn out.

Thus this industry which but ten years ago was in its infancy, and now is firmly established, should become one of the giants of the electrical world.

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*Our Collection and Bill of Lading Service is satisfactory
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Copper Mining Industry's Return To Normalcy.

A development that appeals to Wall Street as a certain indication that the copper mining industry has virtually returned to its pre-war normalcy is the announcement that publication of monthly details of operations will be resumed after a lapse of eleven years.

At the beginning of the World War in 1914 the Copper Producers Association ceased to function, with "finis" written on its statement for June, 1914. It was deemed advisable in view of the expected heavy demand for copper, to withhold from the general public such familiar details as the aggregate monthly refinery production from American plants, the amount of surplus stock in producers' hands, the quantity of refined copper which had been shipped to consumers, etc.

Several years ago some of these statistics again found their way to the public at regular intervals as the result of adoption of somewhat different arrangements, but producers and refiners generally opposed the plan on the theory that it was unfair to them to make public their side of the picture, while consumers of copper refused to place in the hands of producers figures that would guide them in operations.

As a result of frequent periods of overproduction and consequent price declines, producers reached the decision again to restrict publication of figures on their operations, inasmuch as consumers still refused to have statistics on their holdings of supplies gathered for the benefit of the industry as a whole.

Then a program of issuing quarterly, instead of monthly, statements was adopted. In addition, producers emphasized the necessity of curtailing production. The result has been that large surplus stocks have been worked off and the industry has reached a more healthy stage, with the prospect of price advances which will permit most of the well managed companies to operate profitably. Heavy inroads were made on stocks of supplies last month, so that producers were less hesitant in revealing statistics on their situation.

Stocks of copper unsold and in refinery yards are to-day the smallest since the war. With prospects bright for a steadily increasing demand, especially in Europe, all complaints have disappeared concerning the unfairness of the monthly statistics, which are again to be made public by producers.

It is to be expected, of course, that a further advance in copper prices will result in increased production through reopening of mines closed by high operating costs. But the increased output will tend to correct the situation, and it is felt among producers that demand for the metal should be sufficient for a considerable time to keep conditions in the industry satisfactory.

No new large copper deposits have been discovered in recent years. Development work on existing discoveries is being pushed, of course, but according to producers in touch with the situation none of any importance can be brought into production within a year. Europe looks to the Katanga prop-

erties in Africa eventually to produce large quantities of copper, but its development will continue to be slow and is not expected to become a vital factor in the world's output for some years. It is hoped in time to obtain 500,000,000 pounds of copper a year from Katanga, but a great deal of capital will first be necessary to build plants and railways before this point in the expansion can be reached.

Those who have studied the situation estimate it will be ten years before Katanga is in a position to produce its expected limit.

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Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Liberty Plumbing and Heating Co., Highland Park. Chinese Tea Garden, Detroit. Big Rapids Electric Co., Big Rapids. Reading Corp., Detroit. Detroit Panel & Plywood Co., Detroit. Phillips Land & Lumber Co., Dowagiac. Despres Dowel Mfg. Co., Grand Rapids. Material Dealers' Credit Bureau, Detroit. Universal Cleaning Service, Detroit. Vassar Farmers Elevator Co., Vassar. Petoskey-Mackinaw Real Estate Co., Petoskey. Herold and Gerber, Detroit. Central Bldg. Co., Grand Rapids. Inter-American Trade Expansion Bureau, Detroit. Emens Bakery, Inc., Muskegon. Heights Lumber Co., Muskegon Hgt. Marconi Restaurant Co., Detroit. Genesee Ave. Dec. Co., Saginaw. Resner & Wise, Inc., Detroit. Detroit Cooler Co., Detroit. Atlas Envelopment Co., Detroit. Bullen Co., Detroit. Detroit Franklin Co., Detroit. Great Lakes Drop Forge Co., Detroit. Myers Car Corp., Niles. Crane Drug Co., Portland. Farmers Savings Bank of Coleman, Coleman. Rubert, Crandall & Cotter Hardware Co., Howell. Graiot Foundry Co., St. Louis. Mover Brothers' Co., Muskegon.

A Mistake.

Any man or woman who is ashamed of having made a mistake, thereby makes another. Every recognized mistake is a stepping stone to something higher up.

In spite of all my past experience, when I recently put out a new cigar I made the mistake of under estimating the demand for a good mild cigar, and as the factory did not have enough goods to supply the demand, some got out before being properly cured. Now we have stopped filling orders until we are sure that every cigar will taste as mild and sweet as the first girl you kissed. In order for a cigar to grow in favor it should have individuality—yes, character—the same as an oil painting or the work of an architect. You talk about old ladies being peevish about their tea! Why, men are the most critical creatures on earth when it comes to their smoke. That is what makes cigar manufacturing so interesting. All you have to do is to make a better cigar and you get the business. The smoker can tell a good cigar. Strong tobacco in any form makes one grouchy, while a good mild cigar gives a feeling of contentment and renewed pep.—G. J. Johnson.—Advertisement.

TRUSTS

A very broad term, adopted in law to cover property or money placed by contract or last will and testament in charge of a Trustee, for the benefit of a designated person, or a church, or a charitable cause, or several such, with specific instructions how the net income shall be used by the Trustee, under varying conditions and developments.

When a corporate Trustee is selected and proper methods of conducting the business govern, it represents a most wise means of providing for persons and causes to be benefited.

Trusts under wills and contracts, wherein we are Trustee, amount to many millions, and constitute OUR PRINCIPAL BUSINESS—for the care of the young or the aged; for the benefit of churches, schools, missionary organizations, hospitals, and charitable institutions generally; and for any other worthy purpose.

Our object is not wholly to make money,—not to pay big dividends, not to pile up surplus. While we charge for our services as Trustee and aim to make some profit, we intend to charge only a reasonable sum in every case. As the Rotarians say: "He profits most who serves the best." Our chief aim is to maintain our reputation in Western Michigan for doing the right thing, in every department, with everyone. With the desire to improve our methods wherever possible, we welcome suggestions from those interested.

Ask for our circulars giving more information regarding Trusts.

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Unjust Exactions of Stock Insurance Agents.

Many managers of stock insurance companies are beginning to complain of the exactions of agents in their underwriting. Many agents, especially the large corporate agencies, have come to the point where they consider it to be the agents' province to write any kind of business, in as large a volume as desired, and that it is the duty of the company to write all risks submitted. Any other course by the company is considered an infringement on the rights of the agent. The insurance company must thus conform its underwriting policies to the desires of its agents.

The Insurance Post, for example, has this to say on the matter:

"Managers in increasing number are talking in a quiet way about the unreasonable demands they are receiving from agents, and the undermining effect this is likely to have on the American agency system. Agents are resigning high-grade companies because they attempt to enforce reasonable underwriting rules and decline to write certain classes with an exceptionally high loss ratio. It is claimed that an increasing number of agents are making unreasonable demands as regards accommodation lines, and are wielding the big stick threatening to throw the company out unless these demands are conceded.

"A sprinklered risk association has just lost a \$15,000,000 line, of which \$10,000,000 was fire insurance and \$5,000,000 use and occupancy, because the agent controlling the line insisted upon getting a contingent commission on the business. The association is unable to pay contingent commissions and so the line was dropped and is now being re-written direct in practically the same companies that received it through the association. By this procedure the companies pay a higher commission and a contingent commission beside, it being understood that the agent's contingent was \$1,100.

"A company complains also that it has lost several agencies because it would not pay for maps for the agencies at a cost of hundreds of dollars in each case. The agent declared that another company was willing to do so, and if this company was not equally liberal he had no further use for it. If the companies would buy maps for the agencies, they would eventually be called upon to buy furniture and all sorts of other supplies, the tendency being to increase the acquisition cost and to invite new criticism from the state supervising officials and the legislatures.

"Complaints are renewed by fire insurance companies of the complications run into with their agents in trying to underwrite the business. One company, for example, which has had an unusually disastrous experience on golf clubs and country clubs, decided that it would stop writing them. It found that this experience was general among the companies, although its loss record was higher than the average. It notified one of its agents in a good sized Illinois town of this decision, explaining the situation and giving its record and asked if it would seriously incon-

venience him if he replaced the line he had on the local country club on its expiration. His reply was a letter instructing the company, which is one of the leaders, to send and gets its supplies if it would not write country clubs. In view of the disastrous experience on this class, the company thinks this is hardly proper co-operation on the part of its agents. The manager says that fully 50 per cent. of the letters he writes have to do with controversies with agents over lines which they offer, and which the company does not wish to write, the ultimatum of the agent too often being to take the supplies if it will not violate its underwriting ideas."

Membership of the National Association.

The membership statement of the National Association of Mutual Insurance Companies, presented by Secretary Cooper at the convention at Seattle, shows the net membership as of July 31, 1925, at 722. This is a net increase of nine for the year. The Association includes in its membership companies writing fire, lightning, cyclone, hail, automobile and casualty insurance. The oldest company holding membership is the oldest insurance company in America, the Philadelphia Contributionship, organized in 1752. There are quite a number of the member companies which have had a continuous business existence of over a century. During all these years the mutual principle of insurance has been a decided and valuable factor in the business life of the Nation. The honestly managed, conservative mutuals have stood as the rock of Gibraltar through all the vicissitudes and confagurations of the country's activities. These companies have furnished, and are furnishing, protection to the members in the only manner, and by the only method, in which insurance should be furnished to the citizenry of the country by way of the mutual or co-operative method. No man or class of men should profit from the misfortunes of his fellows.

The membership of the National Association of Mutual Insurance Companies gives the lie to the senseless and mendacious yawping, the stock patter so glibly and industriously circulated among the unknown and the unthinking, that mutual insurance is not safe insurance, and that the companies are here to-day and gone to-morrow.

Blouse Makers Are Busy.

Makers of women's blouses, according to information supplied by manufacturers represented in the membership of the United Waist League of America, are continuing to receive good business. The brisk demand that set in a few weeks ago shows little, if any, indication of falling off. One of the best things about the orders now coming in is that most of them are duplicates, which indicates the extent to which blouses are selling to the consumer. Dark blue continues one of the best-selling colors. As for style, the most attention appears to be paid to hip-length blouses to go with suits showing a jacket of short to medium length.

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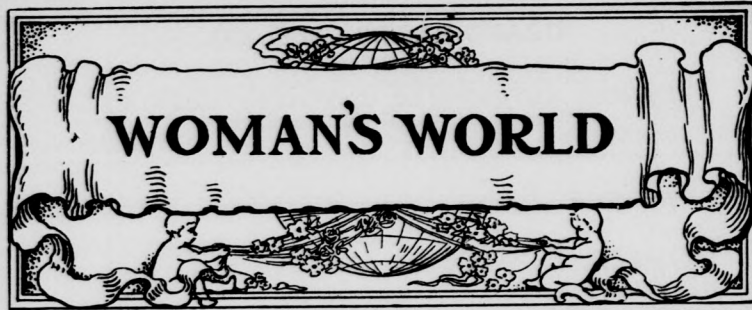
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When the Expensive Frills Can't Be Afforded.

Written for the Tradesman.

Last week we outlined what the writer regards as the essentials of education. Now we will consider the superfluities, the frills.

Some very intelligent mothers have the idea that it is an excellent thing for a young girl to spend some time away from home in a good private school. They maintain that in this way she will gain something, hard to define but still very desirable, which she cannot otherwise obtain.

We will make no attempt to refute this opinion. Nor will we discuss here the relative merits of the public school and the private school. Each has its points in which it excels the other. I believe that most readers will agree with me that for the whole school life, to be spent in one institution or the other, the public school, being more democratic and also being co-educational will give results more in accordance with American ideals. But for say not more than two or three years, it is freely conceded that the private school may be a good thing.

The question is, is it a good enough thing that parents ought by hook or by crook to raise the money to send Daughter away, when the raising isn't good and easy?

Hard horse sense answers No! emphatically, provided, of course, that Daughter is normal in mind and body and has a father and a mother who understand their business—their business as here considered being that of raising their children at home. Ample evidence of the correctness of this reply is furnished by the fact that there are thousands on thousands of lovely, well educated women who have had no school training other than that received in the public schools.

The private military school for growing boys has, during the last few years, gotten an especially strong grip on parental favor. Doubtless this is due partly to the war and partly to the difficulties not uncommonly experienced in the home discipline and control of the male youngster. It is firmly believed that no matter how spoiled, lazy, disobedient and even depraved the boy has been allowed to become, a military school can set him straight and be the making of him.

In homes of wealth where there is a disposition to shirk parental duties, there has come a feeling of relief. The long-desired justification for parental neglect and shiftlessness is thought to have been found. Son can be gotten out of the house from early in September until late in June—and during the Summer also by paying extra—and with him all his noise, dirt, confusion,

troublesome companions, and impossible table manners. Mother's sensitive nerves need no longer be tortured. And Father, who is a typically busy and capable business man, has gotten things just as he has wanted them all along—he imagines that his paternal responsibilities are fully discharged by mailing a check once a month, and that the bringing up of his boy in the best possible manner is all being easily and quickly handled through the bank. Parents whose finances will permit only the public schools actually envy the rich the ability to give their sons the supposed advantages of the military academies.

But it appears that the results do not always measure up to expectations. In a case that has come to my personal knowledge, two sons from one household were both attending military school last year, the younger taking twelfth grade in one institution and the older collegiate work in another. The parents are both persons of high standing and irreproachable morals, culpable only because of parental neglect. Doubtless they spent their good money on these schools believing that it practically would insure their boys turning out all right. Surely enough the boys were turned out all right—one being suspended and the other permanently expelled within a few months time.

I believe that some at least of the military schools are good, so good that their main features, military training, physical culture, and strict discipline may well be embodied in our public school system. I understand that to a great extent this already has been done in our more progressive communities.

I believe that for parents who have plenty of money, putting the sons in a good military school for a year or two may be a wise way to spend some of it. And I am not saying that placing under such training young bloods who have gotten the start of paternal authority, may not be the only thing to do for parents in lesser circumstances. But something was wrong or the boys wouldn't have gotten the start.

It is to be hoped that there soon will be a healthy reaction from the craze that invests military schools with purely imaginary virtues. For the boy who has two intelligent parents who are not disposed to lie down on their job, sending him to a military academy should be regarded as far beyond the range of educational essentials as it is financially beyond the easy compass of the average parental pocketbook.

We will leave out of detailed consideration the subject of private lessons, since it depends on the individual whether or not these are es-

sential. We all know of cases where piano lessons, for instance, continued year after year for a girl who has no real music in her, are almost a sheer waste of time and money. On the other hand, special teaching may be really necessary to develop a genuine talent, or because of some deficiency.

We come now to that which, when it is a frill, is the greatest of all the educational frills. Heresy it may be to say it, but a college course is sometimes merely a high-priced superfluity. In any case, since it has to do with a young person who should be able to make his or her own way, it is a non-essential, parentally considered. At most and at best, viewed from a wide perspective, it is only an extension of the school portion of education. The education that has included the real essentials and that has awakened a desire for a thorough culture out of school, is excellent and admirable without a college course, as the example of many very able non-college men and women fully proves.

College or university training is obtained in two ways—it is earned by the ambitious student, or it is taken as a gift from generous parents. For one who cares enough for it to get it by his or her own exertions it is not a superfluity—far from it. Rather will it prove a gold mine of learning, a wellspring of continual satisfaction, something worth far more than all the work and money and self-denial it has cost.

What has just been said regarding the regular literary four years, which is cultural only, applies also in great measure to such professional courses as law, medicine, dentistry, and engineering, civil, electric, and mining.

Does someone ask "Are not the young persons who put themselves through college overworked, underfed, shabbily dressed, looked down upon by classmates, and do they not come out broken in health and prematurely aged?"

Such things have been but they need not be now. The student who plans to go through college by his own efforts, should not attempt to do it in four years, but should take time enough to do it comfortably. Good dressing and sufficient recreation are needful for deriving full benefit. In the right sort of school the self-sustaining student is not discriminated against socially.

A college education and also such a professional course as any one of those mentioned, when taken as a gift from the parents presents two phases—when Father and Mother can afford it and when they can't.

When it can well be afforded, it is not to be condemned in itself. The writer is not down on colleges. What will be gained or whether anything will be gained depends upon the conscience, the energy, the brains of the individual student, and on whether there is strength of character to withstand the temptations peculiar to college and university life.

But when—now we are speaking to the parents—when it can't be afforded, when it means pinching and scrimping on your part, a mortgage on the home, or the using up of savings that should

be held for your comfort in old age, then don't do it.

Before you take leave of your good sense, put to yourselves this question: Should you foolishly decide to furnish the money, when the course is finished and you go down to Commencement, will your smart young collegian be ashamed of you? If he will be, don't do it.

Youth is critical of appearances, admires smartness and up-to-dateness. Too often fathers and mothers lose the respect of their children by being drudges and door mats.

There now are so many night schools Y. M. C. A. and Y. W. C. A. classes, university extension and correspondence courses of various kinds, so much that is educational to be had almost for the taking, that the ambitious young person need not lack for a chance.

We are long on opportunity—short on parental influence and power. Young people need parents whom they will look up to and respect, who will be to them an example and an inspiration, far more than they need college education.

Ella M. Rogers.

They Linger Almost Superfluous.

According to the President of the General Motors Corporation, the bicycle is a coming, not a going, means of locomotion, and the automobile is its friend, not its enemy. The only proof he offered, however, was that in all the girls' colleges there are bicycle clubs, and that the children of the many families now permitted by the automobile to live in the country instead of the city have a chance to use the smaller machine and are doing it in great numbers.

All this admitted, it forms but a sorry reminder of the days when half the world, adults as well as youngsters accepted the bicycle as a delightful vehicle and every highway was crowded with them. Its real vogue was brief. One by one most people realized that bicycling involved a lot of hard work, and now only children and a few of their elders still like it. For a while it took many workmen to their work, but that task the automobile or the motor truck has assumed in the country and in the suburbs. There always will be bicycles, but their hey-day is over.

Novelties in Calf Leathers.

Calf is being extensively used for women's shoes and practically dominates for the higher grades of style merchandise. The trend in this leather is notably toward fancies, which are made into shoes for both dress and sports wear. One leading leather company has recently brought out nine novelties which have attracted much interest. These include such an effect as "sylvan," in which the bark of a tree is impressed on the leather. Another is "brocade," in which a gold brocade pattern is worked out either in brown and gold or black and gold. Other patterns include the well-known basket weave, pencil stripe, diamond and square-cut designs, the two latter being quite small. A moire pattern is also featured in which an exact reproduction of this silk design is obtained.

100,000 Shares

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Prior Lien Preferred Stock

\$7 Dividend Series
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Preferred as to \$100 of assets and \$7 cumulative dividends over the preferred and common stock.

Dividends exempt from present Normal Federal Income Tax

Prior Lien Preferred Authorized 300,000 Shares
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Dividends payable quarterly on the fifteenth day of February, May, August and November of each year. This Prior Lien Preferred Stock is subject to call for redemption upon 30 days' notice at any time at \$120 per share plus any unpaid accrued dividends and is fully paid and non-assessable. Transfer Offices: Middle West Stock Transfer Company, Chicago, and Bankers Trust Company, New York. Registrars: First Trust and Savings Bank, Chicago, and The Chase National Bank, New York.

Listed on the Chicago Stock Exchange

From a letter by Mr. Martin J. Insull, President of the Central and South West Utilities Company we summarize the following:

BUSINESS: The Central and South West Utilities Company, all of whose Common Stock is owned by the Middle West Utilities Company, is a holding organization incorporated under the laws of the State of Delaware, which upon completion of the present financing will own substantially all the Common Stock of the Public Service Company of Oklahoma, the American Public Service Company, the Chickasha Gas & Electric Company, the Central Power and Light Company, and the Southwestern Securities Company which controls the Southwestern Gas & Electric Company. These five major public utility companies with their subsidiaries serve a total of 209 communities, having an estimated combined population of 1,086,312 in the States of Texas, Oklahoma, Louisiana, Arkansas, Kansas, and Mississippi. Additional communities are served by these subsidiaries under wholesale contracts.

During the year ended May 31, 1925 these companies generated 190,852,645 K. W. H. of electrical energy, and sold a total of 14,259,279,700 cubic feet of artificial and natural gas, and 478,473 tons of artificial ice. During the same year the consolidated gross revenues were derived 67.05% from electricity and gas, 24.89% from ice, and the remainder from miscellaneous public services.

PROPERTY: The properties controlled by the Central and South West Utilities Company have a combined electrical generating capacity of 89,337 K. W., 1,784 miles of transmission lines, a total gas manufacturing capacity of 3,040,000 cubic feet per day, 910 miles of gas mains and lines, and a daily ice manufacturing capacity of 2,926 tons. In addition the subsidiaries operate 42 miles of electric railways and furnish the water supply in several communities.

All legal matters in connection with the issuance of this stock will be approved by Ralph D. Stevenson, Counsel for the Company, and Messrs. Isham, Lincoln & Beale, Chicago, for the Purchasers. This stock is offered if, as and when received by us, and subject to approval of counsel. Statements herein are necessarily brief. Full detailed circular will be furnished on request.

CAPITALIZATION: The Company's capitalization upon completion of present financing will be as follows:

CAPITAL STOCK:	Authorized	To be Outstanding
Prior Lien Preferred, without par value (issuable in series) -----	300,000 Shares	100,000 Shares
Preferred, without par value (issuable in series) -----	300,000 Shares	65,000 Shares
Common Stock without par value -----	600,000 Shares	*400,000 Shares

*Including 65,000 Shares reserved for stock option warrants.

Central and South West Utilities Company has no Funded Debt.

EARNINGS: The consolidated earnings statement of the subsidiary companies for the year ending May 31, 1925, adjusted to present financing, is as follows:

Gross Earnings	\$16,819,694
Other income	269,047
Total	\$17,088,741

Operating expenses, taxes, bond and other interest, amortization and other deductions

Dividends on preferred and common stocks of subsidiaries outstanding in the hands of the public	927,538	14,121,251
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Balance for Reserves and for stocks owned by Central and South West Utilities Company	\$ 2,967,490
Annual dividend requirements on 100,000 shares Prior Lien Preferred Stock	\$ 700,000

MANAGEMENT: The properties of the Central and South West Utilities Company are under the direction of Mr. Samuel Insull, Mr. Martin J. Insull and associates, men of long and successful experience in the operation of important public utility properties.

Price \$98.50 Per Share and Accrued Dividends to Yield 7.11%

HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

NEW YORK

GRAND RAPIDS

DETROIT

CHICAGO

All statements herein are official or are based on information which we regard as reliable, and while we do not guarantee them, they are the data upon which we have acted in the purchase of this security.



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

Raw Silk Situation.

The advance of 25 cents per pound on Japanese silks during the past week, occasioned by pre-holiday buying and the strong August statistical figures, is regarded as too stiff, and the trade is once more in a waiting attitude. Outstanding features of the market in Japan silks, however, according to E. Gerli & Co., Inc., are the comparative cheapness of 20-22s and the present scarcity and high price of the low-grade 13-15s. This situation, it is pointed out, will very likely be rectified by the advent of Autumn cocoons when the filatures give up reeling 20-22s and start on 13-15s. The market in China steam filatures is sold up well ahead and new business is difficult because of high prices and late delivery. Cantons are firm and higher. Inspection is slow and difficult and the quality of these sorts is open to question. Tsatlees are in fair demand and to-day are the cheapest of all silks. Tussahs are active and steady. Trading in Italian silks is more difficult than ever with lire exchange rising. In Japanese silks, crack double extras were quoted yesterday at \$7.10 and double As at \$7 and extras at \$6.90. The highest grade steam filatures were priced at \$7.75, with the Three Dancers variety offered at \$7.35. Canton 14-16s ruled at \$6.30 and 20-22s at \$5.80. Tussahs were priced at \$3.25.

Long Pants Suits Selling Well.

Manufacturers of boys' long pants suits continue to book good orders for Fall delivery, and it is expected that the popularity of these garments will carry over into the Spring season. The demand continues to be somewhat spotty, however, certain sections rejecting the innovation while others are adopting it readily. In general, the large towns have accepted the long trousers, while the conservative smaller communities are somewhat backward. While the long trousers seem to be extensively used by small boys for dress purposes, it is generally recognized that they are unsuitable for play attire. It is therefore not believed that the demand will be concentrated on the long pants to the exclusion of the short variety.

Cap and Scarf Sets Offered.

Although cashmere scarfs for women's sport wear are expected to sell fairly well during the Fall some manufacturers are offering rayon scarfs and cap sets, in which each item is provided

with a tassel. One side of the scarf is given a smooth finish while the other side has a crepe effect. Striped and checked patterns in black and white predominate in these sets, which are to retail for \$6.50. Although the sets are designed primarily for sport wear the caps are being altered slightly so that they may also be used for street wear.

Outlook For Seamless Hosiery.

The possibility that full-fashioned hosiery to retail at \$1 may be placed on the market later on has led to some discussion in the trade over the outlook for seamless hosiery. Some selling agents have expressed the opinion that if this happens it is likely to eliminate the seamless variety from the market.

It is claimed on the other hand, however, that really good full-fashioned hose cannot be made to retail at \$1 because of the high labor cost involved. Thus it is reasoned that unless some unforeseen development occurs the field of full-fashioned goods will continue to be in the higher price ranges, with full room for expansion of production. It is added that the seamless stocking of to-day is a much improved product over that of some years ago, and an adequate attractiveness for their cost is now assured in the seamless hosiery.

Jumper Frocks Feature Color.

While many of the new jumper frocks are fashioned of tweeds in the new soft Autumn shades and also of velveteen in deep rich tones, there is, however, a distinct trend toward vivid color effects in these garments. This is particularly true of models of crepe de chine and velvet or velvet with lame broche or metal cloth. One afternoon frock considered exceptionally attractive has a skirt of black velvet and a jumper of flame color crepe. This order is reversed in another model, which features one of the new long jumpers of blue chiffon velvet trimmed with open-work steel disks held together with silver stitching. This is worn with a box pleated skirt of metal tissue of the gun-metal shade.

Mohair Orders Show Gain.

Criticism of mohair fabrics as not having the interest of clothing manufacturers and buyers is unwarranted by the facts of the present situation, according to one of the most prominent makers of these Summer weaves. Taking this firm's orders for next

For Quality, Price, and Style

WEINER CAP CO.

Grand Rapids, Mich.

Summer as an example, it was said the business booked is much ahead of last year at this time. Moreover, duplicate orders are coming through from clothing manufacturers for styles which retailers have selected, but of which the early purchases by the manufacturers were limited. Medium grays and blues have stood out in the colors. The secret of the success of many manufacturers with mohairs, it was added, lies in the quality of tailoring they put into their garments.

REAL VALUE



Ask
Your
Jobber

CRESCENT GARTER CO.
 515 Broadway, New York City

TOWELS

UP TO THE FIRST OF OCTOBER ALL OUR 50c FANCY COLORED TURKISH TOWEL STOCK WILL BE COMPLETE. ORDER NOW!

No. 400 White ground, fancy stripe, Pink, Blue, Gold 18x36...\$4.50
 No. 402 White ground, fancy check, Pink, Blue, Gold, 17x34...\$4.25
 No. 401 White ground Colored Jacquard Stripe, Pink, Blue Gold Lavender, 18x36...\$4.50
 No. 403 Cream ground, wide stripe, Pink, Blue, Gold, 18x36...\$4.50
 No. 432 White ground, Checker Border, Pink, Blue, 18x36...\$4.37½
 No. 970 White Ground, Jacquard Border, Pink, Blue, 18x36...\$4.37½

ALL TOWELS HAVE WASH CLOTHS TO MATCH. MAKE YOUR SELECTION NOW. SHIP OCTOBER FIRST.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



**New
Styles
In Coiffures
Demand
Hair Nets**

With the coming of new Fall clothes, new styles in Coiffures are also brought out. New evening frocks require the simulation of Long hair. And coiffures such as are illustrated here need hair nets to protect them.

Duro Belle
 HUMAN HAIR NETS

The reliable, trusty hair net, with the famous Duro Knots! Lasts longer and holds its shape better than any other net. A Best Seller! A steady repeater. Every sale of one dozen pays you 60c. Get behind Duro Belle and reap these easy profits!

FREE ADVERTISING—A complete, free advertising campaign will be sent on request—ask your jobber. Window displays, handsome counter case, wall decorations—everything needed to help you sell more Duro Belle Hair Nets.

NATIONAL TRADING CO.

630 South Wabash Ave.
 Chicago, Ill.

67-69 Irving Place
 New York City

A Krolik & Co. Inc., Announce—

A One Week "NIGHTINGALE" Campaign that will break all hosiery selling records

For the Week of October 4 We Will Launch a Spectacular Selling Campaign That Will be Seen, Read and Talked About by Thousands of Michigan Women.

LOOK FOR THE DETROIT SUNDAY NEWS OF OCT. 4TH.

A full page advertisement will appear in the Detroit Sunday News issue of October 4. The Detroit News has the largest circulation of any newspaper in Detroit and Michigan. Order extra copies of The Detroit News of October 4. Display the pages containing the Nightingale Hosiery advertisement in your windows and in your store. They will tie up with the free display material furnished by us.

Dealers Tie-Up with Nightingale Advertising

Saturday, Oct. 3, retailers will trim their windows and stores with Nightingale display material prepared especially for this big selling event. This advertising and display material, listed below, is furnished free to our Nightingale customers. It is important that your orders reach us as early as possible so that preparation of special imprinted circulars and other advertising and display helps may be shipped in plenty of time for preliminary Nightingale Week work.

Here Are Some of the Dealer Helps Furnished Without Cost to You

- Pennants
- Banners
- Counter Signs
- Circulars for distribution to your customers
- Nightingale Guarantee Slips
- Newspaper Cuts
- "Dollar Sale" Price Cards
- "Nightingale Girl" Window Cards

The Frank & Seder Dept. Store

The Frank & Seder department store, our Nightingale distributors in the Detroit down-town section, will feature "Nightingales" in window and store displays and newspaper advertising during Nightingale Week.

And This is a Most Important Feature

To insure prompt deliveries for this important six day Nightingale introductory and selling event we have taken the entire mill production of Nightingale hosiery—the greatest of all One Dollar stockings for women. You can serve your own best interests by sending in your orders AT ONCE.

Do You Know?

That Nightingale dollar stockings, backed by our selling plans will better enable you to combat the house-to-house canvasser.

Many retailers sell Nightingale dollar stockings in boxes at three pairs for \$2.85—a value no canvasser can offer.

This will be a Big and Profitable Hosiery Week for Nightingale Dealers and—

Everywhere merchants who have stocked Nightingales are loud in their praises of the wonderful sales increases in their hosiery departments. Women who purchase "Nightingales" become staunch supporters not only of this famous brand but of the store that sells them. No less remarkable are the sales of Nightingale dollar stockings, made possible by our advertising helps, than are the repeat sales, made possible by the remarkable fit and wearing qualities of the stockings themselves.

Why You Should Sell Nightingale Stockings

Absolutely guaranteed to give satisfaction.

A positive ravel stop.

Full mercerized extended double top.

Made of pure Japan silk three strand surface backed by one strand of Durable Rayon.

Looks better after washing.

The marketing of Nightingale Hosiery has shown a record of sales unexcelled in the history of the hosiery business.

Join with the hundreds of progressive merchants who will make this the biggest and most progressive hosiery selling week in the history of their stores—and lay the foundation for a steadily increasing future business.

NIGHTINGALE HOSIERY WEEK, OCTOBER 5 to 10

for additional information write

A. KROLIK & COMPANY, INC.
WHOLESALE DRY GOODS

Distributors of Nightingale Hosiery

Randolph and Jefferson Sts.

Detroit, Michigan



Preparation of Boiled Ham.

During the Summer months, when the weather is unbearably hot and the appetite of a family is none too good, when roasting and broiling are unwelcome tasks, the housewife is often at a loss to know the kind of meat to order. It is then that cold meats seem to be the solution. One of the most popular of these appears to be boiled ham, and when a good ham is properly prepared and boiled it is a delicious product.

The question is often asked why it is that the boiled ham purchased from the butcher or delicatessen store has a different flavor and appearance than the ham that has been cooked at home. The butcher or delicatessen man usually purchases his boiled ham from someone who makes a specialty of producing this product, as there are a number of these ham boiling establishments, competition is keen, and to hold their customers they must produce a high-class article. These men are expert in selecting, preparing and boiling the hams to bring out the fine flavor and appearance.

Hams intended for boiling are selected and cured for this purpose. After curing a large portion of the fat is removed and ham is boned and placed in a metal container. These containers are of different sizes in order that the various sized hams may fit snugly in them. The cover is tightened down and held tightly with metal clasps which are provided with springs to keep the cover tight, as the ham shrinks in cooking. After placing the hams in the proper sized containers and tightening the covers they are placed in a large vat of hot water at 190 degrees Fahrenheit, the temperature is then allowed to drop to 170 degrees, at which temperature the hams are cooked for about 5 or 6 hours, depending on the size of the hams.

After sufficient cooking the containers are removed from the water, the covers of the containers are pressed down tighter and allowed to cool. After which the hams are taken out of the forms and the gelatine and melted fat removed. When the hams are dry they are placed on racks in the cooler and chilled before wrapping in parchment or similar paper.

The advantages of cooking hams in water-tight containers are, first, the ham is cooked in its own liquid, the cooking water does not come in direct contact with the meat; second, the hams are pressed into compact form, which eliminates waste in slicing. While the retail price of boiled ham may seem high it must be remembered that from a barrel of pickled hams weighing 300 pounds the ham boiler can only cook out from 170 to 180

pounds net, which is a shrinkage of about 40 per cent., due to the removal of fat and bone and the shrinkage in cooking. Boiled hams are used principally for slicing cold, but are sometimes purchased in a several pound portion and placed in a steamer and heated or portions may be coated with sugar and glazed in the oven. Try this some time when you have unexpected company and see what a delicious dish you will have.

Panama Prefers Fresh Potatoes To Dehydrated.

Statistical publications of the Panaman Government do not show that any dehydrated potatoes have been imported into Panama during recent years. During the World War the commissaries of the Panama Canal brought in a few dehydrated potatoes from the United States for sale to residents of the Panama Canal zone. At the present time only fresh potatoes are sold and merchants state that they are usually received in satisfactory condition. Shipments from the United States to Panama are made both in and out of cold storage.

Well informed dealers appear to agree that it would not be possible to develop a market for dehydrated potatoes in Panama at present.

The neighboring Republic of Costa Rica is a producer of potatoes of good quality. Potatoes are also grown in certain sections of the Republic of Panama. With the completion of the system of national highways covered by the present building program of the government, native grown potatoes in considerable quantities, although of probably not as good quality as those raised in the United States, will be made available to consumers of the cities of Panama and Colon and the Panama Canal zone.

Finds Apple Growing Profitable.

Western New York apple orchards paid a good return on the investment during the twenty years 1903-23, according to evidence presented by Dr. U. P. Hedrick, horticulturist at the experiment station at Geneva, in a publication entitled "Twenty Years' Profits from an Apple Orchard." The average net dividend for the past two decades in a typical Baldwin apple orchard just West of Rochester, where the station fruit men have been conducting investigations on apple growing for a long period of years, was 26.3 per cent. on a land valuation of \$500 per acre, says Dr. Dedrick. This represents a yearly average net return of \$120.71 per acre for the same period.

The good mechanic doesn't have to spend time telling it—his work speaks.

RED STAR

THERE is pride in selling to the housewife; she is known for her insistence on quality. When she buys RED STAR Flour, we know that this flour is keeping company with other high quality products used in the home. And RED STAR easily holds its place.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

Putting Stores in the Wrong Place.

The loss to society of the wasted effort and capital of the many men who fail in the retail business is a real economic problem, and is worthy of much research for preventive measures. It is believed that the securing of the proper location for the store is one measure that will obviate many of the casualties. It is not merely an academic question, but it has been studied with notable success by practical retail concerns. The chain stores have led in this respect, and it is their achievements that show the practicability of the application of the factors in store location to actual business endeavor.

As suggested at the beginning of this study, no attempt has been made here to establish any set formula or method of procedure whereby all problems of location can be solved. It is well, however, to remember the fact that there are two types of problems to be considered, the first one relating to a choice of the city, and the second to the particular site within the city. Of paramount importance in the choice of a city is the question whether the market will offer a sufficient sales volume so that the store may operate with a profit, or whether there is real economic need for the store. Many stores would never have begun business in a certain city if reasonable care had been used in answering these queries.

The wrong site may be as instrumental in failure as the choice of the wrong city. The logical site is that one which offers the best opportunity to sell goods where people naturally come to trade, either because of convenience or because of habit. If the best site is not obtainable or carries an exorbitantly high rental, then an inferior site may be chosen, but due recognition should be given to its economic disadvantages and to the cost of the special attractions necessary to overcome them.

Certain salient factors have been suggested in this study with no attempt to make them all-inclusive. Each problem of location must be analyzed in the light of its particular circumstances, and the various factors must be evaluated in accordance with the existing conditions.

Adaptability of Meat To the Menu.

The movement of any certain cut of meat or edible portion of the animal depends to a liberal extent on how it is prepared for eating and what its setting is with regard to other food, especially vegetables. The greater general use that exists for all cuts of meat and all edible offal products, such as tongues, livers, hearts, sweetbreads, tripe, etc., the more uniform prices will be according to their real food value. If certain cuts or offal products are neglected by the consumer, no matter for what reason, the market value will be lowered and the difference will be added to other parts that are in temporary demand. We are not advising consumers to buy anything in the meat line that does not appeal to their respective palates, but we are certain that many good wholesome meat dishes would be consumed in greater measure if their application

to the home menu was better understood and then more often applied.

As an illustration we will cite pig tongues, calf tongues and lamb tongues. To make a meal of these parts as a meal is made of juicy sirloin steaks with one or two vegetables on the side may not appeal to persons who would highly appreciate them if properly served. During the summer, when cold dishes are in liberal use they may be boiled and allowed to cool in their own liquor and when still warm peeled and again placed in the liquor until quite cool. They may then be removed and held for serving the following day. Cold potato salad, sliced tomatoes, asparagus tips, cold string beans and green or ripe olives artistically arranged on lettuce leaves with mayonnaise dressing, with a split cold pig or lamb tongue or half of a fair sized calf tongue as the center piece will appeal to the most delicate appetite on a hot evening and will be highly appreciated for a change from the usual meals most of us know.

World's Food Animals.

There are at present about 65,000,000 head of cattle in the United States, or about half an animal per capita. Only one other country has a bigger herd, and that is India, which has 140,000,000. Argentina ranks third with 40,000,000, and Brazil next, with almost as many. Austria has but 15,000,000 head of cattle and France and Germany even fewer. America has today nearly 40,000,000 sheep, but Australia has double the number, and Argentina almost as many as the United States. The number of swine grown in the United States totals 60,000,000. No other country has even one-fourth so many. In spite of New York's vote for corned beef and cabbage, more pork is eaten in the United States than any other meat.

Language of Bees.

A German scientist claims that by his experiments he has proved that bees have a means by which they can spread the news of new feeding grounds, the kind of flowers to be found, and the direction to take from the hive. He says that after one bee had fed on sugar which he put out, a swarm would soon follow—after the discoverer had returned to his hive and spread the good news. The bee does this by a peculiar dance, in which he at no other time indulges. The scientist marked with colors bees used in his experiments. Some of these he fed and some he released unfed, with the result that only the fed bees started the dance, on their return to the hive, which brought swarms to the new feeding place.

The Diplomatic Butcher.

"You certainly have your nerve to charge me 75 cents for that piece of meat," said the careful housewife. "Would you kindly tell me how it is that I can get the same cut at Wilson's market for 50 cents?"

"I can't say, ma'am. Perhaps Wilson has taken a fancy to you. He is a widower and you are very beautiful. Unfortunately for me, I—Yes—75 cents."

JUST GOOD CANDY

Pure and Wholesome

THAT'S

Putnam's

PUTNAM FACTORY

Grand Rapids, Mich.

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.

THE MAGIC TOUCH OF HEALTH

Healthy people feel better and have better appetites for groceries—and Fleischmann's Yeast builds health. A hint from you that you sell Fleischmann's Yeast will turn many chance customers into regular ones. And the healthy appetites that result will bring increased sales for everything you sell.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE



Every Day in the Year—

our market is well supplied with fresh green vegetables and delicious ripe fruits. No other foods are as healthful and economical as these bought fresh daily and prepared in the home.

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

The Vinkemulder Company
Grand Rapids, Michigan



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

Some Methods of Progressive Furnace Dealers.

Written for the Tradesman.

I asked a successful furnace dealer for some information as to his methods.

"To begin with," he said, "whenever I have anything to do I lay out a definite plan for it. I lay out a program that I intend to carry out with my fall furnace trade. Loss is sure to attend the attempt to do something without making intelligent provision for doing it. I want furnace heating contracts. Consequently, I am advertising right now in the best paper in town to get the attention of possible buyers."

Here are some suggestive lines from his advertisements:

Comfortable Homes Next Winter

Don't be misled by magazine advertising about heating, but let us show you a list of the best houses in our city which are made comfortable in all kinds of weather

With Good Furnaces Set Right

Home comfort for the wife and children is too important to be jeopardized by the attempt to save a few dollars when a good job done by a man with a good reputation will insure

Fresh Air and No Waste of Fuel

I want your patronage but only at a fair price for good furnace work that will give you satisfaction.

Let my competent men do your overhauling and repairing.

Continuing, this dealer said:

"My furnace display is ready now and my best man or I myself will meet everybody who calls in response to that advertisement. We can give any information wanted about running a fire, managing the cold air supply, how to heat some cold room, suggest changes to improve service, explain how an old house can be piped and heated, give a plan and estimate of cost and furnish whatever information is needed by the wife, her husband, a builder or an architect. We can show the furnace, the special dust-proof register boxes, boots and friction elimination fittings, so that confidence is established. We spare neither time nor effort to provide what the customer may desire to see in order to feel sure that he knows enough about our goods and methods to make him dissatisfied with the treatment and impression received elsewhere.

"We never talk price until we feel that our quality and our kind of work is just what is needed. Those who insist on talking price are first told

that our reputation is based on the fact that quality is more important than price, and we prefer to make others realize the fact, rather than talk price. Price, we point out, is only one feature of the furnace business; and a low price is no guarantee that the furnace man knows how to do furnace work with the right furnace and fittings. Of course some of our prospects take their work elsewhere; but we often have them come back to us to remodel their installations, so that we get some comfort and incidentally some good advertising out of that feature.

"This preparation to meet the customers is supported by suitable short letters about putting furnaces in order for fall use. These are sent to all property owners. A busy canvass is instituted to discover where work may be secured.

"All this we know from experience would overwhelm us if we did not have a stock of furnaces to draw upon and a nice lot of pipe, elbows, register boxes and fittings all made up, and patterns for special things so that they can be made quickly when needed. Our stock room is well arranged and with what it contains we can put a furnace in a house and have a fire in it in one day, even if all the pipe connections may not be made. Good men can do far more than the "pick-up" botches who claim to be first class workmen, and my foreman or I can show good men how to save time and themselves, and how to go about doing an emergency job in short meter. All work is done to drawings and to measure and one man can take up another's work and carry it out with our methods.

"My program, you see, consists of seeking out the buyer while my men are making up the stock and getting everything ready. That we know what makes quality in every detail and can explain the advantage of quality so that our prospects get the idea that it is all important. We show them pictures of some of the houses we have heated, the plans showing how it was done, the letters expressing satisfaction, the figures showing the amount of coal required.

"All this means that I have for several years been working to perfect my plan for selling furnaces. It is no plan for a lazy man, for it required me first to understand all about furnaces, and second, to gather detailed information as to the working of the furnaces I installed. I base my entire campaign on quality, service, satisfaction; on the fact that price can be considered only in relation to value. Naturally, I don't get the cheap jobs, and I have to canvass harder for the good jobs, and to educate prospects to the im-

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep-lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

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.

Foster, Stevens & Co. WHOLESALE HARDWARE



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

portance of quality. There will always be a demand for low-priced work but there is also and always will be a place for good work at a fair profit for the furnace man who is willing to go after it intelligently."

Another big city dealer already has on hand something like 50 contracts for installing furnaces. His views too, are of interest.

"There are a great many things on which the success of a furnace trade depends," he explains. "In the first place, I do not believe in that time-honored but now thoroughly discredited proverb that 'everything comes to him who waits.' The furnace man who waited for customers nowadays would soon lose his agency. The manufacturer goes out after customers and he expects his agents to show like activity."

His campaign, he went on to state, was not limited to certain seasons; but is an all-the-year-round affair. He never hears of a new building in course of erection or contemplated without making a note of it. He always endeavors to keep in touch with builders and architects and to get advance information regarding new buildings. In this way he is able to work up enough trade to make his furnace department the best-paying part of his business.

"In the second place," he continued, "I have for years back been building up my business with an eye to the future. I have always striven to give the utmost satisfaction in every job. A pleased customer is the best advertisement one can have. As you know, a furnace can sometimes be cranky and most men have had so much experience with indifferently-working furnaces that they welcome one which gives them very little trouble. If I can thoroughly please a customer he becomes an advertising medium for me—an advertisement which talks to the very people I want to reach, which is never withdrawn from publication, and which costs me not one cent per line.

"There is another side to the question. If the furnace does not please, the householder becomes just as vindictive as he was satisfied in the first instance. He goes among his friends, relatives and neighbors preaching against me and the style of furnace I handle. A man in that frame of mind can do me several hundred dollars of damage in no time.

"To insure satisfaction, one must carefully investigate every contract. I always make sure that the size of furnace ordered is sufficiently large to heat the house. It is sometimes necessary to literally force the owner to put in a bigger furnace than he had intended in the first place. The penny-wise-pound-foolish breed is still a numerous one. If I have to put in a size which is just barely large enough to heat the house. I do so without guaranteeing it and I let the owner understand that. Then he has only himself to blame."

There is a great deal to be considered in fixing on the location and the lay-out of a warm-air system. A good furnace can be made to give the worst results if care is not taken in arranging properly for the location of grates and cold air ducts. This dealer

has always followed the practice of looking personally into every job. Before the work is started he visits the house and goes over it thoroughly, judges what size of furnace is needed and settles on the lay-out of the system. Before the work is completed, he visits it again and sees that his instructions have been carried out to the letter. There is another difficulty which the furnace man has to deal with—the ignorance or incompetence of the householder. It is hard to overcome and it leads to much adverse and unfair criticism of the man who installed the furnace.

One resourceful dealer has, to some extent, rid himself of trouble on that score. Some few years ago, with the co-operation of the manufacturer, he compiled a list of "Simple rules for operating furnaces." This he had printed. Before leaving a job, he always sees that a copy of the rules is posted on the wall near the furnace where it can be readily seen and consulted. Several more copies are handed to the people of the house and each rule is carefully explained and, if necessary, demonstrated.

This simple expedient has greatly reduced the trouble suffered from mismanagement by the householder. It has not, of course, entirely wiped it out. That is too much to expect. The careless and incompetent householder, like the poor, is always with us, and always will be.

By endeavoring honestly to give satisfaction this man has in the majority of cases succeeded in doing so; and as a result has built his furnace trade on substantial and enduring foundations.

Victor Lauriston.

Trend in Linoleum Styles.

Linoleum manufacturers are planning to open their lines for the Spring around Nov. 1. Marble and Dutch tile inlay patterns are expected to predominate in these goods, especially in the higher priced ranges. The ordinary stereotyped tile patterns are said to be selling well only in the cheaper range of goods, since buyers who are willing to spend more money invariably prefer the attractive mottled marble inlay effects. The inlaid variety of linoleum is said to be showing gains over the printed styles for domestic uses. Aside from the active business in inlaid linoleum, manufacturers are busy with the plain goods, which are being bought for the many new office buildings under construction in which linoleum has been found to be a satisfactory covering for cement floors.

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
Shearlings	50@1 00

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

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

"COMFORT" No. 606

Genuine full grain horsehide, fleece-lined. Backs of heavy jersey knit. Seams of 4-cord shoe thread throughout.

Per Dozen \$6.50



**It's New
Horsehide fleece-lined
... with jersey knit backs for warmth
sells for 75c**

LOOKS different, feels different and it is different. The warmest longest-wearing work glove in the market. And it sells for 75c! No wonder it's going big. Send today for a trial order.

Full grain horsehide where the wear comes. A special tannage that always dries out soft. Heavy fleece-lined with jersey-knit backs and snug fitting wrist. Four-cord shoe thread seams—double where there's any strain. How they wear! Here's a glove that sells on sight. And gives service that brings men back for the same glove every time.

Hides to you—only one profit

We are tanners as well as glove makers. The largest exclusive tanners of horsehide in the world. There's only one profit and one overhead on these gloves from hides to you. That's why you can offer

Wolverine quality at such remarkable prices. The only work glove line sold with a full guarantee of satisfaction. Send today for our complete catalog of horsehide gloves.

**Try
This
Short Line**

The Wolverine short line of work gloves is made up of tested fast selling numbers. Covers every work glove need and sells out clean. On our guarantee of satisfaction send today for a trial order. Packed 12 pairs to a carton and 12 cartons to a case.

702—Gunn cut gauntlet, full grain palm and fingertips, seamless canvas back	\$7.25
501—Gunn cut knit wrist, full grain palm, seamless canvas back	\$5.35
101—Plymouth cut knit wrist, full grain palm, canvas back	\$4.50
502—Gunn cut knit wrist, full grain palm and finger tips, seamless canvas back	\$6.50

701—Gunn cut gauntlet, full grain palm, seamless canvas back	\$6.15
3040—Plymouth cut gauntlet, full grain palm and back	\$8.15
1040—Plymouth cut band cuff, full grain palm and back	\$7.50

A complete line of full grain double tanned horsehide work gloves—Send for catalog.

**WOLVERINE SHOE & TANNING CORP.
ROCKFORD, MICHIGAN**



OUT AROUND.

Things Seen and Heard on a Week End Trip.

There are many attractive automobile roads leading out from Grand Rapids, but to my notion the road to Holland is about as interesting as any because of the pleasant memories and interesting traditions which confront the traveler at frequent intervals.

At Grandville M 51 has been re-routed so as to avoid the location of the old hotel which was the scene of so much merrymaking for many years, but as we pass the corner where Hoekzema's new store building is located memory goes back to the time when an old fashioned white store building stood there. It was occupied for nearly fifty years by Mark H. McCoy, who engaged in business there when Grand Rapids was a struggling village. He located in Grandville because he believed that Grandville was the proper place for the location of a city, instead of Grand Rapids. He never forgave Grand Rapids for growing more rapidly than his adopted town and showed his resentment by refusing to buy any goods in the near-by market whenever they could be obtained elsewhere.

Jenison naturally recalls memories of the Jenison brothers, particularly Luman, who devoted his long and useful life mainly to manufacturing, milling and mercantile pursuits. He was probably the most confirmed litigant Michigan has ever produced and expended thousands of dollars in pursuit of his favorite avocation. I have been told that his total payments to the late John C. Fitzgerald for legal services exceeded \$100,000.

Hudsonville's chief feature consists of the enormous quantities of celery which are shipped out of town every day during the shipping season. It has always been a good trading center and is the shipping point of a half dozen nearby towns and settlements.

From Hudsonville on to Holland one is constantly reminded of the business acumen and far sighted vision of the sainted Father Van Raalte, who started the hegira of Dutch settlers from the Netherlands to the Holland Colony in 1847. Finding most of the land in the vicinity designated as swamp land by the Government and priced at 12½ cents per acre, he proceeded to acquire many thousand acres. Instead of using the contents of his bag of gold in paying for the land he purchased, tradition says, he exchanged his gold for the currency then in vogue on the basis of two for one and paid for the lands in the depreciated currency, thus acquiring them at 6¼ cents per acre. Of course, he was able to dispose of the lands at a consider-

able advance, and the patient energy of the Dutch purchasers in reclaiming the lands by drainage and otherwise has resulted in the development of many of the finest farms in Michigan.

No other people of which I have any knowledge approaches the Dutch in the ability to dyke and ditch low land so as to bring it up to a high state of productivity and I sometimes think that even the Dutch would have failed in this great undertaking if they had not been sustained by an unfaltering faith in a stern religion which teaches obedience, patience and constant industry.

Zeeland is one of the richest towns in America, judging by the per capita deposits in the savings banks. Her merchants, banks and factories have been remarkably successful. She has found it difficult to break away from the hide-bound religious scruples and narrow prejudices of her founders, but is gradually emerging from a gloomy theological atmosphere into the sunlight of harmony, happiness and prosperity. No one can drive through the main business street or traverse the beautiful residence streets which parallel the main street on the South without taking off his hat to the genius of a people who can create and maintain such attractive surroundings and such admirable living conditions.

Holland is certainly entitled to the name of Magic City. I saw her first in the fall of 1871, after fire had destroyed about all there was worth while in the town. From the ashes of fifty-four years ago her people have created a great and beautiful city which bears evidence of Dutch stability and thoroughness at every turn. Her merchants have met with more than average success. Her factories have been uniformly prosperous. Her banks are clogged with the deposits of a thrifty people whose theory of living is to spend less than they earn. The consumptive demand of Holland for good bonds and stocks is almost beyond comprehension. Bond houses tell me they send a constant stream of securities into Holland, and nothing worth having ever comes back. This situation recalls the opening remarks of a college professor who delivered a lecture on Holland in Grand Rapids a few years ago: "The Holland people are a great people. They keep the Sabbath and everything else they can get their hands on." The man who paid this tribute to Holland thrift was the son of a Holland mother and the person who now records it has to his credit a Holland grandfather.

E. A. Stowe.

Being conservative is nothing more than looking before you leap.

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FIRE PROOF
CENTRALLY LOCATED
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Reasonable Rates for Rooms.
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GEO. H. WEYDIG, Lessee.

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Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop.
American plan. Rates reasonable.
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The best is none too good for a tired Commercial Traveler.
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400 Rooms—400 Baths Rates \$2.00 and Up

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Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.

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New Hotel with all Modern Conveniences—Elevator, Etc.
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None Higher.



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\$2.50 up with bath
CAFETERIA IN CONNECTION

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

Takes No Stock in the Metric System.

Written for the Tradesman.

Would you be startled at the announcement that henceforth you were to use, instead of the accepted standard U. S. pint, quart and gallon, bushel and peck, the European liter and hectoliter? Are you a neutral or indifferent as to whether or not some day you may be forced to use the terms milligram, or gram or kilo, instead of the accustomed pounds and ounces?

Our system is one of pounds, ounces, quarts, pecks, yards and inches, while the European system is one of decoliters, kilograms, millimeters and hectoliters. To introduce the metric system of standards into this country would throw us to say the least into hopeless confusion. To quote the Dearborn Independent: "If the metric system were adopted, even household affairs would immediately feel it. Grocers scales would require new weights and beams, quart, peck and bushel measures would be discarded, cooking receipts would have to be rewritten and kitchen measuring utensils changed."

The cost of this change would be appalling. The laboring man's kit of tools would be worthless and would have to be replaced by him entirely. The mechanic, carpenter, mason, plasterer and plumber would have to spend prodigious sums to replace their measuring implements. The cost to the employer, especially the manufacturer, would be out of all proportion to any possible benefit that might accrue from the change. Besides the cost of replacing machines and other devices, the cost due to inefficiency of the workman under the new system would be tremendous. For a long period the consumer would face a new era of high costs because of restricted output and new complications that would retard and obstruct expedition and dispatch in the handling and distribution of merchandise, produce and products of manufacture.

Our system is consistent and simple. If the entire world used the decimal system (which they do not do) there would still be many arguments against the fallacy of plunging our established standards of barter and trade into confusion and disorder.

The evil effects of such a change are so far reaching that there scarcely seems to be a plausible and consistent reason why propaganda in favor of such legislation should be countenanced at all. "But, nonetheless," continues the Dearborn Independent, "there have been made repeated attempts to incorporate a nucleus to this system into legislation and prevented only because of the effort of a few men who realized before it was too late what such a change of standards would entail in the way of waste effort, excessive additional costs and endless confusion and loss."

The worst failing we as tradesmen are subject to is that of false security. Let us not be found guilty of this lapse in a matter of such major importance and far reaching detrimental effect as this change of standards would mean. Retail grocers, meat dealers and merchants in general would do well to post themselves on facts of what this halucination conceived in the brain of some

of our cousins across the pond would mean to him if foisted upon us. Take nothing for granted. Delve for facts and be prepared to counter every suggestion by logical argument against this insidious and silly propaganda.

Charles G. Christensen.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 15—F. J. Lapp, the well-known window trimmer at the Leader department store, was given honorable mention and received a handsome silver buckle and leather belt in the Nationwide window trimming contest held by the Hickock Manufacturing Co., makers of men's belts, buckles and beltgrams.

John Hulbert, of Portland, Oregon, spent a few days with relatives here, renewing old friendships. This was his first visit in about ten years. He paid the Sooites many compliments on the progress made in the old town. He was entertained during his stay at the commodious summer home of H. E. Fletcher, on the lake shore, where about twenty of his old friends gathered to enjoy a banquet.

Putting something by for a rainy day is all right, but now is the time to lay away something for the cold days.

A. Dishneau, of Manistique, has moved his stock to the store recently vacated by H. Norton, who has moved his grocery stock into his new store.

Things are getting brighter. Even the leaves will be turning soon.

The farmers are feeling much better this year about the hay market. Last year they were looking for buyers, while this year the buyers are looking for the farmers. Much has been bought on speculation, figuring on the short crop.

The Fair Bros. meat market, at St. Ignace, which has been remodeled and refurnished with new fixtures, tile floor and all modern conveniences, can now boast of having one of the finest meat markets in the State. Fair Bros. are live wires and have been doing a prosperous business for many years.

The fair at Pickford will be held Sept. 16, 17 and 18 which will mean a lively time in that hustling country town, providing they have the fine weather they usually have for their fair. Good horse races and other attractions are on the programme, and with the merchants and farmers all pulling together, the fair has always been a huge success.

L. F. Swift, Jr. of Chicago, paid us a visit last week, this being the first time that he has stopped here. He expressed himself as being well pleased with our city, its parks and the Locks appealed to him. He is spending a few weeks fishing in Northern Ontario and likes the scenery, as well as enjoying the sport in that part of the country.

Saving is a fine habit, but be careful what you save. Don't try to save all of your good deeds for the future.

Peter Glashoe, who has for a number of years conducted a confectionery and grocery on South street, in Algonquin, has moved to his new quarters, one block North, which has been remodeled and decorated, now being one of the best stores in Algonquin.

William G. Tapert.

Fred Boulton, dealer in general merchandise at Footoria, sends the Tradesman \$3 with a request to renew his subscription to "the best trade paper ever published."

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Open at 7 A. M.

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Eat at the Cafeteria it is Cheaper

FLOYD MATHER, Mgr.

Licensed Intra-State Traffic along the Chicago Line

from Grand Rapids to

DOUGLAS \$1.50

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\$6 thru fare to Chicago

PARLOR COACHES L.V. 7 AND 10 A.M.

AR. CONGRESS HOTEL (Chicago) 3 AND 6

Main G. R. Station Crathmore Hotel

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OPP. UNION STATION

Central
Standard
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"A Room and a
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Day Boat Every Saturday

FARE FROM GRAND RAPIDS \$4.20

ROUND TRIP \$7.30

UPPER BERTH \$1.80.

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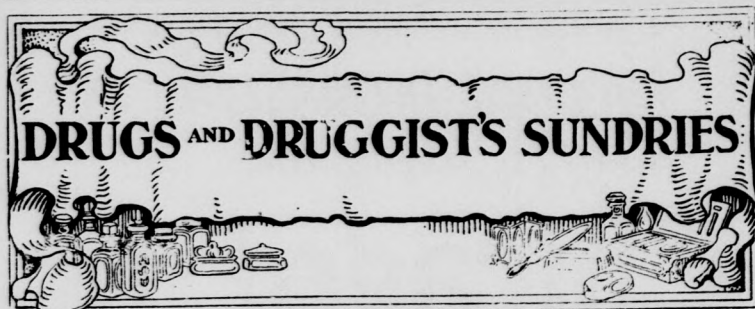
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Whisky To Be Listed As a Medicinal Drug.

Whisky and brandy will be listed in the United States Pharmacopoeia for the first time in the tenth revision of that manual of medicinal drugs, which becomes effective January 1.

Fixing the alcoholic content of whisky at between 47 and 53 per cent. and of brandy at from 48 to 54 per cent. is only one phase of the standardization. Dr. Jacob Diner, dean of the College of Pharmacy of Fordham University, said to-day.

Physicians and pharmacists have to be fastidious about the whisky or brandy they prescribe or sell.

For instance, the pharmacopoeia will establish certain esters to which the new "drugs" will have to conform, an ester being a chemical compound result of the process of observation of certain organic substances obtained in distilling. The pharmacist, in plainer words, must take a professional interest in the salutary effects of the aging of whisky and brandy.

"The revisions of the pharmacopoeia consist chiefly of the addition of new drugs which have been proved medicinally efficacious," said Dr. Diner. "There is acetylsalicylic acid, which some people buy under the name of aspirin. Like many new drugs, it was patented when first placed on the market, but now that the patent has expired and it is of proved worth aspirin will be included in the pharmacopoeia.

"Other additions are the war-time antiseptics, chloramin and tichloramine, chaumogroa oil, used in the tropics for leprosy; silver protein, a strong but harmless sterilizing drug, and quinidine, constituent of Peruvian bark used to treat certain heart conditions.

"Adrenalin, a heart stimulant; cannabis, or hashish, a depressant, and pituitary extract, administered for metabolic conditions, all are standardized in the new edition of the pharmacopoeia."

World-wide as well as national unity in the preparation and preservation of drugs is the aim of pharmacists, Dr. Diner said. It has been attained in the United States and practically is in effect throughout the civilized world, he said.

600 Druggists To Meet at Detroit.

Entertainment will be mixed with business at the fifty-first annual convention of the National Wholesale Druggists' Association, opening at the Book-Cadillac hotel October 4. The sessions will last until the evening of October 8, closing with a banquet.

More than 600 druggists from all sections of the United States and Canada will attend, according to F. E. Bogart, chairman of the committee on

arrangements. Harry Skillman, chairman of the entertainment committee, has arranged an extensive program, including two grand balls, a banquet, sight-seeing tours and a golf tournament.

While the business schedule has not been made up, officials of the Detroit branch of the Association report various matters of importance are to be discussed. "There has been no time in a decade," said an official, "when so many problems of vital importance affecting our trade have been awaiting solution."

The election of officers will be held early in the convention. Sewall D. Anderson, of Minneapolis, Minn., is president, and C. H. Waterbury, of New York City, Secretary.

Sunburn Preparations.

1. Subnitrate of Bi-muth 1½ drs.
Powdered French Chalk...30 grs.
Glycerine 2 drs.
Rose Water 1½ ozs.

Mix the powders and rub down carefully with the glycerine; then add the rose water. Shake the bottle before use.

2. Glycerine Cream 2 drs.
Jordan Almonds 4 drs.
Rose 5 ozs.
Essential Oil of Almonds .. 3 drops

Blanch the almonds, and then dry and beat them up into a perfectly smooth paste; then mix in the glycerine cream and essential oil. Gradually add the rose water, stirring well after each addition; then strain through muslin.

Perspiration Deodorizing Cream.

The following formula has been recommended:

- White Wax 8 ozs.
Liquid Petrolatum 24 ozs.
Sodium Borate 100 grs.
Benzoic Acid 20 grs.
Salicylic Acid 400 grs.
Hot Water 16 ozs.

Melt the wax and oil and heat to about 160 degrees F. Dissolve the other materials in the water, heat to the same temperatures as the wax solution, and pour it into the latter, beating briskly until the cream is formed. Here a comparatively high temperature of the solutions, plus a small amount of stirring, results in a glossy cream.

Pomades For Stimulating the Growth of the Hair.

1. Carbolic acid 5 parts
Sublimed sulphur 25 parts
Ox or horse marrow 250 parts
Oil of bergamot 3 parts
Mix.
2. Pilocarpine hydrochlorate... 4 parts
Yellow vaselin 40 parts
Lanolin 160 parts

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First Mortgage Leasehold
Sinking Fund Gold Bonds,
at 100 and Interest, to
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INVESTMENT BANKERS
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Sand Lime Brick

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Makes Structures Beautiful
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Experienced grocery clerks
between 25 and 35 years old
for store managers, good
opportunities and good salary.

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Package Goods of
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Bottle **G** PRESSED **R** STEEL **Capper**



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SIDNEY ELEVATORS
Will reduce handling expense and
speed up work—will make money
for you. Easily installed. Plans
and instructions sent with each
elevator. Write stating require-
ments, giving kind of machine and
size of platform wanted, as well
as height. We will quote a money
saving price.
Sidney Elevator Mfg. Co., Sidney, Ohio

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce



Lavender oil ----- 3 parts
 3. Pilocarpine hydrochlorate... 2 parts
 Quinine hydrochlorate... 4 parts
 Precipitated sulphur ----- 10 parts
 Balsam peru ----- 20 parts
 Beef marrow, suf. to make 100 parts
 Perfume as desired.

Arm Pit Deodorizer.

Talcum ----- 8 ozs.
 Starch ----- 2 ozs.
 Oil of Eucalyptus ----- 1/2 dr.
 Thymol ----- 10 grs.
 Salicylic Acid ----- 60 grs.
 Mix the oil, acid and thymol intimately, add the talcum gradually and in divided portions, mixing well after each addition then incorporate the starch, mix and sift.

A remedy in paste form that has been recommended consists of carboric acid, 30 grains; burnt alum, 2 drams; talcum, 2 drams; orris root, 1 ounce; cornstarch, 10 ounces; violet extract 2 fluid drams; glycerin, enough to make a paste.

Dressing For White Canvas Shoes.

Pipe Clay ----- 1 lb.
 Spanish White ----- 1/2 lb.
 Precipitated Chalk ----- 10 ozs.
 Powdered Tragacanth ----- 2 drs.
 Salicylic Acid ----- 30 grs.
 Oil of Verbena ----- 30 drops
 Water ----- enough

The powders are intimately mixed and then made into a thick cream with water, to the first portions of which the salicylic acid and the oil have been added.

Almond Sunburn Lotion.

Almonds, Blanched ----- 1 dr.
 Borax ----- 20 grs.
 Tincture Benzoin ----- 50 min.
 Orange Flower Water ----- 3 1/2 ozs.
 Solution of Hydrogen Peroxide 1/2 oz.
 Bruise the almonds, dissolve the borax in the orange flower water, and triturate the almonds with successive portions of the latter. Strain through muslin cloth, and add the tincture of benzoin and hydrogen peroxide.

Fumigators For Mosquitoes.

Powdered Charcoal ----- 16 ozs.
 Potassium Nitrate ----- 2 ozs.
 Benzoin ----- 4 ozs.
 Hard Tolu Balsam ----- 2 ozs.
 Insect Powder ----- 4 ozs.
 Tragacanth Mucilage ----- q. s.

Make into a stiff paste with the mucilage, and form into cones weighing about one dram each.

Bath Powder.

Powdered Borax ----- 1 lb.
 Ammonia Muriat ----- 2 ozs.
 Synthetic Violet ----- 2 drs.
 Synthetic Heliotrope ----- 2 drs.



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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavender Flow... 8 50@8 75		Cinchona ----- 01 10	
Boric (Powd.)	15 @ 25	Lavender Gar'n	85@1 20	Colchicum -----	01 80
Boric (Xtal)	15 @ 25	Lemon	2 75@3 00	Cubebs -----	02 00
Carbolic	38 @ 44	Linseed, bld. bbl.	@1 14	Digitalis -----	01 80
Citric	58 @ 70	Linseed, bld less 1	21@1 34	Gentian -----	01 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@1 11	Ginger, D. S. --	01 80
Nitric	9 @ 15	Linseed, ra. less 1	18@1 31	Gualac -----	02 20
Oxalic	15 @ 25	Mustard, artifil. oz.	@1 50	Gualac, Ammon.	02 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35@1 50	Iodine -----	02 95
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	01 50
Ammonia		Olive, Malaga,	2 75@3 00	Iron, Clo. -----	01 35
Water, 26 deg.	10 @ 18	yellow	2 75@3 00	Kino -----	01 40
Water, 18 deg.	09 @ 14	Olive, Malaga,	2 75@3 00	Myrrh -----	02 50
Water, 14 deg.	08 @ 12	green	2 75@3 00	Nux Vomica -----	01 55
Carbonate	20 @ 25	Orange, Sweet	5 00@5 25	Opium -----	03 50
Chloride (Gran.)	10 1/2 @ 20	Origanum, pure	@2 50	Opium, Camp. --	03 55
Balsams		Origanum, com'l	1 00@1 20	Opium, Deodors'd	03 50
Copalba	90@1 20	Pennyroyal	3 00@3 25	Rhubarb -----	01 75
Fir (Canada)	2 55@2 80	Peppermint	22 50@22 75	Paints.	
Fir (Oregon)	65@1 00	Rose, pure	13 50@14 00	Lead, red dry --	15 1/4@15 1/4
Peru	3 00@3 25	Rosemary Flows	1 25@1 50	Lead, white dry	15 1/4@15 1/4
Tolu	3 00@3 25	Sandalwood, E.	10 00@10 25	Lead, white oil	15 1/4@15 1/4
Barks		I.	10 00@10 25	Ochre, yellow bbl.	@ 2 1/2
Cassia (ordinary)	25 @ 30	Sassafras, true	2 00@2 25	Ochre, yellow less	3 @ 6
Cassia (Saigon)	50 @ 60	Sassafras, art'l	90@1 20	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Spearment	10 50@10 75	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	30c	Sperm	1 50@1 75	Putty -----	5 @ 8
Berries		Tansy	5 00@5 25	Whiting, bbl. --	@ 4 1/4
Cubeb	@1 25	Tar, USP	50 @ 65	Whiting -----	5 1/2 @ 10
Fish	@ 25	Turpentine, bbl.	@1 15 1/2	L. H. P. Prep.	3 05@3 25
Juniper	09 @ 20	Turpentine, less 1	23@1 35	Rogers Prep.	3 05@3 25
Prickly Ash	@ 30	Wintergreen,	6 00@6 25	Miscellaneous	
Extracts		leaf	6 00@6 25	Acetanallid -----	47 @ 55
Licorice	60 @ 65	Wintergreen, sweet	3 00@3 25	Alum -----	08 @ 12
Licorice powd.	@1 00	Wintergreen, art.	75@1 00	Alum, powd. and	09 @ 12
Flowers		Wormwood	7 50@7 75	ground -----	09 @ 15
Arnica	25 @ 30	Wormwood	8 50@8 75	Bismuth, Subni-	3 54@3 59
Chamomile (Ger.)	20 @ 25	Potassium		trate -----	
Chamomile Rom.	50	Bicarbonate -----	35 @ 40	Borax xtal or	
Gums		Bichromate -----	15 @ 25	powdered -----	07 @ 13
Acacia, 1st	50 @ 55	Bromide -----	69 @ 85	Cantharades, po.	1 75@2 25
Acacia, 2nd	45 @ 50	Bromide -----	54 @ 71	Calomel -----	1 93@2 00
Acacia, Sorts	20 @ 25	Chlorate, gran'd	23 @ 30	Capsicum, pow'd	48 @ 55
Acacia, Powdered	35 @ 40	Chlorate, powd.	16 @ 25	Carmine -----	7 00@7 50
Aloes (Barb Pow)	25 @ 35	or Xtal -----	30 @ 30	Casia Buds -----	20 @ 25
Aloes (Cape Pow)	25 @ 35	Cyanide -----	30 @ 25	Cloves -----	50 @ 55
Aloes (Soc. Pow.)	65 @ 70	Iodide -----	4 30@4 49	Chalk Prepared	14 @ 16
Asafoetida	50 @ 60	Permanganate	20 @ 30	Chloroform -----	51 @ 60
Pow.	75 @ 100	Prussiate, yellow	65 @ 75	Chloral Hydrate	1 35@1 85
Camphor	1 05@1 10	Prussiate, red	@1 00	Cocaine -----	12 10@13 80
Guaiaac	@ 80	Sulphate -----	35 @ 40	Cocoa Butter	50 @ 75
Guaiaac, pow'd	@ 90	Roots		Corks, list, less	40-10%
Kino	@1 10	Alkaleet -----	25 @ 30	Copperas -----	2 1/2 @ 10
Kino, powdered	@1 20	Blood, powdered	35 @ 40	Copperas, Powd.	4 @ 10
Myrrh	@ 60	Calamus -----	35 @ 40	Corrosive Sublim	1 58@1 76
Myrrh, powdered	@ 65	Elecampane, pwd	25 @ 30	Cream Tartar	21 @ 28
Opium, powd. 19	65@19 92	Gentian, powd.	20 @ 30	Cuttle bone -----	40 @ 50
Opium, gran. 19	65@19 92	Ginger, African,	30 @ 35	Dextrine -----	6 @ 15
Shellac	90 @ 100	powdered -----	60 @ 65	Dover's Powder	3 50@4 00
Shellac Bleached	1 00@1 10	Ginger, Jamaica,	55 @ 60	Emery, All Nos.	10 @ 15
Tragacanth, pow.	@1 75	powdered -----	55 @ 60	Emery, Powdered	8 @ 10
Tragacanth	1 75@2 25	Goldenale, pow.	@7 50	Epsom Salts, bbls.	@
Turpentine	@ 25	Ipecac, powd. --	3 75@4 00	Epsom Salts, less	3 1/2 @ 10
Insecticides		Licorice -----	35 @ 40	Ergot, powdered	@1 00
Arsenic	15 @ 25	Licorice, powd.	20 @ 30	Flake, White -----	15 @ 20
Blue Vitriol, bbl.	@ 07	Orris, powdered	30 @ 40	Formaldehyde, lb.	12 @ 30
Blue Vitriol, less	08 @ 15	Poke, powdered	35 @ 40	Gelatin -----	90 @ 1 05
Bordea. Mix Dry	12 1/2 @ 25	Rhubarb, powd. 1	00@1 10	Glassware, full case	60%
Heliebore, White	20 @ 30	Rosinwood, powd.	@ 40	Glauber Salts, bbl.	@01 1/4
powdered -----	20 @ 30	Sarsaparilla, Hond.	@1 00	Glauber Salts less	04 @ 10
Insect Powder	40 @ 55	ground -----	@1 25	Glue, Brown -----	21 @ 30
Lead Arsenate Po.	17 @ 30	Sarsaparilla Mexican,	@1 25	Glue, Brown Grd	15 @ 20
Lime and Sulphur	9 @ 22	ground -----	@1 25	Glue, white -----	27 1/2 @ 35
Dry -----	9 @ 22	Squills -----	35 @ 40	Glue, white grd.	25 @ 35
Paris Green -----	22 @ 39	Squills, powdered	60 @ 70	Glycerine -----	25 @ 45
Leaves		Tumeric, powd.	20 @ 25	Hops -----	65 @ 75
Buchu -----	1 25@1 30	Valerian, powd.	@ 75	Iodine -----	6 45@6 90
Buchu, powdered	@1 30	Seeds		Iodoform -----	7 25@7 65
Sage, Bulk -----	25 @ 30	Anise -----	@ 35	Lead Acetate -----	20 @ 30
Sage, 1/4 loose -----	@ 40	Anise, powdered	35 @ 40	Mace -----	@1 45
Sage, powdered -----	@ 35	Bird, is -----	13 @ 17	Mace, powdered	@1 50
Senna, Alex. -----	50 @ 75	Canary -----	13 @ 20	Menthol -----	16 00@16 50
Senna, Tinn. -----	30 @ 35	Caraway, Po. .30	25 @ 30	Morphine -----	11 18@11 92
Senna, Tinn. pow.	25 @ 35	Cardamon -----	@4 00	Nux Vomica -----	@ 20
Uva Ursi -----	20 @ 25	Coriander pow. .30	20 @ 25	Nux Vomica, pow.	17 @ 25
Oils		Dill -----	14 @ 20	Pepper black pow.	32 1/2 @ 40
Almonds, Bitter,	7 50@7 75	Fennel -----	25 @ 40	Pepper, White -----	42 @ 50
true -----	7 50@7 75	Flax -----	08 @ 15	Pitch, Burgundry	10 @ 15
Almonds, Bitter,	4 00@4 25	Flax, ground -----	08 @ 15	Quassia -----	12 @ 15
artificial -----	4 00@4 25	Foenugreek pow.	15 @ 25	Quinine -----	12 @ 15
Almonds, Sweet,	1 50@1 80	Hemp -----	8 @ 15	Rochelle Salts -----	72 @ 88
true -----	1 50@1 80	Lobelia, powd. --	@1 25	Saccharine -----	@ 30
Almonds, Sweet,	75 @ 100	Mustard, yellow --	17 @ 25	Salt Peter -----	11 @ 22
Amber, crude -----	1 50@1 75	Mustard, black -----	20 @ 25	Seidlitz Mixture	30 @ 40
Amber, rectified	1 75@2 00	Poppy -----	22 @ 25	Soap, green -----	15 @ 30
Anise -----	1 25@1 50	Quince -----	1 50@1 75	Soap mott cast.	22 1/2 @ 25
Bergamont -----	7 50@7 75	Rape -----	15 @ 20	Soap, white castile	@12 50
Cajeput -----	1 50@1 75	Sabudlow -----	25 @ 25	Soap, white castile	
Cassia -----	4 25@4 50	Sunflower -----	11 1/4 @ 15	less, per bar -----	@1 45
Castor -----	1 80@2 05	Worm, American	30 @ 40	Soda Ash -----	2 @ 10
Cedar Leaf -----	1 50@1 75	Worm, Levant --	4 25@4 50	Soda Bicarbonate	3 1/2 @ 10
Citronella -----	1 25@1 50	Tinctures		Soda, Sal -----	02 1/2 @ 68
Cloves -----	3 00@3 25	Aconite -----	@1 80	Spirits Camphor	@1 35
Cocoonut -----	25 @ 35	Aloes -----	@1 45	Sulphur, roll -----	3 1/2 @ 10
Cod Liver -----	1 90@2 15	Arnica -----	@1 10	Sulphur, Subl. -----	04 @ 10
Croton -----	2 00@2 25	Asafoetida -----	@2 40	Tamarinds -----	20 @ 25
Cotton Seed -----	1 40@1 60	Belladonna -----	@1 35	Tartar Emetic -----	70 @ 75
Cubebs -----	7 00@7 25	Benzoin -----	@2 10	Turpentine, Ven. -----	50 @ 75
Eigeron -----	6 00@6 25	Benzoin Comp'd	@2 65	Vanilla Ex. pure	1 75@2 25
Eucalyptus -----	1 25@1 50	Buchu -----	@2 55	Vanilla Ex. pure	2 50@3 00
Hemlock, pure -----	1 75@2 00	Cantharadles -----	@1 85	Zinc Sulphate -----	06 @ 15
Juniper Berries	3 50@3 75	Catechu -----	@1 75		
Juniper Wood -----	1 50@1 75				
Lard, extra -----	1 60@1 80				
Lard, No. 1 -----	1 40@1 60				

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
Blue Grass Milk
Barley
Whole Allspice
Ground Peppers
Pork

DECLINED

Scotch Peas
Beans
Rice

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, 6 1/2 oz. 2 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 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cer'l 2 20
Quaker Puffed Wheat 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
Grae-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

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

Stove

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

Shoe

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

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50@5 75
Apple Sauce, No. 10 7 50
Apricots, No. 1 1 75@2 00
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 00@3 75
Apricots, No. 10 ----- 9 25
Blackberries, No. 10 9 50
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 ----- 15 00
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 3 75
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 25@1 80
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@3 75
Peaches, 10, Mich. ----- 8 50
Pineapple, 1 sl. 1 80@2 00
Pineapple, 2 sl. 2 80@3 00
Pineapple, 2 br. sl. 2 65@2 85
Pineapple, 2 1/2, sli. 3 35@3 50
Pineapple, 2, cru. 2 60@2 75
Pineapple, 10 cru. ----- 11 50
Pears, No. 2 ----- 4 00
Pears, No. 2 1/2 ----- 4 25@4 75
Plums, No. 2 ----- 2 40@2 50
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 25
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Clam 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 2 10@2 25
Sard's, 1/4 Oil, Ky 5 25@6 00
Sardines, 1/4 Oil, K'less 4 75
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2s 2 75
Salmon, Rd Alaska 3 90
Salmon, Med. Alaska 3 25
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10@28
Sardines, Im., 1/2, ea. 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

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

Beef, No. 1/4, Qua. sli. 1 75
Beef, 5 oz., Qua. sli. 2 50
Beef, No. 1, B'nut, sli. 4 50
Beefsteak & Onions, 2 75
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Qua. 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Vienna Sausage, Qua. 95
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 90
Kremont, 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@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@13 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 90
Red Kid, No. 2, wh. 1 20@1 35
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@2 35
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 42
Mushrooms, Choice ----- 53
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. 1 75@1 85
Peas, No. 2, Sift., June ----- 2 00
Peas, No. 2, Ex. Sift. ----- 2 35
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimentos, 1/4, each ----- 12 10
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 90
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 10@2 50
Spinach, No. 10 ----- 6 00@7 00
Tomatoes, No. 2 1 40@1 60
Tomatoes, No. 3 2 00@2 25
Tomatoes, No. 2, glass 2 50
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 70
Lilly Valley, 14 oz. ----- 2 60
Lilly Valley, 1/2 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 ----- 2 25
Roquefort, small tins ----- 2 25
Camenbert, small tins ----- 27
Wisconsin New ----- 27
Longhorn ----- 27
Michigan Full Cream 25
New York Full Cream 29
San Sago ----- 47
Brick ----- 26

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
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. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 36
Huyler ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 1 lb. cans ----- 31
Runkles, 1/4s ----- 32
Runkles, 1/2s ----- 36
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT

Dunham's ----- 49
15 lb. case, 1/4s and 1/2s 49
15 lb. case, 1/4s ----- 43
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@37
Maracaibo ----- 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

Telfer Coffee Co. Brand
Bokay.

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

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

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

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00

Tunis Johnson Cigar Co.
Van Dam, 10c ----- 75 00
Little Van Dam, 5c ----- 37 50

Worden Grocer Co. Brands

Canadian Club ----- 37 50
Master Piece, 50 Tin. 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
Tom Moore Cabinet 95 00
Tom M. Invincible 115 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight House ----- 90 30
Starlight P-Club ----- 135 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana ----- 75 00
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. ----- 19
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 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples
Domestic, 20 lb. box 11
N. Y. Fcy, 50 lb. box 16 1/2
N. Y. Fcy, 14 oz. pkg. 17 1/2
Apricots
Evaporated, Choice ----- 30
Evaporated, Fancy ----- 35
Evaporated, Slabs ----- 27
Citron
10 lb. box ----- 48

Currants

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

Dates

Dromadary, 36s ----- 6 75

Peaches

Evap. Choice, un. ----- 17
Evap., Ex. Fancy, P. P. 20

Peal

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

Raisins.

Seeded, bulk ----- 09
Thompson's s'dles blk ----- 09
Thompson's seedless, 15 oz. ----- 11 1/2
Seeded, 15 oz. ----- 11 1/2

California Prunes

90@100, 25 lb. boxes ----- 08 1/2
60@70, 25 lb. boxes ----- 07 1/2
50@60, 25 lb. boxes ----- 07 1/2
40@50, 25 lb. boxes ----- 07 1/2
30@40, 25 lb. boxes ----- 06 1/2
20@30, 25 lb. boxes ----- 06 1/2

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 05 1/2
Cal. Limas ----- 15
Brown, Swedish ----- 07 1/2
Red Kidney ----- 10 1/2

Farina

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

Hominy

Pearl, 100 lb. sacks ----- 4 25

Macaroni

Domestic, 20 lb. box 10
Armours, 2 doz., 8 oz. 1 80
Fould's 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 2 00

Pearl Barley

Chester ----- 5 00
000 ----- 6 50
Barley Grits ----- 06

Peas

Scotch, lb. ----- 06 1/2
Split, lb. yellow ----- 08 1/2
Split green ----- 10

Sago

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



GELATINE	
Jello-O, 3 doz	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 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.	27
Nucoa, 2 and 5 lb.	26 1/2
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 bx	5 00
Ohio Blue Tip, 144 bx	6 60
Ohio Rosebud, 144 bx	6 60
Ohio Blue Tip, 720-1c	4 75

SAFETY MATCHES	
Quaker, 5 gro. case	4 25
MINCE MEAT	
None Such, 4 doz.	6 47
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 cs.	6 45
No. 1 1/2, 36 cans to cs.	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 cs.	5 10
No. 1 1/2, 36 cans to cs.	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 cs.	3 50
No. 1 1/2, 36 cans to cs.	3 00

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 5c extra Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 80
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	28
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia Raw	12 1/2
Peanuts, Vir. roasted	14
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16 1/2
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	72
Peanuts, Spanish,	13
125 lb. bags	32
Filberts	32
Pecans	1 20
Walnuts	60
Bulk, 3 gal. keg	5 25
OLIVES.	
Bulk, 5 gal. keg	8 50
Quart Jar, dozen	6 50
Bulk, 2 gal. keg	3 60

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 36
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed	4 50@4 75
20 oz. Jar, stuffed dz.	7 00
PARIS GREEN	
1/2s	31
1s	29
2s	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	15.7
Solite Gasoline	19.7
Gas Machine Gasoline	38.2
V. M. & P. Naphtha	21.6
Capitol Cylinder	41.2
Atlantic Red Engine	23.2
Winter Black	13.7



Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	8.0
Parowax, 40, 1 lb.	8.2
Parowax, 20, 1 lb.	8.4



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

PICKLES	
Barrel, 1600 count	18 50
Half bbls., 800 count	10 00
50 gallon kegs	5 00

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

Dill Pickles.	
600 Size, 15 gal.	14 00

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

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

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & H'f.	19
Good Steers & H'f.	17 1/2
Med. Steers & H'f.	15 1/2
Com. Steers & H'f.	10 1/2
Cows.	
Top	13
Good	11 1/2
Medium	10
Common	9
Veal.	
Top	19
Good	17
Medium	15
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	16
Loins	30
Butts	25
Shoulders	20
Spareribs	15
Neck bones	08

PROVISIONS	
Barreled Pork	
Clear Back	34 50@35 00
Short Cut Clear	34 50@35 00
Dry Salt Meats	
S P Bellies	28 00@30 00
Lard	
Pure in tierces	19 1/2
50 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	14
Compound, tubs	14 1/2

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

Smoked Meats	
Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	32
Ham, dried beef	
sets	@34
California Hams	@20
Picnic Boiled	
Hams	30 @32
Boiled Hams	45 @47
Mixed Hams	14 @17
Bacon	30 @39

Beef	
Boneless, rump	18 00@22 00
Rump, new	18 00@22 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00
Pig's Feet	
1/2 bbls.	1 55
1/4 bbls., 35 lbs.	2 75
1/2 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 skein	1 75@2 00

RICE	
Fancy Blue Rose	08 1/2
Fancy Head	09
Broken	06

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

RUSKS.	
Holland Rusk Co.	
18 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbls.	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 1/2
Tablets, 1/2 lb. Pure,	
doz	1 40
Wood boxes, Pure	29 1/2
Whole Cod	11 1/2

Holland Herring	
Mixed, Kegs	10 1/2
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	07
Boned, 10 lb. boxes	20

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

White Fish	
Med. Fancy, 100 lb.	13 00

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

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Paradium, 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
Stovall, per doz.	3 00

SALT.	
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	2 40
Med. No. 1, Bbls.	2 75

Med No 1, 100 lb. hg	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.	20
Baker Salt, 280 lb. bbl.	4 10
100, 3 lb. Table	5 50
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



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
AA-Butter	4 20
AA-Butter	4 20
Plain, 50 lb. blks.	45
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	
sk.	85
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	28
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100 lb. sack	80

SOAP	
Am. Family, 100 box	6 30
Export 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 25
Fels Naphtha, 100 box	5 60
Grdina White Na. 100s	4 10
Rub No. More White	
Naphtha, 100 box	4 00
Rub-No-More, yellow	5 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 75
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 20
Pummo, 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
Triby Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

World Court Advocates Wholly Wrong

Grandville, Sept. 15—As the assembling of Congress approaches the entering of the United States into a world court founded on the league of nations is being discussed with more or less fluency, but with no assurance that this country will by any possible manner be benefited by such a league.

It is stated by a certain degree of authority that President Coolidge is ready to align himself with the court joiners. If such be the case, then we may expect some sort of union with foreign nations which will in no sense redound to the good of the United States.

Why this continued agitation to bring America into relationship with other nations in any manner is past finding out. It is far easier to keep out of such an entanglement than it is to get out after we are once in.

Those presumed to speak for the President say:

Affirmative action on the world court protocol, with reservations that the United States shall not be responsible for the obligations of the league of nations."

If we are not to be responsible for what takes place in the court, why in the name of common sense enter into it. It is a simple proposition that if we go in we must be responsible, else there is no sense in joining.

Nations shouldn't be tricksters, but it seems plain to an outsider that this earnest effort to inveigle Uncle Sam into a court (another name for league of nations) has a meaning which those simple souls who propose to join a court and then not be bound by its decisions do not seem to comprehend.

A local newspaper makes the statement that America can adhere to the world court and remain absolutely free to decide for herself whether or not, in given dispute, we shall accept court jurisdiction.

Is that a sensible or honorable position for the United States to occupy? Is it not the veriest child's play, and will not such a position make more trouble, justly so, than if we kept wholly out of the court?

It is strange why Americans are so anxious to get in on the other side, so determined to have a hand in the European pie that they would care to see our country play the dog in the manger act; in fact play up the spoiled child to the limit, and deserve a good spanking whether we got it or not.

The world court seems to hold wonderful possibilities, let these sapient internationalists tell the story. America must join in a sense that gives her no say in any questions that come up, or if she has a say, there is no responsibility on her part as to the outcome. There is no sense in such a position be it held by the President or a common citizen.

If we join this world court we must assume all the responsibilities of such a position. There would be no use joining otherwise.

We are to join this much lauded court while at the same time we disclaim any legal or moral obligation. What, then, is our object? To join a court, league or what not, and then refuse to be bound by any of its transactions is a novel proposition worthy the brain of a moron.

It is wonderful what a lot of words can be spilled relating to the necessity for a world court which is not a league, and which Uncle Sam joins merely as a pastime, with no thought of abiding by anything this court may choose to enact.

The people of the United States set emphatically down on everything of the kind at one election, and, no doubt, would do the same again were the subject to come up for public adjudication.

What is there in it for these court advocates that they so persistently urge upon Congress to thrust the United States into anything so indefensible? American citizenship has enough problems to work out without

thrusting the country into untried fields in which not one in a thousand of the people care a pickayune.

By endorsing the world court the United States does not enter into entangling alliance with any foreign country, avows a court advocate. There should be some object sought by such an alliance, and yet if we as a nation are not to be bound by any of its processes, why join?

It is up to the court advocates to show what advantages, if any, will come to the United States by joining a league to which we owe no allegiance and to which we refuse to bow under any and all conditions.

Uncle Sam, keep out, is the advice of good citizens from Washington down to present day Americans.

There must be something more than the act of playing good fellow to our European neighbors to require this country to enter into a world court whereby we pledge ourselves to certain things which, if they are used against us, are not to be compelled to obey.

The European world is not going to make any such bargain as that. If the United States enters into any sort of bargain with those foreigners, she must act square, else write herself down a trickster and thus win the hatred and derision of her partners.

Nothing could more endanger the peace of the world than for this Nation to enter a world court with a mental reservation leaving us out of all responsibility in matters concerning the other members of the league. It could not be done honestly and I do not believe the President will have aught to do with any such unmanly and disgraceful proposition.

Old Timer.

Popular Priced Jewelry Selling.

The increased demand for popular priced novelty jewelry that has been in evidence here during the last few weeks was said yesterday to be giving indications of continuing through the current month, by which time buyers will be well engaged in making their preparations for the holiday season. Among the outstanding novelties of the moment, it was further said, are sterling silver bracelets, ranging from half an inch to an inch and a half in width and retailing from \$1.50 to \$6 or thereabouts. The widest of these bracelets, which come plain, chased and stone set, are moving best. Similar effects in plated silver can be had to retail at 50 cents and up, but the sterling bracelets appear to be selling the better of the two. Also active just now are compacts, especially those of the sifter top variety, at retail prices ranging upward of half a dollar.

August Business Totaled High.

Reports from out-of-town sources continue to tell of large business during August and thus bear out the assertions that the sales totals rolled up last month by firms in many lines, especially wholesale ready-to-wear, were the largest since the boom period during and immediately following the war. Were prices for the individual garments as high as they were then, last month's totals, in dollars and cents, would have exceeded the war period's best August figures by a wide margin. In the textile markets the wholesalers had a big month also. Dry goods wholesalers in St. Louis, for instance, were said to have run up sales totals that exceeded even those of the boom period, despite the discrepancy in prices.

QUALITY

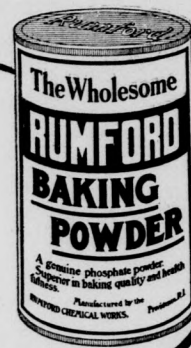
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Providence, R. I.

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THE WHOLESOME
BAKING POWDER



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Deserve the Popularity They Enjoy
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WADSWORTH, OHIO

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TOOLS**

H. T. Baldwin

1028 Fairmount Street, S.E.

Grand Rapids, Mich.

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**"SUNSHINE"
FLOUR**

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The Quality is Standard and the
Price Reasonable

**Genuine Buckwheat Flour
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The Sunshine Mills
PLAINWELL, MICHIGAN

**I. Van Westenbrugge
GRAND RAPIDS—MUSKEGON**

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"The Wholesome Spread for Bread"

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

Quality — Service — Co-operation

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

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

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Pancake flour, Graham flour, Gran-
ulated meal, Buckwheat flour and
Poultry feeds.

**Western Michigan's Largest Feed
Distributors.**

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 8.—In the matter of Chicago File & Rasp Co., Bankrupt No. 2692, the sale of assets, as adjourned, was held open until a further offer was received. When such offer is received note of the same will be made here.

In the matter of W. P. Kinnee, Bankrupt No. 2433, the court has ordered the payment of expenses of administration and a first dividend of 5 per cent. to general creditors.

Sept. 9. We have to-day received the schedules, order of reference, and adjudication in the matter of John Rawdzik, Bankrupt No. 2469. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is a meat cutter. The schedules list no assets, with liabilities of \$5,423.25. 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 said bankrupt is as follows:

City of Grand Rapids \$ 18.00
Anderson Bros., Grand Rapids 10.00
Barnes Packing Co., Grand Rapids 20.00
Big Rapids Garage, Big Rapids 126.00
Buehler Bros., Grand Rapids 65.00
Colins-Northern Ice Co., Grand Rapids 169.00

Cavera & Co., Grand Rapids 9.00
Coffee Ranch, Grand Rapids 40.00
Caldwell Packing Co., Grandville 4.50
Corwin & Norcross, Grand Rapids 6.75
Frank Cousins, Wayland 300.00
Ellis Bros., Grand Rapids 39.00
East End Market, Grand Rapids 14.00
Eureka Coffee Co., Buffalo 52.00
John Enzing, Jamestown 10.00
Fedorowicz, Grand Rapids 200.00
Fennhar & Roon, Byron Center 300.00
Furniture City Creamery, Grand Rapids 23.00

Gasser Coffee House, Toledo 25.00
G. R. By-Product Co., Grand Rapids 60.00
Gimmen Bros., Jenison 32.00
Illinois Casing Co., Chicago 50.00
Industrial Mortgage & Investment Co., Grand Rapids 93.00

Jung & Co., Chicago 17.00
Kent Storage Co., Grand Rapids 42.00
Kent Creamery Co., Grand Rapids 10.00
Walter Kubiak, Grand Rapids 150.00
Lewellyn & Co., Grand Rapids 25.00

Morris & Co., Grand Rapids 507.00
Moon Lake Ice Co., Grand Rapids 100.00
Mich. State Tele. Co., Grand Rapids 15.00
National Grocer Co., Grand Rapids 15.00
Vincent Prawdzik, Belmont 500.00

Vincent Prawdzik, Jr., Belmont 150.00
Andrew Puzniak, Grand Rapids 590.00
Ryskamp Bros., Grand Rapids 29.00
Robson Casing Co., Chicago 12.00
Razzoog, Mike, Grand Rapids 25.00

Paul Stachowiak, Grand Rapids 420.00
Abe Samrick, Grand Rapids 54.00
Sa Samrick, Grand Rapids 20.00
Swift & Co., Grand Rapids 25.00
Steel & Wallace Co., Escanaba 17.00

Stocking Ave. Garage, Grand Rapids 65.00
Frank Steele, Burnip 23.00
Sam Tylczynski, Grand Rapids 68.00
Thomasma Bros., Grand Rapids 150.00
Vicksburg Carton Co., Chicago 30.00

Vinkemulder & Co., Grand Rapids 5.00
pSam Waner, Grand Rapids 487.00
Wagner Bros., Grand Rapids 20.00

In the matter of Edwin F. Howe, Bankrupt No. 2655, the trustee has filed his final report and account and a final meeting of creditors has been called for Sept. 21. The trustee's final report and account will be passed upon, administration expenses paid as far as the funds will permit and the matter closed up. There will be no dividend to general creditors.

In the matter of Nicholas Herte, Bankrupt No. 2713, the trustee has filed his final report and account and a final meeting of creditors has been called for Sept. 21. The trustee's final report and account will be considered and administration expenses paid, and a final dividend to creditors declared and ordered paid.

In the matter of Willard A. Hoebeke, Bankrupt No. 2678, the trustee has filed his final report and account and a final meeting of creditors has been called for Sept. 21. The trustee's final report and account will be considered and administration expenses paid, and a final dividend to creditors declared and ordered paid.

Sept. 10. We have to-day received the schedules, order of reference and adjudication in the matter of Otto P. Grewe and Bruno Humberg, co-partners, trading as Grewe & Humberg, and Otto P. Grewe and Bruno Humberg, as individuals, Bankrupt No. 2770. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupts are residents of St. Joseph and their occupation is that of a plumber. The schedules show assets of \$1,562.47, with liabilities of \$7,095.89. The individuals show assets of \$1,562.47, with \$500 claimed as exempt, with liabilities of \$6,912.89. 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 said bankrupts, are as follows:

Ajax Brass Co., unknown \$ 7.47
Bramhall Heating & Supply Co., Berrien Springs 44.71
Berrien Co., Inc., Berrien Springs 11.25

N. W. Colby, Benton Harbor 14.44
Clow, Jas. B. & Sons, Chicago 70.48
Eclipse Mfg. Co., Detroit 140.40
Flint Walling Mfg. Co., Kendallville 118.55
Greenwood Mfg. Co., Detroit 4.80

Illinois Malleable Iron Co., Chicago 860.85
Knaak Drug Co., St. Joseph 1.55
Mfgs. Tool & Supply Co., South Bend 137.59
Nat'l Plumbing & Heating Co., Chicago 689.93

B. M. Nowlen Co., Benton Harbor 244.62
Frank L. Noble, Benton Harbor 52.99
Neighborhood Drug Co., St. Joseph 1.00
Richards Mfg. Co., Grand Rapids 224.97
Richter & Achterberg, St. Joseph 22.50
Ross Mfg. Co., Kansas City 14.65
Sterling Brass Works, unknown 90.05

Standard Sanitary Mfg. Co., Chicago 2,614.59
S. B. Supply Co., South Bend 439.66
J. A. Sexton Mfg. Co., Inc., New York 80.01
Chas. E. Williams, St. Joseph 52.99
Jno. Wallace Sons Co., St. Joseph 814.93

Wolverine Brass Works, Grand Rapids 61.18
Yeske & Sons, St. Joseph 45.42
Unity Rubber & Supply Co., Chicago 44.04
Ed. Kowalski, Berrien Springs 185.00

Sept. 10. On this day was held the adjourned special meeting of creditors in the matter of Sam Rosenbaum, Bankrupt No. 2641. The trustee was represented by Connine & Connine, attorneys. No creditors were present or represented. The matter was then adjourned to Sept. 18.

In the matter of Lewellyn & Co., Bankrupt No. 2636, the first meeting of creditors has been called for Sept. 24.

In the matter of Charles E. Van Buren, Bankrupt No. 2762, the funds for the first meeting have been received and a first meeting has been called for Sept. 24.

In the matter of Jackson Hollibaugh, Bankrupt No. 2766, the funds for the first meeting have been received and such meeting has been called for Sept. 24.

In the matter of Albert Gotham, Bankrupt No. 2768, the funds for the first meeting have been received and such meeting is called for Sept. 24.

In the matter of John K. Dertien, Bankrupt No. 2673, the trustee has reported the receipt of an offer of \$100 from Shellman Optical Co., for all of the assets of the estate, appraised at \$400. The property is that of an optical office, and includes tools, fixtures and furniture, etc., and is located at Hastings. The date fixed for sale is Sept. 24. All interested should be present at such time and place.

Sept. 14. On this day was held the first meeting of creditors in the matter of Hoyt Wilson, Bankrupt No. 2759. The bankrupt was present in person and by R. G. Goemmel, attorney for the bankrupt. There were no creditors present or represented; 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 case without assets.

On this day also was held the first meeting of creditors in the matter of Louis Czarny, Bankrupt No. 2752. The bankrupt was present in person and by attorney, John G. Anderson, of Muskegon. No creditors were present or represented. No claims were proved and allowed. 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.

On this day also was held the first meeting of creditors in the matter of George H. Miler, Bankrupt No. 2755. The bankrupt was present in person and by attorneys, Corwin & Norcross. One creditor was present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The meeting was then adjourned without date and the matter closed and returned to the district court. The case is without assets.

In the matter of Ora L. Jackson, Bankrupt No. 2459, the trustee has filed his petition for leave to sell the real estate of this estate at auction and leave has been granted. The sale will be held at the main entrance of the court house at Muskegon Sept. 26. The sale will be to the highest bidder and for cash. The sale is subject to the approval of the court. The property for sale is forty acres of land in Oceana county, and also a half interest in land contract covering two lots in Muskegon Heights. The trustee will have an inventory on hand at the date of sale. The first piece is appraised at \$500 and the lots at \$300. An inventory is also in the office of the referee, at Grand Rapids.

Sept. 14. On this day was held the first meeting of creditors in the matter of Charles L. Reed, Bankrupt No. 2,600. The bankrupt was present in person and by attorney, Irving J. Dodge. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$100. The meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of George L. Siae, Bankrupt No. 2761. The bankrupt was present in person and by Jackson, Fitzgerald & Dalm, attorneys for the bankrupt. The custodian was present in person. Creditors were also present personally. Claims were proved, but not passed upon. The bankrupt was sworn and examined without a reporter. M. N. Kennedy was appointed trustee, and the amount of his bond placed by the referee at \$100. The meeting then adjourned until Sept. 21.

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DEBTORS PAY DIRECT TO YOU AND IT'S ALL YOURS Only the one small Service Charge—absolutely no extras.

References: Any Bank or Chamber of Commerce of Battle Creek, Mich.

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Business Wants Department

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

FOR SALE—At public auction, in bulk, at 2:30 P. M. Central time, 1:30 Eastern time, Wednesday, September 23, at Reed City, Mich., stock of dry goods, notions, furnishings, bazaar goods and fixtures, valued at approximately \$6,000. H. W. Dancer, Trustee. Charles B. Blair, Referee in Bankruptcy. Hilding & Hilding, Attorneys for trustee, Grand Rapids, Mich. 39

GRAIN elevator, feed mill, in good farming locality, forty miles north Detroit on Michigan Central. Price right. H. C. Schlicht, Thomas, Mich. 40

GROCERY FOR SALE—In live city in Southern Michigan. Doing \$500 weekly. Good location. Address No. 41, c/o Michigan Tradesman. 41

Wanted—Commission salesmen with established territory to sell mop sticks, vacuum washers, and similar merchandise. W. E. Kautenberg Co., Department G., Freeport, Ill. 42

BUSINESS OPENING—Will offer very attractive proposition to man or firm now in retail men's wear, women's wear, or dry goods business to move if not suited with present location. Write for particulars. Address No. 43, c/o Michigan Tradesman. 43

GENERAL STORE—Building, house and one acre, eighteen miles from Grand Rapids. Monthly receipts \$1,500—\$2,500. Owner's death reason for selling. Inquire A. Barnum, Alaska, Mich., R. F. D. 2, Caledonia. 44

DRUG STORE—Good business, cheap rent, clean stock. Small payment down takes this. Inquire L. V. Muhiiland, Sand Lake, Mich. 45

CONFECTIONERY AND LUNCH ROOM—Living rooms in connection. Doing fine business. Good reason for selling. Price \$1,000, \$500 down. C. J. Wells, Cedar Springs, Mich. 46

CONFECTIONERY AND BUILDING—Price \$2,250. On Main street. Inquire Charles King, Hart, Mich. 47

VARIETY STORE—Stock and fixtures \$1,500. Ill health, must sell at once. Van Dusen Variety Store, Lowell, Mich. 48

JEWELRY STORE FOR SALE—Building 29x45 feet, big basement; cement block, garage, electric sign. Six fine rooms up stairs. Must sell on account of sickness. See J. H. Labes, 1436 Grandville Ave., Grand Rapids, Mich. 49

Wanted—Registered pharmacist or registered druggist. Address No. 29, c/o Michigan Tradesman. 29

BUSINESS OPPORTUNITY—Long established wholesale hay and grain buying and selling business. Price reduced to \$2,500 this included building and office fixtures. Terms if desired. References required. Owner moving to Pennsylvania. Address Mrs. W. E. Davis, 110 E. Spruce St., Soo, Mich. 35

FOR SALE—Dry goods, ladies furnishings and notion stock in thriving village forty-two miles north Detroit on State trunk line. Only stock in village of any account. MONEY MAKER. Fine brick building, good lease. Inventory \$8,000. Box 35, Memphis, Mich. 36

For Sale—General stock and hardware stock and one-story frame building. Gasoline pump in connection. Will sell building on time. Must sell on account of death of owner. Mrs. A. D. Kendall, Millbrook, Mich. 38

For Sale—McCray refrigerator, size 8x6x9 ft. 10 inches high. Practically new. In first-class condition. A bargain. Inquire of Wm. Todd, Bronson, Mich. 20

ELMDALE STORE—Stock, fixtures and building. Only store in town. For sale, or trade for city property. Will reduce stock to suit. Elmdale, Mich. 23

Pay spot cash for clothing and furnishings goods stocks. L. Silberman, 1254 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise!

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



ORIGINAL—GENUINE

MEN OF MARK.

W. L. Berner, Sales Manager Judson Grocer Co.

William L. Berner, fifth child in a family of seven children, was born in Portland, Mich. Both his father and mother were born in Germany. In 1883 the family removed to Luther, where the father, J. F. Berner, engaged in the grocery business. The father died in 1891 and the mother continued the business under the same name under the supervision of herself and her sons until 1904. Mr. Berner graduated from the high school in Luther in 1902 and then took a six months course in the Bryant & Stratton Business College at Chicago. His first employment was with the Sanitary Feather Co., of Chicago, with which house he remained a year and a half. He then came to Grand Rapids and entered the employ of the Clark-Jewell-Wells Co., which was then engaged in the wholesale grocery business. His first work was in the shipping room. He was subsequently promoted to work in the office and then given a position on the road, which he filled with satisfaction to all concerned until Jan. 15, 1906, when the house was taken over by the Judson Grocer Co. He "went with the stock," as he expressed it, and for the past nineteen years has traveled out of Grand Rapids with the Judson line. During the past seventeen years his territory has included Holland, Saugatuck, Grand Haven and the Pentwater branch. Believing that he could be of greater service to the house on the inside than on the outside, he has been called into take the position of Sales Manager, which is the title under which he will be known from now on.

Mr. Berner was married Sept. 9, 1907, to Miss Anna C. Quartell. He recently purchased a lot on Ottawa Hills and expects to build a commodious home on the lot next year.

Mr. Berner attends St. Mark's Episcopal church and is a Mason up to the 3d degree, being affiliated with the lodge at Luther. He is also a member of several insurance orders. His hobby is baseball and bass fishing. At one time he was something of a baseball player, but now his connection with baseball consists but chiefly as a fan.

Mr. Berner attributes his success to hard work, but his associates insist that he is a man of great resourcefulness and that no small portion of his success is due to the fact that he has never watched the clock. Some people go on the theory that they must have a fair day's wage for a fair day's work, but Mr. Berner has always insisted that the reverse is true—that a fair day's wage entitles the house to a fair day's work. He is tactful as well as energetic and succeeds in capturing orders many times where a less adroit salesman would fail to score. He is a prince of good nature and a boon companion. He chooses his friends with a great deal of care and seldom lets go of a friendship that has endured through many years.

One of the most pleasant features of Mr. Berner's promotion is the hearty good will which has come to him from every one of his associates in the house.

Without exception, they all unite in congratulating him on his advancement because they concede it has come to him solely because he has earned such recognition because of his long and faithful service to the house and his customers.

Evidently Loves Torch Lake.

Colling, Sept. 15—I recently read an article in your valued journal regarding Houghton Lake, in which the claim is made that this lake is the largest inland lake in Michigan and that it contains thirty square miles of surface. It is evident that the writer is not familiar with Michigan lakes or he would not have made this statement. Torch Lake, in Antrim county, is the largest inland lake in Michigan. It is eighteen miles in length and has an average width of two and one-quarter miles at the Northern end and is two and one-half miles in width at Alden,

State Y. M. C. A. camp is located on the East shore of Torch Lake and everything desirable on its forty odd miles of shore line has been bought for summer home sites. Numerous beautiful summer homes have been built on these sites and they are being rapidly added to each season. The writer has traveled from coast to coast, has seen many of the lakes in New York, Wisconsin, Minnesota and the Pacific Northwest and the greater portion of Canada, and he has yet to see a lake which will match Torch Lake in beauty and attractiveness.

Charles H. Cov.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Sept. 15—Joseph J. O'Brien, of Grand Haven, State representative for the Home Fire Insurance Co., is in Blodgett hospital as the result of a fall he received while inspecting a risk in the Upper Peninsula. He is recovering so rapidly from the



William L. Berner.

on the South end, and contains over forty square miles of surface, being fully a third larger than Houghton Lake. Furthermore it is rated by the National Geographic Magazine as the fourth most beautiful lake in the world. It is spring fed and the water is very clear and pure. One can see a nickel lying on the bottom when the surface is calm through a depth of forty feet of water and it only costs five cents to try it. Owing to the clearness of the water, the rapidly changing colorings of Torch Lake on a windy day are marvelous, often rapidly changing from light blue to dark blue tints and from light green to dark olive green, and during a storm to almost black. The rare beauty of the sunset on Torch Lake is beyond the ability of my pen to describe. The fish from this lake are firm and hard meat, and the white fish, muskallonge, black bass and Mackinaw trout are the delight of the epicure. The

effects of the mishap that he expects to be able to return to his home in the course of a couple of weeks.

A new corporation to be known as Farley & Co. succeeds to the business of the Grand Rapids Dry Goods Co. The new organization takes over the stock and book accounts of the old company, leasing two floors and basement of the Corl-Knott building, which will be retained as a part of the assets of the old company. The Grand Rapids Trust Co. will act as trustee for the stockholders of the Grand Rapids Dry Goods Co.

A Charlevoix correspondent writes as follows: L. Winternitz, called by all Uncle Louie, who summers at the Elston cottage, kindly donated two hand-painted pictures, photographed and colored by himself. Charlevoix views, and Miss Adeline Holley raffled them off recently for the benefit of the Charlevoix hospital, netting \$15. Winner of the first picture was Mrs. B. E.

Hughes, Toledo, Ohio, she is located at the Elston cottage and the second picture was won by Miss M. C. Ginther, Avondale cottage, Michigan avenue. The hospital board appreciates this donation.

The Kent Hardware Co. has sold its stock at 164 Ottawa avenue to Roy Backart, who will continue the business at the same location under the same style.

Hosiery Outlook Continues Good.

Prophets of gloom can find nothing to encourage them in the current hosiery situation, so far as it affects women's full-fashioned goods. Far from showing any signs of weakening, the demand for these goods which, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, has been of unprecedented volume all this year, is apparently very much on the up-grade. Early deliveries from leading mills are practically impossible to obtain at any price. It is common gossip in the trade that one of the largest manufacturers in the business will be able to deliver only about 65 per cent. of the orders taken for this year. Plans for increased production are being made by many of the established mills.

Grape Fruit, Alias "Pampelmuss."

The term "grape fruit" is difficult to pronounce and understand for continental Europeans. The designation "pampelmuss" is used by a large number of dealers in German speaking countries and a number have expressed themselves favorably towards the term "pomelo." Since grape fruit is so relatively new in the market, it would seem advisable to put it before consumers under its proper name—clearing up once and for all any uncertainty about the product. A number of dealers evinced a desire to aid in an advertising campaign to interest their customers in the buying of grape fruit. A campaign would undoubtedly be effective.

Hosiery Buying Helped Rise.

Much of the recent advance in raw silk prices is attributed to steady buying by the hosiery trade. Despite their reluctance to purchase, even when raw silk was recently selling at \$6.50 the broad silk manufacturers have seen prices forced up and to-day the replacement cost of the silk is about \$7 per pound. Generally speaking, the broad silk manufacturers have done little or no raw silk purchasing to cover their needs after Nov. 1. The buying by the hosiery trade reflects the good business done in silk hosiery, particularly the full fashioned variety.

New Double-Breasted Topcoats.

The growing vogue of "double breasted" in men's clothing is indicated in the reports telling of the new favor being accorded double breasted topcoats. Coverts particularly are being made up in this style. These coats are slightly form fitting and have a raised waistline. The shoulders are broader and lapels wider to conform to the new silhouette which is intended to convey an impression of athletic build. In men's suits, the division is now almost "fifty-fifty" between double breasted and the two-button single breasted English style.