

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1926

Number 2231

## A Sermon in Rhyme

If you have a friend worth loving,  
Love him. Yes, and let him know  
That you love him, ere life's evening  
Tinges his brow with sunset glow.  
Why should good words ne'er be said  
Of a friend—till he is dead?

If you hear a song that thrills you,  
Sung by any child of song,  
Praise it. Do not let the singer  
Wait deserved praises long.  
Why should one who thrills your heart  
Lack the joy you may impart?

If you hear a prayer that moves you  
By its humble pleading tone,  
Join it. Do not let the seeker  
Bow before his God alone.  
Why should not your brother share  
The strength of "two or three" in prayer?

If you see the hot tears falling  
From a brother's weeping eyes,  
Share them. And by kindly sharing  
Own your kinship in the skies.  
Why should any one be glad  
When a brother's heart is sad?

If a silvery laugh goes rippling  
Through the sunshine on his face,  
Share it. 'Tis the wise man's saying—  
There's health and goodness in the mirth  
In which an honest laugh has birth.

If your work is made more easy  
By a friendly, helping hand,  
Say so. Speak out brave and truly  
Ere the darkness veil the land.  
Should a brother workman dear  
Falter for a word of cheer?

Scatter thus your seeds of kindness  
All enriching as you go—  
Leave them. Trust the Harvest-Giver;  
He will make each seed to grow,  
So, until the happy end,  
Your life shall never lack a friend.

Public Reference Library  
Library St



## *Parowax* = for the canning season

The canning season has started, and there will be an immediate increase in the demand for Parowax. If you have not already ordered your supply, do so now, so that you will be ready to meet the demand.

Every year there is a large increase in the demand for Parowax for the sealing of jams, jellies and preserves. Housewives have learned that preserves which are sealed with Parowax never ferment or mold. Parowax

seals the fruit flavor in, and keeps the molds and ferments out.

Parowax is also used in the laundry as an aid to soap. A quarter of a cake of Parowax, shaved into the boiler with the usual amount of soap, loosens the dirt in the clothes and saves rubbing.

Parowax will pay you a good profit. Display it on your counter, so the housewives will know that you handle it.

**Standard Oil Company**  
[Indiana]

# MICHIGAN TRADESMAN

Forty-third Year

GRAND RAPIDS, WEDNESDAY, JUNE 23, 1926

Number 2231

## 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.

### NOT ALL ALIKE.

Another canard has been circulated with the apparent purpose of putting America's conduct of foreign affairs in a bad light. The rumor that the American Ambassador to Brazil had congratulated the Rio government on withdrawal from the League of Nations was immediately denied, but not before it had done considerable harm in League circles. Now a report has been circulated in Paris to the effect that Under Secretary of the Treasury Winston remarked to French political leaders that France could not get American loans on as favorable a basis as Italy because France has no Mussolini. The absurd report has, of course, been denied also. That it should have been credited at all indicates a distrust and a fear of American foreign policy that have no basis in fact. Misrepresentation of this sort puts the self-respect of these other nations to an unpleasant test.

Just because Secretary of Labor Davis made a fool of himself and betrayed the trust reposed in him by the Government by wiring the labor union sluggers of England that the United States approved of the reign of terror they inaugurated though their nation wide strike is no reason why all Government officers should be suspected of being plain d— fools.

### FORCED TO HOLD HIS NOSE.

There is more than a suspicion that the rivers and harbors bill now receiving the final touches in Congress is not all it should be. There is, in fact, the distinct smell of "pork" about it. While it includes many projects which cannot be and are not criticized, there are others of more than doubtful value. In pre-budget days and in the times when Federal economy was not so much emphasized this was one of the favorite "pork barrels."

Some of the time-worn proposals

for the improvement of the navigation of "Mud Creek" and the betterment of "Ooze Harbor" are back again. Some of the untamable Western streams are up again for taming. Not much is being said about the measure or the appropriations it carries. It is moving along rather serenely on the tide of legislation.

However, when a Western Senator, high in the councils of the Administration, says he will be forced to hold his nose when he votes for it all cannot be well. Some of the time the Senate gave to the migratory bird bill might well have been given to a discussion of the more or less migratory rivers and forgotten harbors that will profit by these appropriations.

### AHEAD OF COLUMBUS 500 YRS.

Sweden's Crown Prince paid tribute to the Vikings at the old stone mill, which Newport likes to believe is a landmark of the coming of Leif Ericson. Even Horsford spent much of his lifetime trying to prove that the Vikings came ashore at Norumbega, on the Charles River. The range of speculation includes points as far North as Labrador and as far South as Virginia, for the location of the "Vine-land" where grapes were found. All unprejudiced historians cheerfully concede that the Norsemen anticipated Columbus by at least 500 years. The Norsemen, like the Phoenicians, sailed a boat wherever a boat could go, and the restless spirit of Amundsen, Rasmussen, or Nansen is the outcropping in our time of the fever that burned in the veins of Eric the Red and his shipmates bidding them sail, like Ulysses, beyond the rim of the known world.

The case of Magnus Johnson illustrates what happens to a state when it once steps a few measures with a political snake dancer. In a moment of aberration Minnesota sent Magnus to the Senate. He flourished a brief space, to the great delectation of Washington, and was speedily forgotten before his little day was over. He ran again for the Senate and received a trouncing. He then contested the seat of Senator Schall, who had beaten him, although the Johnson case had hardly a leg to stand upon. The Senate Committee on Elections refused to give him aid and comfort; but Minnesota has not heard the last of him. He is now in the race for Governor as a Farmer-Labor candidate. The Johnson voice, the loudest in all the clamorous Northwest, will boom over Minnesota this spring. Minnesota is herself to blame. The "North Star State" encouraged Magnus, and now the "Gophers" must bear with him.

Volumes have been written concerning the advisability of teaching prospective brides to cook, as a cure for the divorce habit. A decade ago many wise men proved to their own satisfaction that nothing was more destructive to lasting conjugal relations than a hard biscuit or a soggy pie. But the rise of the delicatessen shop has done away with this home destroying evil. Schools for teaching young women the science of cookery are no longer needed. A suit for divorce filed in Brooklyn, the city of homes, indicates that the real cause of the trouble lies on the other side of the matrimonia' fence. What is really needed is a school for training prospective bridegrooms to do odd jobs about the house. The papers in this case show that no wife can respect her husband until he learns to do these things. The remedy is simple. No young man should be allowed to have a marriage license until he can pass an examination in hanging curtains, putting up pictures, painting window sills and doing over hardwood floors.

Thirty-one of the 120 men who were graduated from Princeton University in 1875 are still alive. Each is more than seventy years of age. Twenty-five of the number come under the student designation of bookworms, the six others having followed business careers. The figures serve to raise the question whether the college bookworm lives longer than the athlete. There is a popular belief that few of the latter pass sixty, and that most of them die ten years earlier. The reason for the greater longevity of the physically weaker students may lie in the fact that they are forced to take greater care of their health than the stronger men. The cracked pot goes often to the well, and a lean horse usually wins the long race. There is no other explanation why the youth who cannot make any team should live longer than the youth who is strong enough to pick and choose among the most strenuous opportunities for undergraduate fame.

Certain university professors having expressed the opinion that football as now conducted is conducive to drinking and dishonesty in college, and results in neglect of work, the Carnegie Foundation announces the beginning of a survey to determine the exact effects of sports in schools and colleges. Devotees of football will be comforted by the remarks of Dr. Savage of the Foundation that there is much loose talk about the good and bad effects from athletics and that the country grows excited over the question about every two years. There is an assur-

ance here that those in charge of the investigation are not likely to become unduly excited over the subject and that the investigation will be interesting and valuable. The probable result will be to find that, as with all other good things, the real trouble lies not in the sports themselves but in the abuse of them, and that it is the business of the faculty of each university to see that its own students do not abuse a good thing.

There are still men who can sail, in these days of "floating machine shops" and the Diesel engine. The crew that has brought the forty-eight-foot British cutter yacht Jolie Brise across for the race from New London to Bermuda bears witness to the fact. There were but five sailors and they were forty-seven days in making the crossing, but they casually dismiss the hardships of standing watch and watch with so small a company, merely noting incidentally that their little craft rode out two gales and that for eighteen days they saw no trace of any other human occupancy of the sea. But this gallant band of navigators, which has gained valuable experience for the coast-wise run, does not monopolize the honors of the meeting in sportsmanship. Three American boats will escort the Jolie Brise on her return to race on the other side of the sea, and they will probably vie with the British craft for the best record in the crossing.

A new transatlantic cable to be laid smoothly and easily along the ocean floor at the rate of seven knots an hour, marks the progress of applied science since the brave and finally successful struggle of Cyrus Field, from 1857 to 1866. To-day the cable will be put down in spliced lengths of 300 to 400 miles; in the earlier attempts a total of 204 miles was the best achievement after repeated efforts, and when in 1858 communication was first established the line broke after Queen Victoria had sent President Buchanan a congratulatory message. When the Great Eastern in 1865, renewed the discouraging enterprise, the cable again broke within 600 miles of Newfoundland; and not until 1866 was the big ship successful. To-day we accept as almost a commonplace what was regarded as an epochal achievement at the close of the Civil War.

Why is it that the Wasteful Guy, who hasn't a piastre to his name, always blames his misfortune to hard luck? You'll find Birds of that flock ready to divide with the fellow who has made a bundle of greens and kept a little of it in cheerful storage.

## CUSTOMER IS ALWAYS RIGHT.

### Occasions When Courtesy of Sales Persons Is Wrenched.

One of the few really good anecdotes concerning department stores has to do with that bane of all retailers—the woman who is “just looking.” It is about a shopper of this type who stopped at a silk counter of a certain store one afternoon and asked to be shown some satin. The clerk serving her took down piece after piece, which the woman looked at and then dismissed with a wave of the hand.

When the clerk was about at the point of physical exhaustion the “customer” calmly informed him that she had not intended to buy anything and that she had simply stopped there because she was in the store looking for a friend. To which, with a note of exasperation in his voice, the clerk replied: “There are still a few pieces of satin on the shelves, madame. Perhaps we shall find your friend in one of them.”

This little story is related only because it illustrates the violation of one of the cardinal rules of retail salesmanship—that, no matter what the circumstances may be, the customer must be treated courteously. It is for such violations that executives of modern department stores are constantly on the watch, and it is part of the duties of the “shoppers” of such stores to observe and report them when they occur. That they are numerous is shown by reports turned in by these employees.

Sometimes the “shoppers” report on how they are treated when they “buy” an article in the store that employs them: sometimes they merely observe the treatment accorded real customers. Only recently an observation report turned in by one “shopper” showed a flagrant violation of the courtesy rule. In this case a customer was looking through the stock of misses’ coats of a certain size, but was evidently not able to find what she wanted. The saleswoman simply walked along with her, making no attempt to help. The customer, either piqued at her failure to find a coat she thought suitable or at the saleswoman’s apparent lack of interest in her problem, finally gave up with a rather pettish remark concerning the lack of style in the garments she had seen. At this the saleswoman bridled and snapped, “Huh, I suppose you know more about style than our buyer!” The customer left without buying.

The “shopper,” who had recognized the customer as one of the country’s well-known authorities on women’s dress, so far forgot herself as to “step out of character” and tell the saleswoman who the woman was. The saleswoman, not knowing the “shopper” from Eve, looked at her brazenly for a moment and then replied cuttingly, “Sure she is, an’ I’m Mary Pickford.” There’s a new girl in that department.

Another “shopper” in the same store is tall and thin. She is married, but looks rather like a spinster. Consequently, when she is “buying” in her own store she leans toward things that women of her type would likely

buy. Recently she “shopped” the women’s coat section and deliberately picked out the least stylish garment in the place. She asked to have it sent and gave the saleswoman her name and address. When she called herself Mrs. Charles Jones the saleswoman stared at her in surprise. “Gee,” she said, “that’s a funny one, you bein’ married. Most women that buys coats like that is old maids.”

Not so very long ago the saleswomen of the stout wear section of a prominent store were given some thorough drilling on the effect of color on intensifying or reducing the bulkiness of the stout figure. A “shopper” for this store had for an aunt an agreeable but very chubby woman who consented to help her test how well the lessons had been learned. She was instructed to ask first for a dress in a certain shade of gray which, while it would be suitable for wear by some types of stout women, would make her look like a circus freak. It was further arranged that if the saleswoman tried to sell the aunt a dress of a darker hue—a navy blue, perhaps—she would slowly and apparently reluctantly let herself be won over.

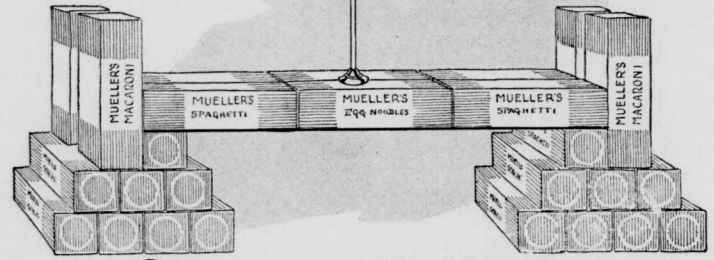
With the stage all set, the show began. The saleswoman brought out some dresses in dark colors first, thereby showing that the selling instructions had not been lost on her. The aunt politely but firmly rejected them and asked for the gray shade, as she had been coached. Finally, over her voiced objections, the saleswoman produced a dress of the desired hue, and the aunt retired to a fitting room to don it.

The “shopper” and the saleswoman waited near the door of the fitting room, and as the aunt emerged the saleswoman’s eyes seemed to pop from her head. “Oh, God, Madam,” she ejaculated, “take it off quick. It makes you look like a balloon.” The remark coupled with the shocked expression on the saleswoman’s face, caused both the aunt and the “shopper” to smile involuntarily. This seemed to touch the saleswoman “on the raw.” She forgot all rules about courtesy in selling. “Women with tastes like yours,” she snapped, “ought to buy their clothes in Podunk instead of her.”

A shopper for the same store was standing near two women in the misses’ dress section a few days ago while they were looking at graduation dresses. She gathered from their conversation that one of them wanted to buy a dress for her daughter’s graduation from high school. The saleswoman had shown them several, the last of which was rather simply made.

Holding this dress up before her, the mother of the girl remarked to her companion that it really was a shame to pay a high price for such a dress, when one like it could be made at home without a great deal of trouble. At that the saleswoman took the dress from the customer’s hands, at the same time informing her rather forcibly that if she was shopping for ideas instead of dresses she had better go somewhere else to do it. The customer and her companion left in a huff,

**USE MUELLER'S**  
Spaghetti & Egg Noodles  
to Bridge  
the Gap When Some-  
thing Good is Desired.

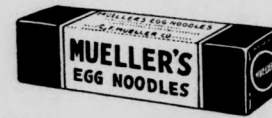


This is the Bridge to  
the House that Jack Built...

This Jack is a progressive grocer who cashes in on Mueller's national advertising by building this simple window trim so as to attract the ever searching eye of the particular shopper.

He then instructs his clerks, Tom, Dick and Harry to suggest MUELLER'S ELBOW MACARONI, SPAGHETTI and EGG NOODLES as a substitute for potatoes because it involves less work and gives him more profit.

**MUELLER'S**



Since 1867

JERSEY CITY, N. J.

## Every Year Is A Shredded Wheat Year

Breakfast cereals may come and go, but Shredded Wheat seems to go on with increasing sales from year to year. There must be some reason for this—in fact there are many reasons:

## Shredded Wheat

is a real whole wheat food, nourishing, easily digested, ready-cooked and ready-to-eat. It is a boon to housekeepers—no kitchen work or worry—saves fuel, saves time, saves money. Our plans for increasing the consumer demand for Shredded Wheat Biscuit and Triscuit are more extensive than ever. This means business for you. Are you stocked up to meet the increased demand?

**The Shredded Wheat Co.**

Niagara Falls, N. Y.

and the saleswoman had something to explain later.

In another instance the infraction of the courtesy rule occurred in the presence of the buyer. The merchandise in this case was a child's raincoat, with hat to match. The argument came up over the price, the customer maintaining that the saleswoman had told her that a figure the latter had quoted covered both articles. The saleswoman denied this. The buyer, who was standing near, saw that something was wrong and tactfully injected himself into the proceedings.

Thereupon the customer, with considerable vigor and at some length, set forth her side of the affair. Again the saleswoman denied the customer's claim, at which the customer, by this time considerably "miffed," retorted somewhat loudly, "Why, you did, too."

Then the saleswoman lost control and, regardless of the presence of the buyer, she replied just as loudly, "Well, I say I didn't, and my word is just as good as yours here." This brought out a display of temper on the part of the customer that not even the buyer's offer to accept her version of the story could check before a real scene had been created.

**Five and Ten Cent Grocery Stores.**

Massachusetts has hatched out another freak type of store, in the vicinity of classic Boston. It is nothing more nor less than a revival of the late lamented idea of a "5 and 10c" grocery store and one is said to be flourishing in Massachusetts avenue, that city.

The store carries 750 different items every one of which is sold at either 5c or 10c, no more and no less. While the Woolworth 5c and 10c stores are featuring 10c "portions" of candy in the front part of their stores and serving 10c lunches in order to draw a crowd, here is a store stocked with small packages of grocery products.

The 5c and 10c grocery idea originated in the mind of Arthur Smith, head of the Manhattan Market, in Cambridge, Mass. Mr. Smith's first move was a 5c and 10c department in his big cash market, with two counters devoted to 5c and 10c items and a surprising variety of goods was shown. Some of the items labeled "15c" and even "25c" didn't move well at these prices, but proved fast sellers on the 10c counters. Then came the first 5c and 10c grocery store.

While it is useless to "knock" any new idea in the way of serving groceries to the public, most experienced grocers will find little basis for believing in the ultimate success of the experiment. Grocery margins are too narrow, quality for quality, to justify any very great bargains in foodstuffs and a fair price in most cases justifies "splitting the nickel" to such prices as 7c, 11c, 23c, etc.

Within the bounds of fair and safe profit margins, there is mighty little chance for standardizing 5c and 10c prices, save in varying the amount one can afford to sell for a dime or a nickel and any grocer can do that as well as a "five and ten." However, the experiment is worth watching.

**Fall Millinery Trend.**

Among the most definite trends of the Fall millinery season is the authentic Oriental revival. Historic prints and engravings, antique embroideries, brocades and jeweled ornaments are being sought throughout Paris by the leading modistes in support of this movement of more elaborate modes, according to a bulletin issued yesterday by the Retail Millinery Association of America.

"Many versions of the turban are already accepted," says the bulletin, "but these are largely of a popular, not exclusive, expression, and lack the prestige of the true Oriental movement. Among the contours favored within the latter classification are those of East Indian and Persian origination, which again emphasize the style value of the padded roll in single, double and triple usage. Another well-defined Eastern note is the use of the standing aigrette.

"Turbans also appear which are of Chinese and Russian inspiration, but which offer unhackneyed details of these long-popular themes. Among them are effects obtained at the tip and the close line encircling the face. These offer new and flattering treatments, especially striking in glazed-face fabrics, metal brocades and wide ribbons.

"Russian lines are softer than in former seasons. Little or no draping enters into their creation, soft creases and supple folds replacing the more traditional effects.

"The increasing vogue of metal novelties abroad, for the creation of the semi-sports type of two-piece dresses, assures the adoption of metals for all types of the small, informal hat. Agnes, Talbot, Le Monnier and Lewis are already among the leading sponsors of this mode, for which single-tone, two-tone, cre and quilted metals, galloons and ribbons are adopted.

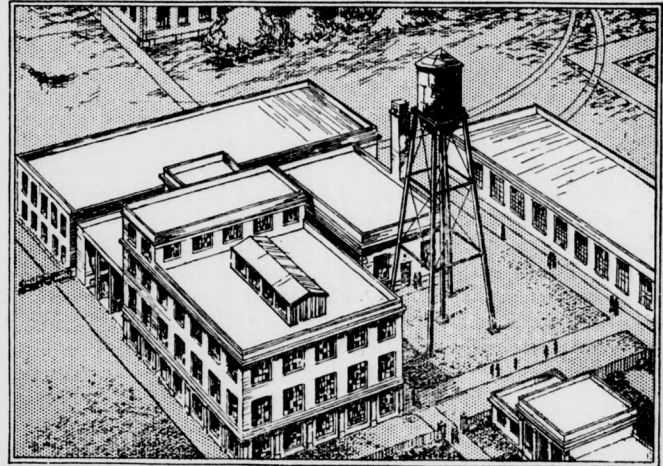
"A new metalized ostrich flue is introduced in a series of embroideries upon bright shades of velvet, and many cleverly contrived details of metal are reintroduced in elaboration of Syrian suggestion which present the actual metal detail in massed effects. These shimmering all-overs are supplied as dress details, as well as upon crowns and brims of hats, glove tops and as coat trims.

"Metalized fur is another revival which is attracting more favorable attention than upon its introduction some seasons ago, and it is especially successful when used as motifs upon velvet models."

**Shawls Cheaper, More Sales.**

With the lowering in prices of the bright colored Spanish type shawls has come a broadening of the retail interest in this merchandise. For a while most of the shawls offered by retailers were of foreign origin, and the prices that were asked for them placed them out of reach of the average consumer. Copies were soon made available by domestic manufacturers at much cheaper prices, with the result that more of the shawls, which are considered the proper accessory for evening wear, are said to have been sold during the past two months than in six months before.

*Sun-Maid packs only selected raisins. In its great conversion plants the rest are profitably turned into by-products. Only Sun-Maid has facilities to do this*



*Sun-Maid quality wins trade and makes satisfied customers*

When you sell a woman a package of Sun-Maid raisins you give her a value that no competitor can match with another brand. And she knows it.

There is a distinctive quality in Sun-Maid raisins that women appreciate. Their full, rich flavor, their tenderness, their cleanliness are advantages that women do not overlook.

What accounts for this finer quality is the Sun-Maid policy of carefully selecting for each of its packs only those raisins which ideally meet the user's requirements, and converting other fruit into valuable by-products. Only Sun-Maid is equipped to do this.

To increase your sales, therefore; to identify your store as one where quality groceries are found, feature Sun-Maid raisins.



**SUN-MAID Products**

*Distributed by*

**SUNLAND SALES COOPERATIVE ASSOCIATION**  
*Offices throughout the World*

**MOVEMENTS OF MERCHANTS.**

Ithaca — W. J. Ayers succeeds George A. Ford in the grocery business.

Quincy—E. O. Kenyon has sold his fuel and seed business to the Quincy Lumber Co.

Holland—The Notier-Van Ark Co., 27 West 8th street, is closing out its stock of boots and shoes.

Clare—Eli Ramey is rebuilding his restaurant and cigar store which was destroyed by fire recently.

Detroit—The Howis Glass Co., 13911 Meyers Road, has increased its capital stock from \$8,000 to \$25,000.

Fennville—Charles A. Sheffer has sold his grocery stock to Chelman & Son, who have taken possession.

Detroit—The Service Coal Co., 3602 McDougall avenue, has increased its capital stock from \$2,000 to \$15,000.

Detroit—The Mitchell Phonograph Corporation, 3000 Gratiot avenue, has increased its capital stock from \$5,000 to \$100,000.

Grand Rapids—The Grand Rapids Trunk Co., 101 Division avenue, S., has decreased its capital stock from \$25,000 to \$10,000.

Detroit—The National Electric Supply & Fixture Co., 1326 Broadway, has increased its capital stock from \$50,000 to \$75,000.

Detroit—H. H. Landay & Co., Inc., 1235 Book building, wholesale coal, wood, etc., has increased its capital stock from \$10,000 to \$25,000.

Royal Oak—The Royal Oak Wholesale Co., Harrison and Dexter streets, interior finish, has increased its capital stock from \$150,000 to \$250,000.

St. Johns—George H. Chapman is closing out his stock of dry goods at special sale and will devote his entire attention to his portable house manufacturing plant.

Otsego—Mrs. Hattie Daniels, who has conducted a grocery store here for a number of years, has sold her stock and store fixtures to William Densmore, who has taken possession.

Detroit—The Lindke Shoe Co., 1115 Farmer street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and \$26,500 paid in in cash.

Homer—The Homer Chamber of Commerce has secured an option on the factory building here owned by the Homer Furnace Co., of Coldwater and the outlook for a new factory in Homer is bright.

Detroit—The Miller Pharmacies, 10240 Dexter boulevard, has been incorporated with an authorized capital stock of \$150,000, of which amount \$52,500 has been subscribed and paid in in property.

Allegan—Willard Pierce, who has conducted the Home Bakery for the past three years, has sold it to Howard Falk and Lorin Baker, who have taken possession. Mr. Pierce will open a modern barber shop about July 1.

Saginaw—The Wanigas Oil Corporation, 502 Second National Bank building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Miron Coal Co., 1570 East Division avenue, has been incorporated to deal in fuel and cement blocks, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,700 in cash and \$2,300 in property.

Lansing—Sam H. Sheidt, formerly engaged in the coffee, tea and spice business in North Lansing, has returned from Florida and leased the store building at 121 East Grand River avenue and will occupy it with a coffee store and restaurant.

Detroit—Benjamin L. Lamber, President of Lamber & Loman, wholesale drug firm, died at his desk in the firm's offices Sunday morning. Services were held Tuesday in Temple Beth El. Burial was in Woodmere cemetery. Mr. Lambert was 63 years old.

Detroit—The Wayne Electric Motor Co., 1224 West Fort street, has merged its business into a stock company under the same style, with an authorized capital stock of \$7,000, all of which has been subscribed and paid in, \$436.34 in cash and \$6,563.66 in property.

Detroit—The Exhibitors Supply Co., 240 LaMothe avenue, wholesale and retail amusement supplies, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Blessing Detroit Co., Inc., 202 Hofman building, has been incorporated to deal in music and musical instruments, with an authorized capital stock of \$5,000, of which amount \$1,600 has been subscribed and paid in, \$600 in cash and \$1,000 in property.

Detroit—The Dee Hat Shop, Inc., 8140 West Jefferson avenue, has been incorporated to deal in millinery, ready-to-wear garments for women, dress appurtenances, etc., with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Charles C. Becker, Inc., 1454 Washington boulevard, has been incorporated to deal in men's and boys' clothing with an authorized capital stock of \$4,000 common and \$8,000 preferred, all of which has been subscribed, \$1,500 paid in in cash and \$2,500 in property.

Lansing—The Muir Drug Co., of Grand Rapids, conducting a chain of drug stores in Michigan, Ohio and Indiana, has leased the store at 229 S. Washington street for a long period of years and will open a Lansing unit in it as soon as the building has been remodeled and made modern.

Jackson—Hauck & Son, automobiles, accessories, supplies, etc., has merged its business into a stock company under the style of the Hauck Motor Sales Corporation, 526 East Michigan avenue, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in property.

Royal Oak—The Hackett Coal Co. has merged its business into a stock company under the style of the Hackett Coal & Coke Co., 1022 North Main street, to deal in fuel and builders'

supplies at wholesale, with an authorized capital stock of \$25,000, of which amount \$16,000 has been subscribed, \$1,622 paid in in cash and \$13,378 in property.

Melvin—The stock and fixtures of the general store of Charles Parkin, of Melvin, were disposed of June 12 at sheriff's sale for \$4,061. Arthur Parkin, son of Charles Parkin, bought the stock. The goods were seized on complaint of Charles McKernan, one of the depositors in the Melvin Bank of Parkin, Windsor & Co., which failed for \$33,500.

**Manufacturing Matters.**

Allegan—W. D. Sanders is building an addition, 42x60 feet to his mattress factory.

Grand Rapids—The Foote-Reynolds Co., has changed its name to the Kindel Furniture Co.

Port Huron—The Synthetic Wood Products Co. has changed its name to the Burwood Carved Products Co.

Muskegon — The West Michigan Steel Foundry Co. has increased its capital stock from \$600,000 to \$800,000.

Pontiac—The Austin Co. has been awarded engineering contract for the new \$5,000,000 factory of the Oakland Motor Car Co.

Detroit—The Wolverine Tube Co., 1411 Central avenue, has increased its capital stock from \$500,000 to \$750,000 and 100,000 shares no par value.

Escanaba—The Michigan Turning Co. within a week will start production of a waterproof cedar float for gill nets. Additional men will be employed.

Alpena—The Alpena Garment Co. is building a factory addition, 25x180 feet, one-story, brick and steel and will add 100 employes, bringing the force up to 400 persons.

Kalamazoo—The Dearborn Equipment Co., North Pilcher street, has changed its name to the General Equipment Corporation and changed its capitalization from \$50,000 to 40,000 shares at \$6.66 per share.

Detroit—The Komac Medical Co., 28 West Warren avenue, has been incorporated to manufacture and sell medicine, secret formula, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Sturgis—The Harvey Paper Products Co., 507 St. Joseph street, has been incorporated with an authorized capital stock of \$200,000 common and \$50,000 preferred, of which amount \$45,000 has been subscribed and paid in in cash.

Detroit—The Wayne Products Co., 3603 East Hancock avenue, has been incorporated to manufacture cereal beverages, malt syrup, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Detel Co., 270 St. Aubin street, has been incorporated to manufacture and repair barrels, boxes and bags, with an authorized capital stock of \$10,000, of which amount \$3,600 has been subscribed and paid in, \$1,000 in cash and \$2,600 in property.

Detroit—Dr. Farnham's Laboratories, Boydeell building, 439 East Fort street, has been incorporated to manufacture and sell electrical therapeutic instruments, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Benton Harbor—The General Ozone Co., Traction building, has been incorporated to manufacture and lease ozone and other disinfectant appliances, with an authorized capital stock of \$50,000 preferred and 5,000 shares at \$1 per share, of which amount \$10,000 and 5,000 shares has been subscribed, \$2,500 paid in in cash and \$5,000 in property.

Monroe—The Consolidated Paper Co. with a floor space of over forty acres, is one of the largest concerns engaged in manufacture of folding paper boxes, solid fiber and corrugated fiber shipping containers, folding box boards, binders' board and a special waterproof panel board for the automotive industry. The employes number about 2,000 people and the annual pay roll is in excess of three million dollars. The total daily capacity is about 600 tons. The properties consist of three large plants at Monroe, and another good sized plant at Aurora, Ill.; a plant at Glenfield, Pa., and a new plant now being built at River Rouge (Detroit district). Another new building is under construction at Monroe that will house a new paper mill scheduled to start about Sept. 1.

**What She Really Wanted.**

"I'm sorry dear, but I went into six stores and they didn't have any dress goods to match the sample you gave me," said the husband as he sank into a chair.

"Fine! That's just what I wanted to know. My dress will be unique!"

Nuts—The walnut market developed a boom in the shelled division last week and a mild hardening in values in nuts in the shell. The former were affected by the undoubtedly light holdings of carryover meats here and in Europe, coupled by advices of a curtailed crop in sight in France. Shellers have little old crop to sell and what is available is being advanced while new nuts are being withdrawn or are being marked up sharply in price. Judging from present postings the crop will be more or less a failure following recent cold weather. Nut meats and nuts in the shell still remaining out of the 1925 yield are being held with more confidence. The change in domestic nuts in the shell has been gradual and is more in tone than in value, but premiums over a month ago are possible on fancy varieties and on budded. There are fewer offerings on the open market. Other nuts were unchanged last week.

L. E. Marshall, dealer in dry goods, millinery, ready-to-wear garments, etc., at Grand Ledge, renews his subscription to the Tradesman and says: "No merchant should be without your valuable paper as each week it gets better and better."

**Essential Features of the Grocery Staples.**

Sugar—Jobbers hold cane granulated at 6¼c.

Tea—Quite a business has been done in tea during the past week. New crop tea will not come forward for several weeks, but spot teas were well maintained on this side, first, because the stocks in buyers' hands are pretty low, and second, because of the higher prices at which new teas have opened in primary markets. The week has marked no important recession from the previously reported prices. Ceylons, Indias, Javas, Formosas and practically all the rest of the desirable line are steady to firm, without change for the week. Speaking of China teas, Ping Sueys opened at an advance of 5c over last year's prices.

Coffee—The coffee market has shown no marked changes during the week. There has been some slight recession in Rio and Santos coffees over previously quoted prices, but as the week closed the market was about ¼c higher. Conditions in Brazil are strong. Advises received during the week put the visible supply of coffee at 1,000,000 bags less than normal. The net result of the past week is that Rio and Santos coffees are perhaps ¼c higher than a week ago; meaning coffee sold green and in a large way. As to milds, there has been no change for the week. The jobbing market for roasted coffee is unchanged and fairly active.

Canned Fruits—Little else occurred in the canned food market last week except the naming of prices on California fruits, followed by trading throughout the list and quite general throughout the trade. Buyers were prepared for advances over last year on peaches and predicted a lower year basis, and their forecasts were realized. The usual protest, a complaint that the market was named higher than need be, was made but notwithstanding brokers report a universal confirmation of tentative orders and covering by those who had waited until formal prices were named. Some large individual orders have been reported as placed, especially with a few of the popular packers who have the reputation for turning out good packs and give their buyers better treatment than their competitors in adjustments. Pineapple prices may not be out for another week or more as to name them now might work an injustice to canners by naming a too low basis, or if too high, cause a reaction in the event the pack turns out heavier than now indicated. Also there is a disposition to let the California fruit buying flurry pass before putting on pineapple prices.

Canned Vegetables—The packing season for canned vegetables is here, and everything points to a considerable reduction in production. Tomatoes are steady to firm, with most holders holding up prices. The tomato market is in much better shape for the holder than some time ago. Future tomatoes are not selling except for special brands. As to peas, the first of the new Southern pack are reaching the large markets. Packers are reporting 50 per cent. shortage. Wisconsin

factories are beginning their season with the pack in doubt. As to old peas, there are still a good many about and they will plague the market for some time yet. As to corn, no change has occurred during the week. The demand is very dull, with prices none too strong.

Canned Fish—Alaska salmon of all grades is wanted, with pinks inclined to weakness. New crop Chinook salmon has reached Eastern markets and is selling to some extent. California sardines are strong. Maine sardines are dull. Hot weather is the season for canned fish, and the continued coolness, outside of an occasional hot day, has greatly retarded the demand so far this season. Shrimp, lobster and crab meat are all scarce.

Dried Fruits—A number of items on the 1925 dried fruit list are closely sold up and will be practically exhausted. Indeed, it might be said that only prunes and some types of raisins remain. There are bare floors among peach and apricot holders which is proved when no hidden stocks are unearthed by owners who want to take long profits before new crop appears and the market goes to a lower level. Not only are there few offerings, but the grades are confined to a few classifications and are short on the popular sorts. In raisins the scarcity is in seeded and in bleached. Bulk and package Thompsons are available and are carrying the burden of current distribution. The market is longer on prunes than on other fruits, but compared with a year ago here are fewer prunes. The Northwest has concentrated holdings in a few hands and a comparatively light carryover exists. In California a few independent packers have the fruit and none of these merchants is a free seller. There is a fair demand but on a hand-to-mouth basis. Future dried fruits continue to sell in moderate volume, chiefly for early shipment to round out assortments as soon as possible and to enable distributors to plug up the gaps which have developed throughout the trade as the result of the shortage of peaches, apricots, bleached raisins and other commodities. The week showed little change in prices on new packs.

Beans and Peas—A continued dull demand is recorded for the full line of dried beans. Prices are about unchanged, but barely steady. The exception are white kidneys and California limas, which are a little stronger. Green and Scotch peas are dull and unchanged.

Salt Fish—The demand for mackerel is poor. A little is selling every day, but the aggregate is small. Prices show no change, except that here and there some holder will shade the price for a good order.

Syrup and Molasses—Imported molasses has been attracting some attention from American buyers during the week. No change has occurred in prices. Low grades of molasses are still weak, but higher grades are steady to firm and are wanted, considering the season. Sugar syrup is moving out very satisfactorily, with the prices steady to firm. The market is strength-

ened by the small production. Compound syrup shows a steady movement, but not a large one. The aggregate demand is seasonably quiet. Prices are steady.

Cheese—The demand has been very fair during the past week, with the market continuously firm, but without change in price.

Provisions—All the news in hog products during the week has been weak, with slight fractional declines, although later lard recovered somewhat. Eastern jobbing prices have shown little if any change. The demand has been fair.

**Review of the Produce Market.**

Apples—Baldwins, 75c@1; Winesap box apples are now in market, selling as follows:

100s-113s	-----	\$3.00
125s	-----	3.25
138s-150s	-----	2.75
198s-224s	-----	2.25

Asparagus—\$1.25 per doz. for home grown.

Bananas—7½@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.50
Light Red Kidney	-----	8.75
Dark Red Kidney	-----	8.25
Brown Swede	-----	5.25
Cranberry Beans	-----	7.00

Beets—New from Texas, \$2 per bu. Home grown will be in market by the end of the week.

Brussel's Sprouts—Florida, 30c per quart.

Butter—A very fair demand has marked the past week in the butter market. Receipts, however, have increased and the market declined 1c per pound. Under grades moved down with the best grades of creamery. Holders sell fresh pack at 38c and prints at 40c. They pay 25c for packing stock.

Cabbage—\$3 per crate for new from Tennessee.

Cantaloupes—California are held this week as follows:

Jumbos	-----	\$4.50
Standards	-----	4.50
Ponys	-----	3.50
Flats	-----	1.65

Carrots—New from California, \$5 per crate.

Cauliflower—California, \$3.50 per crate of 9 to 14 heads.

Celery—California washed jumbo, \$1.25.

Cocoanuts—\$1 per doz.

Cucumbers—\$1.40 per doz. for home grown hot house stock; Southern hot house commands \$2 for 2 doz. box of fancy and \$2.25 for extra fancy.

Eggs—Fine fresh eggs have been continuously wanted during the past week. Receipts still show a heavy percentage of poor goods, and although receipts have increased during the week, there has been no large decline on this account. Prices have gone off about 2c per dozen on fine fresh eggs. Local jobbers pay 27c for strictly fresh and hold candled at 29c.

Garlic—35c per string for Italian.

Grape Fruit — Florida commands \$6.50@7, according to size.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$6.75
360 Red Ball	-----	5.75
300 Red Ball	-----	6.25

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu.	-----	\$3.50
Hot house leaf, per bu.	-----	\$1.00

New Potatoes—North Carolina stock commands \$3 per bu. and \$7.50 per bbl.

Onions—Texas yellow, \$2.25, Texas white, \$2.75. The high wind Monday blew a large percentage of the growing crop in Michigan out of the ground. The crop is also receiving attention from maggots, which it is feared will be a great menace to the crop.

Oranges—Fancy Sunkist California Valencia are now on the following basis:

100	-----	\$5.00
126	-----	5.25
150	-----	6.00
176	-----	6.25
200	-----	6.25
216	-----	6.25
252	-----	6.25
288	-----	6.00
344	-----	5.50

Sunkist Red Ball, 50c cheaper.

Parsley—\$1 per doz. bunches for jumbo.

Peas—Southern stock, \$2.75 per bu. hamper.

Peppers—Green from Florida, 90c per doz.

Pineapples—Local jobbers hold as follows:

36s	-----	\$3.00
30s	-----	3.50
24s	-----	5.25

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	25c
Light fowls	-----	22c
Springers, 4 lbs. and up	-----	25c
Broilers	-----	26@32c
Turkey (fancy) young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

Radishes—25c for outdoor grown.

Spinach—\$1.50 per bu. for home grown.

Strawberries—\$2@2.50 per 16 qt. crate. There were 5,000 crates on the Grand Rapids market Tuesday—mostly from the Benton Harbor district—and hundreds of crates were sold for \$1.50. It was the worst glut for years.

String Beans—\$1.50 per climax basket.

Sweet Potatoes—Delaware kiln dried \$3.50 per hamper.

Tomatoes—Florida, \$1.25 per 6 lb. basket; home grown hot house, \$2 for 7 lb. basket.

Wax Beans—\$1.50 per climax basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	17½c
Good	-----	16c
Medium	-----	14c
Poor	-----	12c

Courtesy must always be included as one essential ingredient of every successful selling formula.

### Live Notes From Charlevoix the Beautiful.

Charlevoix, June 15—I thank you for the complimentary letter and will try to do justice to the appointment as subscription representative of the Michigan Tradesman.

Mrs. Emery, the owner of the leading haberdashery here, told me I was too late to solicit her trade, as she has had and enjoyed the Tradesman for over twenty-five years.

Our mutual friends, the Kutsches, arrived here and are getting ready to open their gift shop on Bridge street.

It is no easy job to solicit new subscribers. Most everyone has subscribed for the Michigan Tradesman years ago.

The M. A. Levinson Co., dry goods and furnishings, has a fine stock ready for the opening of the season.

Martin Block is also ready for the big rush. He is better stocked up than before and is now equipped with a new ice plant.

H. B. Jacobs tells me I am too late. He could not get along without the Michigan Tradesman. He has a fine stock of groceries.

A. S. Mussellam just came up from St. Augustine with his stock of rugs and curios. He will open his store in his Alhambra Hotel about July 1. The hotel will be in charge of Mrs. Hansen.

The Association of Commerce has its office in Brown's store and has all sorts of descriptive pamphlets ready for the tourist. A complimentary copy of the Michigan Tradesman would be a good addition. The Free Public Library would also like to receive the Tradesman, especially during the resort season.

While B. A. Herman, proprietor of the local Central drug store is in Grand Rapids for treatment, H. I. Ochs is in charge of the store and place. Amon gother things he sells is Fleischmann's yeast. He had to increase his order to meet the demand for it. Our mutual friend, Fessenden, has a fine drug store here and promised me a little write up of same, but we will have to wait, as they are all too busy.

I notice a little error in my report. The Polly Kay shop and Miss Catherine Filch's report belong together. You have them divided and it does not "listen well."

The Charlevoix Beach Hotel and the Belvedere Hotel opened Tuesday for the 1926 season. The Inn will open July 1. The Chicago Club will open this week. Indications are that the local hotels will enjoy a good season. All of them have made a great many improvements.

Charlevoix's already large fleet of pleasure craft will be enlarged soon by the arrival of three new boats belonging to summer visitors which are expected next week.

Julius Gilbert has had his speed boat, the Laura B., refinished and has installed a new high powered motor. He was out with same to-day.

The Charlevoix city band gave their first out door concert of the season last Saturday evening. The boys have practiced throughout the winter and have added many new selections to their repertoire. The Saturday evening concerts will prove a good drawing card for the merchants of the city and, with this fact in view, the business men should co-operate with the band activities.

The Horace E. Dodge Boatworks, Inc., has appointed Hamilton & Son, local boat builders, as distributors of Dodge water cars in Charlevoix and Emmet counties.

A cake shop and woman's exchange will soon be opened at 203 State street by Mrs. A. M. Shockley.

J. H. McGann, local baker, says business is good. He has enjoyed reading the Tradesman for over twenty years.

Ann K. Wood, milliner, has a fine line of Gage's hats. All we need now

is warm weather so that the hats will move.

The big Fourth of July celebration of Charlevoix county will be held at Charlevoix July 5. There will be all kinds of sports, races, baseball games, coast guard drills, street dance at night, two big bands and \$1,000 fire works display.

The Troy Steam Laundry has opened for the summer season in the large plant at the foot of Clinton street. During the winter months the business is carried on at 5 Van Pelt Place. They have added to the delivery service a new delivery car.

A. Van Allsburg & Son have a large grocery and meat market, wholesale and retail.

Through the courtesy of the editor of the Michigan Tradesman, resorters and tourists will have an opportunity to read that publication at the local free library and at the office of the Chamber of Commerce during the summer season of 1926.

A new stone bungalow is being erected at Stony Point, the newest subdivision of Charlevoix, by P. T. Campbell, Charlevoix's leading shoe merchant, and will be most attractively constructed out of large granite rocks. The bungalow overlooks Lake Michigan and across Little Traverse Bay towards the head lands of old Cross Village and the Straits of Mackinac. Mr. Campbell has an attractive shoe store, located on the main street of Charlevoix, near the postoffice. Service is Mr. Campbell's motto, he paying particular attention to the needs of the tourists and resorters. A neat repair shop is kept at the rear of the store, where John Smith, one of Michigan's oldest cobblers, does an efficient job of repairing.

The Inter City Airways Co.'s new large seaplane landed in Pine Lake Tuesday and is now ready to carry passengers to any part of Michigan, even to Chicago or Detroit. The seaplane is a big asset to the great North Michigan resort country and to see it sailing over Lake Michigan or Pine Lake at an elevation of 200 feet is a beautiful sight. It is often seen sailing into the gorgeous sunset or to the distant Beaver Islands with passengers to go on an early morning fishing trip around the islands.

Mrs. L. Elston has purchased lot 15 at Boulder Park. She intends to hold it as an investment. Her neighbor there will be Henry Masten, Manager of Klingman Co., Grand Rapids. I am informed that he will build a Spanish style bungalow on his lot.

Mrs. J. J. Knight, of Kalamazoo, has purchased the lot next to the Linda Vista rooming house, on Belvedere avenue, overlooking Round Lake, and is going to build a beautiful summer home. L. Winternitz.

### Dentist Turns Tables on Mail Order Game.

Kansas City, Mo., June 21—A Kansas City dentist has found a method to compete with mail order firms who send unsolicited articles to persons and then send a bill.

The dentist received a package containing several neckties, followed by a letter reading:

"We hope you like the neckties we sent you. Enclosed you will find our bill for \$5."

Resolving on reprisals the dentist went to his work bench and packed up two old plates. These were mailed to the necktie firm, with the following letter:

"I hope these plates will fit you or some of your help. Enclosed you will find my bill for \$100. I shall expect to receive check for \$95 by return mail."

There are no substitutes for initiative and perspiration. Think a lot. Then put your thoughts into action.

The model of the amateur artist is seldom as bad as she is painted.



## THE GOODRICH WAY

"Operating Steamships Every Day in the Year"

### DOUBLE DAILY SERVICE

Muskegon-Grand Haven  
Electric Via Grand Haven

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

Day Boat Every Saturday

Leave Gd. Haven 10:30 A. M.

Michigan Electric Railway  
Lines Via Holland

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

Day Boat Every Saturday

Leave Holland 9 A. M.

**FARE FROM GRAND RAPIDS \$4.20**

ROUND TRIP \$7.30

UPPER BERTH \$1.80. LOWER BERTH \$2.25.

**SAVE MONEY — Travel the Cool, Clean, Comfortable Way**

Ticket sold to all points South and West

Reservations on Detroit, Cleveland and Buffalo Steamers

**Vacation Trips on All Great Lakes Steamers.**

*Four Ticket Offices for Your Convenience as Follows:*

Muskegon Electric  
156 Ottawa Ave.  
Dial 80223

**PANTLIND  
LOBBY**

Michigan Electric  
Rear Hotel Pantlind.  
Dial 93445

**GOODRICH CITY OFFICE**

PEARL AND OTTAWA

WITH CONSOLIDATED RAILROAD TICKET OFFICE

**W. S. NIXON, Gen'l Agt.**

DIAL—88428—62343

## THE OLD NATIONAL BANK

Can you do better than to patronize the bank which serves satisfactorily Grand Rapids' most successful business houses?

*A Bank for Everybody*

MONROE AT PEARL

NO BRANCHES

## AWNINGS TENTS



## TRUCK COVERS

We specialize in anything made of canvas. Our awnings excel in durability and attractiveness; our tents assure comfort in the worst weather.

Call the nearest dealer for advise

Fox Textile Products Co., Ypsilanti.  
Lansing Tent & Awning Co., Lansing.  
Grand Rapids Awning & Tent Co., Grand Rapids.

Kalamazoo Awning & Tent Co., Kalamazoo.

Muskegon Awning & Mfg. Co., Muskegon.

Pontiac Tent & Awning Co., Pontiac.  
Grand Haven Awning & Trim Shop, Grand Haven.



### What the Result of Iowa Primaries Portends.

Grandville, June 22—Reporters of the daily press seem to take delight in announcing that "Coolidge is bumped again."

This refers, of course, to the fall of the veteran Iowa Senator Cummins, and the nomination of Brookhart, who so short a time ago was defeated for the Senate by a Democrat.

Brookhart's former defeat was owing to disgusted Republicans repudiating a candidate who is very seldom a Republican, but belongs to that gang of bushwhackers who seem to delight in prodding every sensible idea that comes up in Congress.

Brookhart, as all know, is neither a Democrat nor a Republican, and yet, judging from the late Iowa primaries, he has secured Republican endorsement for the Senate. This is only as a nominee, wholly owing to the farcical primary law which permits members of the opposite party to do the nominating for their enemies as was, no doubt, the case in the recent farcical showdown in Iowa.

After this comes the election. Will the Republicans of Iowa vote for this guerrilla who styles himself a progressive? Judging from other instances along this line they will not, consequently the Democrat will very likely win out, thus giving Iowa two Democratic senators, something that has not happened before since the Civil War.

These primary nominations are known to be a farce. It should be noted that nowhere have they given satisfaction. Then why cling to the foolish makeshift for convention ways of the past. Never in convention days was there one-half the dissatisfaction permeating the public as to-day. At least a nominee then was usually the choice of the party.

This cry, so often heard, "I am for the man and not for party," is the shallowest of shams. It requires party organization to do things along lawmaking lines and the holding of a party to strict accountability for legislation, as in times gone by, is the only true way of ascertaining the public will.

When a man becomes so much superior to his party that he shies the track and goes off on a tangent, one may understand that such a person has a far greater estimate of himself than have the people. Roosevelt felt that he was better than his party. He went outside the pasture and lost the election.

Such is usually the outcome of being superior to party.

A Republican form of government cannot be run on the one man principle. It requires a combination of the forces for good to win and this constitutes a party. Good Republicans believe that a sincere partisan Democrat is far better than a renegade Republican, hence the chance for Brookhart to capture the Iowa Senatorship is not very bright.

The defeat of the regular Republicans in Iowa is not far to see.

Although Senator Cummins, now an old man, has been regular in the past, he missed his figure very badly this year when he came out in support of the farmer raid on the U. S. Treasury.

Cummins became rattled, so to speak and hastened to compromise his ideas of right and justice that he might get his party's nomination. He has signally failed, not being capable of beating Brookhart at the game of demagogism that would seem to satisfy a certain discontented class of the Iowa population.

When a man so far forgets his manhood as to agree to carry out legislation detrimental to the great body of the American people, he deserves defeat. Cummins invited this, since he cast aside his allegiance to genuine Republicanism and went in for the fads and foibles of that farm bloc which has been the bane of honest politics for many moons.

Catering to class hatred never yet won a man great respect, even among his own kind. It is rather a pitiful sight to see one so long a straight out party man fall under the moloch of class, and wind up his days of former good service in the gutter, cast there by public condemnation.

Better things were expected of the venerable Iowa Senator.

Nothing good can come out of electing a man like Brookhart, consequently it becomes the duty of the Republicans of Iowa to repudiate him even more emphatically than they did on former occasions.

These farcial primary nominations are becoming a stench in the nostrils of the voter, hence the falling off of interest in elections and the consequent remaining away from the polls. "What's the use?" is the general feeling about voting in these days of skulduggery carried on under the guise of getting nearer to the people.

If the people of Iowa have the spunk I think they have, there will be scarcely a grease spot left of this Brookhart after election.

There can be no disguising the fact that a vote for Brookhart means party disorganization, and for the most corrupt political organization ever known in American politics, not even excepting Tweedism in the old days of New York City corruption.

There will be no genuine reforms until the primary election method is forever wiped from the statute book and a return to sensible methods of nominating candidates again comes in.

As for this late election in Iowa bumping Coolidge, that is all bunk of the silliest sort. Coolidge will keep on the even tenor of his way and let red-eyed politicians yell themselves hoarse over Haugen steals and all other schemes to rob the U. S. Treasury. Old Timer.

### Average Grocery Bill \$500 a Year.

The average grocery bill in the United States to-day is \$500 a year, according to figures published by the Harvard University Bureau of Business Research. Of this sum, the grocer gets \$10 for his profit. Four hundred dollars is passed on to the wholesaler with whom he trades, the remaining \$90 is absorbed by overhead charges, such as rent, help, insurance and fixtures. Other figures from the same source reveal that while the grocer keeps 21c of the consumer's dollar, the clothier keeps 24c, the haberdasher 32c, the department store 28c and the jeweler 40c.

Federal Trade Commission figures indicate the wealth of the Nation has increased from \$353,000,000,000 in 1922 to about \$550,000,000,000. The normal rate of increase in a decade seems to be about 16 per cent. In other words, the National wealth grows about fifty to sixty billions a year, and in 1922 the estimated income was \$70,000,000,000 with 52 per cent. of this drawn from manufacturing, 14 per cent. from agriculture and 12 per cent. from mining. The increase of wealth keeps pace with the population growth, the latter standing at 15 per cent. as against the 16 per cent. rise in National wealth. While there is a great concentration of property in the hands of relatively few Americans, that tendency is beginning to diminish. The grand totals for the Nation are staggering. If the National income continues its present annual increase of \$1,000,000,000 a year, they will be even more so. Such figures as these are responsible for the incurable optimism of the American.

## WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Another Quaker Leader

# QUAKER EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Customers know this brand

## WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

Don't Say Bread

— Say

# HOLSUM

### EXCLUDING FOREIGN GOODS.

Some rather interesting questions of law and practice are involved in a proceeding heard during the past week by the Tariff Commission and taken under advisement by it. The matter in controversy is a form of phenolic resin, a by-product of coal tar, generally known in this country under the trade name of bakelite. This article is patented. It is used for many purposes, taking the place of amber for beads, pipestems, etc., besides filling an important place as an insulator in electrical installations. A somewhat similar substance is made in Czechoslovakia and Austria. Imports of this fashioned into cigarette holders, beads and other articles came into this country and competed for favor with the domestic kind. The makers of bakelite, instead of suing for infringement of their patent, made a direct appeal to the Tariff Commission to have excluded from entry the foreign goods made of phenolic resin, and pending investigation the President ordered such exclusion. The importers were not heard in the matter prior to such action. The commission went on with the investigation and last week heard testimony in the matter, although the importers protested against having patent infringements dealt with at all by the commission. In this they were overruled. A report will, in due course, be made to President Coolidge, who will then announce, by proclamation, whether or not the foreign articles are to be excluded permanently. The proceeding is under the provision of the Tariff act applicable to "unfair methods of competition and unfair acts in the importation of articles or in their sale the effect or tendency of which is to destroy or substantially injure an industry efficiently and economically operated" here. Whatever the result of the present proceedings may be, the matter is likely to find its way to the courts for final decision on both the law and the facts.

### AIRING TEXTILE TROUBLES.

There are conflicting opinions as to the value and possible effect of the airing which is being given to the conditions in the textile industry, especially as to cottons and woollens. That these conditions were not so satisfactory as was desired by manufacturers of fabrics was pretty well understood by buyers as well as sellers, although statistics of production and distribution were not easily ascertainable with any degree of accuracy. Profit and loss figures in the case of corporations whose stocks are listed on the exchanges shed some light on the situation, though they did not appear until some time after things had occurred. Recently, however, the trade associations have been bringing the matter to general public attention. Cotton manufacturers, for example, after a conference with Secretary of Commerce Hoover, held a meeting to discuss the problem of how to make their mills pay and, incidentally, told about the straits they are in. The only remedy so far suggested was the restriction of production until demand catches up, and this has been adopted to a considerable extent. It cannot be

said that any stiffening of prices has as yet resulted. One effect, however, has been to give the impression that matters are in a little worse shape than was generally believed, and this has tended to confirm buyers in the impression that prices are unstable and that they have only to wait in order to get concessions. Such a state of mind is not conducive to the securing of much advance business, whatever else it may do. A minimizing of the importance of certain present temporary ills and a greater degree of confidence in the situation in the near future might put a different face on things.

### WOOLS AND WOOLENS.

Little is occurring at the moment to induce activity in the wool market. The next series of auctions of Colonial wools at London will begin on July 13. At the last series 21,500 bales were withdrawn, out of 101,600 offered, for lack of satisfactory bids. In this country some purchases continue to be made of the domestic clip and frequently these do not come up to the satisfaction of holders so far as price is concerned. There is no especial eagerness to buy on the part of the mills which appear to be taking small quantities of sorts that are needed from time to time. A report issued during the past week showed that there would be available for the Australian wool auction sales a total of 2,240,000 bales. This insures a large supply from that quarter. Sales at Adelaide will begin on Aug. 27. New Zealand auctions start on June 29. Imports of wool into this country are much less than they were. For the week ended June 12 they footed up about 2,600,000 pounds. Although, from time to time, reports are made of a better and more confident feeling in the wool trade, the prices obtained fail to show this: There is said to be a quantity of "distress" wool in the market which helps keep down price levels. A statement during the week from the head of the American Woolen Company that his organization had done fairly well on Fall orders for goods was received with satisfaction and perhaps a little surprise. In general the business on heavyweights has not been as good as expected. Tropical cloths for this season have been pretty thoroughly cleaned up and openings for 1927 will take place after July 4. Women's wear fabrics are still moving somewhat slowly. The garment retailers' fashion show will not take place until Aug. 10, the season opening later than usual.

### COTTON PROSPECTS.

Taking the whole of last week together, cotton prices showed a weakening tendency. This was partly the result of improved weather conditions in the growing district, since the crop prospects are becoming more and more of an influence as the new cotton year approaches. Another factor is the extent of the use of the existing supply. The consumption of cotton in domestic mills in May was 15,000 bales less than in the corresponding month last year, but this was partly offset by an improvement in the ex-

ports. The takings by British spinners of American cotton in May were less by about 30,000 bales than in the month preceding, and those for the season aggregated about 120,000 bales less than for the same period in 1925. Guessing on the size of the new crop has already begun, one estimate during the past week placing it at something over 14,000,000 bales. Excepting as a betting proposition this is of no value at this time, more especially because of the backwardness of the crop. No trustworthy estimate based on actual conditions can reasonably be expected for two months or more. The first Government report will be issued on July 2. The goods market shows signs of vacillation and some weakness. Gray goods prices have been softening without bringing out much business. Certain finished goods have been moving somewhat more freely with warmer weather and there is a disposition in some parts of the primary markets to guarantee prices for a period in order to stimulate dealings. No very large movement in cotton goods generally is expected until the jobbers visit the market here next month. Knit goods share in the prevailing dullness. Lightweight underwear for next Spring will be opened in July at probably reduced prices.

### HELPING WOOLEN INDUSTRY.

Ten ounces of wool seems a small quantity, but it is estimated that less than this additional amount per head of population used in a year in this country would bring consumption up to normal and make the domestic woolen industry prosperous. The estimate is contained in the first of a series of leaflets issued by a committee representing the wool trade and those engaged in the manufacture of yarns and fabrics. Expressed as a total, it implies the added use of about 75,000,000 pounds of clean wool in a year. It is conceded that the present condition of the woolen industry is far from satisfactory and that persons are stinting themselves in the purchases of woolen goods, more particularly clothing. The cause or causes of this condition is the first subject which the committee takes up. It finds the main one to be the stronger appeal made by the purveyors of automobiles, radios, player pianos, phonographs and the like. "A man," says the committee, "will buy an automobile, spending, say, \$750, when he will refuse to spend \$40 for a suit of clothes." This, while quite true, is not new. It indicates the difficulty of the task which the woolen people have facing them in their avowed effort to create as strong an appeal for new, if not more clothes. Their first step is to obtain a concert of action by all the factors concerned in the wool and woolen industry so that they shall not be working at cross-purposes but with a united effort. The matter of bringing their wares before the public so as to make a convincing appeal is the next and most arduous task.

Telling a man to go to the "Place of Good Intentions" doesn't change his suggested destination, but entails a use of three extra words.

### THE DRY GOODS TRADE.

Several days during the past week, when cooling Northerly winds prevailed, served to delay seasonal retail purchases for a while, although a reminder of Summer was given one day when the thermometer went above the 80 mark. There are many, however, who leave their buying until the last moment, when they rush en masse to obtain what they really need. Such dilatory buyers are always at a disadvantage and are often obliged to content themselves with something more or less near to what they actually want, as well as to receive less attention than when their purchasing is done more leisurely. The closing of the schools and the starting of the vacation season will hasten the buying of seasonal merchandise, and the promise is of some lively business between now and the Fourth of July. More active buying for Fall and some commitments in certain directions for next Spring are expected soon after the National holiday. The general disposition continues to delay purchases so long as possible and to buy merely for current needs. It is too soon as yet to get a definite line on conditions for the last half of the year or as to the trend of prices, although the prevailing opinion is that the latter will be lower. A few more weeks, however may change this view.

### NOT LONG ON PATRIOTISM.

Thousands at the commencement exercises of the University of Michigan were surprised when the honorary degree of doctor of engineering was conferred on Henry Ford, carrying out the wishes of late Dr. Marion Le Roy Burton, President of the University.

It is, perhaps, all right to hand Henry a degree as doctor of engineering, but no college will hand him a degree of doctor of patriotism in view of two utterances he spread broadcast during the kaiser's war:

"The word murderer should be embroidered on the breast of every soldier and naval sailor."

"When this war is ended the American flag will come down from over my factory and the flag of internationalism will take its place."

The campaign in the Democratic party for the elimination of the two-third vote and the unit rule in National conventions has had more success than such campaigns have had in the past. It is getting considerable support in the South and in parts of the West. Most of the Eastern Democrats favor it for obvious reasons. About twenty of the National Committee members from as many states have approved the change, and some action by the committee is expected soon. The proposed changes will help the chances of Governor Smith, and Smith pressure is doubtless back of the movement. The final action will depend not upon the present Democratic National Committee but upon what happens in the next two years. The delegates have the last word on the matter, and for more than ninety years they have refused to permit any change when a showdown came.

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

In starting out last Saturday the objective point was Sturgis, where adequate entertainment awaited us at the Hotel Elliott.

Six merchants on Portage street, Kalamazoo, renewed their subscription payments for another year and disclosed drawers containing goods sent them unordered by the crooks and black-mailers who are now engaged in that line of business. They all promised me they would stand pat and refuse to return any article received by them under such conditions until called for personally by the shippers. That is the only way the abuse can ever be abolished.

I was pleased to find that Vicksburg had emerged from the slough of despondency which enveloped the town a dozen or fifteen years ago. All the merchants I called on attributed the change to the advent of the paper mill, which appeared to give the village a new lease of life and a forward movement which is evidently destined to continue indefinitely.

Thirty years ago Mendon merchants were inclined to speak slightly of Vicksburg, because the volume of business transacted in Mendon was so much greater than in the sister village. The tables appear to have turned completely, due to two fundamental causes—the withdrawal of Frank L. Burdick from trade and the conflagration which dealt the business interests of the town a blow from which they have never recovered. In the old days Burdick conducted a store with four departments. He was a progressive and up-to-date merchant and insisted on having five copies of the Tradesman sent to him every week—one for himself and one for each department head. He believed in trade papers and every other good feature which can contribute to the success of the retail merchant and a growing village. He was a liberal contributor to the advertising columns of the local newspaper and drew trade from long distances in all directions. When he removed to Sturgis no one seemed to have the nerve and courage to assume the trade leadership he had held for many years. The business is still there, to be attracted by the same methods pursued by Mr. Burdick, but merchants who deny themselves the inspiration afforded by the trade journals fail to keep in touch with the progressive spirit of the times and soon find themselves at a disadvantage when it comes to trade supremacy and profit recording.

Mendon missed the opportunity of a lifetime in not abandoning the South side of the main street, after the fire, transferring all the stores to the North side of the street and parking the South side of the street down to the river bank. Such an arrangement would have given Mendon a reputation for beauty not enjoyed by any other village in Michigan. If it had carried such an arrangement into effect it would have found itself in the same

position as Chester, England, which has grown both rich and famous through the utility of beauty. The worst feature any small town has to contend with is village environment, lack of vision and indisposition to profit by the remarkable trade papers now published in their interest.

Constant watchfulness and observation over a period of forty-three years has convinced me that when the merchants of any town become self-satisfied and self-sufficient and smugly cherish the thought they know all there is worth knowing and can get along without the assistance afforded by the trade journals in furnishing inspiration and advice in mercantile leadership and village improvement and embellishment, that town is greatly handicapped in the race for supremacy. Nothing but a complete realignment of the mercantile interests of the town can save the community from the scrap heap.

At Mendon I learned sad news about A. D. Collard, the well-known grocer. For some time he has been bothered with gangrene and last Friday it was decided best to amputate one leg just below the knee. The operation was performed at the Borgess hospital, Kalamazoo, and conditions now favor the complete recovery of the patient.

I have heard much during recent years of the wonderful strides made by Sturgis, but I was not prepared to find a city almost metropolitan in many respects. The factories are large in size and prosperous to an unusual degree. There is claimed to be more paved streets in Sturgis than any other city of its size in the country. It is easy to see that Sturgis is a home owning town. Some of her residences show strong originality in architecture and much skill in the creation and development of their surroundings. The business district is compactly built and the stocks carried are large in size and diversified in appearance.

I made a brief call on my Burr Oak friends late Saturday evening and found them very busy with their country customers. The main street was lined with automobiles on both sides of the thoroughfare.

The return home via M 23 to White Pigeon and M 13 from White Pigeon to Grand Rapids was a constant delight, except the fifteen mile gravel stretches in Allegan county—three miles longer than usual because of the detour between Martin and Shelbyville. Fortunately, the detour is better than the main road has ever been, which is very unusual under the inefficient and utterly imbecile road management we have had from Lansing for some years past.

White Pigeon, Constantine, Three Rivers and Schoolcraft all bear evidences of prosperous conditions. As usual, I detoured three blocks from M 13 at the latter place to view the house where James Fenimore Cooper lived while he wrote his famous novel entitled *Oak Openings* in 1847 and 1848. Directly across the street is the oldest house in Schoolcraft, in which Walter Smith was born. Mr. Smith

is the famous cornetist of the Marine Band, at Washington, and spends several weeks in the old home each summer.

I could not pass through Kalamazoo on a beautiful Sunday afternoon without calling on my old friend, Charles W. Carpenter, who practically created the superb mercantile reputation of Gilmore Bros. and managed the business with consummate skill until forced to retire a few years ago by reason of ill health. I found him in his wonderful back yard, accompanied by his faithful wife and surrounded by beautiful flowers and attractive shrubbery, dreaming of the successes which have attended his long and useful career in the past and looking with resolute determination and hopeful courage into the future. Mr. Carpenter's life has been full to overflowing with good deeds, loving kindnesses and generous acts and he awaits the final summons with the courage of a stoic and the fortitude of a happy warrior. Few men can look back on a career so full of constant usefulness to his friends and life long service to humanity as Charles W. Carpenter. If there is an adequate reward in store for such lives in the future state we all look forward to with more or less uncertainty, my friend surely has no misgivings that he will not fare well when he reaches the shores of Eternity. E. A. Stowe.

## Primary Farce Should Be Abolished.

Grandville, June 22—The Pennsylvania primary for senator developed new scandals to shock the sense of the people and to again damn the miserable primary law, as it has been continually condemned ever since its inception some years ago.

Legislatures and congresses have deteriorated year by year under the baneful influence of this double election stunt, put on because of placing elections nearer to the people. This seems to have been done with a vengeance, until to-day self-respecting citizens prefer to remain away from the polls and permit the men who so love the people develop their instincts in that direction.

A matter of \$2,000,000 spent in the nomination of a single senator. How much will it take to elect him? Such senators are not worth the price paid for them. If it is legitimate to pay a million to simply nominate a man for a public office, the salary of which is only \$10,000, how can it be expected that a man who has a thin pocketbook, even though large in brain power, may hope to get on the ticket.

The primary mode of nominations is simply an inducement for the spending of the rich candidate's money while the poor but capable statesman has to keep out of the race entirely.

There has been much talk about money in politics, but never since the birth of the Nation have so many scandals based on the reckless expenditure of money held the boards in the land. Who is to blame for this state of affairs? No doubt the people themselves are in a great measure blamable.

At any rate it is a shame to hang onto a system which has so far proved undemocratic and unjust to the great mass of our citizenship. The scandals of the primary are enough to sicken the conscience of a Boss Tweed.

We shall have no real reform in this country until the primary is wiped off the books. The convention system was lily white in comparison with this primary abomination. The expense alone ought to condemn the thing. Holding two elections in order

to secure public officials is in itself a senseless procedure.

The Nation wide primary has nothing to recommend it to honest men and women. The shyster, the briber, the manipulator of votes has it all his way, while the common people suffer. As the years roll on this scandal grows blacker and blacker until now it has certainly become a stench in the public nostrils.

However much the convention system was condemned, it has many points in its favor, not one of which appertain to the primary farce.

Nothing could be nearer the people than the choosing of township and ward delegates by caucus and convention. These smaller meetings could be watched carefully, and if anything went wrong the guilty parties could easily be pointed out and punished.

Wet and dry candidates were equally guilty of spending large sums of money to secure the nomination of their man.

The election is yet to come. The trouble lies in the fact that through primary nominations the man the real people want seldom if ever gets the plum.

What satisfaction is there in going to the polls on election day and casting a ballot for a man you know is unfit, and who was really nominated by a bare faction of his party.

This is the main trouble with the primary way of selecting candidates. All parties mingle in the same caucus, we may call it, and the man a majority of his party does not want often gets the nomination, helped to it through the votes of the opposite party.

A government which is strictly non-partisan is the most puerile known. Party nominations are necessary for the morals of the community, so that when a man secures office he cannot play the game to suit his fancy, regardless of party principles.

A senator or representative who has no party behind him is usually a poor stick when it comes to effective legislation for the good of the people. Such a creature is responsible to nobody, hence never makes a good official. A government without parties is no government at all.

Even the much-lauded Pinchot is said to have expended a good many hundred thousand dollars in the Pennsylvania primary election. Under the convention system this wholesale expenditure could not have taken place. With all its failings the convention methods are far superior to those which worked out in Pennsylvania to the scandal of all the candidates concerned.

The direct primary has made politics a rich man's game.

Can this country afford to continue on in this now well beaten track which has caused the degeneration of honest politics and the downfall of honesty in elections?

One would think, after so many sad failures to make good, this primary iniquity would soon be in the course of elimination. Such does not appear to be the case, however. Spoilsmen flock to the scene for plunder and the common herd plod on their way, unconsidered and unconsidering.

What is the end to be of all this wicked pandering to the lowest tastes of mankind? Is not the question of honest elections of more value than sitting in meetings to denounce war and to call off all military preparation as leading directly to breaking of National peace?

We certainly are a queer people. We permit all sorts of scalawagism to be carried on in the name of "election reform," while straining at the gnat of some imaginary war.

Abolish the primary farce and there will be a change for the better.

Old Timer.

The real home-maker makes others feel at home.

## SHOE MARKET

### No Spanish Color Influence.

Reports have percolated through from New York that this fall might witness an invasion of "Spanish colors" in costumes, with attendant influence on footwear; these ideas were based on the recent visit of the distinguished Spanish actress, Raquel Miller.

There does not seem to be the slightest chance that the Spanish color influence will be at all important this fall. Things of this sort would be sure to become manifest in women's costumes in smart shops and in the plans of modistes, and this has not happened. Leading producers and importers of silk state that they do not anticipate anything of the sort. It is true that some of the New York shops have shown Spanish and Italian shawls for evening wear. As far as garments go, the slight flurry that appeared a month ago has passed.

The experience of the shoe trade with violent colors has never been pleasant or profitable. In all the vogue of color for the past two seasons, the predominant note has been quietness and the avoidance of vividness. There is nothing to indicate a radical change.

### Shoe Buyers Getting Busier.

With the arrival of mid-June the expected buying of the finer grades of men's footwear for Fall delivery is beginning to materialize and all signs point to an excellent business from stores in New York City and the surrounding territory. The character of the merchandise called for by local buyers does not differ materially from that purchased by retailers in other cities. The principal difference lies in the fact that the percentage of the more expensive footwear purchased by retailers here is larger than that in most places, and in these goods there is a greater representation of custom lasts than of the cheaper models. In the early local business placed for the new season low shoes are outselling high ones by a large margin, the regular oxford style taking precedence over the blucher.

### Situation in Handbags.

Fall lines of handbags are being prepared, although showings of the new merchandise to retailers are not likely before early in July. Wholesalers say it is still too early to predict definitely what the Fall offerings will feature. Part of the reluctance to predict is traced to the shifting character of the demand during the Spring, a situation that so far is likely to continue for Fall. At the moment there is an immediate delivery demand for flat leather bags in white and black and white and also some Summer novelty bags, including those made of grass.

### Many Toy Novelties Shown.

The feature of current activities in the toy industry lies less in the business that is now being done than in the numerous novelties that are being brought out. Among the popular-priced mechanical toys that will be on the market soon will be two styles of dolls that jump rope. One of these toys, which will be a 50 cent retailer,

stands about nine inches high, and as it jumps the rope it moves across the floor in a strikingly natural manner. On the same order is a toy to retail at \$1 which combines three rope-jumping dolls about seven inches high. As they jump these dolls revolve around a pole on the order of a carrousel. Another action toy, which has been on the market a short time, is a "pull-along" in the form of a small donkey. As it is pulled along it suddenly lashes out with both hind legs. A similar kicking rabbit also is offered. Both retail at \$1.

### Weather Boosts Luggage Sales.

Although they have as yet not assumed large proportions, orders for luggage and other leather goods have picked up noticeably as a result of vacation thoughts bred in the minds of consumers by the warmer weather of the last several days. So far, it was said yesterday, the improvement has been more marked in hand luggage than in bulkier articles, such as trunks. In the latter those of the so-called steamer type seem to be selling better at the moment than the other varieties. A factor in the sale of the smaller types of leather goods, including such things as women's handbags, vanity cases, etc., has lately been a growing demand for this merchandise by concessionaires at the Summer parks. This business, which had been very late in developing because of the backwardness of the weather, seems just beginning to hit its stride. It is best in the lower-priced lines.

### Hosiery Buyers More Active.

Following the recent readjustment of first-hand prices on Fall lines of women's full-fashioned silk hosiery, there has been not a little improvement in the business written for that season. Buyers, while said not entirely to be pleased by the reductions that have been made, apparently have come to the conclusion that half a loaf is better than none and are acting accordingly. The guarantee of leaders in the industry against any further price cuts during the Fall delivery period has added a stability to the market which has made trading safe, and the confidence which this has given to buyers is plainly reflected in their purchases. Most of the lines that have been repriced so far are those appealing to the so-called bread and butter trade, but it is on such lines that the biggest bulk business is done.

### Steady Call For Undergarments.

Voile undergarments continue to have a large share in the immediate delivery business being placed by retailers. Step-ins, chemises and night-gowns are in active request, with the pastel shades still leading in the colors that are wanted. Rayon merchandise is also selling in the popular priced merchandise. Glove silk underwear in the new lightweight versions for Summer wear continue to do well. Wholesalers also report a good demand for step-ins and chemises of crepe de chine and georgette. The best selling lengths in the garments range from 19 to 21 inches.

### Seasonal Call For Ribbons.

A fair call for seasonal staple ribbons is reported by factors in the trade here, with novelties selling to some extent. Fall lines are ready for buyers, but little active business is expected to be placed before the turn of the July 4 holidays. The bulk of the demand continues to be for narrow widths, notably satins. Tinsels in both narrow and medium widths are well to the fore in the Fall offerings, with brocades, jacquards and velvets stressed in the novelties. Firms which sell to the jobbing trade are going ahead actively with the formation of an association which is expected to be of substantial benefit in this section of the trade.

### Fill-In Orders For Silk.

The silk trade is arriving at the "between hay and grass period," and there is a corresponding quiet reported in wholesale circles. There is some demand for seasonable silks, notably white merchandise, and some of the newer designs in printed weaves, together with the favored plain georgettes, and crepe de chine. Fall bookings are not being actively taken yet. Wholesalers believe, however, that more action for Fall is directly ahead, with July likely to see a spurt in buying. Satin crepes are well regarded for the new season in the plain goods.

### It Paid.

"A girl in Oklahoma advertised for a husband and got him. The total expense for advertising and the wedding was nine dollars. He died within a

year leaving her a lifetime insurance policy for \$11,000. And yet there are some dealers who say it doesn't pay to advertise."

### Hides, Pelts and Furs.

Greer No. 1	07
Greer No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10 1/2
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11 1/2
Horse, No. 1	3 00
Horse, No. 2	2 00

### Pelts.

Lambs	50@75
Shearlings	10@25c

### Tallow.

Prime	07
No. 1	07
No. 2	06

### Wool.

Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30

### MR. MERCHANT:

Give your Findings Department a little more attention and you will find profits far beyond your expectations. We are at your service and endeavor at all times to carry a complete stock. We are waiting your inquiry.

### BEN KRAUSE Company

20 S. Ionia Ave. Grand Rapids, Mich.

## Michigan Shoe Dealers

### Mutual Fire Insurance Company

LANSING, MICHIGAN

## PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy.-Treas.

LANSING, MICH.

P. O. Box 549

The best numbers in

## The Bertsch Line

for Fall of 1926

are the Bertsch Arch Support shoes for men:

900—Brown Kid Oxford      902—Black Kid Shoe  
901—Black Kid Oxford      903—Brown Kid Shoe

All built on a combination last to retail at \$6.00

Herold-Bertsch Shoe Co. Grand Rapids, Mich.

## SUCCESSFUL SALESMEN.

**L. V. Pilkington, Grand Counsellor  
Michigan U. C. T.**

La Vern Pilkington was born on a farm near Van Buren, Ind., Feb. 18, 1887. His father was of Irish descent and his mother was a genuine Yankee. The son attended the little red school house and at the age of 18 years graduated from the high school at Van Buren on the English course. The family then moved to Traverse City, where La Vern served an apprenticeship with C. D. Barnes in the plumbing and heating business. He continued with Mr. Barnes until 1909, when he came to Grand Rapids and went on the road for the Grand Rapids Supply Co., covering Western Michigan territory. Seven years later he decided to change his line and engaged to cover Michigan, Indiana and Kentucky for the Royal Chair Co., of Sturgis. He continued in this capacity nine years, when he changed over to the Vander Ley Brothers, manufacturers of up-



holstered furniture on Hall street, Grand Rapids. Under this arrangement he covers Ohio and the Eastern states, undertaking to see his trade four times a year. Because his line is up-holstered goods he visits only the largest cities, which gives him fifteen customers in Ohio, four in Pennsylvania, four in Western Virginia and four in Kentucky.

Mr. Pilkington was married in 1910 to Miss Grace Harris, of Traverse City. They have a daughter of 15 and a son of 13 and reside in their own home at 2200 Jefferson drive.

Mr. Pilkington is a Mason up to and including the 32d degree, having started on the way East in 1914. He has been a member of the United Commercial Travelers since 1915 and has filled all the chairs of the subordinate and grand councils. At the annual meeting in Lansing week before last he was elected to the highest office in the gift of the State organization.

Mr. Pilkington is an energetic man and has large plans for the extension of U. C. T. membership and influence during the year he will have executive charge of the organization.

Mr. Pilkington attends the Burton

Heights Methodist church, of which his family are members, and insists that his success in life is due to the fact that he always aims to mind his own business and work hard. He believes that the success of the traveling salesman is due more to personal effort and personal acquaintance than any other features. He is an enthusiastic golfer and member of the Grand Rapids Masonic Golf Club. He is also addicted to fishing and finds much enjoyment during the season in pursuing that pastime.

Mr. Pilkington is a large man, both physically and mentally. He has won, held and influenced many men for good wherever he is known. His moral earnestness, his forthright probity and rugged integrity of character make him a prince among men and a royal son of the Most High.

Selfishness finds no lodgement in his heart. He lives to serve. "As one lamp lights another, nor grows less, so nobleness enkindleth nobleness." Contact with L. V. Pilkington makes for wholesome, helpful, upright manhood.

**Origin of the Banana.**

In a scathing denunciation of what he termed the great American banana myth, Dr. W. E. Safford, economic botanist of the U. S. Department of Agriculture, has attacked evidence recently brought forward in support of the theory that bananas originated on this hemisphere and were cultivated by prehistoric Indians.

Commenting on the discovery of fossil banana seed in coal beds of Colombia and the connection of this discovery with statements made by early writers as to the Indians' use of the fruit, he declared positively that the home of the banana was in the Malay archipelago, that it was unknown in America when Columbus reached here, and that the same writers who reported it as native to the New World demonstrated similar ignorance in regard to the potato and other plants.

Fossils show that there were horses, camels and elephants in North America ages ago, but there were none here when the Spaniards reached this hemisphere. Fossil banana seed can prove nothing in regard to America banana trees, for our bananas do not have seed. They must be propagated vegetatively from cuttings.

Columbus and his followers listed the plants they encountered, but made no mention of the banana. Bananas were introduced into the West Indies from the Canary Islands by Padre Tomas de Berlangas in 1516. They were also carried to Pacific Islands by early migrants; but their native home was in the Malay archipelago.

The persistence of the myth of the American origin, according to Dr. Safford, was due to the great Humboldt, who evidently was not himself a botanist, and accepted the statements of Garcillasó de la Vega, a descendant of the Incas, who claimed in the early sixteenth century that bananas were a staple food of South American Indians in pre-Columbian times. This man, Dr. Safford said, was ignorant of

the agriculture he pretended to describe. Most of his information was secondhand and his exaggerated and unreliable statements lack confirmation. Humboldt also accepted statements that the Irish potato was found in Virginia by early colonists when it has been definitely established that it was a native of Peru and was unknown in North America before the coming of the white man.

**Not Much Change in Rugs.**

Aside from the rise of about 5 per cent. that became effective on the products of the Alexander Smith & Sons Carpet Co. last week under the company's "split list" arrangement, the current week in the floor coverings' field has been devoid of feature. The change in prices came with a very substantial part of the company's Fall production under order, the main purpose of the arrangement being to encourage early buying. In the carpet and rug business actually placed in the general trade there was no noticeable change, except in the smaller volume, from that of the earlier weeks of the month. The better grades of the popular-priced goods, particularly axminsters, led in the buying, with open-ground, large-figure effects dominating in the patterns. In the hard-surface lines inlaid linoleum had the call over the other varieties of that material, as well as over felt-back goods. Marbleized effects led in the linoleum patterns.

**White Silks Hold Interest.**

White silks continue to meet with a good demand from retailers in view of the vogue for white in all branches of ready-to-wear. Crepes de chine, satins, radiums, georgettes and novelty sports silks are all wanted in this color. Much use is also being made of black and white effects in ready-to-wear and accessories and the white silks are being used as effective ground fabrics. The chances are held favorable for the interest in the white fabrics continuing well into July, particularly for the more novel sports weaves having lustrous finishes.

**Garments For Summer Wear.**

Summer negligees and house dresses are being re-ordered by retailers for fill-in and sales purposes. In the former the demand is concentrated upon crepe de chine, radium and printed georgette. Merchandise to retail up to \$22.50 is having the bulk of the demand. Models trimmed with fringe are popular numbers in the fancier styles. House dresses are wanted in a variety of printed cottons, and the stores are using fairly large quantities of them for their usual late June sales.

**Slightly Incorrect.**

Mr. Goldberg—Did you know that Sam made \$50,000 in Chicago in a week?

Mr. Cohen—I don't believe it.

Goldberg (calling over his friend, Wolf)—Isn't it true that Sam made \$50,000 in Chicago last week?

Wolf—Sure it's true, but it's wrong in four places; it wasn't Chicago, it was Toledo. It wasn't a week, it was a year. It wasn't \$50,000, it was \$5,000, and he didn't make it, he lost it.

# 4%

## Banking by Mail

*Under both State  
and Federal Supervision*

We are as near as your mail box. As easy to bank with us as mailing a letter.

**Privacy**

No one but the bank's officers and yourself need know of your account here.

**Unusual Safety  
Extra Interest**

Send check, draft, money order or cash in registered letter. Either savings account or Certificates of Deposit. You can withdraw money any time. Capital and surplus \$312,500.00. Resources over \$5,000,000.00.

Send for free booklet  
on Banking by Mail

**HOME STATE BANK**  
FOR SAVINGS GRAND RAPIDS  
MICHIGAN

# 6%

## INSURED BONDS

*The Next Thing to  
Government Securities*

Our 6% Insured Bonds safeguard your money against loss and assure you a guaranteed income. They are secured by first mortgages on homes and a surety company with assets of \$48,000,000 guarantees both principal and interest. They are tax exempt in Michigan.

**INDUSTRIAL  
COMPANY**

ASSOCIATED WITH  
INDUSTRIAL BANK

GRAND RAPIDS  MICHIGAN

## FINANCIAL

### Relative Merits of Railroad Obligations.

For years the securities of the leading railroads of this country have been regarded as prime investments, and, although they lost some of their popularity during and immediately after the war, it is safe to say they are fast regaining their former position.

Although the industry is not so old or so large, the power and lighting business has grown by leaps and bounds in the United States, and the securities of these companies have shown a correspondingly rapid growth in point of popularity with investors.

Of late the question whether the public utility bonds and stocks will overtake railroad securities or perhaps pass them in public favor is creating considerable discussion in investment circles. It is impossible to answer that question with an degree of accuracy: but perhaps data prepared by Rutter & Co. may help investors to decide better the portion of their funds they wish to invest in each industry.

Both industries are alike in that they are absolutely essential, although the railroads undoubtedly rank first in this respect. There is no danger that the demands for the service of either industry will show any material decrease or that either will become extinct.

The power and lighting business was perhaps founded on a sounder economic basis than was transportation. However, earlier mistakes in the railroad industry have been entirely rectified, and they are to-day perhaps better fortified in the relation of actual assets to capitalization than their public service neighbors.

In the matter of balanced capital structure the utility companies have an advantage. The average ratio of the ten largest companies in this field is as follows: Bonds, 55.7 per cent.; preferred stocks, 23.6 per cent., and common stocks, 20.7 per cent. The average ratio of the ten largest railroads is: Bonds, 11.4 per cent.; preferred stocks, 27.9 per cent., and common stocks, 27.9 per cent.

The power and lighting business is a substantially larger than the railroad industry in proportion to its capitalization. The ten railroads referred to above earned an average of 2.06 per cent. net on their capitalization in 1924, while in the same year the ten utility companies earned an average of 6.40 per cent. However, inasmuch as the interest rates on most of the railroad senior securities are considerably below those of the gas and electric companies, the earnings for each share on their junior obligations compare favorably with stocks of the latter.

Utility companies, as a whole, receive better treatment at the hands of the rate regulating bodies than do the transportation concerns. Whereas they are frequently allowed to earn 7 and 8 per cent. on their valuation, 5 3/4 per cent. has been fixed by law as a fair rate for the carriers to earn. Besides, the valuation placed on the railroad

properties is much below what would be their present reproduction cost, and in recent years rates have not been allowed to them sufficient to earn even the 5 3/4 per cent.

Railroads enjoy an advantage in respect to bad debts, this item amounting to only about three-one-hundredths of 1 per cent. of their gross revenues. They also conduct their businesses on a cash-upon-delivery basis and have no book inventory losses to absorb.

In point of management neither has the utilities in their present size and capitalization have never been called upon to face a serious crisis such as has been successfully met and overcome by the carriers.

It might be well to point out that the utilities in their present size and capitalization have never been called upon to face a serious crisis such as has been successfully met and overcome by the carriers.

[Copyrighted, 1926]

### Bill to Abolish Pullman Surcharges Is Reported Favorable.

The war seems to be over.

At least a measure to abolish Pullman surcharges has been reported favorably to the Senate from the Committee on Interstate Commerce through Senator Fernald, Republican of Maine. The bill was introduced by Senator Robinson, Democrat of Arkansas. An effort will be made to enact the legislation before the Congress adjourns. While this may not be possible, it is evident that sentiment in favor of it is strong in both the House and the Senate.

In the report made by Senator Fernald it is pointed out that the surcharge was imposed as a method of producing revenue in war time and that it should not be continued in peace time.

"The condition of the railroads generally at the present time, as reflected in annual reports and statistics, show that the railroads, particularly the class one railroads, are on a sound footing and do not need the surcharge," the report states. "The class one railroads are those which receive the greater percentage of the surcharge revenue.

"It is wrong in principle and economically unsound for certain railroads, not in the class one group, to place an excessive charge upon the Pullman passengers in order to bolster up income of such railroads from freight traffic, which produces inadequate revenue.

"It is known that proceedings are pending before the Interstate Commerce Commission to readjust freight rates. Such readjustment should be made upon the merits. It is clear that the Pullman passenger travel should not be penalized because of inadequate revenue of some railroads from freight carrying income."

Jackson—The Town & Phelan Sales Co. 1804 East Gansen street, has been incorporated to deal in autos, accessories and parts, with an authorized capital stock of \$12,000, \$5,000 of which has been subscribed and paid in in cash.

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## Kent State Bank

"The Home for Savings"

With Capital and Surplus of nearly Two Million Dollars and resources exceeding Twenty-Three Million Dollars, invites your banking business in any of its departments, assuring you of Safety as well as courteous treatment.

### Investment Securities

## E. H. Rollins & Sons

Founded 1876

Dime Bank Building, Detroit  
Michigan Trust Building, Grand Rapids

Boston  
Denver

New York  
San Francisco

Chicago  
Los Angeles

**\$6,000. Ecorse Township, Wayne County, Michigan, 4% School District No. 4, bonds dated July 1, 1903 due July 1, 1933, interest January and July 1st at the State Savings Bank, Detroit, Michigan, denomination \$1,000.**

Price to net 4.50%

If interested please wire or write us

### VANDERSALL & COMPANY

410-416 Home Bank Bldg., Toledo, Ohio

29 So. LaSalle St.,  
Chicago, Ill.

1654 Penobscot Bldg.,  
Detroit, Mich.

### Encouraging Sign on Near Future Course of Business.

If it were possible through a form of business thermometer to record changes in sentiment on the trade future, the instrument doubtless would have registered a rise of a degree or two on the news to-day from Washington that wholesale prices rose in May.

Nine months of falling commodity prices had given to our business prophets the one sign to which they all looked as the best evidence of approaching recession. The Bureau of Labor Statistics weighted index of 404 representative commodities at wholesale fell from a high of 161 early in 1925, to 151 in April and until now no month since last July had brought even a temporary upturn in the general price level. The recession had become less marked of late and in May the trend was, although by a small margin, reversed. What may we learn from this new movement in commodities?

Shifting commodity prices give more trouble to the business world than most other disturbances since it is not possible to make quick adjustments in the price scale along the line from producer to consumer. In periods of falling prices very often severe losses arise when houses find that they must revalue their inventories at levels substantially below original costs. That the recent period of declining prices did not bring inventory losses of this character is explained by the unusual circumstances of the time. Recession has proceeded at a pace more than ordinarily moderate. It did not fall upon us unexpectedly or find us unprepared. Stocks of goods on hand have been held down to the minimum of requirements so that at no time in the last year have inventories become dangerously high. The goods have moved readily into consumption, which it must be added to make the explanation complete, has been heavy.

That the general price level should have turned slightly upward in May, when the country still had fresh on its mind the late collapse of the stock market and all that it might mean, is new ground for the conclusion that prices are becoming more stable.

It need not detract from the comfort of such an indication to recognize that in the movements of the different groups is a condition not in any sense pleasing. Some commodities that already stood relatively low swung lower in May and others that already were high rose still higher.

Easily the most disturbing movement was that of the farm products group. Farm products last summer stood higher relatively than other commodities. It was what gave the farmer new purchasing power and stimulated the present era of prosperity. As late as last August farm products averaged 163 whereas the general price level stood at 160. The decline in farm commodities since that time has been so much more rapid than that in other groups that by May farm products had dropped to 144 whereas the general index had fallen only to 151.

In other words the recession of the

last nine months has carried farm products from a relatively good position to one that is unfavorable to the farmer.

Paul Willard Garrett.

[Copyrighted, 1926]

### No Indication That Inflation Will Occur.

How will the downward trend in money rates affect the movement of commodity prices?

Here is a question that puzzles the authorities at the present moment and one which a variety of answers have been volunteered. In the opinion of some skilled analysts the long downward move in commodities soon will end and in the autumn a fresh period of speculation may be brought on under the influence of cheap money and a new stimulus given to prices. These commentators frankly say that we are laying the basis for another wave of inflation and that, they say, will stir up the stock market again and accelerate the rate of business activity.

One way to judge the future is by the past and if the course of events during the last nine months may be accepted as a basis for determining what may happen during the remaining months of 1926 we must admit that the likelihood of an inflation in commodity prices is small.

No feature of the market in commodities during recent months has been so impressive as the absence of speculation on the scale that usually precedes inflation. The trend for months has been persistently downward and the problem always has been to move the goods from producer to consumer quickly in order to avoid losses that might result from holding goods too long in a declining market. Speculation in commodities is not encouraged ordinarily by the sort of conditions that have prevailed in the last year. It is stimulated in a rising market when speculators reckon that commodities accumulated and held for a period may be sold at levels better than the original cost.

Fundamentally no reason appears for any pronounced upswing in commodities since our capacity to produce still is greater by a wide margin than our capacity to consume. Where could we find better evidence on this point than is supplied in the experiences of the last nine months? Never in the history of the country has so much business been done in most departments. Consumption has held at a high rate. It has offset production to a degree not usual. And yet the trend in commodity prices has been downward.

It is difficult to see what new source of demand for goods will arise in the near future to draw heavily upon the country's producing capacity. Possession of an abundance of funds available for investment unquestionably will tend to harden commodity prices if consumption remains high by inviting purchases on the part of speculators. That such a movement will proceed far in the absence of new underlying developments is difficult to see. Six years ago speculators learned a lesson that they have not forgotten.

Paul Willard Garrett.

[Copyrighted, 1926]



### Main Office

Cor. MONROE and IONIA

### Branches

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

The Bank  
Where you feel  
at Home

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

### OUR OBLIGATION

We realize at all times, that it is the duty of this institution to do everything to conserve, protect and promote the interest of its patrons.

We solicit and accept patronage, fully cognizant of the trust which is reposed in our own judgment and integrity.

On this basis, may we serve you?

"The Bank Where You  
Feel At Home"

## Grand Rapids Savings Bank

### OFFICERS

WILLIAM ALDEN SMITH, Chairman of the Board  
CHARLES W. GARFIELD, Chairman Ex. Com.

GILBERT L. DAANE, President

ARTHUR M. GODWIN, Vice Pres.  
EARLE D. ALBERTSON, Vice Pres. and Cashier  
EARL C. JOHNSON, Vice President

ORRIN B. DAVENPORT, Asst. Cashier  
HARRY J. PROCTER, Asst. Cashier  
H. FRED OLTMAN, Asst. Cashier  
TONY NOORDEWIER, Asst. Cashier

## IF YOU ONLY KNEW

the many pathetic cases that come to our attention, which we cannot disclose, caused by the failure of a parent or a husband to make a Will, you would give the matter of making your Will careful consideration.

Consult your legal adviser and he will explain to you the many advantages of your dependents that can come only through your Will.



## GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

### Has Great Faith in His Own Enterprises.

At the annual meeting of the American States Securities Corporation held at Wilmington, Delaware, the stockholders, by an overwhelming majority, evinced their confidence in Frank T. Hulswit by re-electing him president and director of their company from which he voluntarily resigned after the unfortunate decline in United Light & Power stock, a company he had originally organized and brought to a position where it was rated as one of the leading public utilities of the country.

The stockholders also took favorable action on the plan of re-adjusting the company's financial structure, recently proposed and which was made possible by the cancellation of a considerable block of stock of Mr. Hulswit. This offer was made by Mr. Hulswit at a considerable financial sacrifice, but it is a typical action of a man who has always shown unselfishness when the interests of others were involved.

The hold that Mr. Hulswit has on the confidence of stockholders of his enterprise is but natural when his character is fully understood. His critics may claim he made a mistake in his personal efforts to advance United Light & Power stock to the high price it attained and from which it had a considerable decline on account of adverse market conditions—but if it was an error, and that is a question still to be determined, it was not one behind which were selfish motives—for Hulswit himself was the greatest financial loser.

To know Hulswit as his best friends know him is to know an optimist, a man who has the greatest faith in his properties. This side of him is the magnet that drew the millions into the development of his utility properties and the force that drove them to the heights they attained in their industry. The bulk of the stockholders of the so-called Hulswit properties have profited immensely out of them, despite the recent decline, and this accomplishment can not easily be eliminated from their consideration when placing an estimate on his integrity and honesty.

This is why, and quite properly so, they wish to retain him as head of American States: for they place faith in him that he will succeed in making a financial success of it—a faith he personally backs by his willingness to serve the company as its president without compensation until the profits warrant the stockholders to reimburse him for his efforts in their behalf.—Financial World.

### Seasonal Changes That Had Been Expected.

For the first time this year the country's foreign trade balance swung from an excess of merchandise imports to an excess of exports but the event does not necessarily mean that our period of so-called "unfavorable" balances has passed.

Not in a quarter of a century had imports into this country exceeded exports for the first four months of

any calendar year until 1926 but the May figures now compiled reveal that the tide has turned at least temporarily to an excess of exports. With imports for May totaling \$318,000,000 and exports \$356,000,000 the merchandise excess of exports for the month aggregated \$38,000,000.

The decline of roughly \$80,000,000 in May imports from the April level may be explained in part by seasonal movements. The flow of rubber into the country was very much reduced, for one thing, and reductions in the price of the commodity lowered the value of what was shipped in. Coffee imports were likewise materially smaller than in the month before. Losses in the volume of jute and burlap imports account for a portion of the May shrinkage in imports.

While merchandise exports in May ran ahead of imports they did not equal the total for April since the decline in cotton prices in part resulted in a sharp reduction in the value of our outgoing shipments of that commodity for the month.

We are entering that season of year when normally it is expected that our outgoing shipments will exceed the incoming movement. With the approach of the autumn the United States usually has a substantial surplus from its agricultural crops for the foreign markets. Seasonal shipments of wheat and cotton are heaviest in the second half of the year and that is why we may expect that our merchandise exports for the remainder of the calendar year will exceed imports in the absence of offsetting influences.

That the balance may again swing to an excess of imports from time to time is the expectation of most trade authorities and in the opinion of the economists such a condition is to be welcomed as a partial solution to the problem of settlement of the great international balances.

Paul Willard Garrett.

[Copyrighted, 1926]

### Lobster Returns Increase.

Due chiefly to the increase in the value of the lobster fisheries of Nova Scotia, the fishery production of the Province for last year totaled \$10,130,734, or an increase of 16 per cent. over the previous year, according to the preliminary report of the Dominion Bureau of Statistics. The market value of the lobster catch for 1925 was alone \$3,010,043.

The amount of capital represented by steam trawlers, vessels, boats, nets, seines, traps, piers and wharves used in catching and landing fish was estimated at \$7,931,386, and the number of men employed is 16,175, a substantial increase over the preceding year. There was a total capital investment in fish canning and curing establishments of \$4,004,426, and there were 251 such establishments in operation, employing 3,190 people.

### None of His.

Among the prisoners arraigned before the court was an Irishman.

"Are you guilty or not guilty?" asked the judge in a stern voice.

"Faith, and that's yer honor's business."

## Mr. Stowe Says

I am not very friendly to collection concerns, but this one happens to be on the square—one in a thousand.

Only one small service charge. No extra commissions, Attorney fees, Listing fees or any other extras.

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

## Merchants' Creditors Association of U. S.

208-210 McCamley Bldg., Battle Creek, Michigan

For your protection we are bonded by the Fidelity & Casualty Company of New York City.

## Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephones

Citizens 4212  
Main 686

Congress Building



Decorations losing freshness

### KEEP THE COLD, SOOT AND DUST OUT

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

Made and Installed Only by  
AMERICAN METAL WEATHER STRIP CO.  
144 Division Ave., North  
Grand Rapids, Mich.  
Citz. Telephone 51-918

## THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

STRENGTH

ECONOMY

## THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

## MICHIGAN MILLERS MUTUAL FIRE INSURANCE COMPANY

AND ASSOCIATED COMPANIES



Combined Assets of Group

\$33,389,609.28

20% to 40% Savings Made Since Organization

## FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass



**The Apprentice System.**

There are people who believe that if a thing is new it is good; conversely, that if something is old, it is of no use. Like all generalities, this is neither wholly true nor false.

As the philosopher says, "Time always tells the truth," yet the old man with the scythe we suspect slumbers at his post quite frequently; meanwhile some excellent things that ought to be noticed by the superintendent of years are passed over. Thus it comes to us that after a while some of the things and methods and processes that originated in a past age and that we have discarded for the newer systems and things, may after all have been the better. One of these which may not have been so bad, was the apprentice system, which nowhere seems to have expression in these fast-moving industrial days.

In the "good old days" a young man who desired to learn a trade or a profession was bound out for several years to a master craftsman or professional man or business firm, who was paid a stated annual sum for instruction. Nowadays we reverse the process. While a boy or young man is learning how to do a certain thing, he gets paid for his services—in literally thousands of cases that word services ought to be set in quotation marks. A boy, hardly able to read or write comes in as office boy, and gets more pay than his father received thirty years ago. We venture the belief that annually millions and millions of dollars are just thrown away on "help" that is ignorant, untrained, incapable, with no standard of striving for fitness. Thus business provides no system of training its future capable assistants and executives. In other words we have abolished the apprentice system, which was, in fact, an organized method of preparing for the man-power of the future, without leaving this wholly to chance. Our present method certainly produces men for future requirements—we do not seek to deny that fact—but at terrific, unnecessary waste.

The apprentice system was a good thing in many ways.

**Resolutions vs. Real Pressure.**

Whether resolutions do or do not really amount to anything is a subject of some importance at just his convention season, and in that connection special interest attaches to the recent convention of the Massachusetts Retail Grocers' Association where its resolutions committee threw pretense to the winds and reported:

"Your committee recognizes the futility of offering anything but the regulation, stereotyped form of resolutions as presented at all conventions of a similar character.

"Considerable thought has been put into the work in the past but after our last convention the resolutions were not printed in our own magazine or the local trade papers.

"The objective of the Massachusetts Retail Grocers' and Provision Dealers' Association is so well known that a long list of 'resolves,' dealing separately with the numerous attempts being

constantly made to restrict our sales and otherwise cut our profits, would be puerile and beneath our dignity.

"Most of these are local and are automatically taken care of by our legislative and grievance committees or by local associations. As an association in annual convention, we should give our attention to matters of National legislation which are beyond the reach of these committees. Not by 'resolves,' read, accepted and forgotten, but by real work.

"Let no man in Washington representing Massachusetts have a chance to say that he did not understand because he had not been told, how these bills would affect the grocers and provision dealers of his State."

**The Unsentimental Dollar.**

Some of the meanest men in the world are in business, and stay in—because they know how to make money.

Some of the finest men imaginable—honest, industrious, earnest, progressive, cannot make a go of business. Their failure always elicits general regret.

Bankers lend money to many money-making men, whom they dislike, and are obliged to refuse credit to many men whom they esteem as men of honor and excellence but who do not know how to make money, or at least have not yet done so.

These personal aspects of business prove a highly important fact—that in the last clear analysis, the business dollar is without sentiment, one way or the other.

Thus it appears that many are successful in business who from the personal standpoint earn no enthusiasm for themselves and whose departure from the field of commerce occasions no heartaches or regrets; and that many fail, whose success would bring delight everywhere.

The whole essence of the matter—the business essence—is this: you must make money if you are to stay in business. This has been said in these columns on numerous occasions and will bear repetition.

**Legal Twist Worth Knowing.**

A careless creditor, if he has good advice, need not despair even if he has neglected to have the debt acknowledged in proper form. A Baltimore man complained to a lawyer that he couldn't get back a loan of \$500 from a debtor. The lawyer advised him to sue; but the unlucky creditor had to admit that he had no note or other written acknowledgement of the debt.

"Write to him," said the lawyer, "and tell him you must have \$600 back at once."

"But it was only \$500," objected the man.

"Exactly. He will write back to tell you so and then you will have your acknowledgment."

Hillsdale—The Harvard Trouser Co., 42 Carleton Road, has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$20,000 in cash and \$10,000 in property.

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

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY  
FREMONT, MICHIGAN

**REPRESENTING**

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

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

**WRITE FOR FURTHER PARTICULARS.**

**Merchants Life Insurance Company**



**WILLIAM A. WATTS**  
President

**RANSOM E. OLDS**  
Chairman of Board

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

**100% PROTECTION**

*Net Cost 70% of Stock Co. Premiums*

**OUR RECORD FOR 16 YEARS**

**The Grand Rapids Merchants Mutual Fire Insurance Company**

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

**OUR FIRE INSURANCE POLICIES ARE CONCURRENT**

with any standard stock policies that you are buying

The Net Cost is **30% Less**

**Michigan Bankers and Merchants Mutual Fire Insurance Co.**  
of Fremont, Michigan

**WILLIAM N. SENE, SECRETARY-TREASURER**

## HOTELS AT HOWELL.

## Side Lights on Commercial, National and Rupert.

Howell, county seat of Livingston county, was the largest city between Detroit and Grand Rapids on the D., G. R. & L. R. R., with the exception of Lansing. It was considered the most progressive by many.

It boasted of a brick hotel, called then the National, three stories high, middle of block, and probably was the best constructed hotel along that line. It was built by the Weinmeister estate in 1880. They were bankers, rather progressive, but had made a slip in business some way and failed; most of them having died, and the National Hotel, one of their enterprises, certainly had a checkered career. They conducted the place first with no great success, leased, had to take it back, then when the failure came, the whole shooting match, real estate and furnishings, was bought in by three Howell citizens, Thos. Gordon, attorney; Asa Van Kleet, furniture dealer, and Charles Fisbeck, retired farmer, interested in the Howell National Bank and other city enterprises.

A dozen men tried to conduct this place, all meeting with little or no success. Some very good up-state hotel men tried it. Ed. Snow was one of them, coming from the McKinnon, at Cadillac, later going to a hotel at Dowagiac, where he met with success. Jim Truesdale, a Howell citizen, who had traveled Michigan for years, had a fling at the proposition, but retired in due time. "Dad" Whipple, whom I have mentioned in a previous article, also took a try at this place, and while it is said he succeeded better than some others, his net profit was not sufficient for him to continue.

On February 22, 1893, the writer made his maiden bow as a country tavern keeper with this place. Associated with him was one Frank Lapham, coming from a family of hotel folks who had conducted hotels up around Crystal Lake, Ithaca, etc., with a reasonable degree of success. Young Lapham I had met at Geneseo, N. Y., where he was attending normal school and the writer was hitting a living partly in hotel work and partly in the newspaper field. I had settled in Grand Rapids for a year or two after migrating to Michigan, and Lapham and the writer formed a partnership and tackled the so-called White Elephant. It is a long story, but not interesting enough to the average reader to take space. Lapham "flew the kite" after a few months and I did not locate him for two years. The owners of the hotel were very kind to me. The original lease which had been entered into between Lapham and the writer and and them was canceled and I struggled along alone for about two years, but with no success. When Lapham quit, we were heavily indebted for supplies, but all local trades people were very kind to me, holding them over. In due time I was able to pay dollar for dollar, keep head above water, but neither of the owners received anything on their investment except a few meals. The writer was

not able to draw down even good weekly wages and had to give up in despair. The business was not there. The world's fair year and the year after, as we older ones will recall, were mighty bad years. Michigan hotel business was badly hit and the writer and the National suffered accordingly. The only redeeming feature of my experience at Howell was that it was there I found the lady, who is now Mrs. Hoag, mother of our two children, a wonderful helpmate all these years, adhering to the whims of her possibly erratic husband; a wonderful mother, and I claim to-day, a wonderful hotel woman. We were not married until some years later, after I had returned East, where we remained for some years, later returning to Michigan.

I mentioned brick hotel. There were but few such buildings among the smaller cities and the National was one of them.

It finally took J. K. VanKuren & Son to bring the old National into its own. They came from up around Grand Rapids, where the senior had been in the hotel business for some years. This in 1900. They made some very desirable changes in the old plant: steam heat, electric lights, later hot and cold running water in most rooms, a few baths. They really conducted a very good hotel; meals good; they were on the job, and this with the going out of existence of the Commercial Hotel left a clear field for the National. They changed the name to the Livingston. Both senior and junior VanKuren died within a few years of each other, sometime after 1910. Mrs. VanKuren has held on and has met with reasonable success. She changed to the European plan some years ago, and while some of the earmarks of the old National are still in evidence, the Livingston is considered a very good hotel, as such institutions go. It gets a very good play of auto patronage, all of the commercial business, all of the county trade and makes a go of it.

The Commercial Hotel at Howell was a three-story frame building, acknowledged in those days to be a veritable fire trap. It was built for a wagon manufacturing place, converted into a hotel soon after the National was opened; continued for some years, finally had to give up the ghost, reverted back, so to speak, to its first love and is to-day an agricultural supply building, with an auto display room occupying one part.

I think John White was the first proprietor of the Commercial. At any event he had been its proprietor, quit it, went up North for a few years, returned, took possession again, held on for some years, finally retired and spent his last days in the Michigan Masonic Home.

"Dad" Whipple also had a fling at the Commercial. I think there were a couple of proprietors between the time White left it and returned, besides Whipple.

John White was my competitor and no small item at that. All in all, he conducted a mighty good hotel at the Commercial with what he had to work with. I think he conducted a better

More Than  
10,000,000 People  
daily demand



In all the world—no flavor like Kellogg's. The original Corn Flakes—so delicious, so crispy! That's why they are the national favorite!

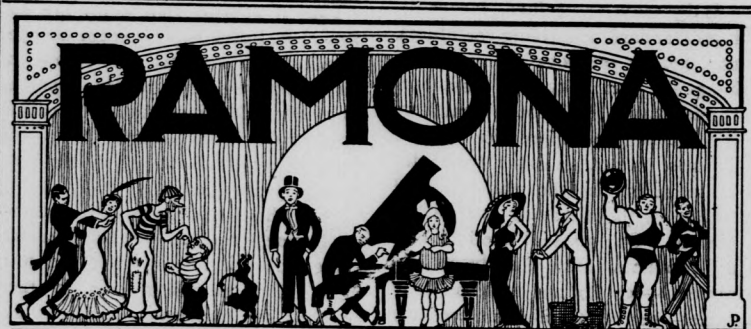
The constantly increasing demand for Kellogg's Corn Flakes has been created by people in every big and little town in the world, who have proven by comparison that Kellogg's excel in quality, flavor and crispness.

The summer rush has started—are you prepared to meet the demand? You can keep right on top of the peak-demand-months by ordering quickly!

DON'T GET CAUGHT IN THE JAM!

*Kellogg's*  
**CORN FLAKES**

THE ORIGINAL CORN FLAKES



THE RENDEVOUS OF REFINED AMUSEMENT SEEKERS

Daily Matinee 3:00. Nights 8:30.

Box Office Phone 22496.

KEITH-ALBEE New York VAUDEVILLE

Introducing Seven High Grade Acts

Matinees, 10c, 20c, 30c.

Nights, 20c, 25c, 50c

Downtown Ticket Office: Peck's Drug Store

New Show Thursday

**REYNOLDS**  
- Slate-Clad -  
**SHINGLES**  
"BUILT FIRST TO LAST"

hotel in those days than I did. He was not popular and yet he had a way of getting some of the boys on the road and holding them which none of us could quite understand. He was of the old school class; he dressed it, he acted it in many ways; he played it in the hotel business as only old school fellows know how to do. At one time he had a bar, which was a money maker; later, with his brother, they conducted a bar out on Main street, which also made John some money.

While the National had it over the Commercial in building, John White kept his house immaculate. Of course, both houses in those days were "wash bowl and pitcher," kerosene lamps, no heat other than stoves in the hallways, and many other ancient facilities. White certainly kept the Commercial mighty presentable. While his general foods were no better than other hotels served, he made a specialty of steaks. While not quite up to the Whipple brand, they were mighty good. I know this, for I lived at the Commercial for some months, a year or two after my advent as a landlord at Howell. Broiled home cured ham was another of his specialties and was always in evidence on the supper menu. He used charcoal for all his broiling and the ham itself was of excellent quality, cured under his personal supervision.

The Rupert House, at Howell, was probably one of the best conducted farmer hotels between Detroit and Lansing. This was a big three-story frame building, standing on a very prominent corner. In connection there was a very large hitch barn. Seth Rupert was the man behind the gun in my days; his father and mother had been there before him for years; such rural patronage as Howell created swore by the Rupert; and it was quite common for some of the boys on the road to stay at this place. Rates were \$1 per day, American plan; all meals were 25c; no style, no service, red napkins and table cloth, but good food and lots of it. The rooms were well kept, the dining room spacious, seating over 100; in stage coach days, the Rupert enjoyed much patronage from this source, and a change of teams was made there.

I have mentioned "Dad" Whipple having the old Rupert as his final or nearly so, final venture. This was after the closing of the Commercial. He got along only fair; the farmer patronage had changed, due to auto conditions. The old house had gotten rather run down; it was not just "Dad's" class at the best; considerable of the old time boys went to "Dad", even with lesser accommodations, but even with the combined business, not a great success. Mr. Whipple remained a few years and returned to either South Lyon or Plymouth.

The old Rupert has moved back near its original location; converted into apartments; the old hitching barn has gone, and what was an outstanding figure in hotel life in Howell for many years has passed into something else.

Before the advent of the National, as mentioned, hotels in Howell were

not so much; at times several different small ones, none really good, even for those days.

There was always a railroad depot hotel at Howell, conducted for many years by the Barber family; much patronized by railroad trainmen, with a sprinkling of a few of the boys on the road and those coming and going on the trains. This was also a \$1 house, oddly constructed, two stories high, wonderful meals at 25c each, where Mother Barber's cookies and jams and pies and cakes played a prominent part. The Barbers have all gone to their reward; that is, the older members of the family. The dining room I found in 1924 still in operation, more as a lunch room than in the older days, the "homey" atmosphere gone, but never to be forgotten.

Reno G. Hoag.

#### Benefits From Reading Trade Papers.

A truly alert merchant does not need to be told that the reading of trade journals is a matter of necessity. He must know that it is impossible to keep informed of developments without regular and careful reading of representative journals of the trade. The man who becomes a subscriber and reads the trade papers diligently generally knows more on the many minor points which keep cropping up in his contact with prospective customers than the one who neglects to do so. Some of these points may be unimportant but in each one the fact of ignorance or knowledge, is apt to weaken or strengthen a merchant's position in the eyes of the buyer.

It is to the interest of merchants to acquire special knowledge on certain subjects connected with the manufacture of the goods carried by them and this knowledge can be obtained in no surer way than by getting the habit of reading the educational journals of the trade.

We have been hearing a good deal of late about the psychology of salesmanship, a term which has been much overworked. It is true, however, that the art of a good salesman is an intangible thing; a chart of his operations is difficult to draw up, because the methods of approach and subsequent handling of a "prospect" are as a rule too intricate to be precisely formulated. In approaching a customer the merchant will draw unconsciously from many data, but if he attempted to make a scheme of his selling methods he would find himself hopelessly impeded.

The more conspicuously successful merchants are those who read their trade papers, attend meetings and circulate freely among those engaged in the same kind of work. They usually get enough in return to make the contact profitable and are certainly assured a larger circle of friendship and associations and a greater business success than can possibly be achieved by men who pay less attention to these things and so deprive themselves of the education, guidance and inspiration that are gained by getting together with other men in their particular line of business.

If a man has nothing else to spend he can spend his vacation at home.

## Change the ONE-AT-A-TIME habit—

Selling one can of milk at a time isn't nearly so profitable as selling six at a time.

Get a customer to use BORDEN'S for all her cooking—wherever the recipe calls for milk—and you will soon get her out of the one-at-a-time habit.

## The Borden Company



NEW YORK, N.Y.

The Flavor is Roasted In!

# WHITE HOUSE Coffee

Good Coffee • Good Will • Good Sales!

DWINELL-WRIGHT COMPANY  
Boston Chicago Portsmouth, Va.

GROUND  
WHITE HOUSE  
COFFEE  
DWINELL-WRIGHT COMPANY  
ONE POUND NET

## DRY GOODS

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.

### Wash Cottons Still Moving Well.

Notwithstanding that jobbers who take Spring inventory late in May have "officially" passed out of that season, business continues to arrive in a sizable volume to those who handle wash goods. As with many other lines that are dependent very largely on the weather for the extent of their sale, the movement of wash goods has for most of the season been less active than wholesalers would like to see it. Their hopes of a better "break," however, are on the way to being realized. In some instances sales in the last week or ten days have shown a greater volume than last year for the first time this season. Whether this can be attributed to the warmer weather, to the very attractive prices that are now offered in many quarters as a result of the unloading of converters' stocks, or to a combination of both is matter of conjecture. Prospects are bright now for a longer jobbing season in these fabrics than usual, largely because of the lateness with which retail buying began.

### Are Treating Babies Well.

Designers of 1927 lines of infants' socks apparently have laid themselves out to make the new lines attractive. The result is that, when wholesale buyers of these goods get down to making their selections about a month hence, they will find their work cut out for them. One of the features of the samples that have recently been put on display in selling agencies here is the increasing amount of rayon used. In all but the cheapest lines this material seems to have cut in very largely on mercerized cotton. Prices have not been settled generally as yet, but the best indications are that, although reductions are probable, they will not be substantial. The well-styled lines, in particular, are expected to stay not far from the 1926 figures. While a generally good season is anticipated, sellers would not be surprised to see buying start rather slowly.

### Large Hat Vogue Spreading.

Not in many seasons has there been a more rapid spread of a change of style in millinery throughout the country than that which has brought larger hats for women into popularity. While buyers for stores in the larger cities have, as usual, set the pace in bringing the new mode before the feminine portion of the public, their lead has been very quickly followed by retailers of millinery in the smaller places. The result is that orders have been received from such retailers which ordinarily would not have come in until four to eight weeks later. Two things are held responsible for it. One is the way in which the fashion magazines have backed up the movement to re-establish larger hats here. The other is that women all over the country have apparently become "fed

up" on small chapeaux and welcome the change.

### Neckwear Prospects For Autumn.

While not a great deal of business has been booked for Fall in men's neckwear as yet, leading wholesalers regard the prospects for the coming season as satisfactory. A large portion of the men's wear stores are now buying their merchandise on a budget system, it was pointed out yesterday, which scales down the early commitments and encourages frequent replenishment as stocks move over the counter. Thus, retailers in frequent instances have been awaiting a more active turnover of seasonal merchandise before placing their orders for the coming season. Leading factors in the necktie trade, however, look for early July to bring with it an expanded demand for the early Fall. The trend continues to favor bright-colored patterns, particularly stripes.

### Will Seek More Time on Orders.

One of the things that ready-to-wear manufacturers plan to give more attention to during the Fall season is the development of a more or less fixed policy on the matter of securing sufficient time from retailers for the manufacture of goods which are ordered. It was pointed out that particularly during the past season retailers were prone to insist on very rapid delivery. The manufacturer, in order not to lose the business, acquiesced and spurred production only to find that his willingness to oblige resulted in a greater number of cancellations and returns. To overcome this the manufacturers will try to develop a permanent policy that will require two weeks or more for the production and delivery of merchandise to be made on order.

### Favor Velvets in Dresses.

Velvet as a dress fabric is having a rebirth of favor. Early lines of dresses for Fall give much attention to velvet garments, which are being shown for wear on practically all occasions. There are one and two-piece tailored dresses of velvet, as well as the more elaborate gowns intended for evening wear, with chiffon velvet stressed in the latter. The color range of the new lines is quite varied, the new soft yet high shades vying with black. It is still too early for the dress trade to have secured a definite idea of buyers' reactions to the re-introduction of velvet, but wholesalers here yesterday expressed strong confidence in the fashion appeal and salability of the new merchandise.

### Women's Neckwear Does Well.

Although the bulk of the business that is now going to manufacturers of women's neckwear is in the form of duplicate or filling-in orders, the volume received is very good for the present advanced state of the season. While not a little of the merchandise now moving is of a type suitable for use on dresses, the styles adapted to setting off tailored suits continue in demand. This is attributed to the continued uncertainty of the weather, which is allowing women to wear suits later than usual this year. Despite the vagaries of the thermometer, which

have been an admitted handicap on all lines of dress accessories, the trade has had one of the best Spring seasons in some time.

### Fabric Orders Expanding Slowly.

Slow progress in covering Fall requirements of piece goods by the ready-to-wear wholesalers and manufacturers continues, with the latter now confining their entire attention to the making up of their early sample lines of garments. The threat of labor disturbances about the first of next month is preventing any expansion of the orders placed with the mills which would be expected at this time. Provided the garment trade rides through the early July period without a serious tie-up due to internal labor troubles, the way will be paved for a very active business in both coatings and dress goods, as the orders placed to date have been restricted both as to volume and variety.

### Something New in Luxuries.

Not to be entirely outdone by reports of purchases of solid gold dinner plates at very high prices, a special order has just been placed in New York by a certain woman for teaspoons of the solid metal at \$500 a dozen. In another case an order has been sent in to a well known concern calling for six fancy goblets wrought in solid gold. Just what they will cost the purchaser is not known, as the price has not been calculated for the style of goblet wanted. That this is a minor factor in the transaction, however, is indicated by the fact that the order was "signed,

sealed and delivered" by the purchaser on the assurance of the selling house that it could be executed as desired.

### Washable Silks Are Selling.

In broad silks washable crepes continue their popularity and are being ordered fairly freely at popular prices. White is in much favor in these cloths, with the interest in colored ones divided between rose, blues, tans, coral, sand, green and sunni. Forty-inch crepes de chine in small floral and polka dot patterns have also been in demand for special sales. Wide prints are not moving to any marked extent. The demand for georgettes stresses plain goods rather than prints. In honan silks, which are favored, white is wanted mostly, but there is also an active call for colored merchandise.

For Quality, Price and Style

## Weiner Cap Company

Grand Rapids, Michigan

REAL VALUE



Ask  
Your  
Jobber

CRESCENT GARTER CO.  
515 Broadway, New York City



Dollar Topkis gives us sales volume as a jobber. It will give you sales volume over your own counter—and satisfied customers.

### THE BIGGEST DOLLARS WORTH— FOR YOUR CUSTOMERS AND YOU

- |  |       |         |
|--|-------|---------|
| 3131—Men's Nainsook Check Union Suits. Sizes 36/46                 | ----- | \$8.12½ |
| 3132—Men's Jacquard Stripe Union Suits. Sizes 36/46                | ----- | 8.12½   |
| 3133—Men's Stripe Crepe Union Suits. Sizes 36/46                   | ----- | 8.12½   |
| 3134—Men's Rayon Stripe Union Suits. Szs. 36/46                    | ----- | 8.12½   |
| 1105—Boys' Nainsook Check Union Suits. Sizes 24/36                 | ----- | 6.25    |
| 1108—Boys' Nainsook Check Waist Union Suits. Sizes 2/12            | ----- | 6.25    |
| 1209—Girls' Nainsook Check Waist, Bloomer style U. S. Sizes 2/12   | ----- | 6.25    |
| 1209X—Girls' Nainsook Check Waist, Bloomer style U. S. Sizes 14/16 | ----- | 6.75    |
| Extra sizes in 3131.   |       |         |

Order now so you can give your customers what they want during the early hot days

Terms 2/10—usual dating

EDSON, MOORE & COMPANY  
1702-1722 West Fort St.  
DETROIT

## IN THE REALM OF RASCALITY.

### Cheats and Frauds Which Merchants Should Avoid.

Another shystering concern, as been brought to the attention of the Realm by C. H. Dahlhouser, of Litchfield, which masquerades under the title of the Capitol Knitting Co., of Toledo, although no concern of that character is rated or even listed by the mercantile agencies. Instead of sending out \$1 worth of stock the Capitol Knitting Co. reaches out for more worlds to conquer. It sends Mr. Dahlhouser two dozen pairs of hosiery, for which it requests remittance of \$8.88, less 5 per cent. for cash in ten days. On receipt of Mr. Dahlhouser's letter and the accompanying literature sent him by his Toledo philanthropists, the writer replied as follows:

"The concern you write me about is not rated at all by either agencies, showing very plainly that it is a fly-by-night concern which has no credit and ought not to be pestering decent people by sending out unauthorized shipments. My advice would be to write the company that you do not believe in concerns undertaking to foist goods on people in this manner and that it can either come and get the goods personally or send you \$1 for the bother it has made you; in case a man comes personally he will not only have the pleasure of interviewing you and hearing what you think about sharks of his ilk, but that the dog will also have something to say to him when he takes his leave."

In an order issued by the Federal Trade Commission the Western Woolen Mills Co., of Minneapolis, Minnesota, is required to discontinue the use of the words "mill" or "mills" in its corporate or trade name until it actually owns or controls a mill in which garments sold by it are manufactured or produced. The Commission found that the respondent prominently displayed on letterheads, order blanks, shipping tags, and other business stationery, as well as in pamphlets, circulars and similar trade literature, the words Western Woolen Mills Co. and similar designations. The corporate name, it was found, was used in conjunction with such representations and assertions as "Direct from mill to you—Buy Your Sweaters, Blankets, Underwear, Hosiery, Leather Vests, Overcoats, Knitted Novelties at a Great Saving," as well as other legends tending to create the erroneous impression that the respondent owns and operates mills in which the products which it offers for sale are manufactured. The findings state, however, that the respondent neither owns, operates nor controls any mill or mills in which the merchandise sold by it is manufactured. It purchases such merchandise from various manufacturers and other dealers which it sells at prices netting a profit over and above the cost of such products to itself. The Commission found therefore that those who purchase from respondent

were not eliminating or saving the profits of all middlemen. The respondent's method of marketing its products, the findings conclude, are misleading to the general public and unfair to competitors who do not misrepresent the source of their merchandise.

The National Better Business Bureau reports that the National Advertisers Syndicate of 417 South Dearborn street, Chicago, is advertising in the male help wanted columns of newspapers somewhat as follows:

**SALESMAN—\$150—\$200 weekly; sell new advertising proposition; prefer men who have sold advertising premiums, books, scales or similar specialty lines; special inducements for men with cars; full house co-operation. National Advertisers Syndicate, 417 South Dearborn, Chicago.**

Respondents to this advertisement are urged to sell an alleged sales stimulating plan to merchants. This proposition sells for \$35, the salesman collects a deposit of \$10.00 as his commission, the balance is collected by the company.

This plan consists of the following: one twenty-six piece set of William A. Rogers 1881 silver in chest; 3,500 Mysterious Keys which the merchant will give away to his customers with each purchase they make of any denomination he may decide upon; a Mystery Lock and two master keys; one thousand hand bills which bear the merchant's own advertisement.

Investigation of the National Advertisers Syndicate by the National Bureau a year ago disclosed that it was run by J. M. Sweeney, who at that time had advertised for salesmen to dispose of a similar promotion scheme, which included a one tube Crosley radio outfit; keys, padlock, display banners, etc., for \$50. Among the keys given out is one that will unlock the padlock on the radio set and after the disposition of the entire amount, the holders are invited to try their keys, the person having the key that fits the padlock being the winner of the set.

There appears to be a question as to the liability involved, since the company itself does not operate a lottery but merely sells the materials to a merchant, who assumes the responsibility when he advertises the scheme under his own name.

Whether or not the salesman earns \$150 to \$200 weekly depends upon the number of merchants he is able to sell on this type of promotion.

Representatives of the S. & H. Co. of Cleveland solicited Jackson homes selling kitchen and bath supplies, saying that a percentage of their sales went to the Francis Juvenile Home, 433 East 42nd street, Chicago. Our letters to the organizations concerned asking for further particulars have brought no reply.

Readers of the Journal of the American Medical Association will remember that during the past autumn the United States Public Health Service found it necessary to issue a warning against a concern with offices in Washington, D. C., calling itself the "Na-

tional Health Service." The National Health States Public commercial organization that the Surgeon General of the United States Public Health Service declared was attempting to capitalize the research work done by the United States Government and to confuse the public into believing that it was in some way identified with the Public Health Service of the Government.

The offices of the National Health Service are no longer in Washington, D. C., but in New York City. The concern is either operated from two addresses—17 West Sixtieth street and 70 Fifth avenue—or there are two concerns of the same name. From the first address a so-called "Book of Health," a urinalysis "health service" and a line of fad foods are sold. From the Fifth avenue address letters are sent to industrial concerns urging them to purchase "a remarkable discovery for kidney disease, which has produced unbelievable results even in extreme cases where all other means have failed." Each concern denies connection with the other.

### Coopersville Cannery in Operation.

The Daggett Cannng Co. has been organized to conduct the cannery at Coopersville with a capital stock of \$15,000, all paid in in cash. The officers of the corporation are as follows:

President—Henry Smith.  
Vice-President—Thomas E. Graham.  
Secretary and Treasurer—E. P. Daggett.

The cannery has already started on rhubarb and will follow on strawberries, raspberries, cherries, black berries, tomatoes, apples, peaches, pears, plums and mince meat.

### Wise Cracks.

She was only a chauffeur's daughter, but you should see her re-tire!

She was really a skipper's daughter, but there wasn't much that she'd skiped.

She was really a coachman's daughter, but she didn't need to be coached.

She was only a gambler's daughter, but she dealt in diamonds and hearts.

She was only a forester's daughter, but could it be she was ever-green?

She was only a baker's daughter, but she always needed dough.

## YOUR ESTATE

What  
Will  
Be  
Done  
With  
It?



WHEN PEOPLE WORK TO ACCUMULATE property, they rightly may feel that they are entitled to use it and enjoy it in any legitimate way they may choose.

And when they pass on they have a right to expect that their property will be disposed of as they, themselves, would desire.

The only sure and safe way of having this done is BY WILL.

Have your Will drawn by a competent attorney.

Ask for our booklet, "Descent and Distribution of Property."

THE  
**MICHIGAN TRUST**  
COMPANY  
GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

## RETAIL GROCER

Retail Grocers and General Merchants Association.  
 President—Orla Bailey, Lansing.  
 Vice-Pres.—Hans Johnson, Muskegon.  
 Secretary—Paul Gezon, Wyoming Park.  
 Treasurer—F. H. Albrecht, Detroit.

### It Is Difficult To Advertise in Two Languages.

Written for the Tradesman.

My talk of last week should be supplemented by this: I know it is difficult to run a business and advertise in two languages. My French-Canadian friend is so frank in acknowledging his limitations in this regard that I want again to emphasize that my thought in pointed criticism is to be helpful. When it comes to two languages, I always feel that anyone does pretty well who approaches accuracy in the foreign one.

We have but to note that the French do not capitalize such words french, english, monday, tuesday, to understand one stumbling block in the way of a Frenchman who tries to advertise in English. But for that very reason, one must be doubly careful, especially of idioms. "What is the matter with you?" is good English. It would mean nothing in French—for the French ask, "What have you?" when they seek for similar information. That is how he came to say "waste" when he meant "waist."

Example: Caballeros is Spanish for gentlemen. Caballos is Spanish for horses. An instance is on record of an American who addressed himself to horses in a South American advertisement. Incidentally, both those words sound the b like a v—another complication for the half informed.

Therefore, English copy should be scrutinized carefully before it goes to the printer and the proof should be read with care.

I believe that this man will do better to advertise as if he had no competition, which bothers him somewhat now. Instead of seeking to meet such competition, go on the plan of building up your own business along lines of your own choosing. This means to tell your people what you have and the price of it.

My suggestion to go to the packages for material to put into circulars was sound. The reason is this: Merchants are familiar with what is printed on those packages. They feel that it is old stuff. But remember that consumers have things other than groceries to think about. And remember again that you yourself may not be any too familiar with the various uses and recipes for using hundreds of things you pass over your counter daily.

I talked about the ranges advertised last time. I indicated some of the things you could say about them. Were those points so familiar to you that you overlooked them? Probably. But notice that the mail order folks sell goods by printing most detailed descriptions in their catalogue. And besides, if a woman is at all likely to be interested in a range, can you think of a thing about that range that she will not wish to be told? Indeed, she will want to be told about it in full detail many times. She will want to have each point impressed on her mind, so

she may feel pretty sure she has selected the right range—because a range is something she does not buy as she might a pair of stockings.

Now, when you go ahead describe your goods that way, with right prices—just prices—equitable prices—you divert the mind of any reader from the mere cost to the question of the excellence and possible utilities of the article. And that is good advertising. It is what sells a Lincoln car at \$2500 against a Star at \$550. Both will run. Both use gasoline. But there are reasons why one is worth nearly five times the price of the other—and the advertiser tells what those reasons are.

This man ends his letter with an apology for its lack of finish and for its length. Please get over that idea. Write to me as often and as long as you like. Let me be of full use to you. That will make you useful to me and the account will thus be balanced. If I have not quite hit your trouble, ask further.

The young grocer whose initials are P. A. L. and who therefore has adopted a sort of trademark Pal, whose story I wrote up at some length a time ago, tells me that his business is growing. I knew it would because, as I then pointed out, his advertising is intelligent. He is not merely listing things and prices. He knows that such a course results in trading down to a lower level and lack of profits always. So he writes newsy advertising, talks of his best things, does not hang on the futile, fatal appeal of low prices. He gives his customers something to think and talk about—which means, of course, that he begins with doing some thinking himself. Others might take note that if they cannot utilize their think-tanks or are too lazy to get busy above their collars, they might as well drop out.

This boy is an artist and he studies nights to perfect his ability. He draws cute cartoons and suggestions on a mimeograph machine. He pictures a youngish housewife this week in the act of unpacking an assorted case of Juno brand canned goods. As she does this, she reflects to herself: "I am never disappointed in Juno brand goods. Buying assorted cases I can always save." Then there are quotations:

"Six cans Juno cream corn, \$1.20; 6 cans Juno tomatoes, 2½ lb., \$1.20. That could be improved by saying "regular large sized cans" instead of using the trade term of 2½ lb. There is always the chance, too, to tell what cream in corn is and how made, but, no doubt, that will come another time. Then in a box there is a list of Juno corn, peas, beans, sliced pineapple and grated pineapple which regularly foots up to \$6.60 and "our price this week" is quoted at \$5.78. That is an intelligent way to utilize the price appeal.

In my last I pointed out that it was a mistake to use certain circulars furnished gratis by one Western manufacturer to carry your advertising. The circulars are printed on one side with the manufacturer's own advertisements and you use the other side. Danger is that customers will see only the one side—and you lose. Or she may not like the goods this manufacturer

# HEKMAN'S

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

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



Hekman Biscuit Co.  
Grand Rapids, Mich.

## M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

# Seasonable Fruits and Vegetables

### THE DEMAND NEEDS SUPPLY

Fleischmann's Yeast not only builds health for your customers, it also acts as a stimulus to your sales.

A huge advertising campaign is winning more Yeast customers every day—get your share of them.

And remember that healthy, satisfied customers buy about twice as much food as pale, anaemic ones.



The Fleischmann Company  
FLEISCHMANN'S YEAST  
SERVICE

Sold From Coast to Coast

Putnam's

MALTY (AA) MILKIES

Originated and Made Only by  
NATIONAL CANDY CO., INC.  
PUTNAM FACTORY

## MEAT DEALER

makes—and you lose again. This boy “saves” about fifteen dollars a month this way. That is an important item. But if his list is large enough for that, it is large enough to justify his getting all the benefit himself. If it pays the manufacturer to furnish the circulars to travel under his mail and personal distribution, it will pay him more than the difference to take all results to himself.

Some saving is pretty expensive. Or to quote Puck again: “It is to be observed that those who offer bargains grow rich faster than those who take advantage of the same.”

During the past four or five years merchants everywhere in all lines have progressively awakened to the folly of furnishing capital for canners and other manufacturers to work on. So they have increasingly abandoned the practice of purchasing futures.

In the beginning, there was a tremendous howl. Manufacturing would go to pot sure. Small factories—including canneries—would be forced out of business and consumers would pay more. Wonderful how anxious we all become for the consumer when our own interest is incidentally endangered.

And now we have any number of scare stories about how there is going to be a big scarcity of staple and fancy canned goods next fall because canners cannot calculate accurately. Acreage is said to be curtailed. Canneries must work safely on short rations. The old tales are polished up and run in again with variations.

But don't let that worry you. If you are an old grocer, you know all the tales by heart. If you are young, take my word for it that you will be able to get all the goods you want next fall or any other old time. If you doubt this, reflect that men enter the grocery business every week in the year and, if they have ability plus industry, succeed. Fact is, they make more money the first year than ever again in their lives, considering their resources.

Yet in every case, these men must enter the market at the time and buy what there is then to be had. If, therefore, they are most prosperous in such circumstances, why not continue the circumstances in succeeding years? You'll find it good medicine to do so. Paul Findlay.

### Cuts From Heavy Pork Carcasses.

This year the average weight of hogs will be around ten per cent heavier than last. This will bring heavier weight cuts on the market and to some extent fatter cuts. The cuts affected most from a selling point of view are loins, hams, bacon and shoulders. Consuming trade in large consuming centers have gotten into the habit of buying cuts in retail shops of certain weights and a decided preference exists for the loins weighing ten pounds or under, hams under ten pounds, bacon under ten pounds and picnic style shoulders under six pounds. The preference for these relatively lightweights has caused a difference in value between heavier

weight cuts and light cuts that amount to several cents a pound in many instances. At the present moment there exists in the wholesale market as much as nine cents a pound difference between nine pound pork loins and eighteen pounders, although the quality is the same. The Livestock and Meat Division of the United States Department of Agriculture does not recognize weight as a grade factor because weight, strictly speaking, has nothing to do with grade. A ham that weighs sixteen pounds may be just as high in quality as one that weighs eight. So it is with other cuts from the hog or other animals. Age is an influence in grade position, and weight and age have relationship, but the normal age at which pork producing animals are marketed is not advanced enough to make the quality lower. Age is only one of many factors that influence grade. Weight is never a factor in itself and in almost every instance when weight is discriminated against the discrimination is due to convenience or particular suitability. The housewife may be justified in paying something for this convenience but in the light of good business in the home she is not justified in paying ten to fifteen cents a pound more for pork chops just because they were cut from a ten-pound loin, instead of a sixteen pounder, when a thinner slice cooked slowly, or one chop, instead of two for a service would bring the heavier into satisfactory utility. The same condition holds true with respect to other cuts. Half of a smoked ham, instead of a whole lighter weight ham, is real economy when the half ham is less per pound. A little planning, especially with respect to fresh roasted pork or smoked meats, which can be utilized to advantage at second or later meals, will help the situation for the industry and save money for consumers.

### Deer Meat Worth \$2,000,000.

A survey shows that the number of deer killed in a single year amounted to approximately 100,000 head which, at 20 cents a pound, amounted to \$2,000,000. The promiscuous rabbit family, including the jack rabbits of the West and the cotton-tails that are found most everywhere, supply a large money crop, principally because the restrictions and regulations on hunting them are not very stiff. The Conservation Commission of New York once estimated that about 465,000 cotton-tails were killed in that State in a year; the Game Commission of Pennsylvania furnished an estimate that 2,700,000 rabbits were killed in that State in twelve months, and a game survey of Virginia indicated slaughter of 293,625 in a year in that State.

Detroit—The D-M Manufacturing Co., 301 Charlevoix building, has been incorporated to manufacture household specialties with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$4,450 and 445 shares has been subscribed and \$1,050 paid in cash.

A woman in love is more or less foolish; a man is invariably more.

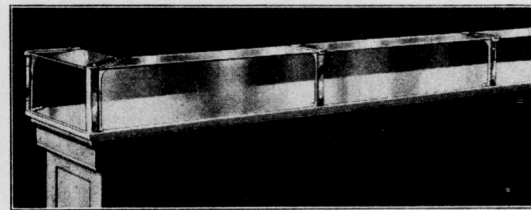
## NEW POTATOES & CANTALOUPE

We are again distributors of that excellent American Beauty brand Cantaloupes. Flavor and condition fine now, and prices within reach of everyone.

New Potatoes from the Carolinas are cheaper and moving well. Send us your orders.

**The Vinkemulder Company**  
GRAND RAPIDS, MICHIGAN

## Glass Counter Guards



Practical counter protection can be had at very low prices. Let us quote you on your requirements.

We also build  
SHOW CASES  
and  
STORE  
FIXTURES.

Write for our catalogue.

**SAGINAW SHOW CASE COMPANY, Ltd.**  
SAGINAW, W. S. MICHIGAN



A good seller  
A splendid repeater

## HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today  
All jobbers

HOLLAND RUSK CO., Inc.  
Holland, Michigan

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

# Reliability through the years

You can give your customers Rumford Baking Powder and know they will come back for more. Its purity, wholesomeness and dependability insures better baking and will please the most critical housewife.

**RUMFORD CHEMICAL WORKS**  
D 93-26 Providence, R. I.

**RUMFORD**  
THE WHOLESOME BAKING POWDER

## HARDWARE

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

### Remember the Newly Weds as Hardware Prospects.

Written for the Tradesman.

During the past month, the wide-awake hardware dealer has given more or less attention to the wedding gift trade. He has doubtless helped also to equip a good many of the new homes in his community.

To secure a share of the money spent by the bride and groom in equipping their new home, and by their friends for wedding gifts is, of course, good business. But it is in the long run even more important for the hardware dealer to make permanent customers of these new home makers.

One fact in this connection is worth bearing in mind. The newly weds very rarely inherit the business connections of their parents. Indeed, the fact that mother and father bought everything from such and such a store is often the strongest of incentives for the newly weds to buy somewhere else. Then, too, even if they remain in the same community, they may have their home in a section where it is difficult to patronize the stores where their parents dealt; while of course many of the newly weds are newcomers.

No married couple starts off so well equipped with house furnishings that they do not need to buy. Indeed, practical experience from the very start discloses new and perhaps un-realized needs; and for many a day Mr. Newlywed will take down down with him instructions from Mrs. Newlywed to make any amount of absolutely necessary purchases.

And, even apart from the articles immediately required there is the future for the hardware dealer to consider. The future implies a generation, and no one can compute the possibilities in advance. The one thing sure is that these possibilities are too important to be neglected.

Hence, it will pay the hardware dealer to get on buying-and-selling terms with the newly married couple as quickly as possible.

You can't get all the newly-weds of course; you can't, perhaps, get them into your store even as casual customers. But you can at least try to interest them; and the more persistent and intelligent and tactful your efforts, the larger the share of newlyweds you will make casual and later permanent customers.

The first essential, of course, is to get them started. Get them coming to your store. After that, you have the perhaps more difficult job of keeping them coming. Still, with each repeated purchase the habit of buying from a particular store grows stronger—that is, if it is encouraged by good store service.

It is comparatively easy, by means of good advertising, to attract customers. They will stay because they like your goods, your methods, your store, and yourself, personally.

It is to be expected that every hardware dealer who has made special preparations for the June wedding gift trade has a carefully compiled list of newlyweds. Perhaps this list is card-indexed—a card-index system of listing prospects being the most convenient, and in the long run the easiest system to operate.

As the list was originally compiled for prospective brides and grooms, it follows that after marriage it will no longer serve its original purpose. But the cards can then be transferred to what might be called a "new homes list," particularly if, when compiling the original list, care is taken to secure the prospective residential address of the newly-married couple.

For your purposes, you will, of course, eliminate the addresses of those who make their homes outside your community. Then, with the list revised, a follow-up campaign with a view to interesting them in your store can be launched.

The first step in such a campaign might be a nicely-worded typewritten letter of congratulation. In this letter it might also be suggested that, should Mrs. Newlywed discover that she needs any articles in order to complete the furnishing of her home, these will be delivered at once on receipt of a telephone order. In this connection stress the idea of service.

With this congratulatory letter might be enclosed a neat little booklet containing a list of articles required in the home. If this list is subdivided and departmentized, so much the better. But whether departmentized or not, the list will nine times out of ten remind the housewife of some necessary article or articles she has overlooked in the furnishing of her home. A similar list in good clear type should be posted in the store.

In this connection, emphasize the convenience and desirability of the new housewife starting her career with complete, modern and up-to-date equipment in the way of house-furnishings.

Toward the end of June the dealer will usually find it good business to set apart a day or so, or even a week, for a special sale for the newlyweds. For this special sale, sections of the store should be fitted up, as nearly as can be done, to represent certain rooms in the home. While the larger stores with plenty of floor space will naturally be in a favorable position to work out this idea in detail, even the small store can modify the idea to suit its space.

If there is room for nothing more, a model kitchen can be featured.

In addition to showing model rooms of the new home, with their proper equipment, demonstrations may be given of various articles, and refreshments served.

During the special sale week the store windows should of course be dressed for the occasion. The newspaper advertising too should stress the same ideas. The advertising will be doubly potent if an invitation to visit the store during the period set apart for the sale is sent out by mail. This invitation, which should be sent out on the regulation invitation card, should

## POOL TABLES For Sale

We have several first class tables at a very reasonable price. A great chance for lodges or club rooms to equip at low cost.

**G. R. STORE FIXTURE CO.**

Automatic 67143

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes  
 GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting  
 Goods and  
 Fishing Tackle

## 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

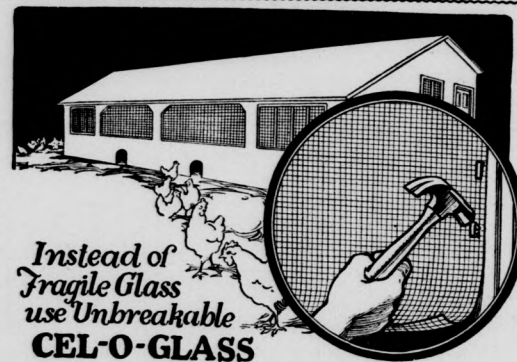
Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN



Instead of  
 Fragile Glass  
 use Unbreakable  
**CEL-O-GLASS**

Write  
 for  
 Circular

**FOSTER, STEVENS & COMPANY**

Grand Rapids, Michigan



be mailed, not only to the newlyweds and the prospective brides, but to a selected list of housewives; for interest in occasions of this kind is not limited to newly married couples.

Resourcefulness is one of the most important factors in bringing to a successful issue a campaign of this sort. The resourceful dealer who gives thought to the matter will be able to develop a host of good business-getting ideas adaptable to his particular community and to the class of people to which he caters. If you can think of some special timely stunt to pull off, so much the better.

Throughout, emphasize the idea of getting the new home properly equipped at the very outset. Every bride believes fervently that she is going to escape the mistakes her parents made and that under her regime the new home will run with a miraculous smoothness never before achieved.

You can help her to achieve a measure of success, or avoid a too large measure of disappointment by teaching her the necessity of proper equipment for the efficient handling of her household work.

Incidentally, get your salespeople together and talk over the entire subject with them. Get their ideas, and get them to grasp yours. Team-work and co-ordination of effort will help immensely in the development of this new class of trade.

After your sale, follow up your prospect list with monthly circulars or letters for a reasonable period—say six months, or a year. This will constitute a very fair try-out of the scheme as a permanent business-getter.

Of course, all brides are not June brides, though the end of June, or early July is a very appropriate time to feature such a campaign. It is then you can make your strongest appeal to this class of prospects. But systematic efforts to secure the permanent trade of the newlyweds should be carried into every month of the year. And of course next June there will be a new crop of June brides to whom to appeal; which means that your New Homes Week or New Brides Week with its special displays, special invitations, timely advertising and demonstrations, should be an annual feature, and not an isolated spasm of business-getting effort.

Victor Lauriston.

### Can the Department Store Catalogue Be Helpful?

Written for the Tradesman.

The hardware dealer held up a fat, ornate department store catalogue.

"This fellow," he commented, "is my very best friend. Every day he helps me make sales."

A good many retailers regard the mail order catalogue as an enemy—particularly where the mail order house offers a poorer article which looks about the same as the one you handle at a lower price. If a mail order catalogue strays into the retailer's hands, he rarely gives it more than a hateful glance; and, having identified it for what it is, flings it aside, with a word or two of anathema.

This dealer explained his peculiar affection for the mail order catalogue.

"The minute the mail order catalogue reaches town I like to get hold of it and study it closely. If the mail order house is my deadly rival, this is my rival's salesman. I have a chance here to get next to his line of talk, while he never gets a look in at mine.

"How does it work? Well, for instance a customer comes in to look at some heaters. I play up the selling points of my line, and the customer gets around to the point where he asks the price of the heater that strikes his fancy. I tell him \$54.

"Why," he says, 'So-and-So in Chicago offer the identical stove for \$39.75.

"If it's the identical stove at that price, I'll order a carload myself, I reply. I say it cheerfully, for it does not do to get hot under the collar and call the mail order dealer a cheat and a swindler.

"While I'm jollyng the customer along that line, I leaf through the pages of the catalogue.

"I'll bet this is the stove you refer to, I tell him.

"The very same," says Mr. Customer. 'See, there's the price, \$39.75. I told you so.'

"And how much does it weigh?' I ask, impressively.

"The catalogue says"—I let him look it up himself—"360 pounds."

"Then I proceed to show him that the mail order stove, at \$39.50, costs him approximately 11 cents per pound. Mine, 560 pounds or over, at \$54, costs less than 10 cents per pound.

"So, I add you are paying him really a higher price for a flimsier stove. But if you buy this stove of mine, you get a great deal better value. Of course you understand that a heavier stove holds the heat longer, warms the room more uniformly, and doesn't need to be kept at its full capacity to do either or both. Then, the heavy stove lasts longer; at the very least it will outlast two or three light stoves. Mr. Smith bought one nineteen years ago, not as handsome as this one, and it is still in use, giving excellent service and in all that time it hasn't cost half a dollar for repairs. To get the service my stove gives you for \$54 you would have to buy at least three of these mail order stoves, one after another, paying \$119.25—more than twice as much.

"Then I dissect that mail order stove, bit by bit, comparing it here, there and the other place with the heater I am offering. Mine has more bright metal work, has a better lid equipment, the drafts are more up to date—well, to cut it short, I've analyzed that mail order stove and I've analyzed my own, and I know the weak points of the other stove and the strong points of the heater I handle. And in ninety-nine cases out of a hundred, before I get through, I not merely make the sale, but thoroughly educate one more individual in regard to mail order bargains.

"And throughout I take care to say nothing mean regarding the mail order house. I just try to make a fair, impartial comparison of values and let it go at that." Victor Lauriston.

### EGG CANDLERS

The Grant Dalite Egg Candles have been in continuous use in 90% of the carlot egg shippers for the past ten years.

We now have a model constructed especially for the grocer.

Write for our FREE booklet, How to Candle Eggs Correctly on our special grocers' model.

Grant Egg Candler Company  
208 North Wells, Chicago, Ill.

Send \$1.00 for Grant Candling Chart showing various grades of eggs full size and in exact colors.

A COMPLETE LINE OF

## Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment  
Institution for the Blind  
SAGINAW W. S. MICHIGAN

Bell Phone 596 Citiz. Phone 61366  
JOHN L. LYNCH SALES CO.  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-110-211 Murray Bldg  
GRAND RAPIDS, MICHIGAN



5 lb.,  
1 lb.,  
1/2 lb.,  
1/4 lb.,  
Pkgs.

HARRY MEYER  
Distributor  
816-20 Logan St.  
Grand Rapids, Michigan



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

Ferris Coffee House  
Western Michigan Distributors  
For  
LIPTON'S TEA, COFFEE and COCOA  
938 South Division Ave.  
GRAND RAPIDS MICHIGAN  
Phone 38,538

## King Bee Butter Milk Egg Mash 18% Protein

The Mash you have been looking for. A Buttermilk Mash at a reasonable price.

Manufactured by  
HENDERSON MILLING  
COMPANY  
Grand Rapids, Mich.  
"The reliable firm."

## You Make Satisfied Customers when you sell 'SUNSHINE' FLOUR

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

Genuine Buckwheat Flour  
Graham and Corn Meal

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

## Watson-Higgins Milling Co. GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed Distributors.

## I. VAN WESTENBRUGGE Grand Rapids - Muskegon Distributor

## Nucoa

The Food of the Future  
CHEESE of All Kinds  
ALPHA BUTTER  
SAR-A-LEE  
BEST FOODS Mayonaise Shortning  
HONEY—Horse Radish  
OTHER SPECIALTIES  
Quality-Service-Cooperation

**COMMERCIAL TRAVELER**

**News and Gossip About Michigan Hotels.**

Glen Lake, June 22—This is the week when the Michigan bonifaces meet at Bay City and other North-eastern Wolverine towns to break bread with their neighbors.

The business meeting is called for Friday at 1:30 p. m. at the Hotel Wenonah, Bay City, where as the personal guests of P. A. Shares, manager, the tour will be inaugurated.

A detailed report of the business and social activities will appear in next week's Tradesman.

Newwaygo is promised another hotel. Can you beat it? With one of the best in the State—the Valley Inn—supplied with every known modern convenience and a cusine in keeping with the physical attractions of the establishment, someone who is evidently a glutton for punishment is "rigging up" something to try and split up the trade. Knowing Land-lord Manning and his very many excellent qualities, I predict that it will be very far from a 50-50 "split."

At the Lansing meeting of the U. C. T., early this month, one of the members of that organization dis-coursed on Little Things that Annoy Us:

"Some of the best friends I have are hotel men, and that is why I have taken the time to question a number of commercial travelers on their atti-tude towards the hotels. I believe that if hotel men are informed of the minor points of service about their hotel which travelers do not like, they will remedy them wherever possible. This is the spirit in which I have compiled the following list.

"I realize that a remarkable change for the better has taken place in the hotel industry during recent years and trust that we travelers can assist at least in a small way in the plans the hotel men the country over are now at work on for even better service. It is just as true that traveling men could not exist without hotels as it is that most hotels could not exist without traveling men, and, realizing this, I am, naturally, interested in seeing the greatest degree of co-operation de-veloped between the two groups.

"The list of petty annoyances that my friends have mentioned to me are these:

Maids fitting keys in locks early in the morning.

Scratchy pens, no stationery, blot-ter, wrapping paper or string in the rooms.

Towels that will not absorb water. Soap that does not lather.

Dresser drawers that will not open.

Beds made with the bottom sheet on top.

Insufficient lighting from the ceiling.

Long, jarring rings on the tele- phone that irritate one's disposition.

Faucets that it is an effort to hold open.

A manager that can never be found.

A bell boy who hurries you too much.

A porter who handles your baggage carelessly.

Operators who say you are out when you are not.

Table linens that cover your cloth- ing with lint.

Bath tubs with ridges of dirt at the "water line."

Bell boys who do not assist you with your coat.

Waitresses who fuss with their hair while serving food.

The stamp machine that makes a 20 per cent. profit.

Lobbies with all the chairs taken by outsiders.

Traces of previous guests about the room.

Windows that will not open.

A hall light shining through the transom.

A clerk who does not give explicit directions.

Sample rooms that are not thor- oughly cleaned after each occupant. Ice water in finger bowls.

Corridors so dimly lighted that it is difficult to find one's room.

Lobbies without home-like atmos- phere.

Dining rooms without provision for hanging wraps.

Inconvenient light switches.

The clerk who cannot furnish in- formation regarding telephone and telegraph rates.

Rooms without matches.

Beds improperly made.

Carpets that are not padded, par- ticularly in the corridors.

Doors and windows that rattle.

Sizzling, hammering radiators.

Public washrooms without soap or towels.

The clerk with a condescending at- titude.

The hotel without a day rate.

Slow room service.

Incoming mail that is mislaid or lost.

The request for a bell boy who fails to materialize.

The call-boy (when there is no phone service) who wakes up every- one on the floor, without succeeding in reaching the one leaving the call.

The bedroom which is not provided with a mirror immediately above the lavatory, with proper lighting.

Every one of these suggestions is a proper one, and the far seeing man- ager will check them up and do away with as many of them as possible.

One of my good friends writes me and says there is talk of a new hotel in his town, but it is still high in the air, but he wants me to tell him of some company that would come there and build a hotel.

There ain't no such company. If your town wants a hotel they will have to supply the wherewithal to build it. There are corporations which claim to come to you and help finance such a project, but the money must be supplied locally, and these promoters will absorb all the way from 10 to 25 per cent. for raising funds which any committee of business men can ac- complish without the payment of a commission.

After the money has been raised there are several organizations which will offer to operate the proposition, but nary a penny will they invest. They will perfect the organization of the establishment and, after that is completed, will take first "gate money" before the local contingent gets a look in.

Speaking of commissions I have in mind a new hotel in Southern Michi- gan, built at an excessive expenditure of \$100,000, one-half of which covers the payment made to the promoter, on which investment interest will have to be paid until doomsday.

Why not ask in some successful Michigan operator who is not avari- ciously inclined and let him tell you what to do.

This is the season of the year when the musical and frolicsome mosquito waxes fat off from the tourist.

There will always be enough of these troublesome pests left for "seed," but their annoyances may be minimiz- ed in communities where they cannot be done away with altogether.

As is well-known they breed in low, damp places, and especially in such incubators as old tin cans, partially filled with stagnant water, as well as wet or damp leaves. If you cannot dispense of the leaves, stir them up and dry them out.

Where there are pools of water use a sprinkling can and kerosene oil. A thin coating of oil on the surface of the water will destroy larvae already in propagation and prevent further breeding.

At the time of the construction of the Panama Canal, the mosquito was a great handicap, but the Government adopted measures which minimized their operations, and if one will write to the Department of Agriculture, at



**WHEN IN KALAMAZOO**  
Stop at the  
**Park-American Hotel**  
Headquarters for all Civic Clubs  
Excellent Cuisine  
Turkish Baths  
Luxurious Rooms  
ERNEST McLEAN, Mgr.

**In KALAMAZOO, MICHIGAN is the famous NEW BURDICK**  
In the Very Heart of the City  
Fireproof Construction  
The Only All New Hotel in the City. Representing a \$1,000,000 Investment  
250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per Day  
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices  
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms  
WALTER J. HODGES, Pres. and Gen. Mgr.

**MORTON HOTEL**  
GRAND RAPIDS' NEWEST HOTEL  
400 Rooms—400 Baths  
Rates \$1.50, \$2, \$2.50 and up per day

The Center of Social and Business Activities  
**THE PANTLIND HOTEL**  
Everything that a Modern Hotel should be.  
Rooms \$2.00 and up. With Bath \$2.50 and up.

**HOTEL BROWNING** 150 Fireproof Rooms  
GRAND RAPIDS  
Corner Sheldon and Oakes;  
Facing Union Depot;  
Three Blocks Away.  
Rooms with bath, single \$2 to \$2.50  
Rooms with bath, double \$3 to \$3.50  
None Higher.

**HOTEL CHIPPEWA** European Plan  
MANISTEE, MICH.  
HENRY M. NELSON, Manager  
New Hotel with all Modern Conveniences—Elevator, Etc.  
150 Outside Rooms  
Hot and Cold Running Water and Telephone in every Room  
Dining Room Service  
\$1.50 and up  
60 Rooms with Bath \$2.50 and \$3.00

**CODY HOTEL**  
GRAND RAPIDS  
RATES { \$1.50 up without bath  
          { \$2.50 up with bath  
CAFETERIA IN CONNECTION

**OCCIDENTAL HOTEL**  
FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.50 and up  
EDWART R. SWETT, Mgr.  
Muskegon Mich.

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

**CODY CAFETERIA**  
Open at 7 A. M.  
TRY OUR BREAKFAST  
Eat at the Cafeteria it is Cheaper  
FLOYD MATHER, Mgr.

**Columbia Hotel**  
KALAMAZOO  
Good Place To Tie To

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

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

**CUSHMAN HOTEL**  
PETOSKEY, MICHIGAN  
The best is none too good for a tired Commercial Traveler.  
Try the CUSHMAN on your next trip and you will feel right at home.

**HOTEL HERMITAGE**  
European  
Room and Bath \$1.50 & \$2  
JOHN MORAN, Mgr.

**HOTEL RICKMAN**  
KALAMAZOO, MICH.  
One Block from Union Station  
Rates, \$1.50 per day up.  
JOHN EHRMAN, Manager

**HOTEL KERNS**  
Largest Hotel in Lansing  
30 Rooms With or Without Bath  
Popular Priced Cafeteria in Connection  
Rates \$1.50 up  
E. S. RICHARDSON, Proprietor

Washington, he can procure a pamphlet that will be worth while possessing.

Keep them away from your hotel or they will, in turn, keep away prospective guests.

The opening of the new Parker Inn, at Albion, is to mean a great deal to that enterprising city. For years Albion has really needed a better hotel than the Albion House, which though in the hands of most competent people has stood the storms of half a century, in a location far from satisfactory, and was beyond the possibilities of resurrection—that is, to shine as an attractive hostelry.

Consequently the citizenry decided to have something better, and they certainly have arrived.

The new hotel is well located on trunk line M 17. It is beautifully designed in Colonial style, with a wide porch supported by handsome pillars. It is four stories in height and contains seventy-one guest rooms.

Leading up to the porch and main entrance is a wide flight of marble steps. As the visitor enters the lobby he sees first the mahogany desk with all modern conveniences opposite the entrance. The lobby is furnished in maple of the early American period and pleasingly decorated. At one end is a large fire place which certainly gives a homelike atmosphere.

Off the lobby, at one side, is a ladies lounge and rest room furnished in attractive wicker furniture. At the Northeast corner of the building is the entrance to the Hawthorne room, which will be used as a private dining room. Doors on the West side of the lobby lead to the ballroom, which has a seating capacity of 225 for banquets. At the rear of the private dining room is a porch for lounging or where meals may be served in pleasant weather.

Descending the stairs from the lobby, the guest finds the coffee shop, with a seating capacity of seventy-five which will be used as the main dining room of the hotel. Back of this is the completely furnished kitchen and at one side is a beauty parlor.

There are five guest rooms, usable as sample rooms, on the main floor, while the upper floors have twenty-two rooms each. Forty-four of the rooms are provided with either tub or shower bath, while all of them have running water. Each room is furnished in a different combination of colors and furniture, but all of them carry out the general Colonial effect. It is a community built affair and cost \$175,000.

The hotel will be under the personal supervision of Lewis N. Wiggins, who will operate it for the Wiggins Hotel Company, and he will be assisted by a competent staff consisting of the following: W. J. Hungerford, auditor; Willis Sweet, chief clerk; J. J. Higgins, steward; Mrs. E. L. Sweet, hostess, and Granville Lewis, chef.

Members of the Michigan Hotel Association who have not been provided with the latest issue of hotel laws published by the Association, or having had a copy and desire additional ones, can secure them without charge by applying to the Secretary. The present issue is much more comprehensive than the one issued two years ago. The old book gave only a transcript of the Michigan hotel laws, but the present volume contains not only the text of most laws bearing on the subject, but also contains a brief summary of cases and decisions bearing on each of the laws, gathered from court records from all parts of the country, citing the authority in each case so that they may be found without difficulty in case a hotel man is confronted with a similar action. The work was compiled by C. H. Stevenson, Detroit, general counsel for the Association.

H. A. Sage, for some time manager of the Hotel Clifford, Detroit, in addition to his former duties, operates the new Murray Hill residential hotel

in that city. Mr. Sage was formerly connected with the Statler organization and is growing all the time, because he makes himself a real asset to his organization.

George Crocker did not succeed in getting his Hotel Olds, Lansing, open in time to entertain the U. C. T. members during their recent convention there, but he entertained them in various ways and will be ready for them later on, which he thinks now will be July Fourth.

For years I have been trying to impress upon my hotel brethren of Michigan and elsewhere the one great element in successful operation is personality. The most of them have agreed with me, but some have expressed a doubt that it could be effectually accomplished in the larger establishments.

Now I am publicly vindicated by the publication in the Saturday Evening Post of an article by a veteran and successful hotel manager who thinks, by the selection of proper associates and representatives on the floor and at the desk to meet the incoming guests, that this custom may be in operation in the largest hotels and that it is worth while.

Many times I have heard the expression: "Well, it certainly does seem like getting back home when you stop with So and So!" Yet there are still some landlords who do not seem to understand what that means to-day. They never get in touch with or fraternize with the hotel patrons and simply satisfy themselves with the thought that, if the customer gets away without making any comment or criticism, the incident is closed, and with a certain class of patrons this is all that is required. I feel, however, that with a large percentage of guests the little attentions which may be readily bestowed are worth the effort in the satisfactory feelings they engender.

How wonderfully agreeable, if you have left a call the previous evening, to have a pleasant greeting from the call operator with a "Good morning, Mr. Jones," or a similar communication from the manager soon after your arrival, asking you if your accommodations meet your requirements. It costs nothing but the time expended and brings substantial returns.

Some landlords have told me their manifold duties make it impossible to personally meet their guests, but they aim to make up in service what they lack in personal attention. They seem to think it more important to know all about the technical details of spending money, without regard for the system which brings it in. It is well enough to know what is going on in your hotel, but this work you can subordinate while you are in evidence showing the guest, or making him believe at least, that taking his money is only an incident to the great game, and that you want him to be happy while he is with you.

Some managers spend enormous sums in advertising and other methods to secure the initial visit of the guest, but they overlook the fact that there is only one maiden visit, and that the real source of profit is the one who comes back of his own volition, and not only does that, but tells others about you and your homelike offering. Frank S. Verbeck.

**Magnets Which Handle a Ton.**

Boyne City, June 22—The steamer Griffin, which has been operated out of Boyne City by the Charcoal Iron Co. for the past nine years, has been purchased by Captain J. H. Gallagher and will commence her season's work this week by carrying a cargo of pig iron from Marquette to Lake Erie ports. The Griffin succeeded the Cicoa as ore carrier for the furnaces at Boyne City and East Jordan. Captain Gallagher will put the boat on general cargo carrying. Some way the Captain seems to find work to do, even when trade is dull. He also says that

Boyne City is the best place on the lakes for winter quarters. We hope that he can make other commanders of the same mind. The Griffin is especially equipped with heavy electro magnets for loading and unloading pig or scrap iron. The magnets will pick up and carry a ton or a ton and one-half of the unruly pigs and deposit them in the hold of the ship in less than five minutes and one man alone will handle more iron than sixty men with barrows and do it in half the time.

Our farmers are having a grand time. The weather. Everything is growing fine. We have had good rains and some good warm days. But—and here is the thing that keeps us on tip toe with apprehension—every rain is succeeded, as usual, by a cool spell and it comes so near being a cold spell that the margin between frost and no frost is very close indeed. In some isolated spots the margin just ain't. It looks now as though we would have a great crop of fruits and berries, but they will be late. That will be too bad, because our summer friends will not be able to tell what fine stuff we have to eat.

The last of Boyne City's lumber mills is being dismantled. The W. H. White Co. is tearing down the old Mill 3 and taking the machinery to the Soo to equip the new plant at that place. This plant has been in operation for over twenty years and was the last of the four White plants to be built here. So passes the industry that built Boyne City. What will replace lumber as a producer is hard to tell, but some of the business men of the town feel sure that the town will come back, because we have the material and facilities. Chas. T. McCutcheon.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Ireland Auto Co., Standish. Lithuanian Co-operative Co., Grand Rapids. Consolidated Lumber Co., Manistique. William Noble Co., Detroit. Globe-Wernicke Co., Detroit. Merchant & Evans Co., Detroit. Ideal Clothing Co., Grand Rapids. Belford Sales Co., Flint. H. Schneider Co., Grand Rapids. Duplex Sales Agency, Lansing. Twin City Co., Lansing. Elsie Lumber Co., Elsie.

**Cattle Shed Tears While Feeding on Onions.**

Montrose, Colo., June 20—A steak smothered in onions may soon be a passe phrase of the restaurateur, especially when cattle from one section of Colorado reach the table. Farmers of Spring Creek mesa, near here, are flavoring their steaks while on the hoof. Finding themselves short of hay and with an oversupply of the odoriferous bulbs, they conceived the idea of feeding them. Truckload upon truckload of onions, mixed with straw, have been fed. The cattle do not object to the diet, farmers say, but present a pitiful appearance as they tearfully eat.

**Now You Tell One.**  
A mule and a ford are said to have met on the highway.  
"And what might you be?" asked the mule.  
"An automobile," answered the ford, "and you?"  
"I'm a horse," replied the mule.  
And they both laughed.

One bone head behind the counter can wreck the selling power of a two hundred dollar advertisement.

**WOLVERINE HOTEL**  
BOYNE CITY MICHIGAN  
Fire Proof—60 Rooms  
THE LEADING COMMERCIAL AND RESORT HOTEL  
American Plan \$4.00 and up;  
European Plan, \$1.50 and up.  
Open the year around.

*A Public Utility*  
**First Mortgage and Collateral Trust Bond**

offering security, diversification and a liberal income yield of

**6.65%**

This Bond is a strongly secured direct obligation of the

**General Public Utilities Company**

whose rapidly growing properties are described in a circular which will be sent upon request.

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

Statistics and information contained in above, while not guaranteed, has been obtained from sources we believe to be reliable.

**Henry Smith Floral Co., Inc.**  
52 Monroe Ave.  
GRAND RAPIDS, MICHIGAN  
PHONES: Citizens 65178, Bell Main 171

**COYE AWNINGS**

In Color and Design to suit your HOME, OFFICE, STORE

Camp Equipment  
Brooks Umbrella Tents

**CHAS. A. COYE, Inc.**  
Grand Rapids, Mich.



## DRUGS

Michigan Board of Pharmacy.  
President—Claude C. Jones.  
Vice-President—James E. Way.  
Director—H. H. Hoffman, Lansing.  
Coming Examinations—Detroit, June 15 to 17, Marquette, Aug. 17 to 19.

### Some Recent Styles in Wall Paper.

"Oh I don't care what it looks like, just so it is clean," and the lady customer sank wearily to the stool, placed for her by the wall paper salesman before his rack of samples.

"House cleaning is hardwork, isn't it?" remarked the salesman in a sympathetic tone of voice, beginning to turn down his samples. "That is why I'm always glad to show wall paper made by this firm. Wall paper is a decoration and that is the difference between a house and a home—the individuality of the woman presiding over the home is shown more in the decorations, the blending of colors used, than in anything else. Did you ever think that there is a style in wall paper just as there is in dress goods? The colors and patterns change with the years. Some seasons show a predominance in stripes—wide, narrow or pinthread—others nothing but an all over leaf or a conventional design will do. Then, again, oatmeals, plain or figure pressed, are the papers to use in decorating your walls. You remember, not long ago, it was the fashion to have a plain red or a bright green paper—one or the other—for the dining room. Not that they were especially pretty, but it was the style.

"There are some kinds of wall paper—take, for instance, Tiffany blends, embossed, plain and floral designs. These are always good, like taffeta silk. It is nearly always in style for ladies dresses. One is not entirely out of style by using those papers. Varying with the seasons, crowns, cut-out borders, four or six inch bands, or no border at all, using a wood moulding, next to the ceiling, around the room."

"We used a moulding like that when we had a drop ceiling," the customer interrupted.

"Yes, but anyone papering that way to-day is way out of date. You notice, they are beginning to use panels again," and he turned down the samples showing such a design. About four years ago a great many homes were papered that way. It was a pretty style, too. I think that is why it has come back. The patterns in vogue this year are conventional, all over leaf, and floral cluster designs with a showing of a very few stripes. A touch of black in the background is new. French blue and old rose in combination, all shades of gray, with an increase in the number of tan shades are the colors most used to-day. There is a fair showing of cut-out borders, with a tendency to straight bands, blending into the side wall—very few deep contrasting colors. The ceiling also having a bit of color, in design, the same as the side wall shows."

"There is a lot of blue in my living room rug," the customer said, showing more interest.

"Then this paper would be pretty for your room. There is so much in having the colors harmonize. It was

very interesting to me last summer when I visited one of the largest wall paper factories in this country to see how the color was put on the wall papers. Paper has been used as a wall covering since the beginning of the nineteenth century. At first, it was made by the use of wooden blocks, but to-day the machinery is perfected to such an extent—some of the machines seem almost human, for instance, in this factory. They have one machine which measures the paper automatically. No old rags nor papers are used to make the best paper, but spruce wood. Made from this, paper is so much stronger as the fiber is longer. There were cords and cords of spruce logs, deprived of the bark, cut into two foot lengths, piled up outside of this factory. These are washed, ground and mixed with the proper amount of chemicals, left to stand a certain length of time, in great vats. The pulp is heated, ground again, and it is then pressed between great rollers. It comes out a mammoth roll of paper, which is afterward cut the right widths and rolled upon small rolls. The paper is then given a coat of glue sizing, dried and it is ready for the color. For every color there is a separate steel die. That day they were making a twelve color paper so there were twelve different dies that the paper had to come in contact with. At the end of these rollers upon which the dies were, there was a row of small troughs each containing a different color. An operator stood near, watching closely, and when any of the colors seemed a little dim he would paint the die over with the color. When the colors are dry, the paper is cut into rolls of sixteen yard lengths. A young girl, that day, worked the machine that tore off the rolls. Another girl folded back the edge and creased it down, then she handed the finished roll to a worker who placed thirty or fifty of these rolls into bundles and wrapped them for shipment. There were tons and tons of these bundles ready for market. Some of the best artists are employed in making the designs, and blending colors for wall paper."

"I never realized before there was so much to wall paper," said the customer as she arose to go. "I am coming in again, when I am not so tired, to make my selection. I thank you for showing me the papers."

"I'm always glad to show them. Come in while the stock is full so you will be able to get the papers you want. Wall paper that is in style, and worthy of you, to bespeak your appreciation of beautiful things that is the way you give personality to your home," and the salesman opened the door for his customer.

Nim Hathaway.

### Paste For Wall Paper.

Soak 18 pounds of bolus (bole) in water, after it has been beaten into small fragments, and pour off the supernatant water. Boil 10 ounces of glue into glue water, mix it well with the softened bolus and 2 pounds plaster of Paris and strain through a sieve by means of a brush. Thin the mass with water to the consistency of a thin

paste. The paste is now ready for use. It is not only much cheaper than other varieties, but has the advantage over them of adhering better to white-washed walls, and especially such as have been repeatedly coated over the old coatings which were not thoroughly removed. For hanging fine wall paper this paste is less commendable, as it forms a white color, with which the paper might easily become soiled if great care is not exercised in applying it. If the fine wall paper is mounted on ground paper, however, it can be recommended for pasting the ground paper on the wall.

### Powdered Nail Polishes.

1. Tin oxide ----- 8 drachms  
Carmine ----- ¼ drachm  
Rose oil ----- 6 drops  
Neroli oil ----- 5 drops
2. Cinnabar ----- 1 drachm  
Infusorial earth ----- 8 drachms
3. Putty powder (fine) ---- 4 drachms  
Carmine ----- 2 grains  
Oil of rose ----- 1 drop
4. White castile soap ----- 1 part  
Hot water ----- 16 parts  
Zinc chloride solution, 10 per cent, quantity sufficient

Dissolve the soap in the water and to the solution add the zinc chloride solution until no further precipitation occurs. Let stand over night; pour off the supernatant fluid, wash the precipitate well with water, and dry at the ordinary temperature. Carmine may be added if desired.

### Sunburn Lotions.

1. Zinc sulphocarbolate ----- 1 part  
Glycerine ----- 30 parts  
Rose water ----- 70 parts  
Alcohol, 90 per cent. ----- 8 parts  
Cologne water ----- 1 part  
Spirit of camphor ----- 1 part
2. Borax ----- 4 parts  
Potassium chlorate ----- 2 parts  
Glycerine ----- 10 parts  
Alcohol ----- 4 parts  
Rose water to make ----- 90 parts
3. Citric acid ----- 2 drachms  
Ferrous sulphate (cryst.) 18 grains  
Camphor ----- 2 grains  
Elder-flower water ---- 2 fl. ounces
4. Potassium carbonate ----- 3 parts  
Sodium chloride ----- 2 parts  
Orange-flower water ----- 15 parts  
Rose water ----- 65 parts

### For Brittle Finger Nails.

An ointment made according to the following formula is an excellent remedy for brittle finger nails:

1. Oil of mastic ----- 15.0 grams  
Sea salt ----- 2.0 grams  
Rosin ----- 1.5 grams  
Alum ----- 1.5 grams  
Yellow wax ----- 1.5 grams
2. Lanolin ----- 10.0 grams  
Zinc oxide ----- 1.0 gram  
Calcium glycerophosphate 1.0 gram  
Sodium arsenate ----- 0.5 gram  
Pilocarpine nitrate ----- 0.1 gram  
Extract of nux vomica -- 0.5 gram  
Cochineal, sufficient to color.

Apply at bedtime and cover the finger tips with glove fingers.

### Glycerine Milk.

- Glycerine ----- 1150 parts  
Starch, powdered ----- 160 parts  
Distilled water ----- 400 parts  
Tincture of benzoin ----- 20 parts

Rub up 80 parts of the starch with the glycerine, then put the mixture on the steam bath and heat, under continuous stirring, until it forms a jelly-like mass. Remove from the bath and stir in the remainder of the starch. Finally, add the water and tincture and stir until homogeneous.

### Ointment For Sore Feet.

The following formula for preparing an ointment for sore feet is of German origin, and is said to be very good:

- Lead plaster ----- 120 grams  
Peanut oil ----- 20 grams  
Petroleum jelly ----- 90 grams  
Boric acid ----- 15 grams  
Tannic acid ----- 5 grams  
Oil of melissa ---sufficient to perfume

At the American Health Congress, meeting in Atlantic City, leading authorities on preventive as well as remedial medicine, calling quackery "the greatest of all cruelty," have been striving to guide the public away from supposed panaceas to the simple regime of sleep, exercise and diet which experience has shown to be the most effective recipe for health and longevity. They have not announced phenomenal cures by means of unprecedented methods. An entire "symposium" was given to the beneficial effect of sunlight in the treatment of tuberculosis. Most of the therapeutic recommendations made and remedies suggested are at the command of those who are not able to take a long time or go a far journey for a cure, since what these experts urge is chiefly that we shall make friends and allies of natural forces that are ready to serve us according to the measure of our willingness and our intelligence.

The report that a concession was granted by Mexico to Japanese for development and colonization on a 2,000,000 acre tract at Magdalena Bay has been formally denied by the Mexican Embassy at Washington. It is not likely that the Mexican government would, in the face of known objections on the part of the United States, grant such a concession. It is even less likely that the Japanese government, which at present has every reason not to arouse the hostility of the United States, would allow so dangerous a situation to materialize. Still, such reports could not be allowed to stand. "Absolutely without foundation," says the Mexican Ambassador. And that's that.

They have honored Dr. Crawford Long, discoverer of the anaesthetic use of ether, by unveiling a marble statue in the Hall of Fame at the Capitol in Washington. Dr. Long deserves to rank with the foremost benefactors. Before he made history by extracting a tumor painlessly in 1842 there was incalculable suffering in peace time as in warfare for all wounded or invalid members of the race alike, since no exalted rank and no state of affluence could procure immunity. Nowadays the humblest citizen has at his command a means of alleviating pain for which a sovereign would have offered his kingdom vainly.

Practical men in temperate and tropic climes are asking, not without an accent of contempt, what use there is in the several expeditions now converging on the North Pole from Spitzbergen and Alaska. Quite apart from the possible discovery of land with mineral values in the uncharted spaces or the demonstration of great circle voyages by shortened routes between the Old World and the New, there are resultant developments of mechanical devices which are of importance, whether men reach and cross the pole or not. Thus Captain Wilkins, finding the trail too narrow for snow motors, otherwise efficient, swoops in a plane

between his base of supplies at Fairbanks and the Northern tip of Alaska in a way that gives proof of the fact that Point Barrow is no longer cut off in winter from the South country and the resources of civilization. It means a new chapter in the economic evolution of Alaska when any part of our Northern territory may be reached at any season of the year.

# TAKING INVENTORY

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

## Summer Specialties

Better Place Your Orders Now For

- INSECT DESTROYERS
- DRY CLEANERS
- WALL PAPER CLEANERS
- CHAMOIS SKINS
- HAT CLEANERS
- SPONGES
- STRAW HAT COLORING
- SHOE POLISHES
- DYES
- SHOE DYES
- SHOE BRUSHES
- FEATHER DUSTERS

Window Brushes, Window Rubbers, Vacuum Bottles, Etc.

SHERWIN-WILLIAMS PAINTS  
Complete Line Everything They Make

SPORTING GOODS  
Baseball, Tennis, Golf Goods—Full Line

BATHERS SUPPLIES  
Hats, Caps, Slippers, Water Wings, Ear Drums, Water Balls, Bandeau's, Suit Carriers, Etc.

FOUNTAIN SUPPLIES  
Everything for the Fountain. If you have no catalogue write for one.

### Hazeltine & Perkins Drug Company

Wholesale Only  
MICHIGAN  
Manistee Grand Rapids

### GRAND RAPIDS LABEL CO.

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

# Sell ZIPPER

the candy bar hit of the year

A.R. WALKER  
CANDY CORP.  
OWOSSO  
MUSKEGON  
GRAND RAPIDS  
KALAMAZOO  
DETROIT

## WHOLESALE DRUG PRICE CURRENT

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

Acids		Ammonia		Balsams		Barks		Berries		Extracts		Flowers		Gums		Insecticides		Leaves		Oils			
Boric (Powd.)	12 1/2 @ 20	Water, 26 deg.	08 @ 14	Copaiba	85 @ 1 25	Cassia (ordinary)	25 @ 30	Cubeb	01 @ 00	Licorice	60 @ 65	Arnica	0 @ 30	Acacia, 1st	50 @ 55	Arsenic	08 @ 30	Buchu	85 @ 1 00	Almonds, Bitter, true	7 50 @ 7 75		
Boric (Xtal)	15 @ 25	Water, 18 deg.	07 @ 12	Flr (Canada)	2 55 @ 2 80	Cassia (Saigon)	50 @ 60	Fish	0 @ 25	Licorice, powd.	01 @ 00	Chamomile (Ged.)	0 @ 40	Acacia, 2nd	45 @ 50	Blue Vitriol, bbl.	07 @ 07	Buchu, powdered	01 @ 00	Almonds, Bitter, artificial	3 00 @ 3 25		
Carbolic	39 @ 46	Water, 14 deg.	06 @ 11	Flr (Oregon)	65 @ 1 00	Sassafras (pw. 60c)	0 @ 50	Juniper	10 @ 20	Ammonia	0 @ 10	Chamomile Rom.	0 @ 50	Acacia, Sorts	20 @ 25	Blue Vitriol, less	08 @ 15	Sage, bulk	25 @ 30	Almonds, Sweet, true	1 50 @ 1 80		
Citric	50 @ 65	Carbonate	20 @ 25	Peru	3 00 @ 3 25	Soap Cut (powd.)	30 @ 35	Prickly Ash	01 @ 25	Ammonia	0 @ 10	Amber, crude	1 25 @ 1 50	Bordea, Mix Dry	13 @ 22	Sage, 1/4 loose	0 @ 40	Almonds, Sweet, imitation	1 00 @ 1 25	Senna, Alex.	50 @ 75	Amber, rectified	1 50 @ 1 75
Muriatic	3 1/2 @ 8	Chloride (Gran.)	10 1/2 @ 20	Tolu	2 25 @ 2 50					Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75	Sage, powdered	0 @ 35	Senna, Tinn.	30 @ 35	Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
Nitric	9 @ 15									Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75	Senna, Tinn. pow.	25 @ 35	Senna, Tinn. pow.	25 @ 35	Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
Oxalic	15 @ 25									Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75	Paris Green	30 @ 37	Senna, Tinn. pow.	25 @ 35	Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
Sulphuric	3 1/2 @ 8									Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75			Uva Ursi	20 @ 25	Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
Tartaric	40 @ 50									Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		
										Ammonia	0 @ 10	Amber, rectified	1 50 @ 1 75					Amber, rectified	1 50 @ 1 75	Amber, rectified	1 50 @ 1 75		

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

Vinegar

DECLINED

AMMONIA

- Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 07
Arctic, 32 oz., 1 dz. cs. 3 2
Quaker, 36, 12 oz. case 3 8



AXLE GREASE

- 48, 1 lb. 4 35
24, 3 lb. 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 50

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

K. C. Brand

- 10c size, 4 doz. 3 70
15c size, 4 doz. 5 50
20c size, 4 doz. 7 20
25c size, 4 doz. 9 20
50c size, 2 doz. 8 80
80c size, 1 doz. 8 85
10 lb. size, 1/2 doz. 6 75

Freight prepaid to jobbing point on case goods. Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



- Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 5 40
Sliced bacon, medium 3 20
Sliced beef, medium 2 80
Grape Jelly, large 4 50
Sliced beef, large 4 50
Grape Jelly, medium 2 70
Peanut butter, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 2 90
Peanut butter, 6 1/2 oz. 1 85
Peanut butter, 3 1/2 oz. 1 20
Prepared Spaghetti 1 40
Baked beans, 16 oz. 1 40

BLUING

The Original Condensed



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 Cerl 2 20
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Branzen 3 20
Ralston Food, large 4 00
Saxon Wheat Food 3 90
Vita Wheat, 12s 1 80
Post's Brands.
Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 6 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

- Jewell, doz. 5 25
Standard Parlor, 23 lb. 3 25
ancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

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

Shaver

- No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

- Dandelion 3 80

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 75
Apple Sauce, No. 1 1 75
Apricots, No. 1 1 75
Apricots, No. 2 3 00
Apricots, No. 3 3 00
Apricots, No. 2 1/2 3 00
Blackberries, No. 10 10 50
Blueberries, No. 10 10 50
Blueberries, No. 2 3 75
Cherries, No. 2 1/2 4 50
Cherries, No. 10 15 50
Loganberries, No. 2 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
Peaches, No. 2 1 50
Peaches, No. 3 1 50
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 00
Pineapple, 1 sl. 1 75
Pineapple, 3 sl. 2 60
P'apple, 3 br. sl. 3 40
P'apple, 2 1/2, sll. 3 00
P'apple, 3, cru. 3 60
Pineapple, 10 cru. 9 00
Pears, No. 2 3 15
Pears, No. 2 1/2 4 25
Plums, No. 2 2 40
Plums, No. 2 1/2 3 90
Raspberries, No. 2, blk 2 90
Raspb's, Red, No. 10 13 50
Raspb's, Black, No. 10 14 00
Rhubarb, No. 10 4 75
Strawberries, No. 10 12 90

CANNED FISH

- Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 50
Clams, Steamed, No. 1 3 00
Clams, Minc'd, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Sove Oysters, 5 oz. 1 80
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 1 50
Sardines, 1/4 Oil, Ky 6 10
Sardines, 1/4 OP, Kless 5 25
Sardines, 1/4 Smoked 5 75
Salmon, Warrens, 1/2s 2 80
Salmon, Red Alaska 4 25
Salmon, Med. Alaska 3 40
Salmon, Pink Alaska 1 95
Sardines, Im. 1/4, ea. 10 25
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 85
Tuna, 1/4, 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 30
Bacon, Lge Beechnut 5 40
Beef, No. 1, Corned 3 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sll. 1 50

- Beef, 3 1/2 oz. Qua. sll. 1 90
Beef, 5 oz., Qua. sll. 2 60
Beef, No. 1, B'nut, sll. 4 60
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s 3 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 5 1/2
Potted Meat, 1/2 Libby 5 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 65

Baked Beans

- Campbells 96
Quaker, 18 oz. 85
Fremont, No. 2 1 20
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 85
Van Camp, Med. 1 15

CANNED VEGETABLES.

Asparagus.

- No. 1, Green tips 2 75
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 3 00
Green Beans, 2s 1 45
Green Beans, 10s 7 50
L. Beans, 3 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 3, cut 1 20
Beets, No. 3, cut 1 80
Corn, No. 2, stan. 1 25
Corn, Ex. stan. No. 2 1 55
Corn, No. 2, Fan. 1 30
Corn, No. 10 8 00
Hominy, No. 3 1 90
Okra, No. 2, whole 2 90
Okra, No. 3, cut 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 35
Mushrooms, Hotels 35
Mushrooms, Choc's 3 oz. 45
Mushrooms, Sur Extra 55
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
June 3 1 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45
Pumpkin, No. 10 4 75
Pimentos, 1/4, each 15 1/4
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 85
Succotash, No. 2, glass 2 90
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 10
Spinach, No. 10 6 00
Tomatoes, No. 2 95
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 3 1 60
Tomatoes, No. 10 6 00

CATSUP.

- B-nut, Small 1 90
Lily of Valley, 14 oz. 2 50
Lily of Valley, 1/2 pint 1 75
Paramount, 24, 8s 1 45
Paramount, 24, 16s 3 40
Paramount, 6, 10s 10 90
Sniders, 8 oz. 1 75
Sniders, 18 oz. 3 55
Quaker, 8 1/2 oz. 1 25
Quaker, 10 1/2 oz. 1 40
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 12 00

CHEESE

- Roquefort 52
Kraft, Small tins 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 1 65
Roquefort, small tins 2 25
Camembert, small tins 2 25
Wisconsin New 24
Longhorn 24

- Michigan Full Cream 23
New York Full Cream 23
Sap Sago 40
Brick 24

CHEWING GUM.

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

COCOA.

- Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 25
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles No. 1 12 60
Pastelles, 1/4 lb. 6 00
Pains De Cafe 6 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 18 00
Bons 9 00
7 oz. Rose Tin Bon 9 00
Bons 9 00
13 oz. Creme De Caraque 13 30
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastelles 4 40
Langues De Chats 4 80

COCOA.

- Baker, Caracas, 1/2s 37
Baker, Caracas, 1/4s 35

COCOANUT

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

CLOTHES LINE.

- Hemp, 50 ft. 3 25
Twisted Cotton, 50 ft. 1 75
Braid, 50 ft. 2 75
Sash Cord 4 25



COFFEE ROASTED

- 1 lb. Package
Melrose 27
Liberty 39
Quaker 44
Nedrow 42
Morton House 48
Reno 35
Royal Club 43

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

Maxwell House Brand.

- 1 lb. tins 57
3 lb. tins 1 47
Telfer Coffee Co. Brand
Bokay 43

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

- Quaker, Tall, 4 doz. 4 65
Quaker, Baby, 3 doz. 4 55
Quaker, Gallon, 1/4 dz. 4 50
Blue Grass, Tall 45 4 65

- Blue Grass, Baby, 96 4 55
Blue Grass, No. 10 4 50
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
Master Piece, 50 Tin 35 00
Canadian Club 35 00
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Fanatella 75 00
T. Moore Longfellow 95 00
Tom M. Invincible 115 00
Webster's 37 50
Webster Cadillac 75 00
Webster Knickerbocker 95 00
Webster Belmont 110 00
Webster St. Reges 125 00
Starlight Perlas 90 00
Starlight P-Club 1 35 00
Tiona 30 00
Clint Ford 35 00

CONFECTIONERY

- Stick Candy Pails
Standard 16
Jumbo Wrapped 19
Pure Sugar sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy

- Kindergarten 17
Leader 16
X. L. O. 12
French Creams 16
Cameo 19
Grocers 11

Fancy Chocolates

- 5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A 1 70
Nibble sticks 1 85
No. 12, Choc, Light 1 65
Chocolate Nut Kois 1 80
Magnolia Choc 1 15

Gum Drops Pails

- Anise 16
Champion Gums 16
Challenge Gums 14
Favorite 19
Superior, Boxes 23

Lozenges Pails

- A. A. Pep. Lozenges 18 1/2
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts 19
Malted Milk Lozenges 21

Hard Goods Pails

- Lemon Drops 19
O. F. Horehound dps. 19
Anise Squares 18
Peanut Squares 18
Horehound Tablets 19

Cough Drops Bxs

- Putnam's 1 35
Smith Bros. 1 50

Package Goods

- Creamery Marshmallows
4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40

Specialties

- Walnut Fudge 22
Pineapple Fudge 21
Italian Bon Bons 17
Banquet Cream Mints 30
Silver King M.Mallows 1 50
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
Say Mister, 24, 5c 80
Malty Milkies, 24, 5c 80

COUPON BOOKS

- 50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

- 6 lb. boxes 23

DRIED FRUITS

- Apples
N. Y. Fcy., 50 lb. box 15 1/4
N. Y. Fcy., 14 oz. pkg. 16
Apricots
Evaporated, Choice 30
Evaporated, Fancy 33
Evaporated, Slabs 33
Citron
10 lb. box 48

Currants

- Packages, 14 oz. 15
Greek, Bulk, lb. 15

Dates

- Dromedary, 36s 6 75

Peaches

- Evap. Choice, un. 27
Evap. Ex. Fancy, P. F. 30

Peel

- Lemon, American 24
Orange, American 24

Raisins.

- Seeded, bulk 10
Thompson's s'dles blk 9 1/2
Thompson's seedless, 15 oz. 12 1/2
Seeded, 15 oz. 13

California Prunes

- 90@100, 25 lb. boxes 30 08
60@70, 25 lb. boxes 29 10
50@60, 25 lb. boxes 29 12
40@50, 25 lb. boxes 29 13
30@40, 25 lb. boxes 29 16
20@30, 25 lb. boxes 29 25

FARINACEOUS GOODS

Beans

- Med. Hand Picked 05 1/2
Cal. Limas 12
Brown, Swedish 08
Red Kidney 13

Farina

- 24 packages 3 50
Bulk, per 100 lbs. 06 1/2

Hominy

- Pearl, 100 lb. sacks 3 50

Macaroni

- Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60
Elbow, 20 lb., bulk 3 40
Egg Noodle, 12 lbs. 2 22
Egg Noodles, 6 ozs. 2 60
Macaroni, 9 oz. 2 60
Spaghetti, 9 oz. 2 60
Quaker, 3 doz. 3 00

Pearl Barley

- Chester 4 50
0000 7 00
Barley Grits 5 00

Peas

- Scotch, lb. 05 1/2
Split, lb. yellow 08
Split green 09

Sage

- East India 10

Tapoca

- Pearl, 100 lb. sacks 07 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FLAVORING EXTRACTS



- Doz. PURE Lemon
Vanilla 1 35
1 35 - 1/4 ounce 1 25
1 80 - 1/4 ounce 1 80
1 20 - 1/4 ounce 3 20
3 00 - 1/2 ounce 2 00
5 50 - 1/4 ounce 5 50

UNITED FLAVOR

- Imitation Vanilla
1 ounce, 10 cent, doz. 90
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 30 cent, doz. 2 50

Jiffy Punch

- 3 doz. Carton 3 25
Assorted flavors.

FRUIT CANS

- F. O. B. Grand Rapids
Mason.
Half pint 7 75
One pint 7 85
One quart 9 10
Half gallon 12 10
Ideal Glass Top.
Rubbers.
Half pint 9 00
One pint 9 20
One quart 11 00
Half gallon 15 20

GELATINE



26 oz., 1 doz. case 6 00
3 1/2 oz., 4 doz. case 3 60
One doz. free with 5 cases.

JELLY AND PRESERVES
Pure, 30 lb. pails 3 30
Imitation, 30 lb. pails 1 75

JELLY GLASSES
8 oz., per doz. 35
OLEOMARGARINE
Van Westenbrugge Brands



Nucoa, 1 lb. 26
Nucoa, 2 and 5 lb. 25 1/2
Wilson & Co.'s Brands
Certified 25 1/2
Nut 20
Special Roll 25 1/2

MATCHES

Swan, 144 4 75
Diamond, 144 box 6 25
Searchlight, 144 box 6 25

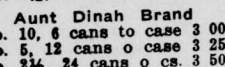
SAFETY MATCHES

Quaker, 5 gro. case 4 25
MINCE MEAT
None Such, 4 doz. 6 47
Quaker, 3 doz. case 3 60

MOLASSES



Gold Brer Rabbit
No. 10, 6 cans to case 5 70
No. 5, 12 cans to case 5 95



Aunt Dinah Brand
No. 10, 6 cans to case 3 00
No. 5, 12 cans to case 3 25

NUTS

Almonds, Terregona 30
Brazil, New 25
Fancy mixed 22
Filberts, Sicily 23

OLIVES

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

PARIS GREEN

1/2 31
1 29
2 27

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. pails 7 00
8 oz., 2 doz. in case 5 1/2

PETROLEUM PRODUCTS

Iron Barrels
Perfection Kerosine 16.6
Red Crown Gasoline, Tank Wagon 19.7



Iron Barrels
Light 62.2
Medium 64.3
Heavy 68.2



Semdac, 12 pt. cans 2 70
Semdac, 12 qt. cans 4 60

PICKLES

Barrel, 1600 count 17 00
Half bbls., 800 count 9 00
50 gallon kegs 5 00

PIPES

Cob, 3 doz. in bx. 1 00
PLAYING CARDS
Derby, per doz. 2 75

WASH

Babbitt's, 1 doz. 2 75
FRESH MEATS
Beef

Top Steers & Heif. 17
Good Steers & H'f. 16
Med. Steers & H'f. 13 1/2

COWS

Top 14
Good 13
Medium 12
Common 10

PORK

Light hogs 17 1/2
Medium hogs 18
Heavy hogs 17

PROVISIONS

Barreled Pork
Clear Back 34 50
Short Cut Clear 34 50
Dry Salt Meats

SAUSAGES

Bologna 14
Liver 14
Frankfort 19
Fork 18 20

SMOKED MEATS

Hams, Cert., 14-16 lb. 36
Hams, Cert., 16-18 lb. 35 1/2

PIG'S FEET

1/4 bbls., 35 lbs. 4 50
1/2 bbls., 70 lbs. 10 00
1 bbl., 140 lbs. 20 00

CASINGS

Hogs, per lb. 63
Beef, round set 20 30
Beef, middles, set 17 75

ROLLED OATS

Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70
Mothers, 12s, M'num 3 25

RUSKS

Holland Rusk Co.
18 roll packages 2 30
36 roll packages 4 50

SALE RATIUS

Arm and Hammer 3 75
SAL SODA
Granulated, bbls. 1 80

COD FISH

Tablets, 1/2 lb. Pure, 15 1/2
Tablets, 1 lb. Pure 19 1/2

HERRING

Mixed, Kegs 1 10
Mixed, half bbls. 9 25
Queen, bbls. 18 50

SHOE BLACKENING

3 in 1, Paste, doz. 1 35
E. Z. Combination, dz. 1 35

STOVE POLISH

Blackine, per doz. 1 85
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz. 1 25

Enamaline Paste, doz. 1 35
Enamaline Liquid, dz. 1 35
El. Z. Liquid, per doz. 1 40

SALT

Colonial, 24, 2 lb. 98
Colonial, 36-1 1/2 1 25
Colonial, Iodized, 24-2 2 40

SPICES

Whole Spices
Allspice, Jamaica 24
Cloves, Zanzibar 40
Cassia, Canton 25

PURE GROUND IN BULK

Allspice, Jamaica 46
Cloves, Zanzibar 26
Cassia, Canton 38

SEASONING

Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35

STARCH

Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 4 05

SOAP

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

CLEANSERS

KITCHEN KLENZER
Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

WASHING POWDERS

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo 85
Climaline, 4 doz. 4 20

SPICES

Whole Spices
Allspice, Jamaica 24
Cloves, Zanzibar 40
Cassia, Canton 25

PURE GROUND IN BULK

Allspice, Jamaica 46
Cloves, Zanzibar 26
Cassia, Canton 38

SEASONING

Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35

STARCH

Kingsford, 40 lbs. 11 1/2
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 4 05

SOAP

Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

CLEANSERS

KITCHEN KLENZER
Am. Family, 100 box 5 95
Export, 120 box 4 80
Big Four Wh. Na. 100s 3 75

TEA

Japan
Medium 37 00
Choice 37 46
Fancy 54 59

WINE

Cider, 40 Grain 22
White Wine, 80 grain 25
White Wine, 40 grain 19

WICKING

No. 0 per gross 75
No. 1, per gross 1 25
No. 2, per gross 1 50

WOODENWARE

Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80

EGG CASES

No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00
No. 1, Star Egg Trays 6 25

MOP STICKS

Trojan spring 2 00
Eclipse patent spring 2 00
No. 2, pat. brush hold 2 00

PALLS

10 qt. Galvanized 2 50
12 qt. Galvanized 2 75
14 qt. Galvanized 3 10

TRAPS

Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65

TUBS

Large Galvanized 9 25
Medium Galvanized 8 00
Small Galvanized 7 00

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 16—In the matter of Harry M. Lehnen, Bankrupt No. 2939, the funds for the first meeting have been received and such meeting has been called for June 29.

In the matter of William J. Winters, Bankrupt No. 2942, the funds for the first meeting have been received and such meeting has been called for June 29.

In the matter of Voshel Bros., John Voshel and Peter Voshel, Bankrupts No. 2601, the trustee has filed his final report and account and a final meeting of creditors has been called for June 29. The trustee's final report and account will be passed upon, bills for administration expenses ordered paid and a first and final dividend to creditors ordered paid, if possible.

In the matter of William A. Fishel, Bankrupt No. 2652, the trustee has filed his final report and account and a final meeting of creditors has been called for June 28. The trustee's final report and account will be considered, administration expenses ordered paid and a first and final dividend to creditors declared and ordered paid.

In the matter of Ora L. Jackson, Bankrupt No. 2459, the trustee has filed his final report and account and a final meeting of creditors will be held on June 28. The trustee's final report and account will be considered, administration expenses ordered paid and a first and final dividend to creditors ordered paid, if possible.

In the matter of The W. H. Parsons & Co., Bankrupt No. 2795, the trustee's final report and account has been filed and a final meeting of creditors will be held on June 28. The report and account of the trustee will be passed upon, administration expenses ordered paid and a final dividend to general creditors declared and ordered paid.

June 16. On this day was held the adjourned sale of assets in the matter of Boyce Bros., etc., Bankrupt No. 2919. The trustee was present in person. The bankrupt was present by E. B. Houseman, attorney. Corwin & Norcross were present for creditors generally. Two bidders were present. The property was sold on first offer to John F. Quigley, Jr., of Grand Rapids, for the sum of \$150. The sale was confirmed and the meeting then adjourned without date.

June 16. We have to-day received the schedules, order of reference and adjudication in the matter of Irving Hurwitz, Bankrupt No. 2937. This is an involuntary case. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a clothier. The schedules show assets of \$4,550 of which \$500 is claimed as exempt, with liabilities of \$5,424.40. The first meeting of creditors has been called for June 29. The list of creditors of said bankrupt are as follows:

Herman Stern, Chicago	\$ 40.00
Abraham Epstein, Grand Rapids	1,356.00
Hyman Furniture Co., Grand Rap.	240.00
Michigan Music Co., Kalamazoo	245.00
North Lebanon Shoe Co., Lebanon, Penn.	149.40
Loyal Shirt Co., New York	90.50
Friedman, Shelby & Co., St. Louis, Mo.	240.69
A. Stein & Co., Chicago	37.56
Chesterfield Pants Co., Benton Harbor	60.49
L. A. Schoolmaster, Kalamazoo	24.48
Oliver A. Shepard, Kalamazoo	75.00
Herold-Bertsch Shoe Co., Grand Rapids	254.58
Elk Neckwear Co., Philadelphia	24.53
G. R. Clinic, Grand Rapids	25.00
Huron Overall Co., Uby	84.29
Grip Bow Tie Co., Omaha	37.89
Rice & Ash, Detroit	258.00
Charles S. Drew & Co., New York	91.26
Corless Coon & Co., Troy, N. Y.	19.97
Robinson Bros, Toledo	165.00
Volk Mfg. Co., New York	90.50
International Handkerchief Co., New York	8.50
Kal. Glass Co., Kalamazoo	217.00
Milwaukee Cap Co., Milwaukee	54.00
Regal Spot Wear Co., Chicago	72.75
Superior Collar Co., Detroit	25.00
Northern Glove Co., Greenbay, Wis.	51.50
Frankel Shirt Co., New York	134.25
Irving Brandt Co., Chicago	44.63
Northwestern Cap Co., Milwaukee	154.75
Levin Glove Co., Detroit	48.76
Star Paper Co., Kalamazoo	27.13
Senters State Shoe Co., Fond du Lac, Wis.	40.15
Jackson Glove Co., Jackson	47.50
Abbaloid Co., Detroit	41.54
Lion Collar Co., Chicago	60.00
Glick Freeman Co., Detroit	67.85
Kal. City Sav. Bank, Kalamazoo	225.00
Milo J. Simmons Coal Co., Kalamazoo	125.00
Garfield Overall Works, Chicago	90.00

June 16. We have to-day received the schedules, order of reference and adjudication in the matter of Herman Kuck, Bankrupt No. 2944. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of an automobile dealer. The schedules show assets of \$8,934.47, of which \$250 is claimed as exempt, with liabilities of \$10,245.83. The first meeting of creditors has been called for June 29. The list of creditors of said bankrupt are as follows:

Oscar Kuck, Muskegon Heights	\$300.00
Herbert Kuck, Muskegon Heights	100.00
Hans P. Peterson, Muskegon Hts.	1,500.00
United Home Tel Co., Muskegon	18.10
Standard Auto Co., Muskegon	2.75
Wenzel Printing Co., Milwaukee	15.00
Charles Rutledge, Muskegon Hts.	10.00
John Wagner, Muskegon	900.00
First State Savings Bank, Muskegon Heights	1,800.00
Muskegon Garage, Muskegon	23.22
Chic. Auto. Trade Ass'n., Chicago	12.50
International Harvester Co., Chicago	553.24
David B. DeYoung, Grand Rapids	44.00
Chamber Bros., Muskegon Heights	20.00
Clarence Hall, Muskegon Hts.	unknown
William H. Simpson, Muskegon	35.00
Sebring China Co., Muskegon	79.12
S. A. Maxwell & Co., Chicago	188.94
Excelcer Stove & Mfg. Co., Quincy, Ill.	62.12
Wetzel Bros., Milwaukee	32.48
Bennett Kantz Co., Muskegon	203.95
Smith Crankshaw, Muskegon	55.83
Colonial Finance Co., Muskegon	154.00
Eder Mfg. Co., unknown	50.00
Muskegon Chronicle, Muskegon	34.31
Consumers Tire Store, Muskegon	24.10
Hargrace Service Systems, New York	97.50
Automotive Elec. Service Co., Muskegon	25.06
Alaska Refrigerator Co., Muskegon Heights	50.00
Lake Shore Machinery Co., Muskegon	63.50
John R. Hill Co., Muskegon	66.00
John Hartsema Co., Muskegon	20.60
Miller Tire Co., Muskegon	12.00
Reliable Tire Co., Muskegon	125.75
Broadway Oil Co., Muskegon Hts.	4.61
Hoyland Lemle Co., Chicago	40.00
Muskegon Auto Parts & Wrecking Co., Muskegon	12.00
Kozel & Gilbert, Muskegon	71.78
Tobasion & George Transfer Co., Muskegon Hts.	21.00
Gray Mfg. Co., Detroit	421.27
Electric Service Station, Grand Rapids	19.80
Motor Rebuilding & Parts Co., Muskegon	123.86
Edwards Lumber Co., Muskegon	14.17
Gregory Mayer & Thom Co., Detroit	38.27
Standard Oil Co., Grand Rapids	64.20
Muskegon Glass Co., Muskegon	26.30

In the matter of Charles Aretas Plummer, Bankrupt No. 2875, the expenses of administration have been ordered paid and a first dividend of 5 per cent. ordered paid to creditors.

June 19. We have to-day received the schedules, order of reference and adjudication in the matter of Kalamazoo Apartments Corporation, Bankrupt No. 2945. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concerns is located at Kalamazoo. The schedules show assets of \$6,346.30 in cash, with liabilities of \$98,216.70. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows: The following creditors claim liens:

T. J. Beyne, Grand Rapids	\$ 7,865.10
Johnson-Howard Co., Kalamazoo	448.35
Wheeler-Blaney Co., Kalamazoo	12,609.51
Union Trim & Lumber Co., Kalamazoo	17,578.07
Gilmore Bros, Kalamazoo	3,062.92
Edwards & Chamberlin, Kalamazoo	3,838.95
Columbia Elec. Co., Kalamazoo	881.90
H. L. Venderhorst, Kalamazoo	28,153.80
Peter A. Koerts, Kalamazoo	5,076.46
C. L. White, Kalamazoo	2,636.41
Economy Wall Paper Co., Kalamazoo	947.55
Corlett-Stone Lumber Co., Kalamazoo	2,212.73
American Weather Strip Co., Kalamazoo	2,767.25
E. T. Burrows Screen Co., Kalamazoo	1,968.00
United Furniture Co., Chicago	3,967.70
Beckwith Co., Dowagiac	480.00
Otis Elevator Co., Detroit	450.00
Simplex Steel Co., Chicago	1,147.55
Art Mosaic Tile Co., Toledo	2,134.45

June 21. On this day was held the first meeting of creditors in the matter of Emanuel E. Hansen, Bankrupt No. 2930. The bankrupt was present in person and by attorney Harry H. Geoghan. One creditor was present in person. Claims were proved and allowed. The bankrupt and one creditor present were each sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date and the case has been 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 Burdette Stanton, Bankrupt No. 2941. The bankrupt was present in person and represented by attorney Roy M. Watkins. The creditors proved no claims. No creditors were present in person. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court.

June 21. We have to-day received the schedules, order of reference and adjudication in the matter of Frank Plumbhoff, Bankrupt No. 2946. The bankrupt is a resident of Shelby, and his occupation is that of a jeweler. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$685.20, of which \$630 is claimed as exempt, with liabilities of \$3,142.56. 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 creditors of said bankrupt are as follows:

Jackson Bennett, Shelby	\$1,070.00
A. J. Rankin, Shelby	120.00
Art Watch Case Co., Chicago	3.97
Charles I. Atwater, Shelby	22.50
Churchill & Weber, Shelby	150.00
A. C. Becken Co., Chicago	33.88
Duluth Jewelers' Supply Co., Duluth, Minn.	98.00
Frank E. Davidson, Shelby	5.00
Herff-Jones Co., Indianapolis	22.05
Dr. A. R. Hayton, Shelby	16.00
Lansing Britton Co., Lansing, Ia.	14.69
Marshall Co., Chicago	76.90
Oceana Herald Publishing Co., Shelby	77.70
Karl Plumbhoff, Shelby	1,000.00
E. H. Pudrith Co., Detroit	59.15
M. A. Reich, Buffalo	79.45
Shelby-New Era Co-Operative Association, Shelby	39.40
L. H. Schafer & Co., Chicago	86.77
J. R. Wood & Sons, Chicago	22.40
Whiting & Davis Co., Plainville, Mass.	1.05
Wahl Co., Chicago	23.22
Wolverine Optical Co., Detroit	16.00
Otta Young & Co., Chicago	108.94

June 21. We have to-day received the schedules, order of reference and adjudication in the matter of William A. Kesterke, Bankrupt No. 2947. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph and his occupation is that of a common laborer. The schedules show no assets of any kind, with liabilities of \$688.27. 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 creditors of said bankrupt are as follows:

Aber-Grimm Hardware Co., St. Joseph	\$ 8.90
Adams Co., South Bend	19.75
Dr. R. C. Allen, St. Joseph	4.00
R. G. Bachman, St. Joseph	7.50
Dr. H. G. Bartlett, St. Joseph	8.00
Harry Beckman, St. Joseph	17.88
Bitter Brothers, St. Joseph	15.68
C. E. Dickenson, St. Joseph	5.00
Dr. Dona, Millburg	10.00
Economy Market, St. Joseph	10.31
Emery Garage, St. Joseph	3.25
Eureka Tea Co., Chicago	8.00
Fraternal Order of Eagles, St. Joseph	80.00
Gast Drug Co., St. Joseph	41.00
Gillespies Drug Store, St. Joseph	4.95
Dr. F. M. Gowdy, St. Joseph	15.00
A. N. Hosbein, St. Joseph	3.75
Jefferson Cigar Store, St. Joseph	25.00
Dr. L. A. King, St. Joseph	9.00
Theo. Krieger, St. Joseph	1.50
Gottlieb Macholtz, St. Joseph	6.50
Dr. C. W. Merritt, St. Joseph	15.00
Dr. Carl A. Mitchell, Benton Harbor	5.50
L. Mollhagen & Son, St. Joseph	11.00
W. J. Peters, Three Rivers	34.75
Fred A. Potter, St. Joseph	10.35
Richter & Achterberg, St. Joseph	11.50
Rimes & Hildebrand, St. Joseph	4.00
Dr. A. C. Rinckenburger, Benton Harbor	43.00
Dr. Hattie Schwedener, St. Joseph	8.00
Dr. C. N. Sowers, Benton Harbor	5.00
Square Drug Co., St. Joseph	4.25
Totike & Wilcox, St. Joseph	1.75
Troost Brothers, St. Joseph	20.50
John Wallace Sons Co., St. Joseph	3.50
Dr. K. L. West, St. Joseph	40.00
Dr. E. J. Witt, St. Joseph	10.00
August Fellner, St. Joseph	150.00

In the matter of Kalamazoo Apartments Corporation, Bankrupt No. 2945, the first meeting has been called for July 6.

In the matter of Hugo Johnson, Bankrupt No. 2915, the funds for the first meeting have been received and such meeting has been called for July 3.

In the matter of Adelbert D. Utter, Bankrupt No. 2936, the funds for the first meeting have been received and such meeting has been called for July 6.

June 21. On this day was held the first meeting of creditors in the matter of Blue Ribbon Ice Cream Co., Bankrupt No. 2907. The bankrupt was present by its officers and represented by George R. Gould, attorney. The officers and directors of the corporation were personally represented by Don B. Sharpe. Petitioning creditors were represented by Jackson, Fitzgerald & Dalm and creditors generally were represented by Fred G. Stanley. Claims were proved and allowed. The report of the custodian was accepted and approved. M. N. Kennedy was elected trustee and his bond placed at \$1,500. The officers of the bankrupt were each sworn and examined, with a reporter present. The first meeting then adjourned without date.

### Up Life's Steep Hill.

Written for the Tradesman.

Courage, my friend, when the grade is steep,  
Smile right through though your heart would weep;  
Forget to stop in the midst of pain,  
Hold up your head, plunge on again!  
Think of the weaklings who at length  
Would give their all to have your strength.

Ah, yes, the man who rules his will  
Enjoys his climb up life's steep hill.  
F. K. Glew.

### Late News From the Metropolis of Michigan.

Detroit, June 27—The combination with a dozen or so other wholesale dry goods houses which Burnham, Stoepel & Co. considered joining has evidently fallen through.

Percy Palmer, who has been associated with Burnham, Stoepel & Co. for many years, has disassociated himself with that house.

There is a craze on the doors of the Ford Motor Co. and anxious faces in the offices of the concern, all because the people have stopped buying Fords to the same extent they have in the past. Drivers are sick and tired of the primitive foot shift used in Ford cars and people generally now have enough money to buy a real car like the Chevrolet, instead of putting good money into a relic of the early days of the automobile. Until this week Henry Ford was undecided whether it would be best to cut the price in two or produce a car that is worth the price asked for the present contraption. He has finally announced a reduction in all models which he hopes will stay the tide which has set in against him. Competition this year has been particularly keen and while the total of Ford sales has been somewhat less this season than during the corresponding five months' period of the last two years, sales of other low priced cars have exceeded all former records.

In the new Ford prices all the equipment formerly classed as extra has been abandoned and the new prices for the closed models include balloon tires as standard equipment and on the open cars the self starter, demountable rims and balloon tires are also included. Balloon tire equipment for all models was formerly \$25 extra.

By several dealers the present price cut by the Ford company was regarded as significant in view of the recent announcements that the John N. Willys organization was preparing to bring out this month a new light four cylinder car, practically the size of the Ford but with a motor patterned on the lines of the small European engines and with a low hung body.

In the low priced field, the strongest competitors of the Ford Motor Co. this season have been Dodge Brothers and Chevrolet, both four cylinders, the four cylinder Chrysler, the Nash light sixes and the Overland fours and sixes and the Essex, also a six, and the new Pontiac six. Nearly all of these cars have experienced since the first of the year the heaviest selling record in their history.

The rumor which has been current for more than two years that Henry Ford was preparing to bring out a light six cylinder model has gained fresh impetus during the last few months in view of the increasing competition of the low priced six cylinder models made by other companies. No indication that such a model is contemplated has been come from the Ford factory. It is widely believed, however, to be one of the future possibilities.

Good roads are the first aid to democracy.

**FIRE AND  
BURGLAR  
PROOF**

**SAFES**

**Grand Rapids  
Safe Co.**

**Tradesman Building**



**Liability of Merchant For Assault by Employee.**

It goes without saying, that every retail merchant should exercise great care in selecting his employees. In particular is this true in respect to the employees who are called upon to meet the public, since their conduct, whether it be good or bad, will in a measure reflect upon their employer. And further, unless an employe has some sense of the fitness of commercial contact, he may by a lack of judgment in performing his duties render his employer liable in a material way.

In other words, an employe while acting within the scope of his employment represents his employer, and the latter may be held liable for his acts. It follows, if the employe violates the rights of a third person in the course of his employment the employer may be called upon to respond in damages. The possible danger to an employer in situations of this kind may be illustrated by the following example that arose recently in an Eastern state.

In this case a merchant employed a truck driver to make deliveries of merchandise. The driver had instructions to collect for the merchandise when deliveries were made. In the course of his employment the driver made a delivery, but the buyer refused to accept the merchandise because of the way it was packed.

The driver, however, insisted on leaving the merchandise, and when the buyer declined to pay for it, attempted to collect by taking the price involved from the buyer's cash register. The buyer resented this, and succeeded in locking the cash drawer of the register before the driver could get to it. The driver thereupon attempted to carry away the cash register itself.

The buyer resisted this. A struggle followed, in which the driver and the buyer exchanged blows, and the buyer was kicked and beaten by the other. For the injuries suffered the buyer brought the instant action against the merchant who employed the driver.

In defense to this action the merchant set up that, while the driver had instructions to collect for merchandise upon delivery, he was not instructed to use force in making collections; that his instructions were to call the office in case of a dispute with a customer. In view of this, the merchant pointed out that the driver had clearly disobeyed his instructions, and it was contended that the assault was not committed in the course of his employment so as to render the merchant liable.

Upon the trial of the case a judgment was rendered against the merchant employing the driver. From this an appeal was taken to the higher court, and here in reviewing the record and holding the employing merchant liable for the acts of his driver, the court, in part, said:

"When the servant is doing or attempting to do the very thing which he was directed to do, the master is liable, though the servant's method of doing it be wholly unauthorized or forbidden.

"Here the defendant's servant (the driver) was instructed to collect for

goods delivered, and the assault complained of grew out of this attempt to enforce payment by helping himself out of plaintiff's cash register. What followed was a direct consequence of the servant's tortious method of performing the duty delegated to him. In case at bar the truck driver's attempt to collect out of the plaintiff's cash register precipitated a series of acts constituting one continuous transaction, and the beating occurred in the course of the servant's attempt to perform the business of the master.

The foregoing case is obviously one of value on the question decided, and, when taken in connection with the facts involved, illustrates in a striking manner how a merchant may be called upon to respond in damages for the acts of his employe. And this despite the fact that the employe violated his instructions relative to how he was to perform his duties.

Of course in a situation of this kind, where an employe engages in a dispute with a third person relative to a subject that is clearly outside his course of employment, the employer will not be liable for any injury that may result; as where a purely personal difficulty arises between an employe and a third person.

However, as in the case reviewed, where an employe engages in a dispute with a third person, over a matter in the course of his employment, if injury or damage results the employer may be held liable for his employe's acts. It is, of course, clear that since each case of this kind must necessarily be decided in the light of its facts, the subject cannot be covered by a hard and fast rule. But, nevertheless, from the employing merchant's standpoint, common prudence would seem to dictate the employment of only qualified persons to meet the public, in order that danger from this course might be avoided in so far as possible

Leslie Childs.

**Points on Care of Eggs.**

1. Cool eggs to at least 68 degrees Fahr. to remove animal heat.
2. Always keep eggs in a cool, dry place to avoid shrinkage.
3. Keep eggs covered with a cloth to prevent evaporation and the collection of dust.
4. As eggs readily absorb odors, keep them away from kerosene, onions, or other strong smelling substances.

Canada is planning a national celebration of her federation for next year. The half-century mark was rounded in 1917, but in that year Canada was too busy winning the war to give heed to domestic history. Now, as Senator John Lewis ably outlines the proposal in the Canadian Parliament at Ottawa, it is sought to impress on an international public what has been wrought since the early days of ox-cart and birchbark. It is especially desired to impress on the over-populated mother country the industrial opportunity that awaits young men and women fearless of toil and adventure in new land. They will not incur the hardships and the loneliness of the pioneers.

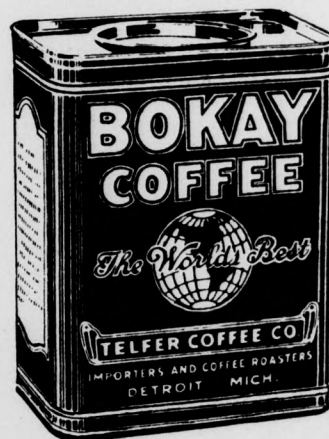
**Sand Lime Brick**

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

*Brick is Everlasting*

GRANDE BRICK CO.,  
Grand Rapids.  
SAGINAW BRICK CO.,  
Saginaw.  
JACKSON-LANSING BRICK  
CO., Rives Junction.

**DELICIOUS**



**K** ————— **K**

**\$950,000**

**GRAND RAPIDS TRUST BLDG.**

(Grand Rapids Affiliated Corporation)

First mortgage, Sinking Fund Gold Bonds, Due Oct. 1, 1955, at 100 and interest, to Yield

**5%**

Security is the land and building of the Grand Rapids Trust Co. at the southwest corner of Monroe and Ionia Aves. Building is 12 stories high, of most modern architecture. First floor will be devoted to highest class retail shops, second floor to Grand Rapids Trust Co. offices and upper floors to business and professional offices. Building valued at \$855,000; land at \$695,000; total \$1,555,000. Estimated gross earnings \$186,000; net, \$98,000, or more than twice the interest charges.

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

**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, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Grocery with small market in connection. Fine store, doing a good business, excellently located in small city. Address No. 293, c/o Michigan Tradesman. 293

GENERAL STORE—In country, on main road. Doing about \$600 a week and can be increased. Living rooms in connection. Good place for two young men. The stock runs about \$9,000, buildings \$4,000. Poor health the only reason for selling. Must have money for stock or more. Address No. 294, c/o Michigan Tradesman. 294

For Sale—Good established business of shoes, dry goods, and groceries. Town 700. Doing \$25,000 a year. Will invoice about \$4,000, or less. No opposition on dry goods and shoes. Rent very reasonable. Reason for selling, wish to retire. Address No. 295, c/o Michigan Tradesman. 295

SHEET metal shop, well established, for sale. Now being conducted in connection with plumbing and heating business. Have decided to sell sheet metal end on account of increase in business cannot properly attend to both. Owner S. T. Peterson, 39 Pine street, Trenton, Mich. 296

For Sale—Stock general merchandise and fixtures. Country store, with good rural trade. Rent very low. Reason for selling, ill health. Address No. 297 c/o Michigan Tradesman. 297

For Sale—Cheap if taken at once. A good business, in a live town of 1500. Restaurant, confectionery and ice cream, groceries with a bakery in connection. A year round business. Reason for selling, ill health. Nashville, Mich. Phone 70, or Box 276. 298

For Rent—Brick store 20x80 with fixtures. Best village in Michigan. Grand opening for shoes, clothing or dry goods. P. S. McGregory, Cass City, Mich. 299

ELECTRIC SHOE REPAIR SHOP—For Sale — Modern machinery: Champion stitcher, finisher, patches, etc. Erwin Corey, Shelby, Mich. 300

EXCEPTIONAL Business Opportunity —County store, equipped, brick building, ideal location. Town of 500, on Chicago-Buffalo Highway. Box 55, Unionville, Lake Co., Ohio. 301

Dry Goods Store—Doing \$30,000 to \$50,000 a year. Excellent trading center North Central Illinois. Invoice about \$15,000. To buy or sell any retail business, write us for information. Chicago Business Exchange, 327 So. LaSalle St., Chicago. 302

For Sale—One Barth navy oven, also one Stimpson computing scale 100 lb. capacity in good condition. \$55 buys scale. Geo. E. Duncan, Houghton Lake, Mich. 303

FOR SALE — GOOD STORE AND STOCK IN GOOD LOCATION ON M-47. RIGHT PRICE FOR CASH JAS. K. RUNDELL, OAKLEY, MICH. 304

Trade—Hardware store in live Indiana town for Michigan farm. Address No. 305, c/o Michigan Tradesman. 305

Wanted—Position as manager of general store. Twenty years' successful experience. A hustler, who will produce results. Best of references. Address No. 306, c/o Michigan Tradesman. 306

Hardware and furniture store. Only one in city. On Pacific Highway. Stock will invoice \$7,000, fixtures \$1,000. Residence \$1,000. Rent reasonable. Stock, fixtures and residence \$9,000. Cash buyer only. McCreery Bros., Sutherlin, Oregon. 291

For Sale—Three \$100 shares of stock in Grand Rapids Wholesale Grocery Co., for \$250. F. R. Willet, Alma, Michigan. 284

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

Gall Stones—Your bilious colic is the result; no indigestion about it. Free booklet. Avoid operations. Brazilian Remedy Co., 120 Boylston St., Room 320, Boston, Mass. 251

**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.

**ARE YOU SELLING OUT?**  
Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

### AN INVISIBLE AIR FORCE.

President Coolidge has ended all doubt regarding the aviation service expansion bill. House and Senate conferees have been struggling with this measure for two weeks. The main point of controversy was whether the five-year program was to be made mandatory on the President or whether it should be merely authorized.

The extremists wanted a hard and fast command from Congress for the building of additional planes and an increase in personnel. The other conferees doubted that the President desired a fixed mandate. They were right. Mr. Coolidge merely wants authorization. He has expressed his desires, thus removing the principal bone of contention and virtually assuring completion of the legislation at this session.

There is probably more than meets the eye in the fact that the measure takes this form. The President hopes that a disarmament conference will be arranged for the near future. He also hopes that this conference will take up air power with a view toward bringing about general reduction and limitation.

In fine, the President hopes that this air program need not be put fully into effect during the next five years. It would not be if the United States could enter into an agreement for limitation of air power. At the same time, the fact that Congress has authorized an American expansion program could be used with telling effect during the conference, if and when held.

### Probably Go Lower and Then Go Higher.

Written for the Tradesman.

There have been no material changes in the price situation or in crop estimates during the past week. In fact, prices are just about where they were then. Inactivity persists on the part of the flour buyer, he being of the opinion, generally speaking, that new crop flour prices are going to be lower, and in this he is probably right, for undoubtedly there will be a time during August and September when new flour can be bought at from 25@50c per bbl. under present values. In fact, cash premiums on some Western, or rather Southwestern offerings of new wheat have declined as much as 5c per bushel due to the materially increased receipts. It is reported a couple of cars of new Oklahoma wheat has already reached Chicago, and while of course, two cars of wheat in Chicago is a mere nothing, yet the influence of new wheat receipts, presaging more to come and in large volume, naturally has a weakening effect.

The wheat growing sections of the United States are in excellent condition from a moisture standpoint; in fact, those sections already harvesting are hoping the rain is over for the time being that the progress of harvest may not be detained.

It is generally conceded wheat is in better condition the country over than at the first of June, and undoubtedly the next Government report will show increased estimates for most sections. Weather conditions in the Spring wheat sections of the United States

have been favorable, and in the Canadian wheat country as nearly perfect as possible, with indications Canada will harvest another bumper crop. The United States Spring wheat crop is generally conceded to be less promising than a year ago, but the winter wheat crop is estimated at about 145,000,000 bushels more than last year.

Old wheat stocks are pretty well cleaned up taking the country as a whole, and flour stocks are comparatively low, presaging early activity on the part of the flour buyer. Undoubtedly even though early receipts of new wheat are rather heavy they will be readily absorbed for a time at least, and figuring on the long pull prices are certainly low enough for wheat, that is based on July and September option figures, namely \$1.37 and \$1.33, respectively. It is doubtful, in other words, if elevator cash wheat sells much, if any, below these figures during the two months mentioned. Cash wheat is selling at this time at from 10@15c per bushel over these futures. European crop prospects are not as favorable as last year. They indicate about 75,000,000 bushels less, but last year Europe had a bumper crop.

We would not want to be long on wheat or flour at present prices; neither would we want to go short; prices will probably go some lower in the near future, during the next thirty to forty-five days, and then later on in the Fall will undoubtedly advance again to as high a level or higher than the present basis. This is our guess; it is not advice. Watch crop reports and price tendencies.

Lloyd E. Smith.

### One Day Out Around By Saginaw Jobbers.

Saginaw, June 22—Some Central Michigan towns will be visited by the Wholesale Merchants' Bureau of the Saginaw Board of Commerce Tuesday, June 29, on the second of its trade extension trips of the season. Chairman Charles S. Watson of the wholesalers' committee in charge of the trip, and Secretary William A. Rorke of the bureau, went over the route Friday and made advance arrangements for the trip.

It is planned to visit Hemlock, Merrill, Ithaca, Alma, Elwell, Shepherd and St. Louis. The party will stop for luncheon in Ithaca, entertaining the Ithaca merchants there, and will stop for dinner at night at St. Louis, where they will entertain not only the St. Louis merchants but those of Wheeler and Breckenridge who will be invited to attend.

The trip will be a one-day affair, and it is planned to take the Scottish St. Andrew's society's kiltie band, as well as other entertainers. Mr. Watson and Mr. Rorke were well received in all the towns they visited to make advance arrangements, they said.

### Apple King Gives Up Position as Mail Clerk.

La Crescent, Minn., June 21—D. W. Webster, of this point, started his locally famous apple orchard 25 years ago, while he was a mail clerk. He first earned the title of "Midwest Apple King" when he came home with half of the sweepstakes prizes at the Midwest Horticultural Show, at Council Bluffs, Ia. Mr. Webster started raising apples when he purchased a 25 acre sidehill farm overlooking this village. He now has 30 acres in bearing, which are bringing him a net income of more than \$10,000 a year. He has given up his mail clerk job to become what he calls a "lazy farmer." "In the long run," Mr. Webster says, "the

easiest way to sell apples is to market a quality product on the bottom of the basket as well as on the top. When the customer, who usually expects to find the best apples on top, discovers that quality, color and size are the same all the way to the bottom of the container, he comes back for more and tells others about it."

### Gabby Gleanings From Grand Rapids.

Grand Rapids, June 22—Oscar Levy, Grand Rapids representative for A. Krolik & Co., is taking a vacation for the first time in twenty-eight years. He is taking an Eastern trip, accompanied by his wife.

The Class Mutual Insurance Agency, which represents eleven mutual fire insurance companies and two mutual casualty companies, has removed from Fremont to Grand Rapids, locating at 305 and 306 Murray building. C. N. Bristol will remove to the city as soon as he can dispose of his home in Fremont. A. T. Monson has already sold his home in Fremont and is erecting a new home in the village of East Grand Rapids. Both partners are very energetic and resourceful men and will be good citizens in the city of their adoption.

Manager Thomas, of the Thomas chain store system, authorizes the statement that he has no intention of selling his properties to the National Tea Co.

### Air Mail Already Speeds Fruit Business.

Portland, Ore., June 18—Air mail is already playing a part in hastening business transactions between New York City and other apple merchants and their Pacific Northwest representatives and customers. P. F. Clark, Pacific Coast manager for Maynard & Child, recently received the following letter from the Mosler Fruit Growers' Association. "We have received by air mail from Maynard & Child, New York, a check for \$486.95 in full settlement of our claim on Car 50611. This was certainly very fast and efficient work on the part of their claim department, and we wish to thank you for the good service to us."

An American tourist in Rome, John Adams Abbott, of Boston, who was charged with "insulting Mussolini," has been discharged by the magistrate, the alleged derogatory remarks about the dictator not having been proved. This is a happy ending to what might have been an unpleasant incident with far-reaching results. Whatever may have been the rights or wrongs of the case, there is a lesson in it for other tourists. In the present tense condition of Italian politics it will be easy for aggrieved natives to invent or imagine insults by foreigners aimed at Mussolini. Most visitors, it is to be hoped, will not need the warning to be cautious about expressing opinions upon Italian politics or persons. On the other hand, Italy owes too much to her tourist visitors to make their stay in that country disagreeable.

Somebody is always trying to take the joy out of life. Now that great authority on insects, Dr. L. O. Howard says that men and insects must wage war for the control of the earth and that the odds are in favor of the insects, since they have been here for 50,000,000 years, while our tenure of the planet amounts to a paltry 500,000 years. But man's inventive ingenuity always rises to meet such a crisis. Dr. Howard himself has been a leader in the campaigns to exterminate mosquito

larvae by the use of oil on stagnant water; and Dr. Gorgas made the construction of the Panama Canal possible by his successful fight against the disease-bearing anopheles and stegomyia after these pests had baffled the French engineers. The victory will be with man in the contest with the bugs, big and little because man can array on his side all the powerful resources of science.

Our contract and sales laws have become such a maze of rules and exceptions that lawyers can no longer safely advise their clients when a title has passed. The condition is too well known to admit of dispute. But when legal rules and exceptions become so complicated that men trained in the law confess their inability to unravel them it is time for a thorough overhauling and a simplification of the procedure. Legal quibbles are the bane of our courts, enabling attorneys with rich clients and weak cases or no cases at all to postpone final decisions interminably. The remedy lies more with the practicing members of the bar and the courts than with the laity. A clear exposition of the whole difficulty, with suggestions from judges, should enable the legislators to remove this menace to business in a short time.

A food shortage is predicted by Dr. Samuel Prescott, biologist of the Massachusetts Institute of Technology, but he gives us until some time in the next century to prepare for it. And if we learn to use synthetic products and develop fresh sources of supply, South and North, we may be able to dodge the crisis. Dr. Prescott sees in the tropics vast potential grazing grounds for cattle, as yet undeveloped. He points to the Far North as the natural and congenial habitat for immense herds of reindeer. Along with the intensive production of meat and vegetables we shall have improved processes of storage. It is clear that Dr. Prescott is not the ordinary type of alarmist who merely predicts doom and disaster without indicating the way out.

Under ordinary circumstances there are days enough in the calendar already dedicated to special causes, but this birthday year of American liberty is exceptional and the plan officially sponsored at Washington for an American Independence Week, June 28 to July 5, is commendable. Entesting the country-wide co-operation of Governors, Mayors and all sorts of civic and patriotic organizations will serve to lay stress upon the fact that the week's observance ought not to be confined only to those places where the shrines and symbols of liberty were set up, but that there also should be observances in the cities and states that resulted from their being set up. The full celebration should be Nationwide and filled with the spirit of the original proclamation that went forth in 1776 to the ends of the earth.

Profit always camps out and stays where the value of rapid turnover is recognized.