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MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, JUNE 30, 1926

Number 2232

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BUT MEN ARE MEN

BUSINESS is business, but men are men,
 Working, loving and dreaming;
 Toiling with hammer, brush or pen,
 Roistering, planning, scheming.
 Business is business, but he's a fool
 Whose business has grown to smother
 His faith in men and the golden rule,
 His love for friend and brother.
 Business is business, but life is life,
 Though we're all in the game to win it;
 Let's rest sometimes from the heat and strife
 And try to be friends a minute.
 Let's seek to be comrades, now and then,
 And slip from our golden tether;
 Business is business, but men are men,
 And we're all good pals together.



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 30, 1926

Number 2232

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.

ON THE NATION'S BIRTHDAY.

One value of Independence Day is the opportunity it affords for a survey of the problems the Nation has encountered and solved in the past.

Retrospection of this sort is a salutary exercise. It enables a man to see the anxieties of the present day as they really are. He can then look into the future with a better heart, because he understands that other men in other days, grappling with difficulties which to them also seemed bewildering and decisive as to the country's destinies, possessed sufficient vision and wisdom to surmount the obstacles they were called upon to challenge.

The kaiser's war, the civil war, and the war for freedom provide a vista of National trials. Each was a great crisis, but each also was a step in the steady forward march of the Nation. The men who defied an oppressor king with the Declaration of Independence had only the thirteen colonies behind them. Their resources in men and wealth were insignificant. The on-looking nations, with few exceptions, regarded them as rebels. They won in a long and weary struggle and proceeded to build a government dedicated to the service of ideals which the enlightened of those days in other lands held in derision—equality, liberty, brotherhood.

The Nation had not gone far in its practical pursuit of those ideals of government when its own unity became threatened. Whereas an external menace ordinarily tends to weld a loosely knit national body, the civil war might have wrecked what National unity had been achieved. The close of the war saw the Nation on the road to genuine consolidation, however, and the intervening years, from 1865 to 1917, were an era of preparation for whatever test might lie in store.

Each crisis in succession was an im-

perious one. On each the fate of the Nation in a measure hinged. In each, the country mustered force and wisdom enough to steer clear of disaster. But in the retrospect it becomes clear that for each succeeding challenge the country was better prepared than for the perils that preceded it.

If experience, patriotism, prosperity, vision stand for anything, who will deny that now, after the terrible war years, and more than ever in her one hundred and fifty years, America can look calmly into the dawning future?

Quite naturally, the rise of the radio raised a question concerning the effect of broadcasting upon the future of newspapers. There were many who expected a complete revolution in the dissemination of news. The experience of the British public during the general strike has proved the absurdity of this theory. When the newspapers were suspended the people were forced to depend upon the radio for the news of the day. The result was most unsatisfactory. Instead of becoming a time saver it proved a time waster. Those who desired to keep up with events were compelled to spend the greater part of their time listening in on long articles in which they hadn't the slightest interest. Personal selection was impossible. Volume overwhelmed the hearers. The final decision of the British public is that newspapers are as indispensable as railroads, food distributors and power plants. For casual entertainment the radio has a field all its own, but it is a relief to be able to shut it off as one pleases.

The International Oil Pollution Conference, which has been meeting in Washington, has now made its report, recommending that the dumping of fuel oil from ships in harbor or on the high seas shall be prohibited. Furthermore, the report embodies the suggestion that shipping companies shall be encouraged to install on their vessels devices to prevent either the escape or the willful discharge of oil. If such measures are adopted, those interested in conserving marine life in various forms will have reason to rejoice. The destruction of fish and crustaceans along shore and in the rivers already means a loss far greater than the entire cost of the remedies proposed.

After fifty years the Seventh Cavalry has met with its old foemen, the Sioux and Cheyenne Indians, to commemorate the tragedy of twenty minutes. This is the time it took to wipe out the brave Custer and his entire command of 208 in the valley of the Little Big Horn, June 24, 1876. Today paleface and redskin clasp hands

on common memories with no smoldering remnant of the fires of bitterness. Entrapped and surrounded, Custer's men fought with a valor not surpassed by the Light Brigade at Balaklava, but it was a forlorn hope from the outset of the fierce encounter. Custer, with his wonted audacity, had driven his troops into the center of the Indian band, and the white men were vastly outnumbered. Probably there is in our military history no other battle of such brevity that has become so celebrated. Custer's sacrifice was not in vain, for the insurgent Sioux and Cheyennes were not able again to muster so large a force against the irresistible advance of civilization.

It seems to be the fate of a great creditor nation to be regarded with dislike in other countries. Before the war the Englishman traveling abroad was made to feel the weight of this curious sentiment. He was looked upon as an uppish person who gave himself superior airs. And perhaps there was reason for it in certain cases. Today American travelers report something similar. Hymns of hate with America as the victim are to be noted in many sections of the foreign press. How far this sentiment has crystallized it is difficult to say. Perhaps, in certain cases, Americans have given themselves superior airs. We cannot escape the fact that the United States has become a great creditor nation. But it should be possible, with a proper regard to the amenities, to escape the undesirable fate that seems to fall upon the citizens of a country occupying this position. It is largely up to the individual.

Captive citizens from time to time have lamented that the Congressmen of to-day are not equal in intelligence to those of former days, such as Webster, Clay, Calhoun and Benton. But Senator Copeland and Representative Kindred—both from New York City—have demonstrated that they at least do not fear a comparison with the intellectual giants of the Congress of the fifties. Jointly they have proposed in both houses a bill for measuring the heads of Congressmen, with the aim of estimating the weight of the brain of each individual legislator. The possibilities of this sort of legislation are apparent. The establishment of a standard weight for statesmen will enable each house to exclude automatically those who fail to qualify. But weight alone should not be the only thing considered. Some attention should be paid to the quality of the brain. A cranial operation before each Congressman is sworn in might curtail verbal outputs and eliminate fool bills that naturally emanate from a poor quality of gray matter.

VOTING AGE FOR WOMEN.

British women, against the historic background of the original struggle to obtain the concession of the suffrage, now intend to make a further vigorous endeavor to have the voting age lowered from thirty to twenty-one. From the temper already aroused in the membership of forty women's societies that are to be convened early in July, it is not likely that they will accept the suggested compromise that places the voting age at twenty-five years. Since there are 5,000,000 women who would qualify under the altered arrangement, much doubt is expressed in certain quarters concerning the expediency of adding so large a number all at once to the list of voters qualifying on precisely even terms, for the skeptics do not fail to note that in the United Kingdom the women outnumber the men by nearly two million. However, the arguments originally advanced in favor of woman suffrage in the militant days of Mrs. Parkhurst still hold good, and the chances are that the younger women, with the veterans enlisted in their behalf, will have their way.

THE SHIFT FROM THE UNIONS

Samuel Gompers used to declare that the American Federation of Labor "never would surrender the advantages gained through the war." Yet in the six years 1920-25 it fell off in mere numbers from its peak of over 4,050,000 to 2,877,297. According to a writer in Current History, there has been an even greater decline in prestige. As Research Director of the Pennsylvania Old Age Commission, Abraham Epstein lately inspected "1,500 of the larger concerns of the United States." Almost everywhere he found a shift away from the union. "If the union movement is doomed," he asks, "what then?"

Senator Reed's purpose to extend the Senate enquiry into primary election expenses to all out lays for political purposes may be productive of much useful information aside from the political aims it was designed to serve. But it must be conducted impartially and without discrimination. The energy with which the Missouri Senator has pursued his search for details of the operations of the Anti-Saloon League has given the impression, strengthened by Mr. Reed's known wet sympathies, that he was gunning solely for the dry propagandists. But he promises to extend his probe into the moneys spent by the foes of prohibition as well and that is as it should be. Money spent for political purposes and the people who supply it are proper matters for publicity. Let's have all the facts, then, and from all sides of the question,

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 29—Now that the vacation season is over with some of us who went early to avoid the rush, it makes us feel like getting back to business, feeling better for having seen conditions in Canada and the different parts of the state. The Soo still looks good, as compared with other cities of its size. The tourists are getting under way slowly on account of the backward summer.

While the Soo will be enjoying one of the largest 4th of July celebrations in years, hundreds of former Sooites will celebrate at Mercer Island, Washington, 2,000 miles away, at the home of Mr. and Mrs. Arthur Bailey, where the reunion will take place. Former Sooites from Tacoma, Spokane, Seattle and Auburn and even as far as Vancouver will gather at Mercer Island, said to be the beauty spot of Washington. The party will cross from the mainland in a launch and then will drive two and one-half miles through a typical Washington forest to the Bailey home. A few of the reunionists will spend the week end, but the real event will be on Sunday afternoon with a basket picnic on tables the Baileys will place in the grove near the house. There will be swimming, games of bridge and yarn swapping. It makes us home folks wish it were possible to join them, as we all know that where a bunch of Sooites gather there is a big time in store.

The first annual report of the Retailers Wholesale Bakery showed the venture was satisfactory and the stockholders, consisting of retail grocers, are pleased to note that the first year has been a success. The same board of directors and officers were re-elected.

J. W. Holbrook, proprietor of the Hotel Belvedere, has opened the dining room for the season. This is a popular place for the country folks and headquarters for the stages plying to St. Ignace, DeTour, the Les Cheneaux Islands, Brimley and Rudyard.

A Yellow cab office has been established here, with headquarters at the corner of Portage and Ashmun streets. Jacob Baimbridge has re-opened his service station at the Dixie garage on Arlington street. He also has a large storage in connection and is ready for the busy season.

The Johnson millinery shop opened for business last week. The new place has been re-decorated and is very attractive with walls of buff and tan and paneled in French oak. Special lighting fixtures have been installed, including pretty lamps. For the comfort of shoppers cozy corners have been arranged with rockers and divans, all new fixtures for display, with the recent arrival of midsummer and early fall hats. Special attention will be given to the re-modeling of hats. Mrs. Kathryn Johnson, the proprietor, has been in the business several years, located in the Gage block previous to the opening of the new place, which promises to be very popular.

Thieves broke into the National Grocer Co. last week and stole a pail of candy. It looks as if the candy kids are at it again.

Thomas Chandler, President, and George Baldwin, Secretary of the Edison Electric Co. here, attended the convention of the Michigan Electric Light Association held at Mackinac Island last week.

Will Hudson and family, of De'roit, with a party of prominent Detroiters, are spending a few weeks here on a fishing expedition. They are all reported as expert fishermen and some record catches are anticipated.

The drinking man is handicapped, his drinks cost so much he hasn't any money left for campaign expenses.

The Dunbar camp is now under way. Forestry students at the Michigan

State College are receiving a four weeks' course in practical work in every phase of forestry.

The new ferry, Agoming, will be put in service to-day. It will carry forty automobiles and large space for passenger service. This will give the two Soos much better service and be able to care for the larger number of tourists who cross the river at this season of the year.

The Birchwood Arbor, the Pride of St. Ignace, is now running and doing a fine business. Their \$1.50 dinners are making a big hit. The dancing quarters are well filled each night and this new resort has a bright outlook for a successful season.

Our Civic and Commercial Association is to pass on all solicitation, such as booksellers, advertising agents and other solicitors, many of whom, it has been found, have often peddled worthless goods and solicited for misrepresented causes, so that our business men will not contribute to any cause without the approval of the Civic Association.

Cameron's Crest, the new resort at Dollarville settlement, is coming to the front. Large crowds are enjoying this new delightful resort. A big barbecue is staged for July 4 and a large delegation from Cleveland expect to celebrate there. Mr. Cameron, the proprietor, is to be congratulated on his efforts in making this a first-class resort.

Jacob Schopp, the popular merchant at DeTour, suffered a \$250 loss by burglars last week, when his market was stripped of meat and groceries. The same parties also stole a boat from Robert Newell. No clue has yet been obtained.

All of these boys wearing trousers like a sailor's uniform are not on the water wagon.

One hundred and six vessels passed through the locks last Wednesday, breaking the record for this season. More than half a million tons passed through in one day.

A. E. Marriott, proprietor of the Murray Hill Hotel, left Saturday for Mackinac Island to attend the Michigan Hotel Men's convention, which will take place at the Grand Hotel.

Mrs. Helen Mourfas, mother of Sam and Jim Mourfas, proprietors of the Savoy cafe here, arrived from Greece last week. She had not seen her boys for eighteen years. She made the trip alone and cannot speak a word of English. She commented on the conditions in the old country. Mrs. Mourfas says that while in Greece she felt older than she was, 60 years. Here she feels like 25.

D. C. Jones, accompanied by his wife from Bramwell, W. Va., returned home after a two weeks' visit with friends. Mr. Jones is one of the big coal operators in Virginia and enjoys the Northern climate, where the fishing is good and the weather is ideal. This is his second trip to the Soo and for the first time he saw deer roaming the forest, which was a sight long to be remembered. He says that with the beautiful St. Mary's river, the locks and wonderful farm lands, he knows of no better place, and that is saving something, as he has traveled extensively in this country, as well as abroad. They have made many friends while here who are all looking for their visit next year.

Bad news to-day for the 1926 college graduates. In Chicago brick layers are making \$1.62½ an hour.

Nick Kristellos has opened a confectionery and light lunch place in the building formerly occupied by George Booth on West Spruce street. Nick needs no introduction to the general public, having been engaged in a similar line for a number of years on East Portage avenue until the place was destroyed by fire about two years ago. Since that time he has been employed by his brothers in the Alpha Sweets.

J. C. Masker, of Milwaukee, Wis., district manager for Swift & Co., paid

the Soo a visit last week in the interest of the company.

Chester Crawford, the well-known postmaster and merchant of Stalwart, called last week for a load of supplies.

Dr. Wesley France, Professor of Chemistry at the Ohio State University, at Columbus, arrived last week with his mother and sister to spend the summer at his new summer cottage on the bay shore, which was completed this week. William G. Tapert.

Happy Greetings.

School Teacher—Now, children, I hope you will have a pleasant holiday, and what is more important, come back with a little more sense in your heads.

Children (in chorus)—Same to you, miss.

Trust in fingerprints as an effective means of identification has had a bad

setback. A case has arisen in connection with two prisoners in New York City whose fingerprints could not be classified under the Bertillon system—because they were bricklayers. The identifying ridges had been worn off during the exercise of their occupation. If this group of those who could not be identified embraced only bricklayers, the situation might not be without hope. But any one could get himself a brick; even sandpaper might serve the purpose. Those who hoped that fingerprinting the whole world would bring about something like a millennium in which no man, woman or child could escape the responsibilities of being who and what he happened to be, will have to give a thought to the experience of the authorities with these bricklayers.

THE OLD NATIONAL BANK

A checking account with the Old National is safe and convenient—and is handled with the utmost accuracy!

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 advice

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.

Mackinac Island

The cool beauty spot of Michigan calls you

We want you to share our invigorating climate, beautiful scenery, golf, tennis, riding, fishing and other outdoor sports.

All roads lead to Mackinac Island and it is the logical place for Michigan Conventions.

Good hotel accommodations at reasonable rates.

A card addressed to the
MACKINAC ISLAND CIVIC ASSOCIATION

will bring full information.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Saginaw, June 28—Several of our members have been approached by representatives of the Rogers Silverware Redemption Bureau, Inc., 1600 Broadway, New York, with a proposition to buy advertising cards at \$4 per thousand which they give out to each \$1 purchase to customers.

When a customer gets fifty of these cards he sends them in to the Redemption Bureau and receives a spoon and for a larger number of cards receives other pieces of silverware.

As our members are holding off taking on this proposition until we get a report, we would appreciate your immediately advising us whether the company is reliable and whether the scheme is profitable.

A. B. Buckeridge, Sec'y Retail Merchants Credit Bureau.

The above concern is a splendid organization to keep away from, unless the good people of Saginaw are looking for all kinds of trouble. If they think they must have spoons to give away to their customers, they can buy the same stock the above concern handles for \$1.50 per gross. By buying the spoons direct and distributing them in their own stores, they will be sure the spoons are forthcoming and also save several hundred dollars they would otherwise invest in tickets which will never be redeemed.

The Federal Trade Commission has issued a cease and desist order against Cohn-Hall-Marx Co., of New York City, in which the firm is required to discontinue furnishing to its customers, to be affixed to garments, unless such garments are made of silk, in whole or in part, labels in which the word "cocoon" appears unless accompanied by the words "all cotton" in equally conspicuous type. Commissioners Nugent and Thompson dissented. The commission found that the respondent imported from England a certain fabric made entirely of cotton known quite generally in the United States as "English broadcloth." Such material was then sold by respondent to manufacturers of men's shirts and other garments and to dealers in cotton goods throughout the United States. In connection with the sale of such material, it was found, that the respondent applied to its best grade of English broadcloth the word "cocoon", registered by respondent as a trade mark. The labels furnished by respondents bearing the word "cocoon," the findings include, and which were attached to garments made of English cotton broadcloth sold by respondent, has the tendency to deceive the purchasing public in substantial numbers, and to induce the purchase of articles so labeled to the prejudice of the respondent's competitors.

Beads made of fish scales are not pearls any more than "stones" made of paste are diamonds. Pearls are precious stones fashioned by nature. The fish scale product is no more a pearl because it simulates one than cellulose is silk because it looks like the product of the cocoon. Fortunately, the debasing of the term, "silk" which was practiced in the marketing

of various substitutes has almost ceased due to the adoption and use of the admirable name "rayon." The debasement of certain terms in the language of trade, decreases public respect for other names which identify genuine products. The extent to which the public may be deceived by offering without qualification, as "pearls" a string of beads for \$1 to \$15, may not be large, but accurate description makes for increased confidence. And confidence is the "cornerstone of all honorable and successful business." A distinctive name for the fish scale product which imitates the pearl is much to be desired.

The value of accuracy in oral descriptions was stressed in the Bureau's survey of representations made in the selling of silk neckties by twenty-five prominent stores. The Bureau bought forty-seven neckties and had them carefully tested to determine the various fabric contents. Forty-seven per cent. were found to be made of silk, 13 per cent. of them were weighted, and 40 per cent. were found to be made of rayon and silk or cotton and silk. The facts about each purchase were reported to the respective stores from which the ties were obtained. Those stores whose salesmen sold as "silk," and "pure silk" neckwear which was not all silk, gave assurance of precautions against such misdescriptions.

Retailers who pose as manufacturers to strengthen the lure of exaggerated price claims are frequently the subject of complaint to this Bureau. "From wholesale manufacturers" was a claim used to sell dresses by one women's wear store, doing business on a main business street of this city. The store's advertising also stated, "We sell to our retail stores" and said, "Buy two dresses for the price of one" and "Save 40 to 50 per cent. on your summer dresses." Investigation showed that this it has no retail stores though it endeavors to sell by mail to retail stores in the South.

Willie Knows.

"Willie, will you run to the store for me?"

"Yes, mother. Do you mean the chain store or haven't you got any money?"

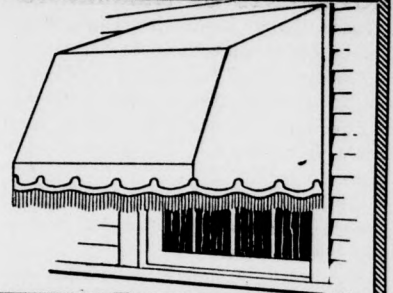
Chestnuts and rabbits' feet are still carried as safeguards against disease. And it must be admitted, says Dr. Haven Emerson, that many persons who rely on these charms remain well over a considerable number of years. He adds that those who used incantations to drive out the evil spirits supposed to cause illness were also successful, since in many cases their patients recovered. The point is that a person may recover independently of treatment. Sometimes all a patient needs is the assurance that everything possible is being done for him. The danger in unscientific methods lies in the fact that they prevent proper diagnosis and remedy in cases which really need scientific skill.

VACATION EQUIPMENT

AWNINGS

- Beach Umbrellas
- Lazy Backs
- Tents, Covers
- Camp Equipment
- Reclining Chairs
- Boat Supplies

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



Sell
ZIPPER 5¢

the candy bar hit of the year

A.R. WALKER
CANDY CORP.

OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

Investing Money!

There Always Are
Plenty of "Investments"
Ready for Those Who
Have Surplus Money



SOME OF THESE ARE SAFE; SOME ARE fairly safe; but many more are decidedly UNSAFE.

If you don't care to risk your money in speculation or questionable investments, you always can find with us plenty of opportunities for investment in Gilt-Edge Bonds, where your money will be safe and always will be earning good interest for you.

You won't need to worry about anything you buy from us; and the interest always will be paid when due.

We would be very glad to send our monthly circular, "Investment Suggestions."

THE MICHIGAN TRUST COMPANY

GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

MOVEMENTS OF MERCHANTS.

Ionia—L. R. Lepird has engaged in the boot and shoe business.

Decatur—F. F. Cattrell succeeds A. R. Johnson in the grocery business.

Fife Lake—Lemuel E. Green succeeds Dent Blue in the grocery and meat business.

Muskegon Heights—Walter Stankowski succeeds John Kanarski in the grocery business.

Kalamazoo—John Kozele succeeds L. E. Forbes in the grocery business at 1821 North Main street.

Ann Arbor—The Ann Arbor Savings Bank has increased its capital stock from \$300,000 to \$400,000.

Ishpeming—L. E. Geelan has opened a cigar and tobacco store in connection with his billiard parlors.

Detroit—The Drugcraft Co., 1737 Abbott street, has increased its capital stock from \$100,000 to \$150,000.

Grand Rapids—The A. J. Burch Co., 217 Division avenue, S., has decreased its capital stock from \$450,000 to \$300,000.

Detroit—The Contractors Supply Co., 518 Lightner building, has increased its capital stock from \$15,000 to \$60,000.

Royal Oak — The Eckstein-Lakie Co., automobiles, parts, etc., has increased its capital stock from \$40,000 to \$150,000.

Detroit — The Cooper-Widenmann Construction Co., 4612 Woodward avenue, has changed its name to the Cooper-Little Co.

Marlette—George Blashill has sold his stock of jewelry and silverware to William J. Johnson, recently of Saginaw, who will continue the business under his own name.

Caro—With more than 1,000 acres of peas under contract, the canning factory here started operations Tuesday. About 200 men and women are employed in the plant.

Kalamazoo—The Grove Dairy Co., 622 Elm street, has been incorporated with an authorized capital stock of \$30,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Standard Luggage Co., 3439 Woodward avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Niles—The Royal Drug Co. has been incorporated with an authorized capital stock of \$15,000 preferred and 100 shares at \$1 per share, all of which has been subscribed and paid in in cash.

Detroit—Joseph Gordon, who recently sold his boot and shoe stock located at 7931 Charleyoix street, has opened a shoe store at 2900 Gratiot avenue, under the style of the Gratiot Avenue Cut Rate Store.

Saginaw—The Saginaw Petroleum Co., 3-4 Merrill building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and \$1,250 paid in in cash.

Escanaba—A. S. Ruggles, of Manistique, has purchased a lot on Stephenson avenue and will erect a plant on it and install machinery for the manufacture of cottage cheese by a new patented process.

Detroit — Hersh's Workingmen's Store, Inc., 6410 Woodward avenue, has been incorporated with an authorized capital stock of \$8,000, all of which has been subscribed and paid in, \$1,000 in cash and \$7,000 in property.

Birmingham—Tracy & Cotton, Inc., 505 North Woodworth avenue, has been incorporated to deal in automobile accessories, with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,000 paid in in cash.

Grand Rapids—Creston Drug Co., has been incorporated to conduct a wholesale and retail drug business with an authorized capital stock of \$10,000 of which amount \$8,200 has been subscribed and paid in, \$200 in cash and \$8,000 in property.

Detroit—Leadbetter Motors, Inc., 3917 Dix avenue, has been incorporated to deal in automobiles, trucks, tractors and parts, with an authorized capital stock of \$50,000, of which amount \$30,500 has been subscribed and paid in in cash.

Pontiac—The Oakland Lumber & Supply Co., Jesse and Paddock streets, has been incorporated to deal in lumber, hardware, builders' supplies and fuel, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Marquette—E. F. Kennedy has leased the corner store in the Bittner block and will occupy it with a stock of mechanical refrigerators, automatic oil burners, automatic water heaters, incinerators, etc., under the style of Kennedy's Automatic Service.

Detroit—The Superior Electric, Inc., 1219 Lafayette building, has been incorporated to deal in all kinds of electrical goods at wholesale and retail, with an authorized capital stock of \$10,000, all of which has been subscribed, \$600 paid in in cash and \$3,100 in property.

Bay City—Mohr Bros., clothing, men's furnishings, boots and shoes, has merged its business into a stock company under the style of the Mohr Bros. Co., 607 Midland street, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Jackson—The Pinkham Auto Co., 901 East Michigan avenue, has been incorporated to deal in automobiles, accessories and parts, with an authorized capital stock of 2,500 shares at \$10 per share, of which amount 1,500 shares has been subscribed and \$15,000 paid in in cash.

Grand Rapids—William H. Van Leeuwen, Jr., (Van Leeuwen Dry Goods Co.) has purchased a summer cottage at Myers Lake, five miles East of Rockford, and will take possession of the property this week. The cottage adjoins the summer home of Adolph Krause, of Rockford.

Detroit—The Wilson-Gedge Co., 12-224 General Motors building, has been incorporated to deal in household appliances, machinery, etc., with an authorized capital stock of \$10,000 preferred and 100 shares for a bonus with the preferred, of which amount \$1,000

has been subscribed and paid in in cash.

Grand Rapids—The Grand Rapids Silent Automatic Corp., 1426 Lake Drive, S. E., has been incorporated to deal in oil burning equipment for furnaces, at wholesale and retail with an authorized capital stock of \$10,000 preferred and 5,000 share of \$1 per share, of which amount 1,000 shares has been subscribed and \$1,000 paid in in cash.

Manufacturing Matters.

Detroit—The Steel Products Co., 7731 Conant avenue, has changed its name to the Thompson Products, Inc.

Lansing—Hurt's Candy Shop, 1122 East Michigan avenue, manufactures candy and ice cream for its own use and is now making plans to erect a modern kitchen in connection and serve light lunches.

Detroit—The Atlas Furniture Manufacturing Co., 2540 Hart avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and paid in in property.

Detroit—The Detroit Angel Drink Co., 2820 Humboldt avenue, has been incorporated to manufacture and sell beverages and food products, with an authorized capital stock of \$50,000, of which amount \$28,080 has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo Paraffin Co., has decided to erect a modern plant on Reed street to replace the one recently destroyed by fire. The building will be of concrete and steel. The company manufactures wax for use in waxed paper plants.

Battle Creek—Russell W. Snyder has merged his flavoring extract manufacturing business into a stock company under the style of the R. W. Snyder Co., 66 East Jackson street, with an authorized capital stock of \$35,000 \$25,000 of which has been subscribed and paid in in cash.

Popular-Priced Jewelry Dull.

Continued depression in the popular-priced jewelry lines is reported by manufacturers, who say that slave bracelets and powder compacts are the only novelties for which there is any demand. The bracelets come in a wide variety of silver and enamel combinations, at from \$12 to \$54 a dozen. Many of them are set with jade, carnelian and other colored stones. Silverware manufacturers likewise report a drop in reorders for staple goods, although the new low console candlesticks and table centerpieces are selling well, the former at \$3.85 and up for a pair, and the latter ranging from \$8.50 each.

Nebraska Hen Out After New Laying Record.

Lincoln, Neb., June 28—A White Leghorn hen, nine years old, which has laid 1,186 eggs, is out for a record, poultry department officials at the Nebraska Agricultural College declare. The present record is 1,385 eggs. Known officially as A-640, the hen has just made a record of 143 eggs during her seventh laying year. The average life of a hen is five years. Her peak production was 296 eggs in a year. A-640 weighs only 3¾ pounds. Her eggs weigh 60 grams apiece, half again the size of most eggs. The total weight of the seven years of eggs is approximately 16½ pounds.

The Poker As Priest.

Among the live creatures that crawl about this star the queerest is the thing called Man. This plucked and plumeless bird, comic and forlorn, is the butt of all the philosophies. He is the only naked animal; and this quality, once, it is said, his glory, is now his shame. He has to go outside himself for everything he wants. He might almost be considered as an absent-minded person who had gone bathing and left his clothes everywhere, so that he has hunt his hat upon the beaver and his coat upon the sheep. The rabbit has white warmth for a waistcoat, and the glow-worm has a lantern for a head.

But man has no heat in his hide, and the light in his body is darkness; and he must look for light and warmth in the wild, cold universe in which he is cast. This is equally true of his soul and of his body; he is the one creature that has lost his heart as much as he has lost his hide. In a spiritual sense he has taken leave of his senses; and even in a literal sense he has been unable to keep his hair on. And just as this external need of his has lit in his dark brain the dreadful star called religion, so it has lit in his hand the only adequate symbol of it; I mean the red flower called Fire.

Fire, the most magic and startling of all material things, is a thing known only to man and is the expression of his sublime externalism. It embodies all that is human in his hearths and all that is divine on his altars. It is the most human thing in the world; seen across wastes of marsh or medleys of forest, it is veritably the purple and golden flag of the sons of Eve. But there is about this generous and rejoicing thing an alien and awful quality: the quality of torture. Its presence is life; its touch is death.

Therefore, it is always necessary to have an intermediary between ourselves and this dreadful deity; to have a priest to intercede for us with the god of life and death; to send an ambassador to the fire. That priest is the poker. Made of a material more merciless and warlike than the other instruments of domesticity, hammered on the anvil and born itself in the flame the poker is strong enough to enter the burning fiery furnace, and, like the holy children, not be consumed. In this heroic service it is often battered and twisted, but is the more honorable for it, like any other soldier who has been under fire.

G. K. Chesterton.

Cape Collars in Neckwear.

Among the new items in women's neckwear are cape collars to be worn over Summer silk dresses. The capes are available in several sizes, the wider ones being made of georgette and the smaller ones of organdie or net. In the former the popular colors are said to be white, tan, flesh and gray, while in the smaller merchandise, called capulettes, pastel shades in organdie are favored. In some of the models there are cuffs to match, but the bulk of the merchandise is being made up without cuffs, according to the United Women's Wear League of America.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6¼c.

Tea—One of the features of the past week in the market has been the appearance of some speculation in Formosa teas. Formosa tea is firm. Stocks are low, and the receipts are less than normal. Speculators see in this the chance to make some money. Prices for Formosa teas are 6@7c per pound higher in primary markets than they were a year ago, and prices on this side are gradually working up. Pingsueys are also showing an advance over a year ago, and the situation in this country is firm. Ceylon, India and Java teas have softened a little during the past week, and the lower grades of these teas are weak. The consumptive demand for tea is still being interfered with by the cool weather, but it is fair at that.

Coffee—The week in the Rio and Santos market has been somewhat softer than the week before, judging by reports received from Brazil, but the market for green coffee in a large way in this country has not shown any special decline. Later in the week the market received some support and the result is that all grades of Rio and Santos coffees are a very slight fraction higher at the end of the week than they were at the beginning. Mild coffees show no change since the last report. The jobbing market for roasted coffee is about as it was, with a fair demand.

Canned Fruits—The next important development will be the naming of opening prices on Hawaiian pineapple. The trade has been prepared for a higher basis than forecast early in the season before the drouth occurred which cut the pack more than a million cases. Confirmation of s. a. p. orders will be governed largely by the prices packers name. Spot pineapple and California fruit are firm.

Canned Vegetables—Tomatoes rule firm, without change in prices of old or new packs. Most buying is in the former. Packers have higher ideas on new goods since growing conditions are not favorable in the South. Corn has been steady but featureless. Middle Western letters tell of a late season, an unfavorable stand and the outlook for a shorter supply of raw material than estimated on the acreage reports.

Dried Fruits—Spot dried fruits are not important factors this week. With new crop apricots available only bare requirements are met, to await better assortments and terms. Peaches are available in a small way and in a few grades, all of which sell at high prices. Prunes are steady and fairly active in a mild way in the jobbing field. Coast buying is limited. Raisins are firm at quotations on the spot, with an unsatisfied demand for some descriptions here and on the Coast. Persistent covering at the source is going on.

Canned Fish—Slightly warmer weather has improved the demand somewhat for sardines and salmon, as well as for the other varieties of tinned fish. The new catch of Maine sardines is still small and factories are

operating in a very small way. The old pack is selling very fairly, according to reports, without change in price, and the market will very likely clean up before the new pack is available in any volume. The Maine sardine market at the present writing is firm. California sardines are scarce and wanted. There will be no particular increase in the supply before the winter. Most packers of Columbia River salmon have named no opening prices. Pink Alaska salmon is selling in a quiet way at unchanged prices. The coast market is relatively stronger than the Eastern markets. Red medium Alaska salmon is scarce. Shrimp is scarce and firm, and so is lobster.

Salt Fish—The demand for mackerel is undoubtedly a routine one. Buyers are taking only what they have to have. There is still some doubt as to the extent of the new catch of shore mackerel, although expectations are still large. Few, if any, of the new catch have been salted so far. Other salted fish are dull.

Beans and Peas—The demand for dried beans is exceedingly quiet but, in spite of this, California limas are firm. White kidneys are weak and dull. Green and Scotch peas show no change and much dullness.

Cheese—The demand during the past week has shown an improvement. The market is firm on account of this, and also on account of rather light offerings.

Nuts—An unbelievable change has occurred in walnuts since the first of the year. First hands at that time had a considerable block of shelled and unshelled domestic nuts. Now nothing is reported to be left at the source. Eastern distributors who had been sellers of foreign and domestic nuts have reversed their positions, first buying distress parcels at low prices and later at full prices prevailing on the open market. Now that quotations are firmer there is less buying in a big way but there is more demand throughout the local and interior trade for nearby uses. Foreign nuts have improved as much as domestic. The shelled walnut market has taken more of a bracer than unshelled and a series of advances has occurred which has not been checked. Other nuts have participated in the generally better market. Almonds have been stronger, more active and sought. Filberts have registered advances and predictions are made that they will still go higher.

Syrup and Molasses—Molasses keeps in good demand for the season. Foreign molasses is working up and the market is stronger in this country, although without further advance as yet. The outlook for New Orleans molasses is strong. Sugar syrup is in a little better supply but prices are well maintained. Compound syrup is dull, without change in price.

Provisions—The past week in primary markets has shown considerable easiness in prices, but during the end of the week the situation was slightly firmer. Eastern jobbing prices for hog products have remained about unchanged, with a quiet every day de-

mand. Beef products are steady and quiet.

Rice—Rice distribution is curtailed both by the lack of interest beyond actual shortages and the deficient stocks available for quick distribution. The foreign assortments are nominal and are lacking in the export types. Domestic rices are sparingly quoted as factory prices are firm and there is also scarcity of the top grades at the source. Quotations are so uniformly maintained that there is little incentive to buy ahead.

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—\$1.50 per doz. for home grown.

Bananas—7½@8c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.40
Light Red Kidney	-----	8.75
Dark Red Kidney	-----	8.50
Brown Swede	-----	5.25
Cranberry Beans	-----	7.75

Beets—Home grown, 40c per doz.

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

Butter—There is a fair jobbing business in fine creamery butter, which has ruled quiet but steady during the past week. At this writing prices are steady to firm on fine butter, with a good active demand, and receipts which are about sufficient to take care of it. Holders sell fresh pack at 38c and prints at 40c. They pay 25c for packing stock.

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

Cantaloupes—California are held this week as follows:

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

Carrots—Home grown, 30c per doz. bunches.

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; Indiana and Illinois hot house commands \$2.25 for 2 doz. box of fancy and \$2.50 for extra fancy.

Eggs—The supply of fresh eggs is still in excess of the demand and, in consequence, the market has declined slightly during the past week. Eggs are coming forward every day in goodly quantities, but a large percentage of them are poor. Local jobbers pay 26c for strictly fresh and hold candled at 28c.

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	-----	\$6.00
-------------	-------	--------

360 Red Ball	-----	5.00
300 Red Ball	-----	5.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu. ---\$3.50

Garden grown leaf, per bu. ----\$1.00

New Potatoes—North Carolina and Virginia command \$2.50 per bu. and \$7 per bbl.

Onions—Texas yellow \$2.52, Texas white, \$2.75; Spanish, \$2.35@2.50 per crate.

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, \$3 per bu. hamper.

Peppers—Green from Florida, 75c per basket.

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—\$2.50@2.75 per 16 qt. crate.

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, \$1.50 for 7 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	17c
Good	-----	15½c
Medium	-----	14c
Poor	-----	12c

Wax Beans—\$1.50 per climax basket.

Camel's Hair For Sport Coats.
Camel's hair fabrics in all weights for women's sport coats are in demand with one large manufacturer, who reports that large overplaid in the heavier grades are especially strong. Ombras and diamond designs are also popular, the latter to a great extent superseding pin checks. These goods sell at wholesale at from \$3.25 to \$10 a yard. Llama cloth, ombras and large plaids and fine cashmeres for dress coats are likewise called for. Imitation furs in varied animal patterns for linings and trimmings are selling well at \$3.60 a yard wholesale.

Hotel Pilgrimage From Bay City To Mackinaw City.

Mackinac Island, June 29.—Without doubt the present tour of the Michigan Hotel Association is the most comprehensive and instructive program ever offered by the officers of that organization to its members.

When it was first proposed to take a caravan tour from Bay City to the Island, there were many among the older hotel men, who were inclined to be skeptical as to the ultimate success of the affair. These were decidedly in error, the register showing nearly 150 in attendance from all parts of the State.

Gathering at the Hotel Wenonah, Bay City, on Friday last, as the guests of P. A. Shares, its owner, two short business sessions were held, one of the executive councils—the other general in character—but there seemed to be so strong an inclination on the part of the members to enjoy a play spell that upon the initiative of Walter Hodges, of Hotel Burdick, Kalamazoo, a motion prevailed, abrogating business meetings for the session and "going swimmin'."

Many social pleasures were offered at Bay City, the Hotel Wenonah giving a dinner dance, at which time the further directing of the program was placed in the hands of Thos. F. Marston, Manager of the East Michigan Tourist Association, and I wish to say at this time that never once during the entire trip was a single detail overlooked which would add to the comfort or general entertainment of the guests.

At the Wenonah party a most substantial banquet was served, consisting of the following:

Fruit Salad	Crab Meat Cocktail
Consomme, with Croutons	
Radishes	Celery
Grilled Spring Chicken on toast	Olives
Potato Cakes	New green peas
Stuffed Tomato Salad	
Pineapple Eclairs	Small cakes
Cigars	Cigarettes
	Coffee

The dance following was much enjoyed until the small hours.

At 8 a. m. Saturday, the cavalcade was launched. On the evening before it was agreed that on account of road conditions it would be folly and generally uncomfortable to attempt to form in procession order, hence every driver was supplied with a detailed program of hours of arrival and departure and a table of distances, being cautioned that while there would be no strict enforcement of speed limit regulation it was important only that the hour of arrival at the next stopping place should be observed.

Van Ettan Lodge, at Van Ettan Lake (Oscoda) was the first real point of contact with nature, it being reached at 11 o'clock, where we were fittingly received by F. G. Crowley, owner, and Harry J. Jahnke, Manager.

This building, constructed of concrete and wood, faces beautiful Van Ettan Lake, is four stories in height, 150 feet long and 65 feet wide, with spacious verandas on three sides. The North veranda, which has a large outside fire place, is fully screened in and most delightfully equipped.

The first floor of the hotel contains the lobby, or lounge, dining room, private offices, etc. The dining room is one-half the size of the main building and will seat 250 people at small tables. The great charm in all these rooms is in the woodwork, draperies and other furnishings. The bed rooms are unusually large and attractive, are supplied with running water many with baths, are well ventilated and lighted. This also applies to the lobby and dining room, with their numerous French designed, casement opening windows and doors, presenting all the attractiveness of sun parlors.

In connection with the hotel there are thirty attractive cottages or bungalows for the use of families or parties who desire privacy and homelike privileges, but with the convenience of hotel meals; in other words, being treated as annexes to the hotel.

Van Ettan Lake is a body of water about five miles long and one and one-half miles wide, is fed by springs and has both inlet and outlet, its level being regulated by a dam across the outlet. It is entirely surrounded by timber, pine predominating. The scenery is most interesting.

Mr. Crowley is a most agreeable host, and was responsible for one of the best entertainments of the entire trip. His dinner offering, incorporating fresh fish and spring chicken, was a delight, substantially corroborated by the rising vote of thanks by a party of 150 people. During the dinner dancing was indulged in.

Bliss Stebbins, Grand Lake Hotel (near Alpena) enjoys the friendship of each individual member of the Association, which he has been connected with for many years. And when I speak of Mr. Stebbins in this article I want it distinctly understood that his most estimable wife is to come in for a full share of all credit due. This delightful couple are not in hotel operation for money making purposes. They haven't a mercenary hair in their heads, but just put in their lives radiating happiness for their patrons.

To this most delightful place, which is eighteen miles North of Alpena, we came late in the afternoon of Saturday, after a trail of almost the entire distance, through timbered preserves.

The hotel proper faces Grand Lake, an inland lake with thirty-five miles of shore line, nineteen islands, innumerable coves and bays and other points of shelter. Its shores are covered with forests of evergreen, white birch and other native growth.

Grand Lake Hotel contains upward of fifty rooms, all supplied with modern conveniences, including running water, electric lights and most excellent service. This hotel property consists of several thousand acres, all of which is available to hotel guests.

Mr. and Mrs. Stebbins are great travelers and during the winter period spend their entire time in foreign parts. In connection with the pleasurable features of such tours, they specialize in ancient and unique china, having one of the finest, if not the finest, collections in Michigan. These they have housed in such a manner as will make their inspection a matter of more than ordinary interest to their guests.

Beautiful arbors, grottos and a spacious dancing pavilion are in evidence, together with facilities for sports, etc., but a home like atmosphere everywhere.

To these delightful people the members of the Association are indebted for unusual hospitality. A beautiful banquet was served, accompanied by music and other features, followed by a dance in the pavilion. It was most certainly worth while.

Owing to the fact that the hotel party was very much larger than it was ever dreamed it would be, the Stebbins' were obliged to call into commission the sleeping facilities of some of their neighbors, and it was my good fortune to be "farmed out" to the Eddys (Mr. and Mrs. W. S.) at their Presque Isle Lodge, known as the "house of habitat furniture," a most unique structure containing about thirty rooms, in addition to a most capacious dining room and a wonderful living room, at least 30 x 60 feet. It is of hewed timber and logs, has large and airy sleeping rooms, and furnished by hand tooled furniture practically made on the premises. In fact, so interesting is this product that Mr. Eddy is supplying this type of furniture to some of the largest purveyors of furniture in the country.

The Eddys appeal to me as being particularly cast for the parts of host and hostess and their establishment fitting with the environment surrounding it.

At Alpena I caught up with John and W. J. O'Neil, who operate the New Alpena and Union Hotel. The former, with his wife joined us for the

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remainder of the trip, accompanied by Mrs. W. J. O'Neil.

The trip from Alpena North to Mackinaw City, was interspersed by interesting stops at Indian River, Topinabee, Long Point and Cheboygan, the three former being most interesting and seemingly comfortable. At Indian River is the Pinehurst Inn, operated by C. M. French, at Topinabee, the hotel by that name, with E. R. and J. E. Bailey, who have a very comprehensive establishment. A feature of the day's trip was a visit to "The Timbers," at Long Point, a resort made up of log cabins with a main dining room, operated by "Tom" Fuller, a Cheboygan newspaper man who sure has ideas. At this point the party was supplied with a delightful buffet luncheon. Thence to Mackinaw City.

Some of us stopped at Cheboygan to call upon Ray Logenbell, formerly in hotel service in Detroit and Grand Rapids, now managing the Ottaway Hotel at Cheboygan. Also at this place we caught up with Mr. and Mrs. A. J. LaLonde, of LaLonde's Inn. The Inn has recently been improved by the addition of several new rooms. Here is an example of a practical return to the old-time American plan country hotel. Rooms vary in price from \$1 to \$2, but all meals served are at a charge of 50 cents. Good meals, too.

When we arrived at Mackinaw City, about 4 p. m., we were met by Mrs. W. P. Robertson, who operates the Hotel Windermere who had already tendered the use of her garage for the storage of cars while on the Island visit. Mrs. Robertson, a most congenial individual, has a wonderfully attractive caravansary. She no longer serves meals, but a very good cafe close by performs this function in a satisfying way at a satisfactory charge.

Mail service here is of such a character and publication day near at hand, I will have to ask the indulgence of my readers until next week, when I will complete my account of the most successful of all Michigan hotel conventions, combining it with an historical sketch of the famous Grand Hotel, where we are now being entertained. Frank S. Verbeck.

Late News From Howell.

Howell, June 28—Mrs. Claud Culver is putting a new and modern front into her building on West Grand River street. She took down the brick work of the front and has built new in its place, making a very nice looking block. This is the fifth new front to go in so far this year, including the new block of John F. Cook.

Charles VanWinkle, owner of Hotel Livingston, and W. D. Adams, who owns the two stores in that block, are repainting the entire fronts.

Walter Sawyer has sold the Sawyer Sales, including the block and garage on South Michigan avenue, to McDowell Bros., and they have taken possession. The sale carries the Willys-Knight and Overland agency, including the new Whippet car. Mr. Sawyer has bought a large farm near Lapeer and moved there. The McDowells are old Howell boys who are coming home from successful positions in the auto game in larger cities.

Esbon Swann has sold the Olds agency here to Hillman Brothers, of Dearborn. They also buy the garage in connection. Both are experienced men at the business. They are incorporating. Their father, who is an experienced real estate man, also bought a large farm a couple of miles South of town which also belonged to Mr. Swann, and will give the real estate game a whirl here.

The city of Howell has bought Walker woods and land adjoining, fronting on Thompson's Lake, inside the city corporation, and is planning to make it into Walker Park. The deed was for a sum over \$2,000 less

than Mr. Walker had been offered for the property by prospective resort men on condition that the new park should bear his family name.

Several hundred acres along Ore Creek from Brighton village South, in this county, have been purchased for a Detroit capitalist who proposes to build a dam and make a lake for resort purposes. A Riley Crittenden.

When Should a Factory Close and Liquidate?

Signs reading "Factory for Sale" greet the eye of the traveler in New England these days. Most were shoe factories or cotton mills operated by water power. One of the largest and most successful cotton goods manufacturers in the country, the Lawrence Cotton Mills, has liquidated. The same situation prevails in the flour milling industry of the West, and in certain other lines.

This is one of the results of the new sectional competition, dictated by proximity to supplies of raw materials, labor, fuel or other power. Industries are on the move, from one section to another, and, indeed, from one country to another. It is a process different from the closing of factories evident twenty to thirty years ago when trusts squeezed out the small producers in such basic lines as iron and steel, oil and sugar. Then it was small unit versus big unit. Now it is section against section, and the forces are even more fundamental.

The process works local hardship, but ultimately it is beneficial to industry, because it will mean cheaper production and greater stability. Abandoned plants and sections will develop new functions. It takes a far-sighted executive to know when to close, when to shift. It is not a sign of weakness but rather of strength.

Quite a Lady Killer.

Old Boxley considered himself a lady-killer, although the ladies seemed unaware of it. He was walking with a friend when they passed a pretty girl. At once he turned to his companion with a superior smile.

"Did you see that charming young lady smile at me?"

"Oh, that's nothing to worry about," replied his friend, consolingly. "The first time I saw you I laughed out loud."

Mark Twain stands in bronze on the top of a river hill near the scenes of his boyhood in the old home town of Hannibal, which is in Missouri. From that headland he overlooks the tawny reaches of slowly moving brown water where the Mississippi marches toward the Gulf. Not far away is the opening in the cliff which leads to "Tom Sawyer's Cave." Now these dream lads of his who loafed and loitered and floated on the river's bosom have come back to Hannibal. They, too, stand in bronze surrounded by the scenes made famous by them and their creator. All that region around Hannibal is "Mark Twain country." Hannibal is wise in its memorials. As the years pass it is certain to become more and more of an American literary shrine.

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HELPING SALES OF GOODS.

Back of the halting and uncertainty so marked in many lines of business for some time past is a lack of confidence. This is not based on anything tangible in existing conditions or any probability so far as future prospects are concerned. Like Topsy, it "just growed." During and just after the war, business went on with a boom, fortunes were made by many tyros and many long-established and well-managed concerns were swept from their moorings and lost their bearings. With the recession of the wave of prosperity and the sudden drop in values accompanying it came a revolt against high prices which checked buying on the part of consumers and led to numerous clearance and reduction sales, some of which were conducted at a loss. Standards of values based on production costs went by the board and they have never since regained their normal stability. In the endeavor to regain the former volume of sales, producers resorted to the expedients of turning out more specialties and innumerable and quick changes of styles. While these devices helped for a while in enabling manufacturers to dispose of their offerings, they often resulted in saddling retailers with a lot of goods that became unsalable before they could be put in the hands of customers. Then the retailers became more cautious and resorted to what is called hand-to-mouth buying. This is now the almost universal practice. It is a measure of protection against style changes and price reductions, and is gased on the lack of confidence in the stability of modes and values. The only thing that can produce a change in the policy is a larger measure of consumer buying.

To bring this about so far as concerns cotton and woolen goods is the task which representatives in those two industries are now trying to accomplish. That the remedies so far suggested, aside from the one of scrapping excess machinery, are vague and indefinite was to be expected. The causes for the use of less yardage are very well known. Some are prone to ascribe them wholly to the changes in feminine styles but this is not the case. Take a single instance in point. Some years ago, men began cutting off the tails of their dress suit coats and went to wearing these sack coats, called tuxedos or dinner coats, to even quite formal functions. This has cost a lot of yardage, especially as it was followed by a disinclination to wear other tailed coats such as frocks and cutaways. The more general heating of houses and conveyances has brought about the use of lighter weight fabrics by both sexes for outside clothing and for underwear. What this means in the reduction of the quantity of wool used can readily be imagined, but it is conceded that it is more than enough to offset the increase in population. Another factor to be taken into account is the displacing of wool and cotton by silk, especially in women's clothing. The only attempts to meet this have been in the very recent manufacture of some extremely sheer woolen fabrics and of some very beau-

tiful and delicate cotton constructions. But the main problem of increasing the use of woolens and cottons is yet to be tackled. It will not be solved by anything the producers alone may do. The garment manufacturers and the retail distributors, by the ingenuity and convincing character of their appeals to the general public, will have most to do with it.

ABILITY TO THINK STRAIGHT.

There has been no finer exhibition of the Senate's sense of National responsibility since the war than the defeat of the Haugen bill. Analysis of the vote and of the disappearance of partisan bigotry in the face of what actually represented an emergency gives sound basis for this statement. Even the appeal to the Cotton states by the sectionalists of the West and Northwest was not strong enough to withstand what had come under the President's leadership to be the indomitable forces of public opinion.

Hence it was merely a natural thing and thoroughly in accord with fundamental principles that a majority of the Republicans and Democrats should combine at a critical moment to defeat a proposal altogether contrary to the basic theories of Government and at variance with the laws of production, consumption, supply and demand.

There is fine encouragement to be found in this disposal of a vicious thing. When it is possible to bring into accord such widely varying political temperaments as those represented by Senator Borah, liberal Republican; Senator Reed, radical Democrat; Senator Glass, conservative Democrat, and Senator Walsh, liberal Democrat, it represents the inherent weakness of partisanship and the inherent strength of sound judgment when the miasma of sectional advantage beclouds the minds of the wholly selfish and the politically discontented.

The illustration might be carried further. There is a lesson to be read in the willingness of Lenroot, Harrison, Bruce, Underwood and Walsh to join forces with the ultra-conservative Republicans: Butler, Pepper, Reed of Pennsylvania, Moses, Wadsworth and Edge. It is the lesson of National consciousness.

As a whole, the vote represented a clean-cut division between the East and the West. The votes of New England, the conservative East and those sections of the South which could not be deluded by the promise of false values in the cotton markets defeated the radicalism of the farm-bloc states. That fact is sufficient to indicate the trend of the country's political thought. Sectionalism, of course, is magnified. But sectionalism of this character, robbed of its issue by non-partisan defeat, is magnified in its impotency.

If it were required further to demonstrate the opinion indicated by the analysis, it would be necessary only to state that on a basis of pure reasoning the votes of fifteen states were divided. It is impossible to find, with scant exception, any other logical reason for such division. Factionalism may account for the fact that Johnson of California voted for the bill in opposition to his colleague, Short-

ridge; but factionalism does not explain a divided vote in Montana, Missouri, Texas, Wisconsin, Michigan, Idaho, Alabama and Arkansas.

The Administration accepts responsibility for the defeat of this proposed experiment in paternalism. It challenged the strength of the bloc which sponsored it. It fought that bloc with the weapons supplied by natural laws. In victory it stands on firm ground, worthy of the support of all who have the ability to recognize immutable forces and to think straight.

WOOLS AND WOOLENS.

Wool markets generally are in a state of abeyance for the time being. A little more activity is reported in domestic wools but mostly on the part of dealers. Imports continue to shrink, those for the week ended June 19 totaling only 2,351,785 pounds. During the past week Secretary Jardine of the Department of Agriculture issued an official order setting up the new designations of wool standards which go into effect on Thursday. These, like the ones in use here, are based on the diameter of the fiber but are designated by numbers just as in Great Britain instead of being termed "fine," "half blood," etc. There are twelve grades, running from 36s to 80s. The next notable auction sale of wools will begin in London on July 13. The goods market is a little uneven. Some mills are doing better on Fall fabrics than are others. During the past week the orders generally showed an increase in men's wear goods. The present week is expected to be marked by the opening of tropical fabrics for next year. The regular lightweight season will probably not be formally opened until the third week in July. Imported fabrics for that season are, however, already in evidence. Dealings in women's wear goods are progressing slowly. A deterring factor is the prospect of a strike of garment workers, a matter which will come up for decision at a mass meeting to be held on Tuesday evening. Considering the general conditions in the industry, it would not appear that the time is propitious for a strike.

COTTON PROSPECTS.

Further weakness was shown in cotton quotations during the past week. This was based wholly on the weather conditions in the growing districts. There is a natural disposition on the part of traders to wait for the first of the Government's reports on the growing crop which is to be issued on Friday. This report will differ from those hitherto given out, because of objections made by Southern Senators to the old forms. The new way will be to give three estimates of the size of the crop. The first of these will be as hitherto. The second will be the indicated yield based on the assumption that developments during the season will be as unfavorable as they were in 1921, 1922 and 1923. The third will be based on the assumption that the developments will be as favorable as those in the past two years. From the maximum, minimum and ordinary conjectures, persons may make up their minds according to temperament

and inclination. Trade estimates of the probable yield vary from 14,500,000 to 15,700,000 bales. Meanwhile, the existing supply of cotton is not going into use as fast as desired. In May spinning activity in domestic mills was less than in either the month before or in May, 1925. The curtailment resulted in over 5,000,000 spindles being idle. One of the methods being resorted to down South to increase the use of cotton goods is the enlisting of women to wear them. A proclamation has been issued by the Governor of South Carolina making this a "cotton week," during which the women of the State are urged to wear cotton dresses, stockings and underwear to help the manufacturers of such goods as well as the growers of cotton. Prices of cotton goods continue to soften without, however, bringing out any considerable business. This is the case with finished as well as unfinished fabrics. The backwardness of the season has had much to do with this. No movement of consequence in knit goods is expected for a few weeks to come.

DISPLAYS FIRM WISDOM.

Carter Glass is one member of the Senate whose voice is seldom heard on the floor. But when he speaks his is a voice which enunciates logical principles and firm adherence to the tenets of an undeluded Democracy. Thus, when he warned Senator Simmons and other Democrats of the Senate who have fallen prey to the specious pleadings of the farm bloc that they were proposing to surrender the fundamental principles of the Democratic party by abandoning unswerving opposition to special privilege, he spoke not only as a sound logician but a sound Democrat.

The Virginian Senator finds as much danger in the Haugen bill as the Democratic party discovered to exist in the Bryan free-silver issue and other fanatical issues which, as he said in the Senate, banished his party from power over a long term of years. Contrasted with Senator Simmons and other Southern Senators whose minds are on the cotton crop, Glass displays firm wisdom and a clear grasp of fundamental principles and the knowledge that they cannot be defeated by legislation, much less specious legislation.

Italy is threatening to take a leaf from the Russian notebook in her relations with the League of Nations. Russia's excuse for refusing to attend League conferences—such as that on disarmament—is the diplomatic breach with Switzerland, which grew out of the assassination at Lausanne of a Moscow delegate. Russia will not be represented at any meeting held on Swiss soil. Now Italy has called upon Switzerland to curb the anti-Fascists, who, along with many other agitators for various causes, make Geneva their principal stamping ground. The Mussolini government has always been something rather less than lukewarm toward the League. It looks as though an excuse for staying away from Geneva were being developed in case one may be needed at some future time.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

If the country in Michigan ever looked finer in its garb of green than it does this June, I fail to recall it. While all grains, corn and potatoes are two to three weeks late, yet they are coming on as well as could be expected with 60 degree weather when we ought to have 80 degree temperatures instead. Farmers tell me that the cold nights are harder on vegetation than the cool days.

My first stop last Saturday was at Whitehall, where I had the pleasure of adding the State Bank of Whitehall and the White Lake Grocery to our list of patrons. Both are progressive institutions which it is a credit to serve.

At Montague I covered the wonderful harbor road which runs parallel to White Lake as far as that beautiful body of water goes until it empties into Lake Michigan. I am ashamed to admit that I never discovered this wonderful highway before, much as I have traversed Michigan in search of beauty spots and attractive locations. I was greatly astonished over the large number of beautiful homes which have been erected along the six or eight miles traversed by this thoroughfare and the almost countless locations which await development. No one who can spare an hour's time should pass through Montague without going the length of this remarkable highway.

At Montague I was told that the three towns of Shelby, Hart and Pentwater had joined hands to stop speeding on M 11, so far as Oceana county is concerned, by employing two motor cops, one of whom I noted as I passed through Pentwater. While in Ludington later in the day I heard loud outcries over the fines resorters and tourists had been compelled to yield up to the justices of the peace in the three towns named. I have no sympathy over such protestations because I think every man should obey the law, especially the man who comes from other states or other localities in Michigan and enjoys the good roads and wonderful scenery of Oceana county without contributing a penny toward the construction or upkeep of the roads—unless he buys gasoline in the county. He is a guest and ought to treat his host the same as he would expect to be treated if the situation were reversed. The talk I heard at Ludington about tourists "never coming this way again" met no sympathetic response from me, because I think a man who violates the law of a State or the reasonable regulations of a community is a curse instead of a blessing and is better off at home than endangering the lives and property of others among strangers.

I could not help feeling, however, that Oceana motor cops were not properly instructed or were enforcing our traffic laws very unfairly and unjustly when I noted the large number of tin lizzies driven by children who could not possibly be in possession of drivers' licenses. I have never witnessed such a large percentage of child

drivers as I did in Oceana county last Saturday and Sunday. I met them at every turn and shuddered every time I met such an unfortunate condition. The same was true of young people who were driving with one hand, so as to leave the other arm free to embrace the other occupant of the front seat. These law violators are local people—sons and daughters of Oceana county residents. If the motor cops did their duty with this class of law violators, which are more dangerous to life and limb than the speedomaniacs from other states, the people would rise up in their wrath and the motor cops would be out of a job within a week. There is the situation in a nutshell. How is the problem going to be solved?

I do not wish to infer that Oceana county is the only location where these abuses are permitted to continue without rebuke or punishment. They are, I am sorry to say, common to every locality in the State which I have visited. They stand out all the more glaringly in Oceana county because of the radical manner in which the three villages named are undertaking to punish strangers for crimes and law violations not a quarter as reprehensible and dangerous as those committed by her own people. To me the child drivers and the issuing of drivers' licenses to brainless brutes who violate every traffic law and regulation and every attribute of decency and common sense with their \$30 buzzards constitute the greatest menace to life and limb which confronts the sane and sensible automobilist. Unless these two abuses are curtailed few people who wish to prolong their stay on this earth will consent to travel on roads frequented by irresponsibles of either class. I hope to see a healthy public sentiment develop along this line, but I sometimes despair when I see how disinclined our people are to treat our laws with the respect they deserve. I wish every man who has developed a contempt for the law could visit England or any of the English dependencies. When I was in Bermuda in 1911 I noted particularly that the officers of the law carried no revolvers or clubs. The uplifted finger of the constabulary meant the majesty of the English law and every one brought up under English methods and English ideals immediately responded to the warning. So ready is the response to the officers uplifted digit that only one man was in jail in a community of 18,000 people. And he was not imprisoned for any ordinary offense. He had been a merchant and failed. He afterwards came into possession of a considerable sum of money, but instead of paying his debts, he spent his legacy in riotous living. I sometimes wish we had such a law in this country, but America does not send men to jail for debt unless there is fraud connected with the transaction.

Friends who visited Germany before the kaiser's war tell me that the German soldier was everywhere in evidence and that when he strutted along the walks and thoroughfares in that country, everyone—women and children included—were expected to

step aside or get off the walk; that any attempt to occupy space on the walk which might interfere with the rolling gait of the Teutonic brute who bore the black eagles of the kaiser met with rude brushing aside or saber thrusts. I never expected to see such a class develop in this country, but we have it now in the owners of nine-tenths of the \$30 buzzards who assume they are the whole thing and that every other driver must make way for them. I cheerfully accord them the right of way on any and all occasions, because experience has taught me that they will take it anyway and that any attempt on my part to assume the rights which the road laws entitle me to will result in disaster to all concerned. Because I want to live a few years longer and do not want to see my friends killed in my own car, I give the fool ford driver all the latitude he demands, which means that he insists on using half the road and taking his half in the middle.

Just before I started out last Saturday I received the following letter:

Pentwater, June 24—I noticed in your article, Out Around, in the Tradesman of May 23 that mention was made of Ludington's beautiful beach and feel that while you were Out you were not much Around, or you could not have had space for Ludington's beach had you seen the beach at Pentwater.

The writer has been told by travelers that we have the most beautiful beach in the United States. That may or may not be true, but we do contend that we have the most beautiful beach on Lake Michigan.

The next time you are "out" come "around" to Pentwater and let us show you Lake Michigan's most beautiful beach.

Mrs. Avis P. Sarles.

I gladly availed myself of the above invitation and am glad to consign the Lake Michigan beach at Pentwater to the same category as Ludington and a dozen—perhaps a hundred—other locations on our superb unsalted sea. The only drawback to the Pentwater proposition is the absence of about three blocks of cement pavement to supplant the sandy approach which is the only one to the wonderful asset Nature has bestowed on one of the most beautiful localities in the world. The approach to Pentwater from either direction on M 11 is beautiful beyond description. If Pentwater people would do one-tenth as much to embellish the town as Nature has done for the country roundabout, the village would be as famous as Charlevoix the Beautiful.

There are probably a hundred towns in Michigan which are laggards in the matter of utilizing the advantages the God of Beauty has given them. Every town which comes under this heading could well afford to pay the expenses of a representative to visit Chester, England, and see how attractive even a commonplace town can be made by the employment of advanced ideas along the line of town development and embellishment.

When I reached Ludington I was told that a man from Iowa was undertaking to interest the business men of that city in a project to establish a brick plant, using shale purchased from the Porter family, at East Jordan. Unfortunately, the promoter has

no capital, which means that he expects the moneyed men of Ludington to furnish the wherewithal to establish and maintain the business on a paying basis. I have had considerable experience in the brick manufacturing business—both clay and sand—and feel no hesitation in saying that if such a project was presented to me I would investigate both the conditions and the proposed management very carefully before putting any money into the undertaking.

Leo Grundeman, who conducted a grocery store and meat market for over twenty-five years and who has conducted the City Bakery three years at 211 James street, has fitted up the store at 213 James street for a first-class ice cream, confectionery, cigar and light lunch establishment. Mr. Grundeman owns the building in which both stores are located.

I note with much pleasure and satisfaction the recent act of A. M. Todd, of Kalamazoo, in presenting twenty-two rare works of art to the public schools of that city. The pictures have a cash value of \$25,000, but their influence on the present generation of children—and the generations yet to come—is incalculable. Mr. Todd has previously given thirty canvases to the Western State Normal School, five to the public library, five to the Y. W. C. A. and several to the University of Michigan. Mr. Todd, who has made millions in the development of the peppermint oil business, began collecting pictures as long ago as 1875. He has added to his collection every year since. He has enjoyed his purchases many years and now that he has reached the "sear and yellow leaf" period he seeks to pass on the pleasure to others permanently. I confess a great liking for Mr. Todd's methods along this line. E. A. Stowe.

Gloves For Men and Women.

Goatskin gloves for men, both hand and machine stitched, are the leading novelty with one large manufacturer, supplanting to a degree the pigskins so popular in the last two or three seasons. It is pointed out that in appearance they resemble the latter, but have better wearing qualities and are without the stiff bristles of the pigskin. In light shades, they are in demand with the better class haberdashers and retail at from \$3.50 to \$4.00. Chamois gloves are selling well, the total increase in sales of them being in some cases double those of last year. Tan capes continue strong, with a falling off in demand of grey mochas and suedes. It is said that raw materials are higher, due to the widespread use of the better skins for imitation caracul and other furs for women's garments. In women's gloves the biggest item at present is the slip-on, in fabric, suede and chamois. Mauve, beige and gray are the favored shades.

The reason a man brags of his wife is because he wants folks to think he was smart in picking her out.

Mortgages are all right so long as you are able to keep them under control.

SHOE MARKET

Methods Employed To Sell More Men's Shoes.

I have heard so much hokum-pokum about the difficulties a merchant meets to-day in his efforts to get a fair volume on his men's business, and I've read so many writings on how to solve the problems of selling men's shoes, that I'm almost on the verge of hiring a soap box and telling the world that selling men's shoes is not a problem. It isn't any more of a problem than selling women's shoes, children's shoes, washing machines, automobiles, railroad service or anything else.

One hundred per cent. selling is in 50 per cent. working and 50 per cent. using your head—and the average man uses his head in thinking.

I have been in business only a short time—that is, in the retail business. I've spent many years in the manufacturing end of the game where I learned the value of shoes. While this knowledge which was gained by years in the manufacturing end helps me in buying shoes, it doesn't help me in selling them. I knew this when I went into the retail business. I selected my store, and by selecting that I also selected my customers. I selected the shoes that I thought these customers wanted. This was all easy. It was making the customers that seemed at first a problem, but which to me now is the greatest fun of the game.

No matter what stunt is being pulled off in the city, if there is just a small opening for me to "cash in" on it, I'm on the job. No matter what the function is, if there is any chance of a scheme where I can bring customers into my place without costing me too much, I make use of that chance. And those chances don't come flying through the door or window into my lap—I've got to look for them. But I'm having a picnic in looking for and finding these chances, and my only regrets are that so many shoe merchants are missing the fun while they wait for the chances to fly into their stores.

If you were just an every-day fellow and on your birthday you received a pair of silk Sox from a shoe merchant from whom you bought a pair of shoes, wouldn't you feel kindly towards him? You bet you would. Ask anyone who isn't a shoe man. I never fail to send a customer a pair of Sox on his birthday. The Sox don't cost much, and the business that this brings in more than pays for the Sox and many more Sox to come.

How do I get the birthday dates? By asking my customer the first time he is in my store in a tactful way—and making a record of it.

Another place where I get a good business and one which is building itself up for me is from the high schools and from the university. I know the activities of each high school and frequently give prizes to scholastic events. While the boys are coming to my store more and more frequently I still make my rounds of the schools in my everlasting search for something that I can fit into. You can't wait for the other fellow to bring the clover to

you—you've got to get out and get it. And getting it is darn good exercise. Another plan I use with the high school and university boys is to give them fifteen of my cards, and when they send me ten new customers they get a pair of shoes free—and it is surprising to know how well this has worked out. The boys take pride in bringing in the new customers.

I keep a record of every customer. When I think the time is ripe for another purchase I don't wait for him to think about it. I call him up and tell him about some new numbers I've just got in, and I make an appointment with him so that I'll be in the store when he comes. If he fails me I try again. Once I have a customer I never give him up. Even though he may stray away to some other store he's a prospect for more business in my store, and a prospect he'll stay until he moves out of the city, quits wearing shoes, or dies.

I've just bought my initial line of Edwin Clapp shoes. Some folks wondered if I made a mistake. I know I didn't, and although my first shoes haven't left the factory yet, I've sold forty-seven pairs. I made a round of business and professional men and I sold them on the value of wearing high-grade shoes, and although it took time to see more than sixty folks, the sale of forty-seven pairs of shoes before the shoes are in the store is a plum worth hard climbing to pick.

My windows are the eyes of my store. They must always remain clear and good to look into. They are washed every morning, and if it rains in the morning they are washed again at 2 o'clock in the afternoon. The service costs very little. It means much. My windows are trimmed two and three times a week. If the entire trim isn't taken out I make small changes, and even this has an effect on the daily passer-by. I do everything I can to make them stop and look in my windows. They'll come in the store through the door, but literally it will be through the window.

Right now I am planning for a miniature baseball field and later on a football field in which part of one of my display windows will have a complete baseball field with grand stand, bleachers, and even the fence and signs around the field. One of the signs will be Podell's. The small players are constantly in motion, being worked by a mechanism which is operated below a platform that sets about three inches above the display window floor. These mechanical devices will cost me about half of my monthly rent, but just think of the number of men who'll stop and see this miniature action going on and who, incidentally, will see the shoe display in the background. That's all I want my window to do—first to attract passers-by to become window shoppers and then my shoe display will have to do the rest.

Inside the store there are constant changes going on in decorative treatment. Right now I am having two All-American football stars from Marquette shown in action by two wall-board figure stands which will rest over the office in the rear and in plain view from any part of the store. The

likenesses are life-size and show plenty of action. With these will go a bunch of banners and pennants around the walls of the entire store. As soon as they tire of this I'll have something else. Handy everywhere are smoking stands. Seats are wide and comfortable. Men are as much at home here as they are in their den.

I could go on for hours to tell you of the many chances that await the shoe merchant who will go looking for merchandising stunts to boost his business. My advice to every one of them, and especially the fellow who sells men's shoes exclusively, is to quit thinking that the men's shoe business is a problem or a puzzle. Get the membership list of the luncheon clubs, athletic clubs, and other civic associations and start working. There is no excuse for the being of a men's shoe store—there's a reason, and you're it if you'll tell enough people about it.

Max Podell.

Hides, Pelts and Furs.

Green No. 1	07
Green 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

Donald MacMillan has started again for the arctic regions. He has no predatory designs on the North Pole. Nor does he mean to sail across the top of the world, lose himself en route and emerge at some unpredictable point. He does not even mean to ascertain whether there is new land in some hitherto left in unsullied whiteness by the chartmakers. But he does intend to add what he can to the store of data we now have concerning the coming of Norsemen and their settlements in Labrador as well as in Greenland. Despite the research of Dr. Frederick Bruun and others, there is still much that we should like to know concerning the windings of the Viking trail; and if MacMillan can add to the limited lore, his summer of intensive surveys will be well spent.

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.

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.

Michigan Shoe Dealers Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

Late News From the Head of Pine Lake.

Charlevoix, June 29—This country is saved. Billie, the batter and shoe shiner, is back in his store, 320½ Bridge street, and the people do not need to suffer for a shine. Bill bought his property here last year and keeps it in fine shape, as well as doing good work. He spends his summers here and goes to Hot Springs, Ark., for the winter seasons.

Goldstick, his neighbor here, conducts a modern shoe repair shop and they are getting along very nicely. They would like to see their names in print.

I enclose a pamphlet which describes the Charlevoix Beach Hotel. I am proud to say that some of the pictures used therein are my work. The hotel just opened and its bookings promise a very good season. The hotel is situated on a high bluff overlooking Lake Michigan, the harbor and the life saving station. This hotel is the only one here directly overlooking Lake Michigan. The rooms are large, steam heated and comfortably furnished, with or without private bath. The parlors are the scene of many happy hours. The dining room is a leading feature. In connection with the hotel are a number of cottages, modern in equipment, with spacious lawns.

The Charlevoix golf links, perfected under the supervision of experts, are soon to be crowded with good players. The course has eighteen holes and its greens are in excellent condition. The links are pronounced the finest in the Middle West. The golf grounds cover 100 acres in sight of Pine Lake and players will have every opportunity to better their records.

Our inland lakes nearby offer the best waters for sailing and canoeing. No place in the North affords better opportunities for fishermen. Boat lines connect with points on Pine Lake, Beaver Island and the Traverse Bay region. Fine roads border the Lake and reach the country in all directions. For those who love the saddle, the carriage or the automobile, there is no more beautiful country than around Charlevoix the Beautiful.

W. J. Taylor has opened his confectionery store for the season, near the Pere Marquette station. Mr. Taylor is an old settler here and operates the only store on the North side of the city. He is an ex-sea captain and has a good many friends here who patronize his place of business for refreshments of all kinds.

The Charlevoix Hardware Co., L. A. Cannon, Manager, has recently added a complete house furnishing goods department and is doing good business therein. The store was established in 1871.

Mrs. D. F. Meech has opened a new restaurant on Bridge street, opposite Holley's gift shop.

G. W. Priest, the local photographer, has returned from Florida, where he spent the winter. Harold Jones, his able assistant, will stay with him for the coming season.

Frank E. Williams, of St. Louis, Mo., attorney for the Pennsylvania Railroad, has let the contract for a fine stone bungalow summer home to be erected at Boulder Park, on the lake shore drive.

Dr. R. B. Armstrong has returned to Charlevoix and taken up his practice again. He will be glad to see his friends at his office or in their homes.

I just returned from a trip to the Belvedere Club and must say the hotel is one of the finest in Northern Michigan. The house can accommodate 200 people and these guests will find accommodations and cuisine excellent in every respect. The club is managed by Mrs. Franklin C. Sears, who is an experienced hotel manager and takes great pride in looking after the welfare of her patrons. A casino for dancing and other entertainments has just been completed on the shore of Pine Lake. Thirty new bath rooms have been added to the club. Almost

every room or suite now has a private bath—very unusual accommodation for a summer hotel. All rooms are equipped with hot and cold water. A new attractive solarium has been added to the hotel, from which guests can enjoy the view of Pine Lake or from the new veranda outside. The new Belvedere golf club is only one mile distant and guests of the club house are also guests of the golf club. The new course is the finest in Northern Michigan. The fairways, as well as the greens, are watered—a most unusual feature for even the finest courses. William Watson designed it and Lawrence A. Miller built it. An attractive club house has been built near the first tee. The guest of the club can enjoy boating, swimming, riding, tennis, fishing and also witness the annual regatta of the Charlevoix Yacht Club. The Belvedere has also boathouses for guests.

I also visited the Hotel Hallet and Hallet's Inn, one of the homiest places to spend a vacation in Charlevoix. The hotel is situated on Belvedere avenue and skirted by the greenest of lawns. A large office and parlor lead off from the wide veranda, both with cheerful broad fireplaces. Two floors above are occupied by outside rooms, many with private bath.

The Hallet Inn, under the same management as the hotel and annex, is situated in town at the end of Main street, enclosed by a beautiful park. A broad shaded veranda sweeps around its entire length. The rooms are light and airy and command a view of town and lake. Meals for guests will be served at the Hallet Hotel. Free taxi service to the hotel is arranged for. L. Winternitz.

Charlevoix, June 25—Our dear old friend, Uncle Louie Winternitz, who is the special correspondent for the Michigan Tradesman for Charlevoix, has asked me a number of times to give him a few items for his column and although we are a pretty busy fellow at this particular period, we are taking our trusty Oliver in hand to say that we are more than pleased to have Uncle Louie back in Charlevoix with us, in fact, he is the harbinger of spring and until he arrives the robins stay away. I presume he has never told you that you may see Harold-Lloyd at our store any time you visit us, but it is a fact nevertheless. You know our slogan, "Pills and Things." Harold sells the Pills and Lloyd the Things. We also have a new addition to our store and a beautiful Butter-Kist popcorn machine of the latest design, which, in combination with those sodas you like so well, I am sure will help to keep the wolf from the door.

F. G. Hines, the pioneer druggist of Charlevoix, has returned from Florida and is now back at the prescription case and feels so rested and refreshed from the delightful vacation in Florida that he prepares prescriptions "while you wait."

I almost forgot to say that Fleischmann yeast is the leading drink at our fountain and if you should have that run down tired feeling, a few drinks of Fleischmann will make you feel like a new man or woman, as the case may be. F. J. Fessenden.

Six States Now Joined By Transmission Systems.

Comparatively few people realize that the States of Michigan, Wisconsin, Illinois, Indiana, Kentucky and Virginia are all linked by a vast network of electric transmission lines, forming the largest superpower system in the world.

Interconnections have been so rapid and extensions and other development work so swift that the average layman is at a loss to keep abreast of the times in this respect.

Never before has so much money been poured into the development of an industry as has been expended in the past few years by the power and lighting companies. Besides the huge amounts which have been obtained from the sale of securities in the financial districts, people throughout the entire country have been purchasing millions of dollars' worth of stocks and bonds direct from the companies themselves.

That this money has not been spent in vain is manifest by the fact that gas and electricity are about the only commodities which have not increased in price to any material extent in the past ten years. Unquestionably the trend of these prices will be downward rather than upward in the next few years, regardless of the general price trend.

A better understanding of the economies which have been made possible by the improvements in operations by the power and lighting companies may be had from statements made by Samuel Insull, chairman of the board of directors of the Public Service Company of Northern Illinois, contained in that company's 1926 year book. Mr. Insull said in part:

"To give you some idea of what the expenditure of large sums of money means in the direction of lowering costs, I cite the fact that in 1912 it cost 5.7 pounds of coal for every kilowatt hour of electricity produced, whereas in 1925 it cost only 1.84 pounds of coal for every kilowatt hour produced, a reduction in the intervening thirteen years of nearly 68 per cent. in the amount of coal consumed per kilowatt hour produced.

"The figures I have quoted are the average of our cost. We have done even better in some of our most economical stations. For instance, at our new Waukegan station the figure representing the pounds of coal consumed per kilowatt hour in 1925 was 1½ pounds, and for the best month of the year it was 1.45 pounds.

"The reduction to which I refer, between 1912 and 1925 costs, represents a saving of approximately 993,000 tons of coal. If applied to all of the output during the last thirteen years it would have amounted to 5,500,000 tons of coal saved."

In another part of the year book Mr. Insull shows that these savings are being passed on to consumers in part. He said in this connection.

"Effective on April 1, 1925, we reduced the rates to large users of electricity approximately 7 per cent., and effective October 1, 1925, we made a still further reduction of 5 per cent. These follow reductions in the ordinary electric rates to small consumers in 1924 and 1923."

The strong financial position of the company at the end of 1925 and the increase in the dividend rate on its common stock from 7 to 8 per cent. last year reflect the benefits to investors by reason of these economies. Total assets as of December 31, 1925, were \$117,162,320, while surplus and reserves aggregated more than \$11,000,000. Against this were bonds aggregating less than \$55,000,000.

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FINANCIAL

Credit Crook Works To Injury of Trade.

The automobile thief, the hold-up man and the murderer are characters only too familiar to us all. If we do not know them from personal contact we have learned too much about them through the press. There is another thief, however, who is robbing the nation of at least \$250,000,000 each year. This fellow is the commercial crook who causes a vast amount of loss and suffering which is unknown to the majority of the public.

Criminal fraud has become so rampant that the National Association of Credit Men has raised a fund of a million dollars, increased last June by more than a half million dollars, to put the business burglar behind bars. It is a colossal job that will take years to accomplish very largely on account of two things. First, because the small wholesaler, jobber and manufacturer is not educated to take proper precautions in granting credit to those of character and business integrity and second because there are unethical attorneys all over the country who prey upon small retailers actually, in many cases, encouraging them in fraudulent schemes to obtain merchandise on credit from small merchants and manufacturers and then to steal his goods by faking bankruptcy or setting fire to his shop.

The National Association of Credit Men estimates that 40 per cent. of bankruptcies are tainted with some kind of criminal fraud, some of which is almost impossible to prosecute. Now that business men are organizing themselves to combat commercial fraud, headway has been made.

There is a fortunate circumstance which works in behalf of the business man who is anxious to run down the credit coyote. When this fellow succeeds in getting away with a fake bankruptcy, he goes into hiding for a while. He must eventually come into the open when he attempts to engage again in commercial fraud. He must open a store—he must get goods—and he must get credit. While he may use another name and employ a confederate as a figurehead, he nevertheless, enters the field of commerce where he can be more readily detected.

The commercial crook works this way: A retailer comes into your district and opens a store. For six months or more he behaves himself and gets into the good graces of a few wholesalers. In this time he will build up a credit standing that will enable him to purchase goods freely. He will resort to cleverness and fawning to keep away from sending a financial statement through the United States mails. With the aid of dishonest men who have become members of the bar, the merchant hides the greater part of the goods he has received on credit and declares himself bankrupt.

If he is clever enough and if his lawyer is crooked enough, he disappears from his former area of operation and later draws upon the stores

of merchandise he has hidden. Perhaps the wholesalers know that there has been crooked work, but they know that it will be expensive to prosecute the crook, or else they were not as careful as they might have been in granting credit and they have no evidence of criminal fraud. Sometimes, too, the credit crook will offer a few thousand dollars as a settlement, whereby he is free from any danger of prosecution. The crooked merchant then sells his goods as best he can get at prices that are ridiculously low in most instances. He deals with men who are as crooked as himself—men who know that the goods they are buying are stolen merchandise.

One of the most celebrated commercial fraud cases in years is one about which the whole story has never been told. The master mind in this case was "Bad-Eye" Charlie Greenfield. Greenfield was the organizer of the Great Western Jobbing House at St. Louis, Mo. He came to St. Louis and opened a bank account in another man's name. A fake concern was established and used as one of the references for the jobbing house, so that with false reports to commercial agencies and a real live bank balance there was excellent prospects of obtaining credit from mercantile houses. Small bills of goods were purchased and paid for immediately. In this way the concern established a good credit standing. Finally they began buying goods at a great rate. They received them at St. Louis and shipped them to various places for hiding. Then all the participants in the scheme disappeared. The failure amounted to about \$200,000.

The creditors began an investigation and discovered that large quantities of goods had been shipped from St. Louis to Louisville, Chicago, Philadelphia and a number of smaller cities. When the premises of the Great Western Jobbing House were entered the shelves were found to be filled with empty boxes that apparently had been especially constructed to give the appearance that they contained stocks of merchandise.

The investigator found one of the men who was disposing of the goods that had been shipped on from St. Louis. This Philadelphia depot had been used not only for the disposal of the goods which Greenfield had worked his creditors for, but had also been used to obtain goods on credit from other concerns with the aim of gyping them. The operator of the Philadelphia establishment had fled, leaving his household goods and everything else behind him but leaving very little goods in the warehouses.

Posing as a plumber the investigator discovered where the home of the fence who had fled was located so that through the Postoffice authorities he could intercept the mail.

Finally, the investigator ran down the former secretary of "Bad-Eye" Charlie and learned from her that he had used several names, either for signing checks or for meeting people, and that he had used her to prepare a number of fake financial statements

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FINANCIAL STATEMENT

True Valuation of Taxable Property	\$3,500,000.
Assessed Valuation of Taxable Property	1,276,000.
Total Debt (including above)	350,000.

Population 3,000

Opinion, John C. Thomson, New York
Price, par and interest netting 6%

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GRAND RAPIDS, MICH.

of the business conditions of the Great Western Jobbing House in order to deceive merchants. Through this girl and a number of others, who had been hired and fired at the rate of one a week, the investigator obtained considerable information about the operations of the company and where Greenfield had been in the habit of sending registered mail. After chasing around the country, Greenfield was finally arrested and sentenced to jail.

Fraud investigators are not always as successful as this one which resulted in the confinement of the principals who operated the Great Western Jobbing House fraud. One of the most difficult cases known is that of a group of Syrians who operated in Oklahoma, Montana and other states near the Canadian border. Because of the clanishness and secretiveness of these colonies of Syrians, it was almost impossible for the investigators to obtain any authentic information for several months. Finally, a few clues and the watching of the United States mails put the investigators on the trail of the ring of Syrians who had been obtaining merchandise from wholesale houses in the West and then disposing with the goods. A few of these men were arrested and were given jail sentences while several of them, including Joseph Assad Mahmood, fled to Canada and were never apprehended.

What do such operations mean to the retailer? The activities of the dishonest bankrupt and the merchant who obtains goods under false pretenses or who uses various schemes to defraud his creditors makes it difficult for many honest merchants to obtain the credit standing they deserve on account of the air of suspicion that has been created by an unusual prevalence of fraud in recent years. The condition also puts on the market merchandise that has been disposed of dishonestly and which is sold at cut rates to the injury of legitimate retailers. Besides distress merchandise that is often recovered after a dishonest bankrupt has been caught or has fled, gluts the retail market with bankruptcy sales. Fair and healthy competition is frequently injured in this manner.

When the credit crook resorts to fires, he adds more injury to the retailer. The works of the arson crook, means high insurance rates for honest merchants and endangers the shops and stocks of honest neighbors.

It will naturally be a distinct advantage to the manufacturer, wholesaler and jobber to drive out the crooked bankrupt, and it will prove a blessing to the retailer who suffers indirectly through unfair competition and suspicion. J. H. Tregoe.

New Issues Offered To Refund Old Bonds.

In a letter to James W. Alexander dated January 21, 1899, Lyman J. Gage, then Secretary of the Treasury, said "It would seem that the tendency of interest was downward, and that it would be hazardous to estimate a rate higher than 3 per cent. as an average available return upon high

grade securities during the next twenty years."

We now know that the long decline in interest rates ended within three years after that interesting letter was written and that as years went on coupon rates so low even as 4½ per cent. became a relic of an earlier period. Our lists still contain bonds that bear relatively low coupons but most of them were offered for public subscription early in the present century when money was plentiful. In the financing of the present moment, however, may be found signs of a return to conditions that prevailed in the period of which Mr. Gage wrote.

So rare had a 4½ per cent. coupon become since the advent of European war that when the Commonwealth Edison Company brought out an issue of that description earlier this year the event was featured in the newspapers.

In the financing of the last few weeks and in the plans for certain other large issues now under discussion the 4½ per cent. coupon for bonds seems about to make its bow to the present generation of investors. Roughly six long-term obligations of that category have been offered to the public already this year. Others, if present plans mature, will follow.

This reflects a new trend in bond financing and gives further evidence of the insatiable demand in the present market for bonds of quality. New issues are taken immediately in most instances nowadays and the difficulty that the investment houses meet is not to find buyers for their bonds but to find an adequate supply of new capital issues.

As may be expected in periods of declining money rates borrowers that sold bonds several years ago when money was much dearer than it is now, and when 6 per cent. coupons on new issues were the rule, are taking advantage of the down-turn in money rates. They are devising ways to refund outstanding obligations through new flotations at lower interest rates. For the most part the new money is not going into expansion enterprises but into the treasuries of the companies where it will be used to redeem outstanding callable bonds of high coupon rates.

From the standpoint of the companies the movement is an important one since it means that through shrewd financing fixed charges may be materially reduced in numerous instances not only for the current period but for years to come.

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GRAND RAPIDS, MICHIGAN



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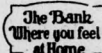
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Theory vs. Actuality in Check Fraud.

Legally, the burden of proof in all cases of check fraud is on the issuing bank. In other words, whenever a fraudulent piece of negotiable paper is passed, and the person who was defrauded takes his case to the courts, the bank which paid the paper last must prove to the court that there was no negligence or failure on the part of the bank to discharge its responsibilities. Legally, the bank must exercise reasonable diligence in the handling of paper, and is always responsible for genuineness of a signature.

But let's see what actually happens when check fraud occurs. First, a typical case of the simplest of check crimes, alteration of a check by "pen-changing."

Aaron Bleiweiss and A. Levin entered into partnership in a meat market business at Des Moines, Iowa, in September, 1919. Mr. Bleiweiss, put up the capital for the business. All went well until January 8, 1920, when Mr. Bleiweiss gave his partner a check for \$121.36. The check was the type with an attached stub, which could be torn off at the maximum amount for which the check could be cashed. Mr. Bleiweiss tore it off at \$125, and gave the check to his partner. His partner took it, raised it to \$421.36, presented it at the bank, telling the clerk that it had been torn off at the wrong place, but that the amount was correct. He received the money, and disappeared. Three days later, Mr. Bleiweiss was notified that his account had been overdrawn. He went to the bank immediately, taking his check book along. The raised check soon appeared. Mr. Bleiweiss pointed it out, showing his stub for comparison, and calling attention to the \$125 maximum amount indicated on the edge of the check.

But the bank refused to make good the loss. The attitude of the bank was that Mr. Bleiweiss' partner was known at the bank; that the bank had taken due precaution; that it was up to Mr. Bleiweiss to make good the loss. What was Mr. Bleiweiss to do? He must either make good, or go to court. He had already lost \$300. If he went to court, he would pile up more expense, and then have but a gambling chance of collecting from the bank. So he did what most business concerns do under the same circumstances. He pocketed his loss, and began protecting his checks by up-to-date methods.

Always, the writer of a check is faced with this definite fact: The burden of proof is on the bank, but if the bank refuses to pay, the writer must take his case to court to collect. He must bear the expense of a lawsuit. And if the bank succeeds in proving that due caution was exercised in payment, the writer of the fraudulent check must bear both the expense of the lawsuit and the loss.

Let us consider next, the second form of check fraud, alteration by erasure. In this type of crime, it is customary for the criminal to secure a genuine check, and use either acid or rubber eraser to remove the payee's name, or the amount, or the date. The crook then fills in whatever wording

he chooses, and passes the check. This type of crime can be prevented only by the best safety paper and a check writing machine for the amount. Ordinary safety paper can be retinted, but there are several papers which offer a high resistance to alteration.

In January, 1924, the proprietor of a dry goods store in Yonkers, N. Y., issued a check for \$8.33 to a manufacturing concern. It was stolen, probably from the mails or from the office of the manufacturer. The name of the payee and the amount were erased and the words, "Bearer," and "\$240.14" were substituted. There was absolutely no trace of the alteration. The check was cashed without trouble, and the proprietor of the dry goods store was obliged to stand the loss, because, before he could attempt to collect his loss, he would have to prove that the check had been altered, and this was totally impossible. In other words, the bank had not been negligent, the signature was genuine, and the writer of the check was trapped. He realized that legally he had no case. The same holds true with any altered check. If the original maker of the document wishes to go to court, the bank must prove that it was not negligent—but if the alteration is cleverly made, only handwriting experts and chemical processes can prove that the check has been tampered with, and this expense hardly encourages the writer to go to court to recover any amount below the thousands.

The bank is always responsible for genuineness of signature. But the question is, when is a signature genuine?

A woman in Elmira, N. Y., found a cancelled check for \$275.00, among her returned vouchers. She had never written this check, and asked the bank to refund the money. The bank refused, stating that to all appearances the check was genuine. The woman was forced to take the loss, because she knew it would cost too much to take the case to court. Later, the case came under the attention of a famous hand-writing expert who analyzed the signature and found it to be a forgery—but the case never went to court, and the woman is still out her \$275. That, in general is the attitude of the banker toward forgery. He will gladly refund any amount when he has been negligent in identifying the signature, but if the signature is apparently genuine, it is up to the person whose signature has been forged to prove that it is a forgery.

Banks are entirely justified in assuming this attitude. You can easily see how they would be victimized right and left by unscrupulous crooks if they were lax about refunding supposed losses. The banker does what he can to protect his depositors, but it is up to the depositor to put himself in the banker's shoes, and realize the responsibilities of the depositor as well as the responsibilities of the banker.

Windows are the eyes of the store and they ought to be kept as bright as a bride adorned for her wedding.

When genius comes too early in life, it is apt not to head up well.

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

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National Arson Record.

In the year ending April 30, 1926, the special investigators of the National Board of Fire Underwriters made an investigation of 1,290 fires. These investigations with the co-operation of local officials resulted in 462 arrests; 219 convictions; 113 acquittals and 18 mistrials. In all these cases, the crime of arson or burning with intent to defraud was charged. The National Board now has thirty-three special agents operating from its offices; sixteen from New York, ten from Chicago and seven from San Francisco.

In the nine years that the National Board has been operating to combat incendiary fires directly, its special agents have submitted reports covering 6,007 fires. This has aided to bring about 2,494 arrests, 1214 convictions and 457 acquittals.

One of the most important results obtained by the work of these special agents has been the growing confidence of local officials, police and prosecuting departments, in undertaking the handling of arson cases. During the past year, the Committee on Incendiarism and Arson has added to its record, information concerning nearly all arson trials in the country. This file alone now contains data on nearly 4,000 arson cases which have been brought to trial within the past nine years. Information on these trials not only enables prosecuting officials to avoid technicalities of procedure which would invalidate a conviction in the higher courts but has also resulted in identification as fugitives from justice of many suspected of arson.

Among the cities which have organized special arson squads in the police department in the year ending April 30, are Louisville, Bay City, Grand Rapids, St. Paul, Minneapolis, Buffalo and the following cities in Texas: Austin, Beaumont, Dallas, El Paso, Fort Worth, Houston, Orange, Port Arthur and Waco.

Warnings Now Appearing.

Fire chiefs have begun to warn their citizens about the dangers attending Independence Day celebrations. For many years there was a decrease in the number of casualties occurring on the Nation's birthday, but recently the number has begun to climb again. Last year 111 persons were killed and 1,030 injured. Most of those killed were children.

Along with this increased loss of life has come a somewhat greater danger of fire loss. It will be necessary to take extra precautions this year since many communities will observe the day more generally because it will be the 150th anniversary of the first Independence Day.

National Fire Records.

Fire departments may find the loss data kept by the Actuarial Bureau of the National Board of Fire Underwriters of special value if they bear in mind that this bureau keeps an index of all losses of \$10,000 and over by location, date of fire and amount involved. This index has been kept since 1923 and the file now includes

a great mass of information on all the important fires of the country. There is also a special division of the Actuarial Bureau to maintain information on fires of suspicious origin. Undoubtedly the files of this bureau on fire losses are the most complete to be found in the country.

Bricklayers Take Fire Precaution.

Bricklayers of Ohio, at a recent convention, voted to join the fire departments of their State in their fire prevention campaign by insisting that chimneys be built in a manner to reduce fire hazards. They favor building chimneys from the "frost line" up, instead of resting on the first and second floors of buildings, as was the former custom. Chimneys should also be lined with fire resisting tile the bricklayers declare. Defective flues, they point out, is the most common cause for fires.

Where Is the Saturation Point?

Henry ford cuts his prices again and includes accessories in the lower price. His production has been decreasing and that of his competitors has been increasing. Now his sales will possibly increase, competition will be keener and this condition in the past has always brought down the price of other cars. This comes at a time of a spectacular rise in the consumption of motor cars far beyond the expectations of anybody, and at a time when the industry has been seriously considering whether the much-discussed "saturation point" had not been reached.

This raises the question of where the saturation point is, or whether it exists. A year or two ago fairly definite ideas on this prevailed in many quarters. Now the definiteness of any such opinions is dissolving. Economists figured it out, but they were wrong. Even the most optimistic leaders of the motor industry are amazed at the increasing demand for automobiles.

The most important lesson, therefore, which the motor industry now has to teach other industries is this: As prices are reduced by improved methods of production and distribution, entirely new strata of wage earners are opened up as customers. This process may have an end, but practically the end has not been found. If it holds in motors, it will hold in other lines. Theoretical efforts to limit the application of the law to certain classes known as "necessities," or "luxuries" or "semi-luxuries," have not been supported by actual developments. The lesson may be learned by every business executive, by every production or sales manager, and applied to his own line with whatever qualifications as seem necessary.

Improve Your Aim.

"I see you have a sign in your store, 'We Aim To Please,'" remarked the irritated customer.

"Certainly," replied the proprietor, "that is our motto."

"Well," retorted the customer, "you ought to take a little time off for target practise."

Merchants Life Insurance Company



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INDIVIDUALLY EFFICIENT.

English Grocer Well Versed in Selling Goods.

While the English shopkeeper has been slow to adopt systematic advertising and to exchange trade secrets with his colleagues, his individualist tradition and craft pride make him in many respects more efficient than the American retailer, in the opinion of a representative of a large American fruit and nut importing firm who recently studied the customs of grocers in the United Kingdom. His observations supply an interesting commentary upon British business and indicate that, though regarded by some Americans as "slow" and unenterprising, the English tradesman is not losing his grip.

"The individual English shopkeeper is more efficient than the individual American shopkeeper," said this business man. "On the other hand, in the distribution of manufactured foods the English are less efficient than we are. The individual grocer in England understands merchandising better than the individual grocer on this side. I noticed, for instance, that whereas the American grocer tends to push staples, such as coffee, sugar, tea and flour where there is a small margin of profit, the English grocer tends to push specialties or fancy groceries, where there is a high margin of profit. However, the American grocer is gradually adopting this policy. On the whole, I should say that there was a more easygoing tone about the English grocery business, although the English are approximating more and more to American methods and are watching them very closely.

"There is one tremendous difference, however, between the grocery trade here and the trade in England, and that is the stress the English place upon what might be called the grocery tradition. The fact that an English grocery business has belonged to the same family for two, three or even four generations is something that an English grocer is very proud of. There is nothing at all of this spirit in America. A large percentage of grocery businesses change hands every year in the United States. Again, the grocers in England are all English. In this country they may be of any nationality."

"Would you say, then, that Napoleon spoke the truth when he sneered at the English for being a nation of shopkeepers?"

"I should say that this was less the truth of the English than of the Americans. But I am sure that the personal relation is more emphasized in the English trade than it is here. By this I mean that the personal element as between salesman and dealer and between dealer and customer counts for a good deal more in England than it does with us.

"You ask me if the English consumer has as much faith in advertising as the American. I reply that he has considerably more faith in it than we have. English faith in advertisements has not been hurt by untruthful advertising. American advertising has been growing increasingly veracious

the last few years, but the fact remains that the slight tradition of untruthfulness, or at any rate or exaggeration, that clings about it has tended to make the American consumer more skeptical than the British.

"There is considerably less advertising in England than over here. I think that this may be the reason the English read advertisements more carefully than we do and also why they are willing to read very long, closely printed ones. An American advertisement must, so to speak, carry its message in a sentence. The English do not demand such quick service. The whole tone, too, of English advertising is more restrained than ours, and I think that possibly for this reason it carries more weight.

"But the type of copy which appeals over there is much the same as that which makes an appeal here—that is, the emotional. What is known over here as 'the reason why' type of advertisement is not found to any extent in England except under a disguised form. I have heard that this is due to British argumentativeness, which tends strongly to disagree merely for the sake of winning an argument. Therefore reliance has to be placed almost entirely on the emotional appeal—for instance, the mother's desire to see her son grow up strong, the woman's desire to be beautiful in order to attract love. Still there is a growing place for advertisements which lay emphasis on the nutritive value.

"As to the attitude of the English toward American goods, I consider that it is increasingly favorable. Many American products are accepted as a matter of course in spite of a campaign for the sale of Empire goods—a campaign which the British government has subsidized with a sum of \$25,000,000. Of course, this campaign may ultimately have some effect on the sale of American goods in England, but at the present moment many English grocers are opposed to it. They assert that Empire goods cannot meet all grocery demands.

"As to American methods of business, there is a growing tendency in England to watch them. But so far as the food trade is concerned, I should say that the average English business man simply doesn't notice them. There is no hostility—merely indifference. One of the chief differences between English business methods and ours is the secrecy of English methods as opposed to the pooling of information and experience which is prevalent in American business. An American business man will not hesitate to discuss with a trade rival the why and wherefore of his profits on a certain line of goods; the English tradesman would be most unlikely to do so.

"But there are signs that our custom of pooling information and experience is beginning to make its appearance in England. Some of the smaller tradesmen I met expressed an admiration for American methods. 'Of course, there's no use in trying to compete against American methods,' they said. As a matter of fact, they could do so very well if they wished to take the trouble."

"In one respect at least I found English and American trade difficulties practically identical, that is, in the matter of salesmen. Contrary to expectations I found that real intelligence was no less common among English salesmen—or travelers, as they are usually called—than among ours. The response to aggressive leadership is just as sure with them as with us. On the whole—and this is corroborated by American managers in England—salesmen over there are about the same as in America, subject to the same weaknesses, needing the same constant follow-up and equally willing to be led by the right man. The English salesman's hours are shorter than ours, running from 9:30 or 10 to 5 p. m. On one occasion, when calling at a grocery store as early as 9:30 the dealer informed me that he knew I was not a salesman because of the early hour of my visit. English salesmen's salaries are about 20 to 30 per cent. lower than in this country.

"You ask whether the English consumer is willing to pay for quality. Very much so. He will even pay double price for it. High-priced meats are the best sellers and English butchers are hard put to it to know how to dispose of the cheaper cuts.

"America has been called a nation of economic illiterates. England might with some justice be called a nation of dietic illiterates. Compared with Americans, the English are quite ignorant of the science of nutrition, food values, vitamins and similar subjects which are almost everyday table topics in this country. This is due to the educational work of American food advertising, particularly in newspapers, and the relative absence of it in England. That the English know little about balanced meals or vitamins and minerals is proved by their monotonous meat and potato diet, the insufficiency of their fruit and vegetables, and their persistent overlooking of all dishes."

The American investigator found that there was a good deal of difference in the organization of the English and American grocery trade. There are in England the independent dealers, the chain stores, the multiples, which sometimes have as many as 1,000 "branches" and the co-operative stores. The multiple stores have a standardized form of shop, a standardized line of merchandise and a manager so standardized that he simply takes what is given him to sell and fills his customers' demands as best he can.

"The chain store, on the other hand, adapts its shop to the peculiar demands of the locality and leaves the manager large discretion in selecting his stock and fixing his local policy," said the American. "Price cutting is not a habit, while high grade specialties not obtainable in multiples are featured.

"The co-operative stores are tending toward a higher grade of goods. The managers are a particularly intelligent lot. Their goods are not by any means always the lowest priced, and for that reason they have been losing members. There is some difference between the 'psychology' of the private and the co-

operative store. The private shop tends to make the individual customer more of a feature than does the co-operative, the personal relationship being far more emphasized. I might also add that although the English retail grocer understands little about efficient window trimming, he is a master of interior store display.

"I met with many examples of the typically British habit of procrastination. I had a letter of introduction to an English business man. In reply he called me up on the telephone on a Tuesday and made an appointment to see me for the Thursday of the following week. I feel morally certain that he was not too deeply engaged to have seen me earlier; he was merely a creature of habit and my call was a disturbance of his routine which he was determined to delay for as long as it was decently possible. An Englishman never seems to want to do anything until he feels that he has to; and then you will find that it is beautifully done. English history is full of instances of this peculiarity. Spain grew in power under England's very eyes until the latter woke up one day to the presence of the greatest fleet in history, the Armada. Under the press of necessity, she manned a fleet that saved her naval supremacy for all time.

"The very fact that an idea is new or that he does not know the man offering a proposition makes an American all the more eager to learn about either. The Englishman, on the contrary, is prejudiced against the thing or person that he knows nothing about. I once saw an Englishman give the most careful reading to a long circular letter and then threw it away with the remark: 'It's very interesting, but I don't know the fellow it's from, so why should I pay any attention?'"

Laces Popular Abroad.

Despite the popularity of laces in Paris reported by returning buyers, there is little improvement in the general situation. One buyer who has just returned from Europe says that four out of six gowns in the fashionable woman's wardrobe are of lace, with Chantilly, spangles and metal laces in bright gold and bright silver leading. In view of this widespread use of laces by the Paris couturiers it is predicted that the American market will soon reflect this condition. All-over eyelet embroideries in colors, white and ecru are in demand, being extensively used in the jumper dresses.

Ornaments for Women's Gowns.

The trend away from extreme simplicity in women's gowns is already being reflected in the increased demand for spangled and embroidered bands and appliques, it is said. They are offered in a wide variety of new designs and colors, combined with bright gold and silver braids and laces. Spangled tunics are especially popular, ranging in price from \$25 to \$100 each. Rhinestone head bandeaus and dress ornaments are also very strong, at from \$5 to \$150 a dozen. They are largely replacing beaded ornaments for dress trimmings.

Bond Issues Carrying Stock Purchases Well Regarded.

Bonds carrying convertible privileges and stock purchase warrants appear to be gaining in popularity in investment circles. Some authorities contend that only through the purchase of such bonds is the investor permitted to obtain full returns on his money.

In other words, the stand is taken that as a certain amount of risk is assumed in the purchase of any bond, the purchaser should, all things being equal, be permitted to share in any prosperity which the issuing company might enjoy.

The impression appears to have been quite general in the past that the only reason a company issues convertible bonds or obligations with the privilege to purchase stock at stated prices over a period of years is that its credit is not of the best. This may or may not have been true, but the fact remains that if a concern can obtain funds at a lower rate by so doing it would seem to be good policy, especially if such company is in an expansion period.

An advantage derived from the sale of convertible bonds which should not be overlooked is that it frequently provides a means for automatically retiring bonds without any outlay of money.

John Nickerson & Co. have prepared an analysis of thirty convertible bonds and fifteen bonds carrying stock purchase warrants, which indicates quite clearly that the purchase of such bonds in the past has proved to be more usually remunerative to investors. The lists include bonds of companies in most all industries and with varied degrees of safety. Of the forty-five issues only eight have declined in price since they were issued. In the case of five the prices remain unchanged, while thirty-two have advanced from one-quarter of a point to 107½ points. Losses ranged from ½ to 6½ points. The average shows an advance of 10.22 points, while the average annual return was 6.42 per cent.

"The investor," says the foreword accompanying the analysis, "interested in securing an income return, provided only his principal is amply safeguarded, and the speculator, interested primarily in increasing his principal, irrespective of his income return, are generally regarded as the extreme opposite types of security buyers.

"Speculation and investment, however, may sometimes be brought together under decidedly attractive conditions if an opportunity can be provided for increasing the principal invested without impairing in the slightest the safeguarding of either principal or income return.

"The convertible bond and the warrant-attached bond offer to investors almost their only opportunity to combine under favorable arrangements an investment and speculative purchase.

"The convertible bond holder has an investment which will command a market price reflecting its investment worth, irrespective of unfavorable stock market trends, but which will reflect in its price, however, prosperity for the company, improved earnings

through operating economies, consolidations, etc.

"The convertible bond and the warrant-attached bond afford the bondholder an opportunity to participate in the increased earnings of a company and to enjoy not only the security of his bond investment but also a participation in the increased market value of a company's junior securities. It enables the bondholder to eliminate the risk of common stock investment and still retain a share in the prosperity of the company and the benefits of an advancing market in stock prices."

Most of the higher grade bonds of this kind which have been outstanding for any period of time are now selling at prices representing their equity in junior securities rather than their yield value. This would indicate that the logical time to buy such bonds is when they are first offered.

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Lamp and Pipe Novelties.

Feathered novelties, including small boudoir lamps, powder-puff and trinket boxes, are among the newest items shown by a leading house. The lamps have a base of Dresden china figures in eighteenth century style, with paniered skirts trimmed with feathers and down in pastel shades. Wired ready for use, they sell at \$27 a dozen. The boxes, of brass frames covered with imitation leather and trimmed with feather ornaments, are priced at \$8 a dozen. The same house offers a combination pipe and ash trays with gallalith base, the bowl of the pipe being fitted into a standard in an upright position with a cleaner surmounted with a bird's head thrust into the stem, the whole giving the effect of a stork. They are priced at \$30 a dozen.

For Men's Fall Neckwear.

A wide range of patterns and weaves is shown in men's Fall neckwear. While stripes in moires and reps are holding their own, there is also a brisk demand for small geometric designs in basket and Jacquard weaves. Many manufacturers are disappointed in the demand for crepes, which have had little sale among the better grade shops. One manufacturer reports a good demand for cut silk mufflers, with some falling off in the popularity of wool and knitted fabrics. An outstanding novelty with the same manufacturer is a linen set of tie and handkerchief, in bright colors, on an ecru ground. It retails at about \$3 the set.

Slips Continue in Good Call.

Princess slips for sales and fill-in purposes continue to meet with an active demand. Merchandise in the pastel shades is said to be doing well at the moment, although the call for tans, navy and black is active. The wide popularity of sheer dresses this season, notably those of printed silk, has been of much help in the sale of slips. Georgette dresses usually have the slips attached to them and are sold as single garments, otherwise the demand would have been much greater. With a white season expected, it is believed the demand for slips will stay good for some weeks yet.

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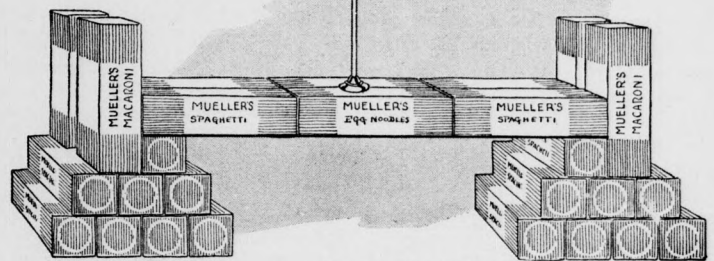
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For Information, Rates, Schedules, etc.

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

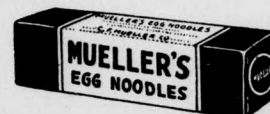


This is the Bridge to
the House that Jack Built...

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

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DRY GOODS

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

Short Women's Dresses.

In a survey recently completed by the Affiliated Specialists in Dresses for Short Women it was ascertained that 1,465 department and specialty stores are now handling apparel for women of diminutive stature, Jacob Abbatte, Chairman of the Research Committee of the organization, announced last week.

"Although we were somewhat disappointed by the comparatively small number of stores found to be handling apparel for women of diminutive figure," Mr. Abbatte said, "we were highly pleased with the success that has been scored by most of the shops dealing in this latest type of apparel. As near as we can compute it, only one store in ten is attempting to cultivate the patronage of women of five feet five inches and less.

"While the number of stores having separate shortwear departments—592—is quite large, many of these so-called 'departments' consist merely of a few cases set aside in a corner of the regular ready-to-wear section. We do not know of a single instance where a store that has installed 'shortwear' is intending to discontinue it. In other words, dresses for short women have earned a permanent place in the ready-to-wear field, and it is only a matter of time before they are handled by the vast majority of progressive stores."

Lightweight Underwear Wanted.

The steadiness of the demand for lightweight underwear during the last week, despite the vagaries of the weather, is taken here to mean that retail stocks have finally reached a state where they must be replenished without regard to temporary lapses on the part of the thermometer. This realization, coming as late as it has, has put something of a strain on retail sources of supply, including both jobbers and direct-selling manufacturers. In the case of the latter this is shown by the rushed condition of their shipping rooms, while requests of the jobbers for prompt shipment of merchandise due them are indicative of their position. As has been the case all season the demand is concentrated to a large extent on the "athletic" styles, both in staple checks and novelty effects in design and color. The approaching end of June finds most makers of heavyweight underwear faced with the problem of how to get jobbers to place orders for delivery during the next several months in the face of the present position of cotton.

Hosiery Activity Not General.

Except for lines that are sold direct to retailers and that are in particular demand as a result of the approaching vacation season, not a great deal of activity is reported in the local hosiery trade at the moment. Attempts to look ahead into Fall on the part of manufacturers of this merchandise have as yet not been productive of a great deal

of business, but reports from various quarters indicate a nice business in full-fashioned silk goods for immediate delivery. One of the features of this business was said yesterday to be the increasing call for white hose, this at least partially filling earlier predictions that this shade would have one of the best seasons in some time. Not much is transpiring in other parts of the primary market right now, with price readjustments on Fall lines of silk hose completed and not much buying of cotton and rayon lines being done by the jobbers. About the only thing of interest in prospect is the pricing of 1927 lines of infants' hose, most of which have already been tentatively shown.

Offers a New "Shoe Glove."

A new type of protective footwear is being offered the trade by a well-known rubber firm. The item is a "shoe glove" designed to protect the shoe and ankle from rain, mud or slush while preserving the natural contour of the ankle and eliminating the disadvantages of galoshes. The glove is made of pure rubber and is so designed as to cover the foot to a point well above the ankle. A cut-out is provided for the heel to protrude. The rubber hugs the foot closely, giving a neat, trim appearance. The article is designed particularly for a favored short vamp low shoe, but its elasticity provides adjustment to any size of toe, heel, instep or ankle. The glove is made in sizes from 3 to 7 and is available in black, brown, gray and nude shades. The rubber surface is brocaded and is set off by front face trimming, banding and cuff. Spring snaps are provided for closing. The rubber cleans easily and will not soil the stocking or shoes, according to the manufacturers. The merchandise is priced to retail at \$5 per pair.

Floor Coverings Lack Feature.

With the turn of the half-year only a few days away, features continue lacking in the floor coverings trade. Although road men for houses which opened their Fall rug and carpet lines early have either returned to New York City or are on their way there, salesmen representing the "late opening" concerns are still in their various territories. It is from them that the bulk of the business now being received in this market is coming. Few out-of-town buyers of any importance are now expected to come here until after the Fourth of July at least, and, with local buyers inactive as yet on the new season's lines, indications point to general quiet during the next ten days or two weeks. Although producers in the hard-surface field are getting business for Fall, market comment is to the effect that the volume received to date is not as large as it might be.

Colored Cottons Being Bought.

A nice business in certain lines of colored cottons is now being done. Denim sales are said to be running into pretty fair volume in a quiet way, cutters buying standard goods as they need them on the basis of 15 cents for 2.20 yard white backs. This figure, incidentally, is 2½ cents a yard below

the quotation on the 2.20s made early in January by the leading producer for deliveries during the first quarter of this year. Another kind of goods that has been moving better of late under an increased demand from both the cutters and jobbers, principally the former, are flannels. These fabrics, which were recently cut a cent a yard by leading manufacturers, were also said yesterday to be selling well for delivery during the Summer months.

Summer Clothing For Boys.

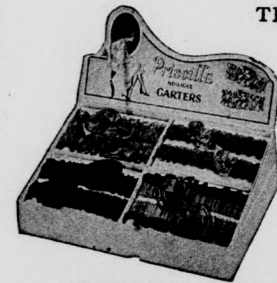
A good call for suits of Summer cloths in jacquard stripe and stripe designs is a feature of the business being done in boys' clothing. Light shades are predominating. Because of the fact that the supply of the garments available for prompt deliveries is restricted, prices on them continue firm. Linen suits, mostly ones having light grounds and fancy checks and overplaid, are also being freely ordered. Buying interest centers in single-breasted, two-button plain coat models.

Ivory is a most valuable product, but in the dome of sales folk it is a liability and not an asset.

A cheerful philosophy was never evolved on an empty stomach.

Business in Handbags.

A fair amount of immediate delivery orders for handbags is being received by wholesalers. Fall lines will be ready shortly, with manufacturers planning to test out the probable later trend by well varied offerings of both flat and pouch bags in leather and silks. In the present demand novelty silk bags are said to lead, although the demand until recently had strongly favored ones of colored leather. White is a much-favored shade, and the black and white combination is also popular.



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GOOD WEAR PERFECT WORKMANSHIP
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A patented feature of SHUR-FIT bloomers assures plenty of fullness in the seat, and a smooth snug waist line always in place no matter what the posture of the wearer. Every bloomer made 31 inches long, giving plenty of freedom over the knee.

SHUR-FIT bloomers make warm friends for your store. We list three seasonable big sellers:

- 961—Made of Windsor Crepe, plain or figured. Colors Flesh, Peach, Orchid, Maze \$8.50 Doz.
981—Made of Everslip cloth. Colors White, Peach, Flesh, Orchid, Grey, Light Tan 9.00 Doz.
972—Made of Glydon non-cling cloth. Colors White, Peach, Flesh, Orchid, Grey, Light Tan 9.50 Doz.

EDSON, MOORE & COMPANY

1702-1722 West Fort Street
DETROIT

Iniquitous Measure Defeated by the Senate.

Grandville, June 29—"Senate kills McNary farm bill."

Good news from the Senate at last. It is to be hoped that no more such iniquitous legislation will come up right away. Whether the farmers have any call for all the sob stuff they have inflicted on Congress is a question. In any event there is likely to be a rest for a time while the little-minded political shysters who have a big delegation in the present Congress have time to go off by themselves and give said selves a good kicking.

What the disappointed farmers won't do to those senators who refused to come to time on the class steal inaugurated by professional sodbusters is a matter for speculation.

Threats made to frighten legislators into going against their convictions in matters of state very seldom get very far.

Threats of what they will do to the protective tariff are mere mouthings for effect. Farmers are as well protected as other classes and much of the stuff they have to buy is on the near free list.

The vote on the McNary bill was strictly on non-partisan lines. It is satisfactory to both Democrats and Republicans that the unrighteous, iniquitous measure was defeated. Those senators who really wanted the bill defeated, yet voted for it expecting if it passed the President would extend his veto, may well despise themselves for such cowardice.

There is an old saying that the righteous are never forsaken. In politics this has often held true, and yet there are weak brothers among the legislators who fear to put that saying to the test.

No doubt substitutes for the lately defeated bill will be offered, and a strong effort made to pass some measure which will still the farmer disgruntlement. Why the farmer grumbles it would be hard to find out. Farm prices have certainly been extremely high the past year; so high that the householder who pays the bills realizes that a dollar doesn't go very far on the market.

The writer calls to mind a young farmer who had the use of a large farm all during the kaiser's war, when farm prices were trebly enhanced, and yet through all those years his profits were nil, and he finally left the farm and went to town where he is to-day working for day wages. He was not cut out for farm work, hence made a failure when neighboring farmers waxed wealthy. It is so in all lines of endeavor, no matter how favorable the conditions. Some will become independent while others will always remain improvident.

However, any sort of government assistance to farmers is class legislation and not in harmony with our Constitution. Why should government assist one class as against another? There is no call for doing one party to the undoing of another.

There has been a concerted assault on Congress from the West, and to their shame be it said the congressmen have failed to assert their constitutional prerogatives.

Many there are who speak of the farm problem.

There is no such problem. Prosperous farmers throughout the United States know better and are not kicking; the unprosperous ones would not make a cent if they were handed free meals and all the world's markets.

There seems to be quite a stir among the Western people over this and that problem and their grumbling has caused much uneasiness among the lawmakers at Washington. These Senators should pursue the even tenor of their way, basing their legislative acts on justice and a square deal to every class which alone will bring good times to the whole American people.

It is really pitiable to see some long in office senators so worked up over imaginary ills which are being thrust at them by a few wild-eyed cranks out on the Western prairies. The Dakotas and Minnesota have tried several experiments that have proven costly. Let them continue these trial makeshifts for square dealing and old fashioned honesty if it so pleases them. The U. S. Senate has no business taking up their foolish whims, making mountains out of molehills.

Had the primary method of nominations never been carried into effect in this Nation there would have been far less foolishness brought into legislative halls. The country as a whole has begun to see the monstrosity of this, and indications point to a readjustment of nominating methods which will give the honest poor man who has brains a chance over his wealthy mediocre neighbor.

The brains of the country are not all wrapped up in men of wealth. Poor but honest was sometimes said of a man. That isn't in, vogue to-day, since the poor are quite as trustworthy as are the rich, and the knack of making millions does not reside solely in large brains.

Would it not be a sight for sore eyes to see an old fashioned Congress elected next fall?

The Conklings, Blaines, Thurmans and dozens of others that come to mind have long since passed away, and yet there must be such men with us to-day, only they are not now in public life.

It is well enough to bow to public sentiment when that sentiment is right. On all such bills as Haugen and McNary monstrosities public sentiment, take the country as a whole, is against them. Why a whole Congress should go into spasms of alarm because a few disgruntled Western farmers tell them where they get off is a mystery to the ordinary citizen.

The old saying that it is better to be just before you are generous, comes in pat right here. How much more sensible to be just to the whole country rather than impinge their rights in order to satisfy a squad of prairie farmers who do not know really what they want.

Doubtless the defeat of this latest steal will quiet things down for a spell at least. Old Timer.

Cantons Have Much Favor.

Cantons are rapidly coming to the fore in Fall silks, their advance to favor being considered surprising in some quarters of the trade. It is now confidently predicted that when the buying of silks for Fall begins to reach the active stage Cantons will figure high in the total orders placed. There is the possibility that Canton raw silk, which already has had a large rise, may go so high as to be out of reach of the silk manufacturers. This is not now considered likely. Satin crepes are other outstanding silks for the coming season.

Crepe Scarfs For Fall.

Woven silk scarfs for men are likely to have a strong run of favor for Fall if the buying reported by one well-known silk manufacturer is an adequate indication. These scarfs are of printed silk crepe and feature a series of novelty patterns secured through special roller work. A graded polka dot pattern is one that is particularly popular at the present time, according to an executive of the firm. The one big advantage of this type of scarf is that it may be folded into a small bundle that can be easily slipped into the pocket, which is not the case with other types.

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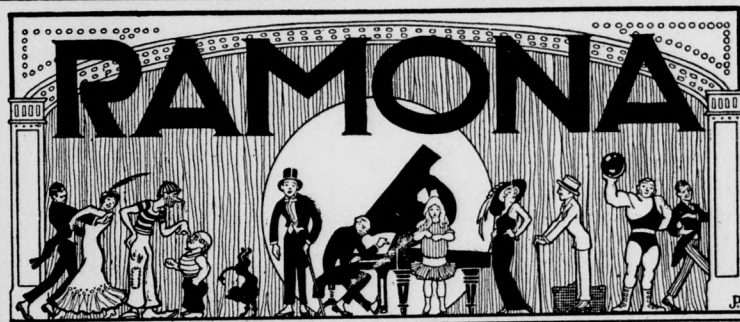
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SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN



THE RENDESVOUS 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

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.

Does Not Burn Up Money on Saturday Advertising.

Written for the Tradesman.

A few months ago I wrote a few complimentary things about the advertising of Henry May & Co., Honolulu. What I said was acknowledged promptly and a special pound of Kona coffee, packed in a Koa wood box, was sent me as appreciation.

The box was a beautiful thing, beautifully made. My wife has it now as a treasured souvenir. I was so taken with its beauty that I wrote for details of the wood. Plainly it was a species of mahogany, close grained, easily worked, soft red in color and highly polished. George Bustard, Manager of May's, answered my enquiry thus:

"Your supposition is correct and Koa wood is another name for Hawaiian mahogany, grown extensively on the Island of Hawaii. It lends itself to very high polish and is much desired by furniture manufacturers."

Under the cover of the box I found a printed slip, subdivided into three sections, each with its story. The first section tells of Kona coffee, thus:

"Coffee was first introduced into Hawaii a century ago by Lord Byron who brought the plants from Rio de Janeiro. Kona coffee is renowned for the mellow, mild flavor it possesses. It is grown for many miles along the Western slope of the Island of Hawaii and around the famous Kealakekua Bay. The soil is volcanic and often rocky, but coffee trees flourish surprisingly well nevertheless."

Next is the tale of the wood box:

"Koa was the tree from which Hawaiians made their best canoes. In 1795 King Kamehameha prepared a great fleet of Koa canoes. These had colored Tapa and Hala mat sails; brilliant pennants of all colors and chiefs in war cloaks and helmets. They landed at Wai-a-lae and soon conquered Oahu, when King Kamehameha became the ruler of all the islands."

Then follows this about Tapa cloth:

"The Tapa cloth in which Kona coffee is wrapped is a product of the South Seas and is beaten into its present shape by natives of the Polynesian group."

Looking over a recent May circular, I find that this box of coffee retails at \$3.50. Three dollars and fifty cents for a pound of coffee? No, sir—not so you could notice it. But \$3.50 for a gem of a souvenir mahogany box, highly polished and suitably trimmed with brass fittings, lined with that Tapa cloth which itself is a thing to wonder at and admire for its simple beauty and weird romantic atmosphere—plus these stories which tie everything together.

And please note that in making up such a package, dressing it so skillfully and printing such tales about it, May raises his business above competition. Get that idea. It is better than the outworn plan of working be-

low competition—on a purely price basis.

Of course, the man without vision—and there are plenty such—says: "That's all right, but we have no mahogany, no Koa wood and no Tapa cloth to talk about—things is different in our dead town." Yes, but the difference is in you, same as this difference is in May. For every region has its own character, its stories, its legends, its romances.

Chattanooga has its Missionary Ridge—with few of its residents able to tell where or how the Ridge got its name. Chattanooga has many other things, too. Pottsville tells you that it is like Rome in that it is built on seven hills. Richmond tells the same story—though it has thousands of other equally good tales to tell. So does Seattle—with beauty, romance and peculiar local charm spread about more lavishly than almost any other area of equal size. And there are other seven-hill towns.

Charlotte has a "navy yard" though located far inland; and it was in Charlotte that the Mecklenburg Declaration of Independence was signed in 1775—and there are other points about Charlotte, Blowing Rock, for example. Winnipeg is at the terminus of the Red River of the North, distant by the depth of the United States from the Red River of the South that rushes through the swamps of Louisiana; nor is that all there is to Winnipeg locale and traditions. Medicine Hat has its name. It is the place where they make the winter weather—but that does not end its catalogue of local story. In Texas there is a second Colorado river, a stream of prodigious size, strength of current and volume of flow. Madison has its Spirits of the Lakes and Milwaukee—once "famous" for one thing is now noted for many.

Let advertisers but look about them at home. They will find plenty of individuality, of character that stands out so it can be hitched up to any campaign by those who, having eyes, are able to see.

May has another right idea. He issues a postal card list of specials every week; but, oh, please note most accurately! These are all Monday offerings. "May's Monday Specials—for Monday, March 22 only." You don't catch merchants like May, or Sill of Berkeley, or McLean of San Francisco, or Tebbets & Garland, Chicago—or any other man who is onto his job—advertising specials for Saturday. Of all the fool plays of which grocers are guilty, this is the prize idiocy.

It's great for the newspapers to fill two or more pages of grocers "advertising" on Friday, a day on which they'd otherwise have no revenue whatever. So again the grocer is the goat—piling up additional work and grief for himself on the day when he has plenty of trouble in any case. Thus Saturday, when goods sell themselves, when profits can be made, the fool grocer works his head off giving away merchandise for the sole benefit of the daily newspapers.

But May has the right idea. He has the idea long ago adopted by de-

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 (JA) MILKIES

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

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.

MEAT DEALER

partment stores. It is the idea Findlay worked consistently many years ago building business that came evenly throughout the week. So May brings folks back for specials on Monday, the day that otherwise they'd spend at home or at the movies; and at that he does not give anything away.

I notice, too, that May does not say "regular price soandso; special price, thus." He goes ahead and quotes prices after description. And his phone number is always played up.

Folks order other things, too. Here is the list—entire—of March 22:

S & W Strawberry Preserves, 10 oz., 25c jar.

Hester Price Red Currant Jelly, 25c jar

Daw Sen Indian Curry Powder, 4 oz. 25c bottle

Crossed Fish Sardines, in Olive Oil, 15c tin.

Norwegian Kippered Snacks, 4 for 25c.

Arnott's Orange Slice Biscuits, 2 lb. \$1.20 tin.*

American Standard Corn, 2s, 2 for 25c.

Special: 1 dozen Creme Oil Soap \$1.10 dozen. 1 large bath towell free with each purchase.

And so it goes, a demonstration one week, something "free" another week, a special note concerning exclusive agency merchandise another time, but all pushing May's goods always, with profit for May.

By working the Monday idea, May brings more business up to the beginning of the week, when his force has time and energy to handle orders with greater care, when lists can be more carefully checked than at the end of the week in the week-end crush.

By listing a limited number of things as specials, taking time when customers can come and listen to introduce new things, May gets new items across every week and thus builds business that is, as I say, above competition.

By furnishing a framework of such specially mentioned items, May is certain that customers will include their entire orders—why not get it all now?

That is business building. It is taking advantage of the true function of advertising. Paul Findlay.

Price the Great Governor of Food Supplies.

The consumer is situated so far away from production in large cities that the connection is often lost, except insofar as a trip by auto into the country furnishes the necessary stimulation to a little better understanding. In smaller cities and towns consumers often come in personal touch with producers when calls are made at the back door with fruit, vegetables, dairy products, and even meat, with delays and incidental deterioration of some of these products eliminated. When the consumer-buyer sees the farmer coming in, dressed in the plain clothes worn by farmers, hustling around in rain or shine, heat or cold, a satisfactory perspective is furnished of his life and his work. Sympathy is felt for

him and with the satisfaction derived from fresh food as a supporting influence, a few pennies more or less paid for what he has to sell makes little difference. In the big cities consumer-buyers are never in direct touch with the farmer and so the consideration he deserves is not an influence in what is bought. Besides, there is a feeling that the farmer will get only part, and often a very small part, of what the food costs at the store or stand. Regardless of the merit or unjustness of the criticism directed against prices there seems no other way to get what is wanted. When food lacks the freshness that is usually so definitely associated with it near the point of production the fault is more often the result of necessity than intent. So if we accept conditions understandingly we realize that the stimulation necessary to sufficient production is that coming from the money received from its sale. In times of plenty, commodities are relatively low in price while in times of scarcity the opposite rules. With low prices paid producers comes curtailed production, while satisfactory price realization results in increased production, eliminating the relatively few cases which run counter to general rule. If foods are economically produced and economically handled the high prices of to-day are usually balanced by lower prices tomorrow. This holds true with livestock production and meats and there is a relationship between good values and increased production and low prices and diminished production that is so true to form that statisticians sometimes marvel at it. Producers and distributors, as a class, are doing the best in their power for their customer-consumers.

Sunday Closing Law Would Discom- mode Him.

Brohman, June 22—I have been reading some about the proposed Sunday closing law, which is being advocated so enthusiastically by Paul Gezon, Secretary of the Retail Grocers and General Merchants Association. In my opinion it is not quite fair to pass a law to compel all grocery stores to close on Sunday in this State. There are a lot of small country stores like the one my wife and myself conduct which caters to tourist trade a good deal. We have a good business for about four months in the summer and the remainder of the year is dead. We sell gas and oil, also soft drinks and our Sunday business sometimes amounts to more than any day during the week.

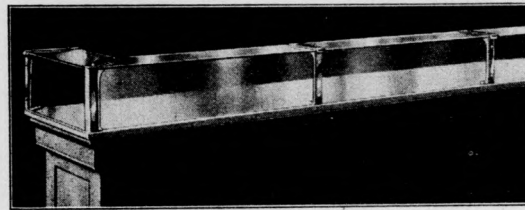
If this proposed law can be so worded as to take care of cases such as my own, all right; but if not, why not close everything and not stop at groceries? Then the tourist will know he cannot get in any place on Sunday and so will not travel, which would be a detriment to Michigan.

While it would be quite convenient for some, it would form a hardship on others.

If I could make a living in six days or five days or less it would suit me fine, as I would have the rest of the time to play; but I surely must live, therefore it is hardly fair for the city business men to regulate the country business in order to put a few more dollars in their own pockets. E. W. Cantrell.

Many of the things you get the most fun out of seem to be against the law.

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.

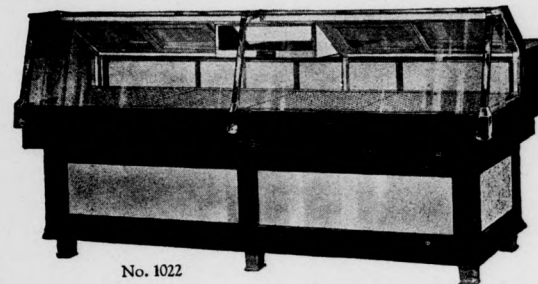
SAGINAW, W. S. MICHIGAN

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



This McCray Counter Refrigerator affords splendid display, enables prompt and convenient service to customers. Its fine appearance attracts and holds trade, gives customers confidence in your sanitary standards.

Styles and sizes of refrigerators, coolers and display cases to meet every need.

McCray Refrigerator Sales Corporation
639 Lake St. Kendallville, Ind.

Salesrooms in all Principal Cities
Detroit Salesroom—36 E. Elizabeth St.

Grand Rapids Salesroom—20 W. Fulton St. Kalamazoo Salesroom, 324 W. Main St.

"Look for the McCray Name Plate"



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.

Pointers in Regard To Handling Fishing Tackle.

Written for the Tradesman.

In handling fishing tackle, as, indeed, in the handling of all lines of sporting goods, that dealer is at a great advantage who knows how to "play the game." In other words, the angling enthusiast almost invariably prefers to buy from the man whose attitude toward his favorite pastime is at least sympathetic.

If the dealer himself is an enthusiastic fisherman, and can give some personal attention to the department, so much the better. But the needs of the situation can be met by putting in charge of the department a clerk who understands both tackle and fishing.

I recall an incident that illustrates the point. A visitor in a certain small town wanted to do some trout-fishing in one of the nearby streams. A store he visited in search of tackle showed an excellent stock, well displayed and well taken care of. But the salespeople seemed to have only the vaguest idea of what equipment the customer wanted. So, eventually, he gave up.

Down street a little later he chanced on a smaller store with a stock hardly as good or as well displayed. But when the customer went in and mentioned fishing tackle, the clerk leaned on the counter and gossiped with the utmost freedom regarding the local trout-fishing. He told the visitor just where to go, how to get there, what to use, and how to use it.

The upshot of it all was, that approximately \$10 changed hands then and there; and on his recurrent visits that particular angler invariably seeks that particular store and insists on dealing with that particular salesman.

Which, in a general way, is why some stores which pay close attention to such important matters as keeping up the stock and displaying it properly fail to get as good results as they should with fishing tackle. Personality is a vital factor, in this as in any other sporting goods line. When the display has drawn the customer into the store, it is still necessary to clinch the sale; and here the salesman's personality is the all-important factor.

In any hardware line, the salesman must, to win the largest measure of success, have more than a mere superficial knowledge of the goods he sells. And this is one very good reason why the man in charge of the sale of fishing tackle must be something of a fisherman. This is especially true in a community where there are numerous summer visitors interested in fishing. These people are comparative strangers; they have no local friendships; so that the service furnished by the clerk who knows the goods and the game is generally the deciding factor with them.

In such a community the fishing tackle dealer should keep on good

terms with hotel and boarding-house keepers, service stations and taxi drivers; so that when a fishing enthusiast comes to town the latter will refer him to the merchant for information and equipment. In many summer resort towns such help from friendly individuals is invaluable.

Incidentally, the reputation for being a dependable headquarters for fishing information is worth dollars to the dealer. In one town a man who is a veritable "crank" on the subject of fishing sells practically all the tackle used in that part of the country. He sells few other lines on so extensive a scale; but he makes a very fair living from this one line because he is regarded as an authority concerning it.

Before this man went into business he had been a well-to-do gentleman, with some inherited wealth. A few bad investments, however, made away with his fortune, and forced him to earn his living. In spite of the fact that his community had two hardware stores both selling fishing tackle, this man opened a store devoted exclusively to sporting goods lines, with special emphasis on fishing tackle. To-day the regular dealers sell practically no fishing tackle—simply because their handling of the business is perfunctory and indifferent, while this man brings to the work an enthusiasm and a knowledge born of his love of the sport in the days when he did not have to work for a living. Yet had either of the regular dealers possessed a reasonable knowledge of the sport, and a fair amount of interest in it, the newcomer would probably have found it hard to get established.

There are numerous ways in which the trade of the fisherman can be attracted. The average fisherman is an enthusiast. He "talks shop" all the time, and tells his conferees what tackle and bait he uses and where he buys it. Naturally, the dealer who has given him good goods and satisfactory service gets in this way a lot of valuable word-of-mouth advertising.

A stunt that is often good advertising for the dealer is to put on a contest for the largest fish caught in the course of the season. As a rule these contests are open to any fisherman provided he registers his name and address at the commencement of the season, or, at least, before he makes his catch. This provision serves to bring people into the store and gives the dealer a chance to get in touch with them personally. Usually the proviso also is made that the catch must be with fishing tackle purchased at the store offering the prize or of the same variety as is handled there.

Whenever an exceptionally big fish is caught a photograph is taken of fish and fisherman, and placed on display in the window, with a legend announcing that the fishing tackle sold inside gets the big ones.

Where this stunt is adopted, it is a good practice to keep the photographs from year to year. A series of such photographs, showing the big fish and the men who took them, will add immensely to the effectiveness of a fishing tackle display.

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

GRAND RAPIDS, MICHIGAN

CEL-O-GLASS

Write for Circular

FOSTER, STEVENS & COMPANY

Grand Rapids, Michigan

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

One dealer has considerably elaborated the contest ideas. He keeps a large register in which he records the captures of any exceptionally big trout, date, place, weight and length of fish, also bait, tackle and rod used. Each purchase of a dollar's worth of tackle from this dealer secured the customer a membership card in the Big Fish Club and the privilege of registering his big fish. No fish under one pound can be registered; but every effort is made to secure registry of all fish over that weight. A prize of \$10 in gold is given each season to the fisherman taking the largest fish, and another prize of a like amount to the angler who gets the largest catch of big fish in the season.

This contest proves highly profitable advertising for the fishing tackle department. It stimulates rivalry between sportsmen, many of whom, eager to keep posted, frequently call at the store to examine the register. Naturally, they get into the habit of buying things they need; and into the habit, ultimately, of making their regular hardware purchases at this store.

Of course there are communities where the possible trade in fishing tackle might not justify prizes even of \$10; yet a very small prize will quite often be sufficient to appeal to fishing enthusiasts. The glory of winning the annual prize for the biggest trout is something to brag about afterward.

The methods to be employed in appealing to this class of trade will, of course, vary with the community. In some places the trade in fishing tackle is a minor item; in others it will be an important factor in the year's turnover. Each merchant must adapt his methods to his peculiar local conditions.

Fishing tackle lends itself readily to effective display. One dealer, for instance, used an exceptionally large window to show a wide range of fishing goods. A "bush" made up of fishing rods formed the background. The bases of the rods were sunk in imitation moss, leaves and other forest coverings. This arrangement gave the impression that the store kept an immense stock of rods. In front of the rods were displayed all manner of fish hooks, flies, trolling spoons, bait receptacles, hampers, rod cases, nets, etc.

The display was lightened by the introduction of a few mounted fish, trophies secured by local sportsmen; these attracted the attention of passers-by to the comprehensive display of tackle.

A camping scene also makes an effective display. And in such a display, the nearer you can get back to nature, the better. One dealer contrived the bulk of his display out of a large galvanized pan about three feet square and a foot deep. By means of a mechanical device he kept this filled with running water; and in the tank placed some small fish. The edges of the pan were covered with imitation moss. At the back of the pan, on a raised knoll, was shown a miniature tent, with miniature figures of fishermen. In front of the tent was a tripod, hanging from this a pot, and underneath this some sticks. A red electric

bulb added the last detail of a convincing camp fire. The corners of the display were filled in with various fishing accessories. Victor Lauriston.

"What Kind?"

One of the proprietors of a well known retail grocery house listened one day while a clerk waited on a woman customer.

"What kind?" returned the clerk. "Oh, let me see—better let me have Smith's pepper."

"I'm sorry, madam. We haven't any Smith's pepper in stock, but we can probably pick it up for you."

After the lady disappeared the grocer, who had taken in this remarkable dialogue, exploded.

"Say, I want all our clerks to understand once and for all that we have goods in this store that we have paid for, and that we don't desire to waste time running around town picking up stuff from other dealers upon which we won't make a profit!"

Certainly, of all the asinine rejoinders to make when anyone asks for an article without mentioning a brand is that of "what kind," and particularly an article like pepper or flavoring extracts, or any other line which is not a family byword, because of the heavy advertising. In a lot of cases, too, the store probably only carries one brand and by such a silly answer is nevertheless placed in a position where they have to show a willingness to provide anything the customer happens to think of.

Of course, the only thing for any well trained clerk to do in a case of this kind is to say nothing and do nothing, but get the customer on to the next item she wants.

These incidents should be handled in such a matter of fact manner that people would realize that brand names are not necessarily important where a dealer understands his business and where goods are sure to be provided.

You are a grocer and know more about the goods you sell than any one of your customers. It is your business to sell goods that you are prepared to defend against all comers and sell them at a profit. This being the case it should always be apparent that whatever brand that you supply is supplied because you know its superiority, and if you don't know it you certainly should.

But above all let it be understood that in your store there are no such words as "What Kind?"

Active Demand For Belts.

Belts for women are among the most active items in accessories at the present time. Present style and sports wear trends favor their use. Wholesalers say that the narrow types of belts are most wanted, although there is some buying in the wider ones. White kid is one of the popular leathers used. White generally is the best single color in line with the trend toward a strong white season. Belts combining leather and fabric, the latter being inserted and having a novelty colored pattern, are in demand for sports garments.

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

Bell Phone 596 Citz. Phone 61368
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

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.

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

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."

COMMERCIAL TRAVELER

MORE COUNTRY HOTELS.

Ups and Downs of Central Michigan Taverns.

The Lockwood Hotel, at Fowler-ville, was one of those low ramblingly constructed places, with a large wide porch running the entire front, generally painted white. The large pillars gave a commanding aspect. The Lockwood was built early in the history of Michigan and had been for many years in the family of the Lockwoods. Mr. Lockwood in charge was a man of the old school. He was devoted to his business, a generous and good provider of foods; a pusher with the bar, but, as a whole, well met, with many friends among boys on the road and locally. While he played the bar for all it was worth, he did not, as many smaller hotel proprietors did, neglect the remainder of his hotel. The Hotel Lockwood was well kept, an excellent dining room maintained, and as a host Mr. Lockwood was par excellent. For years he was a great admirer of good horses, always owning a good team and a roadster or two. At one time he had a small farm and raised much of the foods used in his hotel.

The Lockwood, like the great majority of hotels in smaller cities, enjoyed a very good business about three days a week; over Sunday, so to speak, was "null and void." Not even a chance to get extra Sunday dinners from town folks; however, all in all, the Lockwood, with its excellent bar, was considered a very good money maker as hotels went in those days.

When Mr. Lockwood passed on I cannot say, but think not until after the old Lockwood had burned to the ground and the new Lockwood had been erected. This was quite a modern establishment, along about 1910. At all events, the house was continued as the Lockwood by the Lockwood interests, a son taking active part, I have been told, with possibly Mrs. Lockwood still active.

The Hotel Green, at Fowlerville, was a brick hotel, not as large as the Lockwood. Mel. Green was the proprietor. He did not conduct as good a hotel as Mr. Lockwood, but just good enough to divide the patronage, and he, Green, not getting enough to make any great amount of money. He quit the game many years ago, went over to Owosso in some other business, the hotel went out of existence as a hotel, but I noticed the building was still there a few years ago. Green passed away some years ago.

How or when the Sumner Hotel, at Fowlerville, came into existence, I do not recall. I remember seeing it there a couple of years ago, but attached no significance to it. I believe it had a very good reputation and notice by items from the pen of Frank Verbeck in the Tradesman that C. W. and F. M. Bosworth, coming from some where further up state, have become proprietors. I do not see how Fowler-ville can support two hotels, for from what I know of the place, it has developed none over many years ago,

and if the Lockwood is still going, so much the more wonder.

Both at Howell and Fowlerville in the days I am covering, train bus competition was at high tide. At Howell we used to charge 25c round trip from hotels to depots; at Fowler-ville for some time both the Lockwood and Green hotels conducted free busses. At Howell I took to making trains personally for a time, rather than to trust to some porter; John White followed suit and we used to stage some pretty scraps. Some times he won out, sometimes I did, and I am free to admit he gave me a great run for my money. My great call, especially to the strangers, was "Brick Hotel," and often got away with it to some advantage, and then John would rave. Such was country life in the hotel game those days.

Weberville never had a hotel which counted. One existed there, but the boys always planned not to stay there over night, if possible, arranging to make Fowlerville to the South or Williamston to the North.

There were eight trains each way those days and sometimes some of the boys traveled very fast. While there was one through train each way, the remainder were local; even the through trains stopped at Plymouth, Howell, Grand Ledge and one or two smaller places, as well as at Lansing. During the depression of 1893-4, several trains were taken off for a time, but the service, as a whole, was most conducive to quick changes and fast traveling.

Williamston in those days had a fair hotel, conducted by a father and son. As I recall it, the place was not as well conducted as the Lockwood, the Whipple hotels, etc. I believe this place always had a bar, even after the higher license came into play. I noticed two years ago the hotel was still standing where it did thirty-five years ago. It did not look good. I talked for a minute or two with the man in charge and he complained business was not good—too close to Lansing and autos dashed through both ways.

Probably there was not a hotel between Detroit and Grand Rapids which was criticised more than the hotel in those days at Grand Ledge. There always seemed to be something amiss there. It changed proprietorship several times in a few years; I can recall visiting it only once and was not favorably impressed. Don't recall now even its name those days or the names of owners or proprietors, only that when anything was said of a hotel at Grand Ledge, it was nothing good. What the situation is there now I have no idea.

Lake Odessa in the early 1890's had a mighty clean and well conducted smaller hotel. While rather close to Grand Rapids, it seemed to enjoy a very good business. If memory serves me right, a young man whom I had gotten acquainted with at Grand Rapids, by the name of Hotchkiss, conducted this place. I recall going down and staying over Sunday one time with this man and being most royally entertained. As I recall the house, it was a brick veneered place, painted

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 PANTLIND HOTEL

The Center of Social and Business Activities
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 Dining Room Service
Hot and Cold Running Water and Telephone in every Room
\$1.50 and up 60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

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
EDWARD R. SWETT, Mgr.
Muskegon Michigian

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

white, located on the main street. I was there once in later years. I recall a great specialty there on one of my visits—just plain corn bread, fried salt pork and cream gravy, with a baked potato. Common dish in those days, often on the menus of many a country hotel for supper; but so many hotels failed to know how to make the corn bread just right. Often the pork was not rightly cured and often fried too much. It is a knack to rightly prepare cream gravy.

Happy days those, 50c the meal in most places, and many of the good old dishes have gone into the forgotten. Hot biscuits and honey—that was one of my specialties every night. Whatever my shortcomings may have been in those days, I still pride myself that our biscuits and honey stood the test, day in and day out.

One of the characteristic smaller town hotels was the Hotel Phillips, at Bancroft, on the main line of the Grand Trunk. Conducted in those days by H. G. Phillips and son, Kim. Senior Phillips was more of the old school type than otherwise, but not just in the class with Whipple, White, Fred Wildermuth, at Owosso, and others. Kim was a wild sort of devil and played the bar to the limit. The Hotel Phillips was a neat little brick structure, two stories high, possibly twenty bedrooms, a dining room, office and, of course, the bar room. Meals at this hotel in those days were said to have been better until Kim got full control. Then they were not so good.

Bancroft was a very small burg, possibly 1,500 inhabitants, but the hotel for years had a fine commercial business. The Sherman department store was one of the largest of its kind in that section, conducted by Roger Sherman and his son, Ed. The younger Sherman was a go-getter for business and this store alone drew a great many traveling men to the little burg. There were two trains which went through Bancroft without stopping, sometimes 60 miles an hour, where one train stopped. It was no easy matter to get to Bancroft by rail, no easy matter to get out, and, in consequence, the hotel prospered. For years the bar in the hotel was the only one in the village, and made Kim Phillips a lot of money. But easy come, easy go, was Kim Phillips. He crooked his elbow far too much for his own good.

As time wore on, business at the Phillips began to grow less; first the Sherman stores began to retrench; father Sherman died, Ed. branched out into larger circles, moved to Detroit and has made himself well to do in real estate and apartment houses. Many of the old-time traveling men now reading the Tradesman will bear me out that at Bancroft it was the Shermans, first, last and at all times. The little burg is still there, but a disastrous fire in 1914 swept considerable business places aside, the hotel was converted into stores, the post office holds sway where the old bar was for years, a few people live upstairs, and the Phillips House has been swept into a thing of the past.

Kim Phillips later went to the Hawkins House, at Ypsilanti, and remain-

ed there until his death, some ten years ago. And what an old place was the Hawkins! Years and years ago it had stood out in prominence as one of the better hotels of Southern Michigan. The street railway, with easy communication to Detroit, gave this proposition the first business reverse. It never recovered and as some of the first improved roads of Michigan passed through this little college town, that also hurt, as the Hawkins had nothing to offer to the average traveler. Kim here, as at Bancroft, pushed the bar to the limit. The rooms were poorly furnished, the office and dining room unattractive. However, let it be said, and most truthfully so, Mrs. Phillips kept the chambers in most excellent condition with what she had to work with. While the bar made fairly good money, the loss on the house gobbled it up and Mrs. Phillips worked against many handicaps. She continued there for a time after the taking away of Mr. Phillips, removed to Lansing, and is holding down a good State job. Stena Phillips will be remembered by many for her loyalty to her husband, to the business she tried so hard to make good with. There was one son, Henry, who has developed into quite a clever hotel man. Last I knew of him he was with John Anderson, at the Harrington, Port Huron. Young Phillips had served in various capacities at the Statler and Tuller hotels in Detroit—far from a chip of the old block. After all is said and done, had Kim Phillips been fair with himself, he might have left behind a sweet memory, for his word was good and he was a prince of good fellows to meet—too good at times. He would give his last dollar to help a friend and the writer personally knows he lost heavily from those who failed to repay loans and other favors. Even with his faults his memory will be cherished by many of the old-time boys on the road, for he had a large acquaintance among them at one time.

The new Huron, at Ypsilanti, is a great success, details of which Verbeck has touched upon in his weekly contributions and which I will also make a few notes on later.

Reno G. Hoag.

Final Word Regarding the Mackinac Island Convention.

Lansing, June 29—We have been obliged to make one change in our convention programme for July 6, 7 and 8, at Mackinac Island. Donald S. Gilmore, of Gilmore Brothers, Kalamazoo, has changed his plans somewhat for the summer and has gone on his vacation with a friend to Montana. In his place we have substituted Sheldon B. Hickox, of Boston, with the topic, "Scientific Merchandising from the Unit Control Standpoint." This is a live topic and every merchant should plan to stay through the convention to hear Mr. Hickox.

On June 4 we mailed to all of our members and invited guests, a copy of a sixteen page booklet with illustrated covers entitled Mackinac Island. On page 16 of the booklet is given a list of hotels located on the Island. The rates at these hotels vary somewhat. It is not necessary that all merchants go to the Grand Hotel for rooms. Those who desire to go to less expensive places may do so by referring to this booklet and sending reser-

vations direct to the hotel which you may select.

On the other hand, if you desire to go to the Grand Hotel, I am authorized to say that reservations in advance will not be necessary, as there will be room for all during the week of our convention. For those who are regular guests at the big hotel there will be no charge for our banquet in the evening of July 7, as tickets will be provided to admit them to the dining room. Persons who are stopping at other hotels will be expected to pay for their banquet dinner. The price, however, will not be exorbitant.

Aside from the beauty of the location, Mackinac Island is a wonderful place from a historical point of view. The booklet above referred to mentions some matters of great interest to the tourists. We hope that our members will plan to arrive at the Island on the evening of July 5 or during the forenoon of July 6. This will give an opportunity to see the Island before the convention begins on Tuesday evening.

Those who arrive early are invited to attend an informal conference led by Prof. Carl N. Schmalz, of the University of Michigan on the subject, "How can the Bureau of Business Research of the University of Michigan Serve the Smaller Towns?" This conference will be called at 4 o'clock and will consist more of round table discussions than anything else.

The afternoon of Wednesday has been set apart for the annual business meeting of the Association. This will consist of brief reports of the Secretary-Treasurer and Manager, also the election of officers. Many members, especially guests and some who participate in the program may not desire to attend the business session. The business session, however, will be over before 3 o'clock. The remainder of the afternoon can be devoted to sight seeing. The evening banquet will be a top-notch affair. We have two very capable speakers to entertain and instruct. Our former President, John C. Toeller, will have charge of the question box at the close of the formal program.

Fisher's orchestra of Kalamazoo, one of the best aggregations of music of the entire country, are at Mackinac Island for the entire season. This wonderful orchestra will be with us at the banquet and will furnish the music for the dancing.

We welcome to this convention all members. Of course, we want all our members to attend, but the same welcome will be extended to dry goods men who are not members of the Association and to any retailer in Michigan whether he is in the dry goods line or not. Invite your retailer friend and tell him that the glad hand is extended. Mackinac Island goes on central standard time. Our program will also be on central standard time.

Jason E. Hammond,

Life Is Real and Earnest at Onaway.

Onaway, June 29—Onaway will celebrate as big as ever; the usual number of races at the fair grounds and liberal purses accordingly.

"By the Way, When on Your Way, See Onaway."

Real estate transfers in Onaway are numerous this year. Outsiders are attracted to our little city and are buying summer homes here. They say they are well pleased and then it is only a short drive to the lakes and State park. Lake property is also moving fast; not a boom, but steady growth.

This week marks a sad event in Onaway, owing to the death of Dan Bertrand, general superintendent of the Lobdell-Emery Manufacturing Co. Mr. Bertrand had been in the employ of this company for a good many years and was a friend to everybody. Not until recently was it known that his ailment was serious, but hospital examinations revealed the fact and his life could not be saved.

The funeral was held to-day at his old home in Casnovia.

In spite of the unusual amount of traffic on our streets no accidents have occurred this season, which speaks well for the good judgment shown by the traveling public. Tourists are a little careless in observing traffic rules, but we wish to be as courteous as possible and not mar their pleasure trips by being too severe.

James McGillivray, of the Department of Conservation, exhibited his wonderful nature films at the high school last week and his work, together with the lecture connected, will educate the young and many of the older people in the preservation of wild life. We are promised another visit from him, at which time he will photograph our surrounding scenery, which he declares is something to be proud of.

Squire Signal.

Oldest Merchant in Ishpeming Still in Trade.

Ishpeming, June 25—Fred J. Eggan, Cleveland avenue hardware dealer, yesterday observed his fifty-third anniversary as a business man here which entitles him to the honor of being the city's oldest merchant besides the distinction of being the oldest active man in business here.

Mr. Eggan engaged in business in his present stand fifty-three years ago yesterday and for the first nine years was engaged in the retail liquor business. He entered the hardware business forty-two years ago and is still engaged in it.

Mr. Eggan came to Ishpeming in 1871 and for two years was employed as a miner in the New York and old Cleveland mines. He is 75 years old and is enjoying the best of health.

During the years Mr. Eggan has lived here, he has taken an active part in political activities of county and city. He has served as supervisor in the Eighth ward continuously for the last fifteen years and prior to that time held the office on more than one occasion. He was the first supervisor from the ward, and served in a similar capacity in the First ward. He also served as an alderman and for nine years was a member of the board of education.

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.

Quality Vegetable Plants

Quality will be remembered when price is forgotten.

We are engaged in the general line of plant raising, therefore you can be assured of quality at the right price. All stock true to name.

Yellow's Resistant All Seasons & Wisconsin Hollander Cabbage Plants, \$1.50 per 500; \$2.50 per 1,000.

Regular All Seasons. Danish Ball-head & Glory of Enkhausen, \$1.25 per 500; \$2 per 1,000.

Transplanted Chalk's Jewel & Baltimore Tomato Plants, \$7.50 per 1,000. (Special prices on larger quantities) Cauliflower (Snowball) Extra Fancy Plants, \$2.50 per 500; \$4 per 1,000.

Celery Plants, Easy Blanching, Giant Pascal, Newark Market, Winter Queen & Winter King. All disease free, as these plants are dusted weekly, \$1.50 per 500; \$2.50 per 1,000; \$24 per 10,000.

All plants packed by experienced packers in wet moss to insure good delivery.

All prices F. O. B., Sandusky, Ohio. Cash with Order.

GEORGE F. HARTUNG, Jr.,
279 East Market St.
Sandusky, Ohio.

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.

Put in Spare Time Writing Letters.

Gloom without, gloom within. Rain was coming down dismally, and it seemed as though the discouraged druggist was ready to add to the dark drizzle by shedding tears. But no; he didn't go that far! He mastered his mood; he simply swallowed — and hoped for the best; likely business would soon be coming.

That druggist was waiting for business. However, his anticipation is not singular. Countless, indeed, are the druggists who await business, when so bright are the prospects for them to go about stirring some up, and right from within their stores. They have the necessary time. But, they are not using it!

How much time, daily, is going to pot in drug stores? There are rush periods. Then we have those occasions when, if we so desire, we can put our hands a little into our pockets, yawn, become irked, and even become downcast. The object, first of all, of course, is to forestall all this—and all simply by keeping busy!

Yes, let the druggist keep busy! As also his entire force. Were he, for instance, only to avail himself of such a means as the personal letter, making it a real personal letter, so that the recipient will welcome it, and react favorably thereto, there normally would be a contrary situation, even though rain was coming down. Let us, by all means, consider the possibilities of sales letters for druggists.

Some druggists, at the outset, may counter that the procedure isn't worthwhile; too much time entailed, costly, lot of detail, and the like. But, is it? Not so, when the work is done properly. Those druggists who have faithfully gone about writing their old customers and new prospects compelling communications have probed not for naught. Indeed, they have been amply repaid. It was by this extra effort that they succeeded in supplementing their clientele and generally adding to their volume of business.

The writing of letters, and very good ones, can be attended to during spare time. Thus, where otherwise many

valuable minutes would go to waste, these can be utilized to very good purpose. Certainly it is that druggist capitalizing the spare moments, of which all druggists have their share, who will succeed in keeping these down, and keep more business coming.

The druggist should not enter the project half-heartedly. This indicates only another reason why so many sales-letter campaigns fail, and fail utterly; their sponsors, in fact, at the very outstart were dubious. They were cautious. Half-efforts, so to speak, were the result. And you cannot expect desirable returns when you send out letters skeptically, and when they were written that way!

Large business concerns, whose executives have the art of sales-letter writing down to a nicety, often mail a series of a score or more appeals; one letter after another, until full possibilities have been realized. When these large concerns can foundation their sales-letter campaigns with such solid faith, and when their businesses symbolize growth, progress, ever-increasing success, have we not then an exemplar which druggists well might pattern?

The druggist may retort that he himself hasn't got the time; but is this also true regarding his clerks? A capable clerk can make himself still more so, by applying such odd moments as may be his in the interest of sales letters. Indeed, there are many clerks only too eager to undertake this extra work, having a particular flair for same. Yet it is not so difficult after all, this writing of letters.

Whether the store be large or small, possibilities galore are there for all. The drug store of small proportions, having in mind a limited number of prospects, might invite its extra business with hand-written letters. The proprietor, thusly, will contribute a further personal touch, always a valuable element in sales appeals. Where such a move is inexpedient, have the letters typed, on a good bond paper. The message should embrace always the personal touch; shun, indeed, they should be interesting, to encourage perusal, to win over the prospects, to make them most effective.

The usual, hackneyed form letter has attendant disappointing results.

For that reason the ambitious druggist can afford to apply a little extra effort and time, and generally be a little more painstaking. Messages need not be unduly long; contrarily, they should not be so short that they give the recipient the impression of cold curtness. Women, moreover, particularly respond heartily to the chattily-couched appeal; they will read long letters, especially when it concerns so much of interest to them, where the more busied—and perhaps bored!—men would fling the communications waste-basketward. Find the prospect; then fit your letter to that prospect!

Some druggists aren't prepared with a handy list of prospects. Well, let them start in right now gathering valuable names and addresses. Being business-seeking, let them also seek, by way of their local newspapers, important prospects whose names therein are often mentioned in conjunction with fascinating news. And those customers coming right along—is it not worthwhile to query of them regarding their names, their addresses, their needs of the future, their opinions of the services the drug store is rendering?—and would it not be still further worth while were the druggist to ask just how the store can serve in the future?

Thereby interest is awakened. Even the most skeptical, the most hardened person, will relax, and in time become assured that here at least is one good druggist, alive and happy, and very eager to do business with them. Indeed, those druggists who overlook not even the most casual, seemingly unappreciative prospect, catering to his or her needs, by way of appealing sales letters, will find the business a-prospering.

Chagrin, curiosity, or any other objecting emotion being manifested when the druggist enquires for name and address, simply assure that second party: "Why, we'd like to keep you in mind; from time to time we have some interesting sales—and we think you'd like to be told about them!" Or, "We'll remind you, from time to time, about such goods in which you are particularly interested." Something of that substance! And your most disinterested prospect will soften. Then, you can augment your store of valuable data by recording the special interests and desires of the individual

customers, all handily, easily-accessibly, compiled. Get the interest of your prospect, prepare the way for his or her attention, then get that added business!

Let us present a specimen letter. Following illustrates:

Dear Mrs. Pennington:

Just now we've got in stock a host of toilet goods, in which we are sure you'll be interested—that's why we're inviting you to come, to inspect, and to tell us what you think about the various articles. And you'll never be urged to buy! We'll let our displays do that!

There are all sorts of powders, lotions, creams, soaps, and the like; we'd surely like to tell you more about them: but, we want to keep a surprise in store for you, and, anyway, we couldn't tell you all about them that we wanted to. And, we know our goods can speak for themselves!

We're looking forward to your visit; we know you won't be disappointed. You know, there are many, many other things we have here, for divers uses, which you'll be glad to look over. And we're always glad to demonstrate for you such goods in which you're interested!

Thanking you, we now await your call!

An intimation along preceding lines is not staggeringly stiff, and does not repel the prospect. It conveys enough to stimulate the prospect's curiosity and encourage inspection of the druggist's goods. However, it but breathes a hint of possibilities it promises.

Frank V. Faulhaber.

Eggs For All Tastes.

Customer—Have you any eggs that have no chickens in them?
Grocer—Yes, ma'am; duck eggs.

Henry Smith Floral Co., Inc.

52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 174

TAKING INVENTORY

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



WELCH-WILMARTH CORPORATION

GRAND RAPIDS, MICH.

Store Planners, Designers and
Manufacturers of Finest Store
Fixtures in the World.

DRUG STORE PLANNING

Recommendations
to fit individual
conditions.

DRUG STORE FIXTURES

Planned to make
every foot of store
into sales space.

Won't Play in His Yard.

"Conductor," shouted a passenger on a back-country train. "That was my station, sir! Why didn't you stop?"

"We don't stop there any longer," said the conductor. "The engineer is mad at the station agent."

An Untidy Habit.

"I'd like to be cremated, but I'm sure my wife wouldn't like it."

"Why so?"

"Oh, she's always complaining about my leaving my ashes around."

Safer airplanes are the objective of a fund established by Daniel Guggenheim. It means to encourage manufacturers everywhere to make aircraft that shall be so secure the most timorous mortals need have no fear to fly. That is an ideal that will take a lot of technical experiment; but already designers are aware of the desideratum and are doing their best to minimize the risk involved in the use of wings. Those who have flown do not need to be told what a delightful mode of rapid transit it is or to be reminded that under usual circumstances it seems altogether safe. There need be no fear of vertigo, since there is no yardstick to the ground and there is equal freedom of space on every hand. Undoubtedly the aircraft of the future will make our present pioneer devices seem crude in their arrangement of safety devices, which the new fund supplies an additional incentive to develop.

We recommend First Mortgage and Collateral Trust 6 1/2% Gold Bonds

of the General Public Utilities Co.

Due 1956 to yield 6.65%

A direct obligation of the Company secured by an absolute first mortgage on extensive properties and in addition by pledge and deposit of first mortgage bonds, secured obligations and stocks conservatively valued at more than the entire issue of bonds outstanding.

HOWE, SNOW & BERTLES INC.

Investment Securities GRAND RAPIDS

New York Chicago Detroit

All information given herein is from official sources or from sources which we regard as reliable, but in no event are the statements herein contained to be regarded as our representation.

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 Grand Rapids Manistee

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

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, categorized by Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures.

How High Is Meat?

All things are relative, and so before an accurate decision can be reached a great many things must be considered. Most of us think of costs in terms of money value that existed when we first began to realize what money really meant and what we could get in exchange for it. Without going too far back in life we can easily remember when a dollar bought much more than it does to-day. Twenty years ago a definite amount of money invested in a sound way gave as much in purchase power as twice the amount gives to-day, because the earnings of that invested money were somewhat the same in dollars, while the cost of what could be bought with the money was a great deal less. Without attempting to discuss that phase of economics except as a means of illustrating our point, it is very positively and generally known that money had a different value twenty years ago than it has now. Incomes are much higher to-day in terms of dollars than they were then, and so more money is available in the average family to buy meats as well as other things. If we take carcass beef as an illustration and look back over the records twenty years ago, we will find that wholesale prices of high quality beef was one-half of what they have been during the recent months. Considering the average purchasing power of the American dollar to-day the difference in real values was not great. In retail distribution, however, we find that there is a lack of similar relativity in retail prices necessary to a satisfactory percentage return, because the waste of trimmings then, as well as the values below carcass cost of such things as bones and fat did not represent so great a difference from carcass cost. To illustrate this more clearly we might say that if carcasses of beef sold then for \$8 per hundred and now for \$16 the difference is \$8. If bones then brought a quarter of a cent a pound and now bring three-quarters of a cent a pound, the difference is only half a cent per pound. In the first instance the bones lost \$7.75 per hundred, while to-day they lose \$15.25 per hundred. Since this bone and other similar loss must be made up in each instance it is evident that more must be added to the rest of edible portions to recover a loss of \$15.75 than \$7.75.

Current Values of Meat.

The value of meat at wholesale is in such close relationship to prices charged in the shops that wholesale market values are of interest to consumers, especially if their purchases are large enough to make important difference. To those eating in hotels and restaurants there is little if any immediate difference in charges when wholesale markets fluctuate, but if the changed condition exists over a long period the effect becomes present there, too. At the present time wholesale values of beef, veal, lamb, mutton and pork are rather high compared with what they were a short time ago and for the past few weeks values have been ascending more or less continually. The difference has amounted to several cents a pound on pork cuts, such as loins, and

in some cases as much more on lambs. Beef has not advanced as much per pound, although there has been some advance on carcasses in many instances. One of the important effects of such a condition is the conversion of the wholesale market from a buyer's to a seller's market. This means that when a buyer's market is ruling, sellers are very anxious to sell and many large and even small sales are made below the recognized prevailing usual price. The sellers' market is just the reverse, and at such times there are no bargains for anyone and the biggest buyers often pay more than the smaller ones. There is little opportunity at such times for advertising markets to offer low week-end prices if they give the same quality they give

when meats are lower and more plentiful. A great many people, especially housewives with large families and boarding house keepers, look for these week-end specials and profit by them. The usual thing at such times as the present for some of these stores is to sell defrosted meats; that is, meats that have been frozen and thawed out. There is nothing objectionable in this. The sale of defrosted meats, provided, of course, that they were frozen before becoming stale, serves to encourage freezing of meat when markets are loaded beyond consumption possibilities of the moment. There will be quite a difference in price between the price charged for defrosted meat, considerable of which may not be of highest quality, and price charged by the

small retailer catering to regular family trade.

Late Trends in Millinery.

The most popular shapes in millinery at the present time are said to be small and medium brim sailors with full crowns, which are drawn back and shaped. Antelope felts and duvetyns, which are favorably regarded, are shown in shapes ranging from the extreme sailor brim to the large drooping types. Many are rolled back, trimmed simply with ornaments or grosgrain ribbons. Among the popular colors are Chanel red, chamois, Tyrolean green, zenia, rose leaf and black. The market here was interested in the report that Rebox is featuring a tan with long sides, while a Russian turban is another new item.



Building Up Markets

THE constituent lines of the Michigan Railroad Association will expend nearly \$25,000,000 this year for additions and betterments to the respective properties. These outlays will provide for greater safe-guards to human life, more comfort for the traveling public, increased facilities and better freight service.

Michigan Railroads may justly claim more than their modest slogan—*We Serve Michigan*. They have contributed to the upbuilding of the industries of the Commonwealth, as perhaps no other group of rail lines in America has done. Two decades of tremendous industrial expansion justified this far-sighted policy of the railroads.

In encouraging industrial up-building, the railroads have also, in a measure, created a Home Market that absorbs the bulk of the products of our farms, orchards, gardens, etc., right at home. So true is this that with increased production, the railroads are annually hauling farm commodities less and less. All of these—except the hay crop—are consumed at home.

THIS tremendous Home Market is the ideal market. But the expansion policy means more. It has created an outlet for similar products grown in other states. The track market at Detroit, for instance, handles 40 different perishable commodities from the cars direct to the dealers—a single transfer only. To illustrate: Fresh tomatoes are found at the green grocers for seven months in the year, thanks to expedited service and the refrigerator car. Shipments are made from Old Mexico and five southern states before the Michigan crop has matured. This is so for the entire list of fruits and vegetables.

With our present railroad system the average wage earner of today enjoys a far wider range of delicacies on his table the year round than did the Kings and Nobles of Europe of a century or more ago.

THE Michigan Railroad Association, then, takes justifiable pride in announcing its program of improvements and betterments for the current year which will further aid the state's industrial advancement, give even greater importance to the Home Market, and contribute still more towards raising the standard of living of all the people.

MICHIGAN RAILROAD ASSOCIATION

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 21—In the matter of Carl Hettler, Bankrupt No. 2934, the trustee has filed in court his report of the receipt of an offer from E. L. Howard, of Vestaburg, in the sum of \$310 for all of the stock in trade and fixtures of this estate. The property is appraised at \$998.86. The date fixed for sale is July 6. The stock may be seen at Pe-wamo, by applying to Anthony V. Jan-dernoa, of Pewamo, trustee of the estate. An inventory is filed at the office of the referee in bankruptcy, where the same may be seen. The sale will be held at the referee's office. All interested should be present at the date indicated.

June 21. On this day was held the first meeting of creditors in the matter of The Music Shop, Bankrupt No. 2922. The bankrupt corporation was present by its president, secretary and treasurer and represented by S. H. Wattles, attorney. Petitioning creditors were represented by Fred G. Stanley, attorney. Stearns & Kleinstuck and Glen R. Falang were present for certain creditors. Claims were proved and allowed. Two officers of the bankrupt were sworn and examined with-out a reporter present. M. N. Kennedy was elected trustee and his bond placed by the creditors at \$1,500. The first meeting then adjourned without date.

June 23. On this day was held the sale of assets in the matter of G. Leslie Runner, Bankrupt No. 2862. The bank-rupt was not present or represented. The trustee was present in person. Several bidders were present in person. The stock in trade and fixtures were sold on final offer to C. L. Churchill, of Shelby, for \$1,710. The sale was confirmed and meeting adjourned without date.

In the matter of Lewellyn & Co., Bank-rupt No. 2636, the trustee has filed his report and account and a special meeting of creditors has been called for July 7. A number of bills will be considered and the trustee's petition for instructions as to the disposition of the balance of the property on hand will be taken up and considered by the creditors.

June 24. On this day was held the first meeting of creditors in the matter of Dexter H. Fitzsimmons, Bankrupt No. 2938. The bankrupt was present in per-son and by attorneys Hilding & Hilding. Creditors were present in person. One claim was proved and allowed. 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 as a case without assets.

On this day also was held the first meeting of creditors in the matter of Leonard S. Gale, Bankrupt No. 2943. The bankrupt was present in person. Creditors were present by Jackson, Fitzgerald & Dalm and by C. S. Beebe, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Dalm, without a reporter. M. N. Kennedy was elected trustee and his bond placed at \$500. The report of the cus-todian was approved and allowed. The offer of G. W. McCoskey, of \$300 for all of the assets of this estate, except those exempt and reclaimed was considered and the creditors voted to accept and con-firm the same. The offer was in excess of 75 per cent. of the appraised valua-tion of the property to be sold. The first meeting then adjourned without date.

In the matter of Wilson A. Giering Electrical Co., Bankrupt No. 2671, the payment of funds to the city tax claim has absorbed the balance on hand in this estate and no dividend can be paid to general creditors.

June 26. We have to-day received the schedules, order of reference and adju-dication in the matter of James S. Norris, Bankrupt No. 2949. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Niles, and his occupation is that of a boiler maker. The schedules show assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$675.04. 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 this estate are as follows:

Edward J. Manning, Niles	\$ 94.00
Citizens Coal Co., Niles	11.50
City Dairy Co., Niles	25.00
Dr. Ralph Cook, Kalamazoo	23.00
Chas. Geideman & Sons, Niles	31.17
Dr. B. D. Giddings, Niles	36.35
Dr. I. A. Hall, Niles	21.00
Drs. Robert and Abby Henderson, Niles	57.50
Mrs. John Hodgson, Niles	80.00
J. A. Kerr Hardware Co., Niles	12.00
Koehler's Bakery, Niles	145.00
Mich. Bell Tel. Co., Niles	5.52
St. Joe. Valley Shipping Ass'n., Niles	25.00
Mrs. Bernice Taylor, Niles	30.00
Troost & Augustine, Niles	78.00

June 28. On this day was held the final meeting of creditors in the matter of the W. H. Parsons Co., Bankrupt No. 2795. The bankrupt corporation was not present or represented. Claims were proved and allowed. The trustee was present in person. One creditor was

present in person. The matter was ad-journed until July 7 to permit certain objected claims to be heard.

In the matter of Frank Plumhoff, Bankrupt No. 2946, the funds for the first meeting have been received and such meeting has been called for July 12.

In the matter of William A. Kesterke, Bankrupt No. 2947, the funds for the first meeting have been received and such meeting has been called for July 12.

June 26. We have to-day received the schedules, order of reference and adju-dication in the matter of Lewis B. Voke, Bankrupt No. 2950. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resi-dent of Niles, and his occupation is that of a printer foreman. The schedules show assets of none with liabilities of \$740.25. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as fol-lows:

Niles Lumber Co., Niles	\$ 9.50
Wm. Hansen, Jr., Niles	138.00
Monarch Paint Co., Cleveland	31.50
Niles Fuel & Supply Co., Niles	20.25
Troost & Augustine, Niles	32.00
J. A. Kerr Hardware Co., Niles	17.00
Weibodt & Co., Chicago	20.00
Spiegel-May-Stern Co., Chicago	6.00
Niles Gas Light Co., Niles	100.00
F. A. Hines, South Bend	110.00
City Dairy, Niles	5.00
Troost Bros., Niles	55.00
L. M. Rutz, Niles	20.00
Robert Henderson, Niles	100.00
Dr. Baker, South Bend	62.00
W. A. Stanner, Niles	14.00

June 29. On this day was held the first meeting of creditors in the matter of William J. Winters, Bankrupt No. 2942. The bankrupt was present in per-son and not represented by attorney. Creditors were represented by Smedley & Connine. One claim was proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to July 6.

Warns Jewelers Against Change.

Attention is being called by the Na-tional Jeweler's Beard of Trade to the deviations by some jewelry firms from the regular memorandum clause which it has recommended for many years. This deviation on the part of some houses is such as possibly to change the entire status of insurance liability, it is pointed out. One exam-ple of clause modification is cited under which certain American insur-ance companies claim that the jeweler consigning the merchandise cannot re-cover under his insurance policy in the event of a loss arising from fire, bur-glary or theft, while the merchandise is in the hands of the consignee. The use of modifications, according to the Board of Trade, may put the consignor in a position where he looks to the credit responsibility of his consignee, and the organization urges that only its standard memorandum clause be used.

Again the parachute has shown its practical value as a life saver. This time it has made possible the longest aerial leap to safety of which there is any record. At Dayton two army flyers descended 8000 feet without harm, when their plane caught fire. Every time a successful descent of the kind is made a lot of people who never flew, because they have taken counsel of their fears instead of their desires, are reassured by the object-lesson. Given a reasonable height for his big umbrella to unfurl, the aviator does not hesitate to step off into space, be-cause after the first instant's breath-less downward plunge he is sure of floating not uncomfortably to earth. Tourists need not be encouraged to use the device, save as an emergency exit; but their equanimity will be in-creased by the knowledge that it is at hand in case of need.

K K

\$1,650,000

GRAND RAPIDS SHOW CASE COMPANY

15-Year 6% Sinking Fund Gold Debentures, at 99 1/2 to Yield

6.05%

Security is the direct obligation of the Grand Rapids Show Case Co. Total assets less depreciation exceed \$7,000,000. Fixed assets, including branches, \$2,723,447. Net quick assets \$4,200,000. Indenture provides that company shall maintain current assets equal to double the current liabilities. Current assets as of Nov. 30, 1925, were thirteen times current liabilities.

A. E. KUSTERER & Co.

INVESTMENT BANKERS AND BROKERS

MICHIGAN TRUST BUILDING.

CITIZENS 4267 BELL MAIN 2435

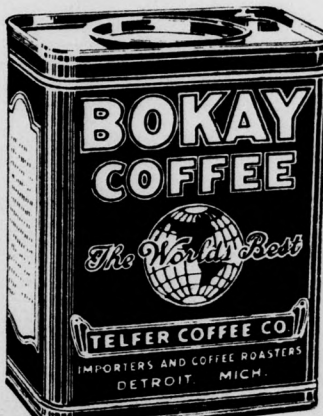
Sand Lime Brick

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



BOKAY COFFEE

The World's Best

TELFER COFFEE CO.
IMPORTERS AND COFFEE ROASTERS
DETROIT MICH.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Hardware stock \$1,309, sport-ing goods \$1,138, 60c on the dollar. Send for list. C. Ver Cies, 1021 So. Park, Kalamazoo, Mich. 307

Jeweler and Watch Repairman Needed —In prosperous village. Inquire Chamber of Commerce, Marcellus, Michigan. 308

FOR SALE—Stock and fixtures of gen-eral store, that will inventory about \$4,500, in town of 300 population. Good farming community to draw from. Doing good business. Good lease, very reason-able rent. Address No. 309, c/o Michigan Tradesman. 309

FOR SALE—GROCERY and MEAT MARKET. FINE BUSINESS, in finest town of 1500 in Michigan. Fully equip-ped. Address No. 310, c/o Michigan Tradesman. 310

For Sale—One Cretons No. 1 small pop-corn and peanut wagon, one liquid car-bonic soda fountain interior. Both in A-1 condition. A real buy for someone. Homer LaFollee, Manistique, Mich. 311

For Sale—At once. Clothing, furnish-ings and shoe store. A money maker. Other interests compels me to sell. Ad-dress No. 312, c/o Michigan Tradesman. 312

WILL SELL or EXCHANGE—Farm for grocery and building. Enquire C. Jaquish, McBrides, Mich. 313

WE HAVE A BUYER—For acreage en-closing a lake not less than a half mile long in Lower Peninsula. Myers, Cooper & Watson, Mt. Pleasant, Mich. 314

For Sale—Good clean stock of groceries. Fine location, on paved street. Cheap rent. Money maker. \$2,950 takes stock and fixtures. Address No. 315, c/o Mich-igan Tradesman. 315

FOR SALE—Up-to-date confectionery and cafe. Good business. Wish to re-tire. Sell very cheap. Central Michigan. Grand Trunk line. Address No. 316, c/o Michigan Tradesman. 316

THE SWEET SHOPPE—Lunch room, ice cream, candy, etc. Good location, doing good business. Good reasons for selling. Mrs. M. J. Hawkins, Prop., Ver-montville, Mich. 317

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 Trades-man. 293

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 reason-able. Reason for selling, wish to retire. Address No. 295, c/o Michigan Trades-man. 295

SHEET metal shop, well established, for sale. Now being conducted in con-nection with plumbing and heating busi-ness. 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 sell-ing, ill health. Nashville, Mich. Phone 70, or Box 276. 298

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 Busi-ness Exchange, 327 So. LaSalle St., Chi-cago. 302

Pay spot cash for clothing and furnish-ing 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, fur-nishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, 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., North-way 5695, Detroit, Mich.

Europe's Surprising Ingratitude To This Country.

Grandville, June 29—Europe is not grateful for favors received.

Those nations on that continent who grumble and groan over repaying American money loaned them at a time when the sky looked very black for those countries who were being gored by the German bull should not forget that to the United States alone do they own their present national existence.

The allied armies were on the run when the banner of stripes and stars appeared off the coast of France and American soldiers began to disembark preparatory to taking a hand in the awful world struggle which, but for America, would have completely crushed France, Italy and even proud Albion herself.

Two million American soldiers placed themselves on the battle line and saved the day for all Europe South of the Rhine. For doing this these nations saved from destruction return American generosity by snarling "Shylock" at the United States, which has agreed to settle in a most liberal manner for the money losses of that war, to say nothing about the American boys sacrificed that France, Italy and Britain might continue to exist as nationalities.

Are those thousands of American dead, buried on foreign soil, no reminder to these quibbling debtors of what America did for them? Is it necessary for America to donate billions of money, together with these many lives, to the saving of these ungrateful Europeans that peace may once more reign throughout the world?

What of the future? It is a long road that has no turn. Do these recalcitrant debtors imagine that there is no future danger to their precious realms with Uncle Sam insulted and left out of all future wars that are sure to come?

Had these nations who are so angry because the Yankees do not give them everything an eye out for future contingencies they would be only too glad to pay a portion of that debt of honor owing to the Western world.

Without the aid of the United States France would to-day be a province of imperial Germany and England would be paying tribute to a foreign conqueror. Had we had a Bryan as President America might have remained out of the struggle. Even President Wilson was loath to engage the Germans in a life and death struggle. Congress, however, backed by a united people, invoked war with Germany, and by so doing cancelled insults and murders on the high seas, but at the same time placed France, England and Italy under everlasting obligations which they so coolly refuse to recognize.

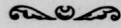
Saved by America, and yet America is a heartless Shylock, let these ungrateful foreign debtors tell the story. There is a feeling of anger among Europeans over the desire of this country to have the money loaned repaid, even in part only, while yet the fires of another war are seething beneath the surface. When that war does come think you America will be ready to rush to the rescue of her ungrateful debtors of Europe?

"LaFayette, we are here," said General Pershing, as he stood at the tomb of our one-time French ally of Revolutionary days.

With all this hatred of the United States manifesting itself among her former allies, would it be natural for this country to lay herself out to sacrifice men and money to save France from the grip of the Teuton tiger?

Not very likely. Because America expresses a desire to have debts settled contracted in time of war these foreigners are going sled length in condemnation of her one time Yankee friends. Without America's aid Paris would to-day be a city under German jurisdiction and all France would re-

The American Day of Days



The American day of days again is here,
The day by far most sacred of the year,
The day that holds more memories imperaled
Than any of the nations of the world.
The day that takes us back to Boston bay
Whose waters steeped the tea of Liberty.

The day that takes us back to Bunker Hill
Where Freedom first began its blood to spill;
And on and on to seventeen seventy-six
When Freedom's cause went "in the ring" to fix
In its own way the governmental plan
That first worked out the equal rights of man.

Then came the war of eight long dreadful years
With broken homes and hopes deferred and tears,
But right was might and naught could stay its hand
As Freedom's heart, at Washington's command,
Beat with red blood until the price was paid
For what at first the Colonies essayed.

Right here the thought turns to the dear old Flag
That never since has found the hand to drag
It in the dust or to its folds deny
Its rightful place beneath whatever sky.
We love to think of Betsy Ross to-day
Who planned the Flag that holds our destiny.

Then came the war that tried to rid the sea
Of merchant ships made in America.
But it was brief, our foes upon the brine
And elsewhere found the "Western" danger line
Was in the range of guns upon the sea
Whose every shot meant Freedom's victory.

And then with peace for half a hundred years
The trial came, true to foreboded fears,
And there are those among us yet who know
How deep the streams of blood began to flow.
It was the war most wicked ever known,
Americans fighting near of kin "at home."

But those who flung the gauntlet down and lost
Gained far more than to balance up the cost.
Had slavery been victorious in the fight
The curse would have placed them in sorry plight.
Their punishment served to fend the fate
That would have rent in twain our ship of state.

And then in eighteen ninety-eight there came
The fateful war with old despotic Spain.
We lost few men, but grand world changes came
That have been to both hemispheres great gain.
The trophies of old Uncle Sam were found
To be as free as this old world is round.

And then when we had come into our own,
The greatest Nation earth has ever known,
The war began by an autocracy
That claimed by right of might the right of way
To as it wished, the old world overthrow,
Which 'twould have done had not the "West" said no.

And we said it out loud in terms that cost
The price that saved the world from being lost
To "chaos worse confounded" as the prize
Of those who claim all rights beneath the skies.
What our boys did to stay the tide of woe
Was more than what, maybe, we'll ever know.

And this is where, since that armistice day
We left our guns to make our peaceful way
To all that's best in this our native land
For which henceforth we must forever stand.
The things that our forefathers to us gave
Is all that stands between us and the grave.

And just so far as this one day is made
What it should be, will nation woes be stayed.
The reason why, up to armistice day,
Men bled and died was that we might for aye
Pursue our course in Freedom's glorious quest
For things that are eternally the best.

L. B. Mitchell.

sound to the tread of her brutal Teuton conquerors.

It may be truly said that France is playing with fire when it chooses to sneeringly refer to the United States as a Shylock. We have sacrificed much because of our friendship for Frenchmen, but human nature is much the same everywhere, and there will come a day of reckoning as sure as the sun rises in the East, and when that day comes, with Frenchmen crying for aid, looking across the Atlantic in earnest appeal to America they will find no help coming.

It may be admitted that our participation in the kaiser's war was not because of our friendship for England and France, but because of attacks made on Americans by the German undersea boats. All of which is undoubtedly true, yet, the allies struggling in a losing fight with the central empire did have American sympathy which was one of the various contributory causes for America taking up the cudgel in behalf of the losing armies.

The next time Germany strikes at France it will be with a carefully guarded respect for America. No challenge to the "Yankee pigs" will be made. Instead, the Germans will extend a friendly hand to all Americans, while at the same time she proceeds to wipe the French nation off the map.

How much better it would be for those European nations who owe money to Uncle Sam to make their peace with this country by acting honestly instead of trying to sneak out of paying honest debts.

Shylock indeed! Well may these sneering foreign debtors take heed lest by treating their creditors so contumaciously they bring down ruin upon their heads. Our foreign debtors have not been on the square with us, and this fact will not be forgotten when next the Shylock shouters get into deadly travail and need the friendly assistance of the one they now affect to despise.

Flouting the United States by those who were supposed to be our friends in Europe may lead to disastrous results at sometime in the future. There are too many widows and orphans over here because of befriending France and England to expect America to again sacrifice her best blood and billions of treasure to aid supposed friendly powers across the water.
Old Timer.

Reducing Perishables to Powder.

Ithaca, N. Y., June 28—G. W. Cavanaugh, professor of agricultural chemistry at Cornell University, is endeavoring to apply to other foods and food crops the methods by which milk is reduced to a powder containing all the nutritive properties of the fluid product. He believes his experiments so far indicate that means will be found to concentrate and thus save many perishables in which the percentage of loss is very high.

"One of the chief functions of agricultural chemistry," he said, "is to show man how to make the best possible use of his food after nature has done her part by growing it. If we can preserve foods by concentrating them, rather than by using preservatives, we will have made a great economic gain. It is toward these ends we are working."

Light from a lens five feet wide, projecting a shaft of 1,280,000,000 candle power skyward, is to be a crowning achievement of the tower of light at the Sesquicentennial Exhibition in Philadelphia. The engineers think that the beam should be seen as far away as Boston. The advance in the applied science of lighting is one of the measures of human progress made since the centennial.