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MICHIGAN TRADESMAN

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Forty-third Year — GRAND RAPIDS, WEDNESDAY, JULY 21, 1926 — Number 2235

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Keep Me Worthy

HOWEVER humble my path may be,
Or lowly the trails I have trod,
There's a child who bases his faith in me:
There's a dog that thinks I am God.
Lord, keep me worthy,
Lord, keep me clean and humble and undefiled,
Lest I lose caste in the sight of the dog,
Or the wide clear eyes of the child,
Lest there should come in the years to be
The night of a withering grief,
And a little dog mourn for a fallen God
And the child for his lost belief.

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]

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MICHIGAN TRADESMAN

Forty-third Year | GRAND RAPIDS, WEDNESDAY, JULY 21, 1926 | Number 2235

MICHIGAN TRADESMAN
(Unlike any other paper.)
Frank, Free and Fearless for the Good That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.
Published Weekly By
TRADESMAN COMPANY
Grand Rapids
E. A. STOWE, Editor.

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THE WOOLEN MARKET.

Auction sales of Colonial wools began in London on Tuesday and are still in progress. The offerings consist of 147,000 bales of which about 75,000 are merinos. From the meager reports received the only thing clearly apparent is that merino prices are barely holding their own and that coarser wools are somewhat lower. At the sale which closed last month about 51,500 bales were held over out of a total of 117,937 cataloged. Americans brought only about 1,000 bales. Imports of wool to this country keep dropping, the total for the week ended July 10, being only 1,771,479 bales, of which over a million bales were of mohair. Trading in wool continues to be somewhat listless. Sets of the Government wool and top standards will be ready for distribution at about the beginning of August but it will take some time before enough of them are available for the trade and for producers. The main topic of interest in the goods market during the past week was the opening of fancy tropicals by the American Woolen Company, at prices showing reductions of from 9.6 to 12 per cent. This move by the company is regarded as an indication of its purpose to drive for volume business. Other concerns are also opening their tropical lines at corresponding levels. Not a great deal of business has yet been booked. Meanwhile, the manufacturing clothiers are kept fairly busy in attending to fall demands from retailers. The movement of women's wear fabrics is hampered by the continuance of the garment strike, and considerable delay will occur in the openings of spring fabrics.

FIRETRAP SUMMER HOTELS.

Apparently a summer season is not complete without one or more fire tragedies. Last year there were many, extending all the way from Florida to Maine.

Fires in this country rank first among disasters. According to the National Board of Fire Underwriters, our fire loss in 1924 was at the rate of more than $1,000 every minute, day and night Fifteen thousand lives are sacrificed in this way every year.

Fire departments are indispensable, but no sort of protection can save combustible construction. The only way America will ever reduce its great loss of life and property by fire is through universal adoption of construction and building materials which will not burn. Europe learned the lesson generations ago. The sooner we learn it the better.

Manufacturing plants, department stores and office buildings to-day are constructed with every care to make them immune to fire. Many a summer hotel needs to follow the same course instead of depending entirely upon scenery and location as attractions, with little or no attention to the safety of guests.

Last season the Nation was stirred by the news of a great hotel fire at Palm Beach. That fire caused the loss of millions of dollars of property and many lives. Palm Beach learned its lesson and the new hotel rising amid the ruins of the old is of concrete, with every precaution taken to make it thoroughly safe from fire.

The country is united in the movement to make schools and homes fireproof. A similar drive toward safety in resort hotels would be of incalculable value. The public would not be long in showing its preference for vacation places provided with such hostelries.

COTTON STRONGER.

About as surprising a thing as has been recently noted in commodity levels was the strength shown during the past week in cotton prices. These were apparently influenced mostly by the reports of weather and weevil conditions in the growing districts. Possibly other factors were the increase in exports in June, which was the first for any month this year, and the increased consumption of cotton by domestic mills in the same month, in spite of the reports of curtailment of operations. During the month the exports totaled 364,774 bales against 217,786 bales in June, 1925. The consumption of cotton was 518,504 bales as compared with 494,083 in the same month a year ago, though the spindles operating were only 31,770,900 instead of the 32,287,564 of June, 1925. Curtailment in the American spinning section of the British mills still continues. Standardizing in cotton is to be advanced one stage further at an international conference to be held at the American Embassy in London next month. Thus far, grades have been established. Now it is proposed to fix standards for lengths of staple.

Coincident with the firmness in the raw material, prices of cottons showed similar strength, gray goods advancing about a quarter of a cent a yard with a fair amount of trading. Other constructions, including finished goods, also partook greater confidence, with indications of possible price rises. Distribution of cotton fabrics continued fairly active. There are signs of more interest in knit goods. Spring underwear is being shown and the formal openings are announced to take place to-morrow. Prices will be somewhat lower, as was expected. Hosiery, also, is coming in for more attention from buyers.

The reference to the unsanitary condition of many of the roadside eating shacks by Mr. White in his letter on another page naturally suggests the necessity of State supervision of the most strenuous character. Unless immediate action is taken by the State health department to remedy some of the abuses which have crept into the business, the discriminating portion of the traveling public will come to look upon all of these stands with suspicion and disgust. Rightly conducted, they can be an assistance to the traveler and a source of profit to the owner, but they must be kept scrupulously clean, sell only healthful foods and beverages and charge only reasonable prices. Unfortunately, most of the stands are conducted by people who have had no previous experience in catering to the public and who jump into the business without the necessary requisites for success. Instead of confining their stock in trade to palatable food and wholesome beverages, they mostly depend upon nondescript articles which are poorly cooked and illy served and soft drink beverages which have no nutritive value whatever. It is noticeable that those stands which serve milk and buttermilk under strictly sanitary conditions appear to be doing well. The same is true of fruit juices which are properly prepared and served from ice cold containers, but in many cases the juices are so carelessly made and so diluted with water as to come under the definition of slop. The ambition to cater to the hunger and thirst of the passing traveler is a worthy one, but it should be confined to those who have an adaptation for the business and who have due regard for the rights of those they undertake to serve.

One of the necessary parts of an automobile, when touring, is a pocket full of ten dollar bills.

FIRST AID FOR HUSBANDS.

A humble citizen points out a defect in our governmental system which has escaped the notice of political philosophers from De Tocqueville to David Hirshfield. Confessing himself a denizen of Chicago, the humble citizen informs Uncle Sam that he is about to embark upon the sea of matrimony and that he would like to know what it is all about. Specifically, he would welcome "any literature in regard to ideals which the Government advocates toward marriage and the size of the family the Government wants one to have." That last clause seems to harbor a hope that a bonus is offered for every child after the first half dozen. Officials at Washington have been busy passing his letter from one to another, in the hope of sidestepping the humiliation of having to admit that here is something for which the founding fathers forgot to provide.

Great Britain evidently has an official who is in charge of such matters—at least, there is a Secretary of Home Affairs.

Let the present agitation for a Secretary of Education in this country be dropped until there has been duly installed at the Cabinet table the head of a Department of Domestic Relations.

THE NORSE EXPLORERS.

It is not strange that scientists are incredulous about the runic writing discovered near Spokane, Wash., and about the translation which indicates that a party of Norsemen reached that point more than nine centuries ago. That Viking coyagers could have penetrated the trackless wastes of prehistoric America for so great a distance from any possible landing place accessible to them from the Atlantic is amazing enough. But it is just as extraordinary that painted runes upon the rocks could have survived the storms of nine centuries.

It is a problem for the archaeologists and students in these ancient writings to settle. If the transcription of the runes made by Professor Opsjon shall be verified by other experts the theory of early Norse explorations upon this continent will have been immensely strengthened. No one doubts now that Columbus was anticipated in his discovery, but his voyages led to permanent results of world-wide significance, while those of his predecessors are confined to a few heaps of stones and, perhaps, to fragmentary runes upon the rocks.

Many a young fellow starts out to set the world on fire without carrying any fire insurance.

We learn wisdom from failure much more than from success.—Samuel Smiles.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Beaverton, July 12—I am enclosing a letter received from the Standard Raincoat Co., of Detroit, along with a half dozen raincoats I did not order. I am taking the advice of the Tradesman. When they want them they can come and get them or pay me for sending them back. Am I right?

A. A. Zimmerman.

We think you do perfectly right in consigning the shipment of raincoats to the back end of a drawer which is seldom used and we hope you will refuse to return the coats unless they send you a dollar for your trouble. They will make a great pretense of forcing payment, and possibly threaten you with suit and other dire disasters, but our advice is to ignore their entreaties, threats or cajoleries. That is the only way we can ever put a stop to this wicked practice of sending stuff out without an order. The Standard Raincoat Co. is not rated at all by the mercantile agencies, which shows very plainly that it is a fly-by-night.

The Federal Trade Commission has issued orders to cease and desist in connection with the following concerns:

Cohn-Hall-Marx Co., New York, advertising as cocoon cloth and fabric containing no silk.

Minneapolis Woolen Mills Co., Inc., Minneapolis, falsely representing that respondent operates mills, thus saving the purchaser the middleman's profits.

Western Woolen Mills Co., Minneapolis, falsely representing that respondent operates mills, thus saving the purchaser the middleman's profits.

Reading Saddle & Manufacturing Co., Reading, Pa., branding and advertising as steel tools made of a metal other than steel.

Home Art Co., Chicago, falsely advertising value and nature of premiums for selling respondent's products.

Ohio Leather Co., Girard, branding and advertising as "Kafford Kid" leather manufactured from the skins of calves.

Rubinow Edge Tool Works, Newark, N. J., branding and advertising as steel tools made of a metal other than steel.

J. L. Heaps, doing business as the Civil Service Correspondence School, from using and displaying the words "civil service" as a part of a trade name or upon catalogues, letterheads, stationery, letters, advertisements, circulars, literature or other advertising matter or otherwise in connection with the solicitation of customers or students or the sale of its course or courses of instruction.

From publishing and circulating or causing to be published and circulated throughout the various states of the United States advertisements, circulars, booklets, letters, circular letters, catalogues, literature or any other printed or written matter wherein it is stated, implied or imported or held out to the public:

That it is a part of the United States Government or of the United States Civil Service Commission or in any manner connected therewith.

That the United States Government is in need of employes to be selected, appointed and employed from the register of eligibles of the United States Civil Service Commission.

That the United States Government is seeking employes through respondent.

That respondent's customers or students will secure employment in the civil service of the United States.

That an examination or examinations prescribed by the Civil Service Commission is or are pending when not announced by said Civil Service Commission.

The Michigan Fruit Punch Co., mentioned in this department last week, turns out to be a copartnership composed of C. Freyling, Sr., C. Freyling, Jr., and William Dill. The goods are made in a private house at 1706 Center street and shipments are made from a store at 301 Grandville. The C. O. D. shipment sent to the Retail Grocers and Meat Dealers Association of Bay City was due to an error on the part of the Freylings in misreading a letter sent them by a retail grocer of Bay City.

Late News From the Head of Lake Charlevoix.

Charlevoix, July 20—I was very much pleased to see B. Herman back on the job in the Central drug store after his rather long vacation trip to Grand Rapids, Grand Haven and Chicago. He is looking and feeling well and ready for the season's work.

Paul Hoekstra, of the Hoekstra Shoe Co., Grand Rapids, calls on the local trade three times a year and claims to have made several new accounts on this present trip.

Several local readers of the Michigan Tradesman remarked to me they would appreciate it if we changed the wording of the heading of my reports to Lake Charlevoix, in place of Pine Lake. Maybe we can oblige them.

Among the arrivals at the Elston are Mr. and Mrs. Simon Ullmann and Mrs. Ochs, of Cincinnati. Mr. U. is of Ullmann & Co., wholesale cigars. He has been connected with his house fifty-three years and still enjoys an active life. This is his first visit to Charlevoix the beautiful.

I am told there is a beutiful sign out on M 11 advertising Lake Charlevoix.

The Indians of Northern Michigan will hold a picnic in Charlevoix the Beutiful Aug. 4 and 5 at the local auto park. They will be in their original costumes and play Indian games have war dances and perform an Indian christening. Our local band will give concerts during the picnic. There will be speakers here from Petoskey, Harbor Springs, Cross Village, Wallpole Island, etc.

I had the pleasure of meeting H. D. Smith, of Fisherman's Paradise, Bellaire, and was glad to hear that he enjoys reading our local reports in the Michigan Tradesman.

L. Winternitz.

One Way To Do It.

A scientific man recently undertook to demonstrate that the civilization of a people could be accurately determined by the frequency with which they bathed. According to his schedule the grades of civilization were as follows:

American and Englishman—Once a day.

Frenchman—Twice a week.

Hollander and Scandinavian—Once a week.

Italian and Russian—Once a month.

Belgian—Once a year.

German and Turk—Never.

More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit—then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over 35 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

with the consistent *quality* and *price* advertising behind it—with the price plainly shown on the label—you can increase turnover and get *more profit* on your baking powder investment.

The Government Used Millions of Pounds

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 20—Fred Shaw, of the firm of Gamble, Robinson & Shaw, wholesale produce dealers, left Thursday with his wife and family for an extended automobile trip. They expect to stop at Philadelphia to visit a short time before continuing the trip East.

George Bailey, manager of the shoe department of Cowan & Hunt, entertained twenty of his friends at his summer home on Sugar Island Sunday. The party arrived via boat and found a buffet lunch awaiting them, after which the men folks went to the horse shoe links, where some expert work was accomplished. Wesley Clark, Dr. McCandless, Nelson Hall, Robert Cowan and A. J. Jean made the highest score. The weather was ideal and a good time was had by all.

One of the worst storms in many years struck here last Friday about midnight, doing many thousand dollars' damage, tearing down the roof of the Soo gas plant, injuring Frank Oster, the well-known restaurant man destroying many large trees and sign boards and caused a commotion at the camp site, which was filled with tourists.

Walter Dennis, 65 years old, retired farmer and well known in this city, died suddenly at the canal office at the locks Saturday. Death was due to heart disease. Up to fifteen years ago he was one of the most prosperous farmers in the county. At that time he moved to the city and later was dispatcher at the canal for the Lake Carriers Association. He was a member of the Masonic order, also the Knights of Pythias.

George Bell has opened a tailor shop at 110 East Spruce street in the place recently occupied by Mrs. Katherine Johnson. Mr. Bell has had years of experience in all branches of the business. The location is good and he should do well.

Sam Kokko has sold his soft drink plant, known as the Soo bottling works, to William and Herman Haapala. The new firm have had years of experience at the business and are well and favorably known in the city.

Dancing in bathing suits is being frowned upon perhaps because they are too warm for such strenuous exercise.

Clarence W. Tapert, of the Tapert Specialty Co., left last Sunday for a week's trip to Toronto and Niagara Falls via auto. He will also visit a day at Detroit.

Mrs. Leo Langley has installed a soda fountain and opened an ice cream parlor in connection with her grocery store on Bingham avenue.

F. W. Baldwin, who for the past year has been conducting two stores, a grocery and meat market, has discontinued business and accepted a position as solicitor for the Puritan dairy.

William G. Tapert.

Roadside Eating Shacks Should Be Inspected.

Traverse City, July 20—Tourists and resorters are arriving in goodly numbers and hotels and rooming houses are filled nightly. Many of the arrivals have traveled from far distant states. The free camps are the scenes of much activity. Seemingly they are needed to accommodate travelers who would not find accommodations at the hotels or rooming houses.

Roadsides are lined with little shacks where refreshments are served. They are becoming more and more numerous and are less profitable than gas stations in a large city. These shacks affect the business of the hotels and restaurants in the towns unfavorably and seldom reward the ill-advised owners. There are too many of their class. Lacking the facilities for preparing and serving food decently they are more of a nuisance than a public necessity. In the towns places of entertainment are licensed, inspected frequently by local or State officials, and properly regulated. Frequently spoiled food and milk is destroyed. Regulation should be extended to the roadside shacks in the interest of the public.

Canners are disposing of the crop of sweet cherries and preparing to operate on the sour crop, the gathering of which will commence next week. Reports concerning the size of the crop grown in this region differ. One authority said that while the trees were loaded with blows only fifty per cent. matured. Other reports from those more well informed as to the situation state that a fair yield is apparent. The writer, in motoring through the cherry producing regions this week, noticed many trees that bore no fruit, and others that were heavy with Montmorencies. A medium yield ensures better prices for the growers than a full crop.

Potatoes are in bloom and promise at this time to be a normal crop. Much depends upon the weather. The season has been dry. A good crop of hay has been harvested, although the quantity will not be sufficient for the needs of farmers as usual. Feeding of stock commences in November and continues until the following June, as a rule. Last year immense quantities of baled hay were brought here from other states to supply the deficiency. Much of it was spoiled and cattle would not eat it. Corn is backward, but the prevailing hot weather is hastening its growth.

Building operations are on a larger scale than during any year of the past decade. Latest improvement in that line is a new depot for Traverse City. Work has been commenced on the structure. It will be for the use of the Pere Marquette Railroad.

Arthur S. White.

Only a Baker's Dozen Left.

In making up a list of local merchants who were actively engaged in business when the Tradesman was established, forty-three years ago, the Tradesman can recall but twelve who are still living, as follows:

Wilder D. Stevens
Chas. H. Leonard
Charles W. Jennings
Edward Frick
Richard D. (Dick) Warner
J. Geo. Lehman
B. S. Harris
Fred C. Beard
L. S. Freeman
Geo. R. Perry
C. N. Remington
A. E. Brooks

If any friend of the Tradesman can suggest any additions to this list, we shall be glad to receive same.

The only local man who is still active in the banking business after a lapse of forty-three years is Charles W. Garfield.

Lines of Children's Clothing.

Fall lines of clothing for small children show many combinations of fabrics and not a little novelty in design. Jersey is combined with velvet and corduroy in some practical two-piece models consisting of bloomers and dress. Jersey is also combined with woolen plaids, which are used for collars and cuffs. One of the novelties shown is a coat dress of navy serge with a cape back, the edges of which are piped with bright red. Smocking and embroidery are used considerably to diversify trimmings. According to the Infants', Children's and Junior Wear League of America, houses not carrying stock are promising deliveries in late August.

Why no other raisins can please customers *like* SUN-MAID

WHEN you send a customer Sun-Maid raisins, you know she is going to be satisfied. Sun-Maid raisins are the kind practically all women now prefer.

Extra plump, richer in flavor, especially clean, uniform, Sun-Maid raisins are unlike all other kinds. Sun-Maid alone is equipped to produce raisins of such quality.

For instance, only selected raisins, the fruit most perfect for home cookery, go into your Sun-Maid cartons. Other raisins that meet the needs of bakeries and other markets go into commercial packs.

The rest Sun-Maid turns into valuable by-products in great conversion plants. Thus Sun-Maid maintains the highest quality in each of its packs. No other packer has facilities to do this.

To be sure you please customers who buy raisins, supply Sun-Maids—always. And to build a larger raisin volume, keep Sun-Maid raisins displayed — continuously. It pays!

A new conversion unit where Sun-Maid makes by-products of raisins it doesn't pack

SUN-MAID *Products*

Distributed by

SUNLAND SALES COOPERATIVE ASSOCIATION

Offices throughout the World

MOVEMENTS OF MERCHANTS.

Dowoling—C. A. Pratt succeeds Vert Robinson in general trade.

Grand Ledge—Jay C. Shipman succeeds Ude Blakesley in the grocery business.

Greenville—Howard Svenden succeeds E. V. Svenden in the grocery business.

Detroit—Joseph Gordon has engaged in the boot and shoe business at 2000 Gratiot avenue.

Lansing—Miss Jane O'Grady has opened a Beauty Shop at 125 East Washtenaw street.

Detroit—The Baker-Strong Motor Car Co. has changed its name to the Strong Motor Car Co.

Detroit—The Reliable Shoe & Dry Goods Co. has engaged in business at 8807 Harper avenue.

Battle Creek—H. B. Mosher succeeds L. Coleman in the grocery business at 766 Marshall street.

Kalamazoo—M. G. Lacey & Sons have opened a radio and auto accessories store at 1358 Portage street.

Detroit—The Neuhoff Drug Co., 1815-21 Parker avenue, has increased its capital stock from $100,000 to $150,000.

Saginaw—Abe Dembinsky, proprietor of the Rival Shoe Store, has sold his stock and fixtures to the Economy Shoe Store.

Flint—The Woodin & Barnes Co., autos, auto accessories, etc., has increased its capital stock from $50,000 to $100,000.

Unionville—Thieves entered the general store of John F. Beatenhead and carried away stock to the amount of about $600.

Stronach—Charles Wisner has sold his stock of general merchandise to Arnold Krumroy, who will continue the business.

Ithaca—John H. Hodges, dealer in groceries, etc., died at his home July 15. The burial was at Evart, his former home.

Fenton—A. Donovan, proprietor of the Donovan chain of auto accessories stores, has opened a similar place of business here.

Lansing—Archie Stabler, proprietor of Archie's Clothes Shop, 120 North Washington avenue, is closing out his stock at special sale and will retire from trade.

Saginaw—The Valley Oil & Gas Co., 608 Eddy building, has been incorporated with an authorized capital stock of $50,000, all of which has been subscribed and $15,000 paid in in cash.

Battle Creek — The Porter-Frisch Co., 14-16 West State street, has been incorporated to deal in furniture and furnishings, with an authorized capital stock of $25,000, $9,000 of which has been subscribed and paid in in cash.

Detroit—The Rayl Co., 1223 Griswold street, has been incorporated to deal in hardware and allied lines, with an authorized capital stock of $250,000 common and $150,000 preferred, of which amount $2,500 has been subscribed and paid in in cash.

Detroit—The Congress Wallpaper & Paint Co., 150 East Jefferson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of $50,000, all of which has been subscribed and paid in, $45,000 in cash and $5,000 in property.

Fremont—Crandall & Ensing have been incorporated to deal in general merchandise and to conduct an undertaking business, with an authorized capital stock of $40,000 of which amount $30,000 has been subscribed, $1,376.51 paid in in cash and $28,623.49 in property.

Detroit—The John W. Reed Co., 3-128 General Motors building, electrical equipment, etc., has merged its business into a stock company under the same style, with an authorized capital stock of $25,000, of which amount $6,000 has been subscribed and $2,500 paid in in cash.

South—Haven—E. O. Goldsmith, wholesale and retail cigar and tobacco dealer, has sold his stock and business interests to W. W. Goldsmith, who will continue the business.

Detroit—Louis M. Dunn, 362 East Larned street, clothing, etc., has merged his business into a stock company under the style of Louis M. Dunn, Inc., with an authorized capital stock of $25,000, of which amount $18,000 has been subscribed and paid in, $4,000 in cash and $14,000 in property.

Alpena—The Heath Adonis Oil Co., oils, greases, gasoline and auto accessories, has merged its business into a stock company under the style of the Heath Oil Co, 117 Washington avenue, with an authorized capital stock of $50,000, of which amount $25,000 has been subscribed and $16,500 paid in in cash.

Big Bay—A petition for receivership of the Lake Independence Lumber Co., requested by the holders of the bonds of the company, has been granted. Liabilities of the company amount to $1,000,000 and are said to be covered by the assets of the company, which include 26,000 acres of timber land, a private railroad and a big saw mill.

Wacousta—Herbert Hemingway has sold his stock of general merchandise and store building to Charles Burmaster, of Williamston, who has taken possession.

Manufacturing Matters.

Zeeland—The West Michigan Brass Co. has increased its capital stock from $50,000 to $75,000.

Detroit—The Elwood Machine & Tool Co., 995 Sherman avenue, has increased its capital stock from $30,000 to $100,000.

Bay City—Fire destroyed the plant of the Chatfield Milling and Grain Co., with loss placed at $60.000. It was insured and the mill will probably be rebuilt.

Fordson—The Detroit Automatic Sealing Vault Co., 8899 Thayer avenue, concrete burial vaults, has been incorporated with an authorized capital stock of $2,000 all of which has been subscribed and paid in in cash.

Iron Mountain—The Iron Mountain Mining & Manufacturing Co. has been incorporated with an authorized capital stock of $750,000 and 30,000 shares no par value, of which amount $750,000 has been subscribed and paid in in property.

Detroit—The Seward Cigar Co., 6307 Rehns avenue, has been incorporated to manufacture and sell cigars, with an authorized capital stock of $20,000, all of which has been subscribed and paid in, $10,000 in cash and $10,000 in property.

Detroit—The Ladd Manufacturing Co., 2987 Gladwin street, has been incorporated to manufacture and deal in glass washing compound, with an authorized capital stock of $2,000, all of which has been subscribed and $1,000 paid in in cash.

Coloma—The Southern Michigan Products Co., has been incorporated to manufacture and sell cider, vinegar, pickles and deal in farm products, with an authorized capital stock of $10,000, $7,100 of which has been subscribed and paid in in cash.

Escanaba—The Escanaba Broom Co., 308 Ludington street, has merged its business into a stock company under the same style, with an authorized capital stock of $100,000, of which amount $30,500 has been subscribed and paid in in cash.

Detroit—The Globe Textile Co., 149 West Larned street, linens, rugs, cotton goods, etc., has been incorporated with an authorized capital stock of $50,000 common and $100,000 preferred, of which amount $50,000 has been subscribed and $30,000 paid in in property.

Mt. Pleasant—With six carloads of machinery being placed by the American Enameled Products Co., which is now establishing a branch factory in Mount Pleasant at the former plant of the Transport Truck Co., every effort is being made to rush construction and erection, preparatory to getting under production.

Muskrat Table Delicacy.

Muskrat is good food, according to Dr. Charles E. Johnson, New York State College of Forestry, Syracuse University. Fried muskrat, roast muskrat and stewed muskrat are some of the styles in which the flesh of these animals has been prepared. Some day muskrat en casserole will be served at a fashionable function and will become a popular item on the menus of our leading restaurants and hotels thereafter. It is recommended, however, that in preparing this food the meat be soaked over night in salt water to destroy the gamey flavor. Fried muskrat is prepared by letting the meat lie in salt water for an hour, then it should be dried and dipped in batter of flour and meal and fried in lard. The same preliminary preparations in the case of roast muskrat. It should be roasted in a pan containing water, salt, pepper, butter and a little onion. Flour should be sprinkled over and it should be basted until thoroughly done.

Expect Good Trade in Bags.

Manufacturers of women's bags expect an active Fall season, in line with their experience of recent years, during which sales volumes have tripled in many cases. The price of bags, however, has not advanced during this period. The increase in sales is ascribed to the fact that women now regard them as accessories which, like shoes, must match the rest of an outfit. Frequently women buy more than one bag a season in consequence, and manufacturers must constantly offer new styles, some of them unique. A large envelope bag, 7½ by 14 inches, is now being sold. It is of cross grain seal and is to retail at $35. It has a passport pocket.

Fails To Get Injunction To Halt Airplane Motors.

Lincoln, Nebr., July 19—A temporary injunction to prevent an aircraft corporation's planes from flying over the premises of Emil Glatt, whose farm adjoins the flying field, has been denied by District Judge Stewart. In addition to the injunction, Mr. Glatt asked $10,000 damages, as told in "The Produce News" last week. He complained that the noise of the airplane motors frightened his chickens, disturbed his rest, produced nervousness and was detrimental to his general health. Attorneys on both sides said they had searched in vain for a court decision which would serve as a precedent.

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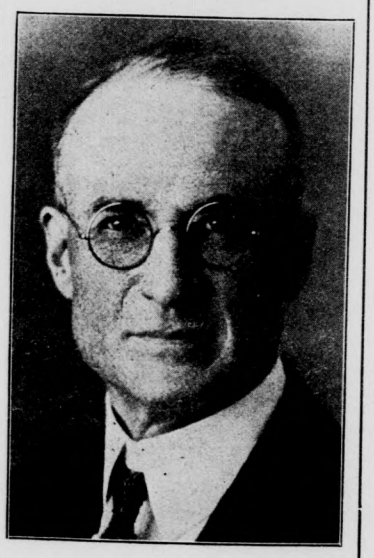

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Grand Rapids, Michigan

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.35c and beet granhlated at 6.15c.

Tea—The business is moving steadily ahead with a good fair general demand, but no very large buying, in spite of great firmness in most lines. Java teas are particularly firm in primary markets, so are Ceylons. China teas appear to be firmer here than for some time, with some grades quoted 2 cents a pound higher. The only tea which shows any sign of softness is India, which is selling cheaper, but holders say on account of poor quality.

Coffee—The market during the past week has been dull, with a few small fluctuations, most of which have been downward. All grades of Rio and Santos are a shade lower than they were a week ago. Easy news from Brazil appears to be the reason. As to milds, they also show a slight decline for the week, on account of an over-supply and a light demand. The chance is, however, that milds will advance again shortly.

Canned Fruits—There is enquiry for new pack fruits, including California assortments and Hawaiian pineapple, but canners have booked up enough to satisfy them and in pineapple are withdrawing offerings. While there is a big pack in prospect in California there have been no cheap offerings and packers have not been competing to sell against their prospective packs.

Canned Vegetables—Tomatoes are easy on old packs which has softened futures and has checked buying of new goods. There is a moderate turnover of carryover at irregular prices. Corn is not an important item just now as it is taken as needed. Peas have been firmer at State factories during the past week. Some canners have made advances but buyers are only mildly interested and have not done a heavy business to make up for their neglect of the market earlier in the season. Old pack stocks in second hands are changing hands where samples submitted show the quality to be up to the requirements of the purchaser and the price is attractive.

Dried Fruits—It takes more than bullish ideas and the naming of prices by a seller to make a market as is evidenced by the course of the new crop peach and apricot markets. Buyers have not accepted the views of sellers as to values and beyond covering nearby wants have so refused to go into new packs extensively that an easier undertone developed last week. Peaches are being offered at discounts and while not shaded as frequently, apricot packers are ready for business. The question of apricot tonnage is not so much considered by the trade as the prospective turnover during the next twelve months based upon the high opening. Markets have been tested and it has been found that apricots have sold slowly. The consumer knows nothing about the bare market or old crop, the ideas of growers or anything beside what is asked at retail for the fruit and the price suggests curtailed buying. There are no heavy supplies on the spot and they move slowly. There is no more business in new crop raisins than in other packs. Independents are quoting and are getting orders for cars for early shipment. Spot stocks are generally light and are in much more limited assortment than usual. The demand is better than usual for the season. Prunes are quiet on old crop but are steady in tone. New California fruit has not been quoted while the Northwest has firmer ideas and is withdrawing offerings pending re-estimates of the crop.

Canned Fish—In fish the most important pending change is the advance of 15c which will be made in Maine sardines of the oil grades to occur July 26. It has brought about more buying for shipment before July 30. Pink salmon is doing better on the spot in a jobbing way without any change in prices. Some cheap lots below present Coast replacement costs are available.

Fruit Jars—The 35c per gross increase on fruit jars has been put into effect by most jobbers who have advanced their lists. Production by manufacturers has been cut down with the idea of keeping only enough stock to supply jobbers. Much of the trade is reported as having short stocks and running close. Retailers should keep on hand at least two or three weeks' supply.

Beans and Peas—All varieties of dried beans are dull, with an easy feeling on nearly everything No material declines have occurred during the week. Green and Scotch peas are also dull and unchanged.

Provisions—The hog market in primary markets has shown considerable uneasiness during the past week. In the beginning the market was very weak, but later it strengthened. Eastern jobbing prices were unchanged, with the market for the full line of hog products fairly steady. The demand is light. Beef products are also in very light demand, with a quiet market and fairly steady prices.

Cheese—Cheese has been in fair demand during the week, with a continued firm market on account of the comparatively light offerings.

Syrup and Molasses—Molasses is moderately active, without change in price. Sugar syrup is also unchanged and fairly active. Compound syrup for the season is moving very well at steady prices.

Salt Fish—Mackerel is selling in a small way at unchanged prices. There is no disposition on holders' part to shade prices, as it probably would not increase the demand.

Nuts—The turnover of shelled nuts and meats would be heavier if holders would loosen up and make more liberal offerings on the open market. They can make profits now but they do not care to sell themselves out of house and home so long before new crop comes in when there are several good selling months ahead, including the Jewish holiday outlets. Walnuts in the shell have shown a decided brace and are being firmly held. often for advances. There is a good undercurrent in almonds and filberts while Brazils are about steady and hardly parallel other nuts for the reason that new crop Brazils are available while the other nuts are mostly carryovers. The shelled market is really spectacular. Walnuts lead and are being eagerly sought but not offered freely. A high opening on new crop is possible.

Review of the Produce Market.

Asparagus—$1.50 per doz. for home grown.

Bananas—6½@7c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	$4.30
Light Red Kidney	8.50
Dark Red Kidney	8.25
Brown Swede	5.00
Cranberry Beans	7.75

Beets—Home grown, 40c per doz.

Brussel's Sprouts—Florida, 25c per quart.

Butter—The market has shown no particular change during the past week. The undertone started in to be rather strong, and the result is a slight advance. The demand has been no more than fair during the entire week. Holders sell fresh packed at 39c and prints at 41c. They pay 24c for packing stock.

Cabbage—Home grown is now in market, commanding $1 per bu.

Cantaloupes—Arizonia are held this week as follows:

Jumbos	$4.25
Standards	3.75
Ponys	2.50
Flats	1.75

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

Cauliflower—Florida, $2.50 per crate of 9 to 14 heads.

Celery—Home grown brings 60@75c per doz.

Cherries—$3 per 16 qt. crate for sour; $3.25 for sweet.

Cocoanuts—$1 per doz.

Cucumbers—$1.40 per doz. for home grown hot house; Illinois hot house commands $2.25 for 2 doz. box of fancy and $2.50 for extra fancy.

Eggs—Fine fresh eggs are scarce and have been picked up promptly at top prices as soon as they arrived. A large part of the receipts are under the first grade. The only change during the week has been a slight fractional advance in the best grade of eggs, followed by about the same decline. Local jobbers pay 26c for strictly fresh and hold candled at 28c.

Garlic—35c per string for Italian.

Honey—25c for comb; 25c for strained.

Honey Dew Melons—$2.75 per crate for either 6, 8, 9 or 12.

Lemons—Quotations are now as follows:

300 Sunkist	$7.00
360 Red Ball	7.00
300 Red Ball	7.00

Lettuce—In good demand on the following basis:

California Iceberg 4s, per bu.	$6.00
Garden grown leaf, per bu.	.75

New Potatoes—Virginia cobblers fetch $1.50 per bu. and $4.50 per bbl.

Onions—Texas yellow, $2.25; Texas white, $2.50; Spanish, $2.25@2.50 per crate.

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

100	$6.50
126	6.50
176	6.50
150	6.50
200	6.50
216	6.50
252	6.50
288	6.50
344	6.50

Sunkist Red Ball, 50c cheaper.

Peaches—Georgia Belles command $2.25 per bu.; Georgia Elbertas fetch $3. Both varieties are fine in quality.

Peas—$2 per bu.

Peppers—Green from Florida, 75c per basket.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	25c
Light fowls	22c
Springers 4 lbs. and up	30c
Broilers	18@25c
Turkey (fancy) young	39c
Turkey (Old Toms)	32c
Ducks (White Pekins)	26c
Geese	15c

Raspberries—$4 for red and $3.75 for black—16 qt. case.

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.

Tomatoes—Florida, 75c per 6 lb. basket; home grown hot house, $1 for 7 lb. basket or $1.25 for 10 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	18c
Good	17s
Medium	13c
Poor	12c

Teacher Didn't Know Pop.

"But, Freddy," insisted his tearher, "if your father owed the butcher $12 and the grocer $16, he'd have to pay more than $5.75."

"No, he wouldn't," Freddy replied. "That's all it cost us to move."

Perspiration Powder.

Salicylic Acid	10 grs.
Bismuth Subnitrate	15 grs.
Zinc Oleate	10 grs.

This has been recommended against profuse or fetid perspiration.

America at Geneva has retiterated the warning that it cannot allow the carrying out of a disarmament plan to be placed in charge of any international body. This notice conforms accurately to American policy. The United States is ready and eager to enter into an agreement, through an international conference, for limitation and reduction of armaments. In making this agreement compromises and arrangements will be considered and bargains will be struck. But once the treaty is in force, the execution must be left entirely to the United States. This is not the league of nations idea. The league would have a committee at Geneva to check up, verify and supervise. The United States is properly not ready to go this far in the surrender of national sovereignty.

EASTERN MICHIGAN HOTELS.

How They Look To the Ohio Boniface.

Maretta, Ohio, July 20—A two weeks' visit back in Michigan, traveling nearly 1,500 miles, stopping once, twice and three times at many cities and villages, with stop overs at many hotels, revives many interesting hotel facts of ye olden days which will come into good play as I continue this series of articles.

The new Hotel Lincoln, at Brighton, contains only about twenty rooms and already has demonstrated that this is not enough. Was told that owner, Leitch, will build on more rooms at once. Feeding facilities at this hotel are very ample, more than generally embraced in a hotel of 100 rooms.

For years at Mt. Clemens the Hotel Sherman was known as a commercial hotel. However, some of the other hotels were favored by some of the boys on the road; believe the Media under the management of "Pop" Simptone, along the early 1900's drew many of the boys, he extending a very attractive rate.

The Sherman changed proprietorship a great many times and I believe I am safe in saying, never was considered a money maker. To-day it is practically out of business, a few rooms being used only, office upstairs, etc. Think the commercial boys are going most any where, the Media still catering to and enjoying a good patronage from this source, as well as its bath house folks.

A marked change at the Media is its feeding feature. The formerly spacious and most attractive dining room has been converted into a very large parlor, also for dancing and society events, an addition built at the rear of the original building wherein is a large coffee shop, tables and counter. The room is very attractive; the feature has been "farmed" out to a Greek, I should say. The foods are only fair, the service about as usual attending such places. Unable to get a strawberry shortcake there at noon times, with oodles of berries on the market, and while the menu read, "Fresh strawberry sundae, the berries were of the stewed or canned variety. A hotel such as the Media, the writer believes, should never "farm out" its dining facilities.

No other marked changes at Mt. Clemens which I could observe in my short visit there.

All we older fellows can remember the Oakland, at, St. Clair. Large, rambling building, doing a marvelous business at times, with many ups and downs, and finally going out of business, torn down, and now only fond memories of at times a mighty good place to go to for a good meal or a stay for a day or a week or a month. Believe it is more than ten years ago the Oakland was dismantled, its elegant furnishings sold and scattered here and there. The city has been hotel supplied by only several smaller rooming houses and restaurants.

But by another year St. Clair will have one of the most beautiful hotels in the State. Located directly on the river in front of the residential section, Northern portion. A three-story fire proof brick construction, with wings at either end, center what may be termed Italian renaissance effect. There will be a large lawn in front of the building; also on the river side, with verandas galore, these arched on the French chateau design, decidedly in keeping with the remainder of the building. Ground floor will have spacious reception, lounging dining and other rooms. There will be over 150 sleeping chambers. Was told the venture embraces around a million dollars, largely St. Clair money. Will cater to summer business largely, but will remain open the year round.

The old Hodge Home, at Pontiac, now the Kenwood, which I covered with "Hildy" few weeks ago, was built in 1836.

The new Roosevelt, at Pontiac, now under construction will not to my way of thinking meet the situation of that city as a hotel of high order, filling the wants of a first-class hotel such as Pontiac should have. First, its decidedly off location, its rooms are most all going to be small, and other features are not along the lines of modern up-to-date all round commercial and touring hotels. It may fill a decided want in Pontiac in some respects giving a good place for permanent and some transients, but I don't believe it is the class of house, either in construction or otherwise, Pontiac deserves as a first-class house.

Clem Wheeler seems to catch on O. K. at his newly acquired hotel at Holly. We enjoyed a delightful lunch there; the little house looks neat and clean. The Allendorf is on the same site as was the Hotel Holly years ago, which burned, rebuilt and given its present name. A forty room brick hotel.

At Hotel Fenton, Fenton, we had our fill of the best cooked and eatable frogs legs we have enjoyed on our trip. Outside appearance of the hotel not much changed from thirty years ago. A. E. Dumanois has been in charge here some twelve years. While there are many ear marks of the old days, inside the house is quite modern. The restaurant is excellent; prices high possibly, but foods, service, etc., up to the minute. Manager Dumanois has demonstrated one can take an old worn out house and make a go of it. He enjoys all of the commercial trade visiting Fenton. A good touring business and feeds as many as 500 people on Sundays and holidays. There is dancing several times a week.

Deckerville, starting up the Thumb from Port Huron for years had a hotel which the boys made for whenever possible. It burned ten years ago and the city has no such institution. The main auto road being via Lexington, Port Sanilac, etc., hurts Deckerville, Minden City, etc., from a hotel standpoint.

The old Cadillac, at Lexington, is still in existence. Not so good. A very old hotel, no improvements. Meals fair.

The Huron, at Port Sanilac, has improved somewhat. While wash bowl and pitcher still prevails, the house and furnishings are kept up better. They serve a very good 75c midday and evening meal.

At Bad Axe, the Hotel Morrow, built by Tom Morrow more than forty years ago, and conducted by himself for many years, still holds sway as the best hotel in that city. In its day it was always considered a very good small city hotel of some forty rooms. Tom Morrow died several years ago. There were several ownerships of the property and proprietorship of the business. Some twelve years ago, W. M. Thourlby, of Saginaw, bought it and has conducted the place since. Up stairs there have been no great changes, wash bowl still holding balance of power. However, a couple of public baths, steam heat and electric lights. The lobby, dining room and general ground floor have been made very attractive. The old Morrow bar is still in activity, but not as a "blind big." Believe the owner is playing fair. American plan still prevails. Meals are good.

The Hotel Stevens, at Bad Axe, built long before the Morrow, is still in existence even as a hotel, but very old and dilapidated. Ex-Governor Sleeper owns the property, leases it and it surely is a sad looking place. The Stevens was built by Seth Irwin in the 60's, I believe. Irwin is still alive and lives in Bad Axe.

Bad Axe looks prosperous. The main line highway from Detroit is going to revive the Thumb district. A new hotel of modern design must come at no great distant day. Even

What you get in a pound of sugar

Who would think of comparing sugar with gunpowder? A pound of gunpowder is so much latent force which a spark will flash into released energy.

Sugar is human energy in its purest form. A pound of it contains 1800 energy calories. If these could be transmuted into mechanical energy, a pound of sugar could lift itself a thousand miles in the air. It could raise a ton steel girder half a mile straight up. It could keep a 110-watt electric lamp burning continuously for almost 20 hours.

Sugar supplies the bulk of the energy which the body needs. It feeds stamina into the system in a form that is absorbed at once. That is why men who do hard physical work, farmers, lumbermen, laborers, are big consumers of cakes, jams, preserves, pastry, syrups and candy.

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the owner of the Morrow admits this.

A couple of days at the Book-Cadillac, Detroit, surely convinced us it is some tavern. Sleeping thirty stories up in the air was a new sensation to Mrs. Hoag and the writer. We consider room tariff at this excellent hotel very moderate. No better $2.25 dinner have we ever enjoyed. We paid no more for breakfast in the coffee shop than in many inferior places.

Detroit is hotel crazy and they keep building. We are glad to note that in all the new hotels we have visited rooms are being painted rather than papered.

Plate lunches are growing popular in hotels and restaurants in Michigan where we have visited.

In my recent write up of Owosso, I overlooked the Old Junction House, one of the oldest railroad hotels and eating houses in Michigan. This will be covered later in treating the Thomas family, who conducted the Owosso place for years, later going to Durand, meeting with marked success. They have all gone with the exception of the grandson of the original Owosso family. He is now a banker at Durand. No name for good foods at a very moderate rate will be recalled more than the Thomas family, who held sway along railroad places for fully fifty years.

Discovered at Bay City, that the first house ever built there in 1836 was afterwards used as a small hotel. The building is still there, escaping the disastrous fire of twenty-five years ago, which swept from Twenty-sixth street toward what is now the city. Location of the first settlers of that part was called Portsmouth. The first brick hotel built at Portsmouth was called Hotel Astor. It was three stories of sleeping rooms, fifty in all, and of great importance at that time. This was built about 1850 and is still standing. It was kept up as a hotel until a few years ago.

Bay City from 1850 to the erection of the Wenonah Hotel in 1908 had more than sixty hotels, good, bad, large and small. One hotel of over 100 rooms, built right after the war, was the marvel of the age.

Reno G. Hoag.

Another Chapter on Enforced Sunday Closing.

Brohman, July 15—In reply to E. M. Barr, of Jackson, I will say that I think the grocers of Lansing did a wise thing to pass a city ordinance to close groceries on Sunday; but why not do the same thing in Jackson and other cities of Michigan?

There are a thousand resorts in Michigan which sell ice cream and soft drinks which carry quite a lot of groceries. Are you going to call their places groceries and close them up?

Also he mentions about all business being closed in Canada on Sunday. Now I say that would be a more fair proposition than trying to close any one kind of business; also if Mr. Barr is not satisfied with the way things are run in the United States, why doesn't he move to Canada?

I would like to have Mr. Barr see some of the traffic which comes from Indiana into Michigan on Sundays, especially on the Niles-South Bend road, and what do they come for, if not for pleasure? Do you think that if they did not travel on Sunday they would wait until Monday?

I would say a good share of that business would be lost to Michigan if everything was closed, and to close one business and not another is discrimination—something that never did get by in these United States.

Why not try local ordinances. Begin at home, run your own city, with which you are more acquainted, and not try to run the whole State in order to put a few more dollars in your own pocket.

E. W. Cantrell.

Confucius said: "Silence is a true friend that never betrays."

Opening of the Hotel Olds, at Lansing

Marietta, Ohio, July 19—Mrs. Hoag and the writer were most fortunate in being among the nearly 500 participating in the official opening of the Hotel Olds, Wednesday evening, July 14, as the personal guests of Manager George Crocker.

The event of the day and night was a public reception. During the afternoon more than 10,000 people inspected the building. All lobby space, as well as club floor, reception rooms, parlors, dining rooms and three floors of hotel were thrown open to the visitors.

At 7 p. m. a most delightful eight course dinner was served the stockholders of both the building and operating companies, their wives, friends and a very good attendance of Michigan Hotel men, with most excellent musical and other entertainment program. There were also short talks by some half dozen men prominent in the creation of the Olds and a final address by W. R. Dawes, President of the Chamber of Commerce, Chicago, on the subject of "Economic condition of the West, with special reference to transportation."

After that dancing until a late hour.

The Hotel Olds, with its 300 rooms, will meet with success or else Lansing will fail to live up to its progressive reputation of the last few years. It is, indeed, a well built, appropriately furnished and delightfully located hotel.

Lobby, public parlors, dining room, etc., are the same as the Book-Cadillac, Detroit, one flight up, allowing shops and coffee shop on the ground floor.

The first floor above the lobby is given over largely to the Lansing City Club, with spacious reception, lounging and reading rooms; a ladies cafe, a men's grill room, served by a special kitchen, etc., all maintained by the hotel management. There are a few private dining rooms on this floor, held by the hotel, as well as a large ball room, which can also be used as a banquet hall, either for the Club or for the hotel. It is, indeed, a most wonderful layout.

Hotel Olds has cost better than two million, subscribed by some 500 stockholders, mostly Lansing residents, with R. E. Olds principal promoter and subscriber.

The operating company, known as the Olds Hotel Operating Co., with some 300 stockholders, also made up largely of Lansing citizens, with the Continental-Leland Corporation as directors, placed the furnishings and equipment, estimated at half a million. George L. Crocker, originally of Chicago, at one time at the Durant, Flint, last several years at Minneapolis, is manager for the operating company. He is a high class man in every respect.

While the Olds may not "burn 'em up," so to speak, at once, it will succeed.

Lansing is entitled to a modern hotel and I believe the city and State people will lend liberally to its support.

Reno G. Hoag.

A Good Selling Talk.

A party of traveling men, seated in the lobby of the hotel, were bragging about the splendid firms they worked for, each one trying to outdo the other. They told how rich, how progressive, how big, and how fine were their respective companies, how many people they employed, how many stores sold their stocks, and so forth.

"No house in this country, I am proud to say, has more men and women pushing its line of goods, than mine," proudly remarked one in the corner, who had not yet been heard from.

"What do you sell?"

"Baby carriages," he replied.

Don't Say Bread

—Say

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WORDEN GROCER COMPANY

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Don't hesitate to recommend

QUAKER SALAD DRESSING

Wonderful Spread for the Kiddies' Bread

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It makes friends for the dealer

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The Michigan Trust Company Receiver

LARGER BUYING POWER.

General conditions likely to affect business prospects all over the country are gradually becoming apparent to merchants who try to get a line on the probable trend for the remainder of the year. Not all the data are as yet available for actual assurance, but enough of them are to show the probabilities. Fundamental among these are those relating to agriculture and the great basic industries. Those whose incomes are derived from these sources loom up large among the buyers of commodities. Their position this year is better than it was a twelvemonth ago. Enough is already apparent about the country's main crops to indicate that the farming population will be in a position to pay for their needs and have something left over. A similar condition prevails among those concerned in the larger industries, which are not confronted with any such widespread strike as the one by the anthracite coal miners a year ago. The only big labor disturbance visible now is that in the garment field, and this, in the nature of things, is not likely to last long. Taking all things together, the indications point to a larger buying power on the part of the people than was the case in the last half of 1925. At the moment, the primary markets are beginning to show signs of activity, and the merchants who are going to the primary markets are steadily increasing in number. Much of the purchasing by retailers is for immediate needs, and there is also considerable call for Fall dresses. There are, however, enquiries in other directions which lead to the belief that the buying of an extensive range of articles will soon occur, and preparations for this have been made.

With the opening of the buying season, the problem of selling is obtruding itself more and more. Present-day methods on the part of retailers continue to make it harder for producers than ever before to gauge the season's demands sufficiently in advance to make adequate provision for. At the beginning, there is apt to be little more than sampling, which fails to show any marked trend either toward style or quantity that may later be called for. This is particularly disconcerting in those lines where the style element is the principal factor toward favor. There is no doubt that retailers are encouraged in their dilatory ways of buying by what is told them after they visit the primary market and frequently by resident buyers who believe they can bring pressure on prices in this way. To meet this kind of tactics certain manufacturers of women's wear restrict their own purchases of fabrics or refrain from cutting up goods until orders are well in hand. If all of them in any particular line would do this there would be a resultant scarcity of merchandise which would lead to price advances when the retailers were forced to come into the market for seasonal supplies. But the trouble is that there always will be enough manufacturers to take a chance on getting rid of what they can make up to prevent any condition like this arising—at least that has been the case hitherto. A greater unanimity would have beneficial effects, and this may yet come from the gradual elimination of the concerns which tempt the fates by a disregard of the elementary principles of merchandising.

CO-OPERATIVE COLLAPSE.

The collapse of the Girard Grocery Co., of Philadelphia is a genuine surprise in trade circles. For years it has been pointed out by organized retailers as the shining ideal of their co-operative buying hopes and has been repeatedly used as a taunt to the old-line wholesalers and made to do duty as a type of how much the retailers could save by owning their own buying agency.

Its misfortunes were wholly unheralded in trade circles, although the company was known in a cautious way to be passing up its discount privileges and letting its bills run; even to the extent (according to more or less inside gossip) of about $40,000. which it might otherwise have added to its earnings for the year. It has been reputed to have done a business of $3,700,000 last year at a profit of $70,000 and at a cost of very slightly over 3 per cent.

According to the statement of its counsel, the slump in sugar in 1921 is given as the chief cause of the downfall, but most grocers are skeptical of this, because it is well known that most grocery houses were able to amortize their sugar losses within the past five years and even make money on prudent buying in harmony with their refiners.

Just what loss on sugar the Girard made is not sated, although it is placed by insiders at about $800,000. One of its largest refineries is, however reported to have recorded losses against the Girard of only $75,000 or $80,000. Whether it made similar losses with other domestic refiners is not known, but a more considerable portion of its misfortune in that respect is said to be due to the purchase of Java sugar at the top market.

The prevalent opinion is that the company has made the error of "skating on too thin ice" in the matter of profit margins and has not laid aside suicient a tempesfftuous one. However, dates; and the surprise of its colpecially a ttmpestuous one. However, it paid a surplus last year of 8 per cent. to stockholders and reported a surplus of almost $40,000; this as of June 30 a year ago.

Whether or not the concern will be rehabilitated is as yet problematical. Philadelphia leaders are of both opinions until the facts are fully disclosed. There are over 1,200 members involved in the loss of its service, if it liquilapse will prove a serious obstacle to the growth of buying exchanges—at least when they are operated on too close margins. Evidently good management is as great an essential in a buying exchange as in any other type of grocery store and success is largely a matter of personnel, rather than the product of co-operative magic.

It will please your friend if you finish your line of talk and let him begin on his.

CONDONING CRIME.

It is anything but a pleasant duty which the Tradesman discharges elsewhere in this week's paper in unmasking some of the crimes of the greatest thief who ever disgraced the criminal annals of Grand Rapids—a man who continually forced himself on pulpit and platform to prate of religion, morals, right thinking and right living, while at the same time he was looting the business of a thousand stockholders who trusted to his integrity, inveigling his close personal friends into enterprises which were doomed to disaster because they were dishonestly conceived and executed and lavishing money and presents on persons of the opposite sex who had no legal or moral claims on him for such recognition.

The Tradesman would not be so explicit and exacting in dealing with this case if the condition of the public mind and conscience was more severe, because in the opinion of the Tradesman the **attitude of the people in permitting such crimes to go unpunished is scarcely less reprehensible than the crimes themselves.** The man who condones an offense because the perpetrator is his friend or because he is a friend of the family of the perpetrator is hardly less blamable than the principal who commits the crime.

No intelligent reader need be told that we live in an age of unexampled rottenness. Wherever the probe of investigation is applied to cases of betrayal of trust, the reeking stench and pus of corruption is sure to follow. As these cases are disclosed from time to time we begin to wonder whether the air of heaven has not descended to take up the more reeking stench of the stews and slums and sinks which fester from the very depths of hell's lowest deeps.

Why has this terrible blight come upon us? Solely and simply because directors DO NOT DO THEIR DUTY AND DIRECT and also because of the indifference with which people who are wronged condone the crimes of those who should be punished for their misdeeds. Until these two wrongs are righted we may continue to see the sickly stream of crime and rottenness continue at high water mark.

NOT A NATIONAL ANTHEM.

Discussion of the merits of "The Star-Spangled Banner" is always as thought productive as it is fruitless. Our would-be National anthem is to be condemned for two reasons: (1) its words are out of date; (2) its musical text is poor.

The words of "The Star-Spangled Banner" are provincial and jingoistic. The song is unworthy of the name of National anthem because it is anachronistic—not because it is Anacreonistic. What we want and ought to have is a folksong that is idealistic, that breathe a love of human brotherhood. Present reality is too full of unkindness, selfishness and insularity.

We have developed beyond 1776 and 1812. We need a National song that expresses and inspires us with an international altruism. If we are no longer merely colonial or provincial, let us have a folk-song that is world wide in its outlook and all-embracing in its sympathy—hatred for none.

The musical text of "The Star-Spangled Banner" deserves condemnation because it fails to pass the two tests of good folk-song: A good folk-song has no intervals greater than fourths, and it stays within the octave. If a melody skips from "e" to "b" or runs off the staff we may be sure it is not a genuinely popular tune. The common people find it hard to sing intervals greater than a third. Melodies exceeding an octave in compass are difficult for the majority of voices.

Judged by the standard of words and music "The Star-Spangled Banner" is worse than second rate. Its words are out of date and unbrotherly; its musical text is not a true folksong. Maybe we shall not have a true folk-song until we are truly one folk. Francis Scott Key's composition is unworthy of the present purpose of a National anthem, but since nothing better is offered as a substitute what shall we do but continue to sing the thing?

SALES OF TEXTILE GOODS.

Some progress is reported in the concerted movements for bettering the cotton and woolen industries. Thus far, however, the efforts have been toward getting the various interests in each to co-operate in the formation of organizations for such joint action as may be agreed upon. It is conceded that the two textile industries have not been able to co-ordinate supply and demand and that periods of enforced idleness by the mills have resulted. The suggestion has been made that a scrapping of superfluous machinery might help in bringing about better conditions, but the suggestion has not been received with any degree of enthusiasm. Each concern thinks that the scrapping should begin at the other fellow's plant. In this respect the matter is very like the attitude taken by cotton growers when considering a restriction of acreage to be planted. The textile mills may be confronted with the question whether it is better to have their machinery operated for two-thirds of the time or to have two-thirds active for the entire year. This is presupposing that the markets for the output cannot be enlarged by greater domestic consumption or by increased exports or both. While exports of cotton goods have held up quite well lately, they have not shown any gain as a whole, while they form only a small percentage of the domestic production at the best. So the great effort must be toward increasing the domestic consumption of cotton goods. The same thing holds true regarding woolens, and in an even greater degree, because, comparatively, the exports of woolen goods are so much smaller than those of cotton. To increase the use of either cotton or woolen fabrics, the appeal must be made to the consumer. How to reach and convince the latter will still remain the problem even after all the manufacturers have agreed upon united effort.

GUY WINCHESTER ROUSE.

Brief and Dispassionate Review of His Criminal Career.

Duty to self and the public he serves occasionally compels the editor to say and do things which are very unpleasant; but when duty calls only the craven fails to obey.

I have known Guy W. Rouse over thirty-five years. When I made his acquaintance he was a clerk in the Grand Rapuids Savings Bank. I think I met him first through the mediumship of Charles W. Garfield, who was then President of the Bank. Mr. Garfield was very fond of Mr. Rouse from the time he was a small lad. It was Mr. Garfield who gave him his first position in the Bank and who watched over him with zealous care, as he has dozens of other young people in whom he was interested.

Mr. Rouse came from a good family on both sides. His father, Wm. H. Rouse, belonged to that great class of men who never get very far in the world, financially speaking, but he was honest, truthful and worked hard to support his family. I never heard him complain over his inability to rise above the dead level of mediocrity. We were thrown together frequently during the eight years we were tenants of the Blodgett building. Probably a hundred times during those years he borrowed a dollar of me on Saturdays to buy his wife a box of candy. He said he formed that habit before they were married and never permitted the lapse of years to change it. I thought it was one of the most beautiful traits in a man I ever had brought to my attention. He never failed to repay the loan the following week. Mrs. Rouse was a Winchester, which means that she was frugal, lovable and faithful to every duty—an inspiration to her family and one who carried with distinction and worthiness a name that will be remembered for all time in the history of this city.

How the son of such parents could develop into a thief who brought grief and disaster to a thousand firesides is one of the things I will never be able to explain.

When the Worden Grocer Co. collapsed about twenty years ago as the result of the defalcation of Mr. Butts and the mismanagement and suicide of Mr. Worden, Mr. Garfield urged that Mr. Rouse be given an opportunity to assume the management of the wrecked establishment. Several stockholders came to me for my opinion of Mr. Garfield's plan and I advised against its adoption, because I did not think any one could revive the fallen fortune of the institution. Mr. Garfield was so insistent in the matter, however, that the stockholders adopted his suggestion and installed Mr. Rouse as Manager. Within a short time the confidence of Mr. Garfield in his protege was fully justified. Mr. Rouse entered upon his new duties with zest and determination. He was always at his desk at 7 o'clock in the morning and frequently worked late in the evening hours. Within a half dozen years he brought order out of chaos and from that time on for many years the Worden Grocer Co. occupied a proud position in the trade and Mr. Rouse was hailed as a Moses.

On his assumption of the management of the business I immediately tendered him any assistance in my power and did all I could in all the ways I could to make his administration the splendid success it proved to be. I made frequent allusions to this circumstance at the annual gatherings of the Worden Grocer Co., confessing my mistake in misjudging Mr. Rouse's ability and congratulating him on the achievement he had accomplished. I was never connected with the company in an official capacity, but I purchased stock in the corporation from time to time at Mr. Rouse's request until my holdings aggregated $15,000.

About six years ago Mr. Rouse conceived the idea of buying additional wholesale houses and he carried this plan into execution until the company had well-organized branches at Lansing, Battle Creek and Kalamazoo. I always opposed this extension with all the power I could command, but my advice received no consideration.

Not content with the general management of four wholesale houses, Mr. Rouse induced his friends to join him in other lines of business, such as the manufacture of furnace regulators and radios. His selection of lieutenants was not always wise and, as a result of crookedness and bad management, he sunk about $400,000 which he induced his friends to invest in the undertakings. On the collapse of the Sahlin Manufacturing Co., Mr. Rouse utilized the plant as a radio factory, using a large portion of the money he secured to embark in the manufacture of radios to liquidate the debts of the Sahlin Co. This, of course, was a very dishonest act on his part. I fully believe that if the money contributed to manufacture radios had been rigidly devoted to that purpose and honestly administered, the Michigan Radio Co. might have been a success. Because I was not then aware that Mr. Rouse was a scoundrel, I followed him to the limit and subsequently charged off to profit and loss more than $40,000 as a penalty of the confidence I reposed in him.

About a dozen years ago an event occurred in Mr. Rouse's life which appeared to cause him to reverse the close application and careful scrutiny he had given the business up to that time. He appeared to lose interest in the painstaking methods which had brought him success and devoted most of his time afternoons and evenings to card playing and other activities which precluded his giving his business the time and attention it required. He usually got down to his office for an hour in the morning and about the same length of time in the afternoon. Mr. Garfield and the writer made frequent and urgent personal protests to him over the manner he was neglecting the business and the way in which he was permitting the overhead to increase to an extent that absorbed all the profits, but he never acted on our entreaties or made any change in his habits. Because of his refusal to mend his ways, Mr. Garfield retired from the board of directors. By the end of 1925 Mr. Rouse ceased coming to the office at all and took up his residence in Mt. Clemens. The credit of the house had in the meantime been destroyed by the failure to discount bills and later on the inability of the house to meet its bills at maturity. A friendly suit was brought against the company by the Woolson Spice Co., which resulted in the appointment of the Michigan Trust Co. as receiver. In the meantime Mr. Rouse confessed to his friends that he had betrayed the confidence reposed in him by abstracting over $200,000 which he was unable to repay; also that he had persistently and repeatedly falsified the books, records, papers and reports for the past six years to an extent that cost the company several hundred thousand dollars. Altogether I think the stockholders of the Worden Grocer Co. are a million dollars worse off than they would be if Guy Rouse had been an honest man.

Mr. Rouse's methods of thievery were many and varied. Among other crimes he "borrowed" $113,047.97 from the company, leaving I. O. U's in place of the loan. He created the Carp Lake Lumber Co. as his personal property more than twenty years ago and shipped the concern goods to the extent of $68,561.94, which was the amount due Feb. 9. He juggled the sales of capital stock to his own profit and covered the transactions up under book entries which no one—himself included—can explain or make clear to the auditors. His false reports to the Government, State and county involved the payment of more than $50,000 taxes in excess of what should have been paid. Some of this money can probably be recovered, but the recovery involves an almost endless amount of detail work which will cost the company hundreds of dollars.

A sorry feature of the situation is that Mr. Rouse cannot see the havoc he has wrought in the proper light. He insists that everything he did was for the good of the stockholders; that the receiver did him a great injustice in depriving him of the management of the business; that he will make proper restitution for his stealings, if given an opportunity to come back into the business. I am one who believes that he has at least $50,000 salted somewhere, because I do not believe a man of any sense whatever would draw $12,000 salary and steal $234,395.56 without making some provision for the future, knowing (as he must have known) that exposure and disgrace would ultimately result from his espousal of a criminal career.

On the occasion of his return to Grand Rapids to "help straighten things out" he told me in the home of his sister that if the Michigan Trust Co. would permit him to resume the management of the business he would cover the "overdraft," as he called it, by perfectly good collateral within three days. I asked him what the collateral consisted of, but he refused to answer.

Mr. Rouse assumed much prominence in church and social welfare work. He subscribed liberally to all good causes brought to his attention, but of late years has paid no pledges except such as were made in the name of the company. He held himself up as an exponent of right thinking and right living, but recent disclosures show that he was anything but a paragon of virtue and manhood.

I consider Mr. Rouse's defalcation the worst calamity which has ever occurred in Grand Rapids, because it involves more than a thousand stockholders, many of whom can illy afford to suffer the loss he has brought to their doorsteps.

Much of the stock was sold by Mr. Rouse personally. He made all kinds of promises regarding the redemption of the stock, providing any purchaser ever needed the money, and many investors considered his investment in the light of a temporary expedient, to be withdrawn at will. A large percentage of the men and women he inveigled into his company are people of small means who keenly feel the loss they have sustained.

I think the directors of the company are personally responsible for this great calamity, because they permitted the business to go on from year to year without having an audit made of the books. If they had done their duty—according to the definition of director in every dictionary ever published—they would have saved the stockholders this million dollar loss and saved the commercial interests of the city the disgrace which now confronts us.

One or more of the directors were fully cognizant of the fact that Rouse had been constantly stealing from the company for years, but failed to acquaint the other directors of the fact under a criminally mistaken idea of "loyalty to the chief?" I say such loyalty is all bosh. It is as reprehensible as the acts of the thief himself.

It is not a pleasure for me to write in this manner of a man who has been my friend for thirty-five years; a man whom I trusted because I believed him to be honest. I write as I have because Mr. Rouse assumes that his only crime is in being found out and some of his friends insist that he has been persecuted and pour money in his hands by the hatful in helping him on his way. I think he should serve time at Jackson or Leavenworth, or both, so that he may come to understand that the man who steals a hundred thousand is no better than the man who steals a ham; that a thief is a thief, no matter how or where he operates, and that when thievery is accompanied by betrayal of trust the criminal has committed the worst crime in the calendar.

I have delayed writing this article six months in order that no one could say that I wrote hastily or in anger or without accurate knowledge of the amount involved in his stealings. I have eliminated all hatred from my heart and write solely in sorrow and sadness—sorrow for the worthy people of moderate means who have been robbed; sadness for the man who calmly and deliberately embarked on a criminal career while professing Christian leadership, and now regards himself as a martyr to circumstances, instead of the monstrous thief he is. If he showed the least repentance for

the crimes he has committed—the least compassion for the people he has wronged—I could cheerfully hold out a helping hand in assisting him to regain the proud position he once held in the estimation of his friends; but when he prates about being abused and double crossed and insists that all the wicked things he did were done in the interest of the stockholders, I have no patience with or compassion for him. Whether he is properly punished for his misdeeds remains with his former stockholders. Any one of them can swear out a warrant for his arrest and the prosecuting attorney of Kent county assures me he will do his best to see that he is vigorously prosecuted. I will not lift my hand to send him to prison, nor will I throw any stumbling blocks in the way of any stockholder who undertakes to punish him for the wrongs he has committed, the suffering he has caused and the reproach he has brought on an honorable business, an honorable family and a shocked and outraged community.

E. A. Stowe.

What of the Future?

According to the report of Lawrence Scudder & Co., expert accountants employed by the Michigan Trust Co. to determine the exact status of the Worden Grocer Co., there was a deficit of $538,347.34 on Feb. 9, of which $234,395.56 represented the amount abstracted by Guy W. Rouse.

The Michigan Trust Co. took possession of the business as receiver under the direction of the United States Court Feb. 9 and has given the trust vigorous administration. Its first aim was to secure a competent manager. In this the receiver was very fortunate. W. Arthur Gilleland, of McKeesport, Penn., was engaged and entered upon the work of rejuvenation March 16 with a care and thoroughness which has excited the commendation of every one interested.

Mr. Gilleland has shown himself capable to undertake the work of rebuilding by reason of experience, knowledge of the business, iron will, resourcefulness and poise. Instead of giving the business two hours a day and devoting most of that time to private business, he is at his desk at 7 o'clock in the morning and never leaves until 6 p. m. Within two months after he took hold the overhead had been reduced $99,000 per year.

Under the present management the volume of business has shown a remarkable increase, the increase being about 40 per cent., as compared with four months ago. At the present rate the total sales for the year will be over 3½ million dollars.

The credit of the company has been re-established, its prestige largely restored, its stock amplified, its bank account changed from an overdraft to a handsome balance. Instead of occupying a room by himself, with the door locked and bolted, Mr. Gilleland has his desk near the entrance from the elevator, where he sees everyone who enters the office. This enables him to greet every customer of the house who calls and such other callers as he wishes to meet. The purchase of the wholesale stock of the Kent Grocer Co. gave the company control of several valuable factory brands. The stockholders and customers of the house have responded to the appeals of the manager with singular fidelity and accorded the house more generous support than it ever has received in the past, because of the confidence reposed in him. With the gradual increase in sales and the enormous reduction of executive and selling expense, the business is well started on the way to gradual recovery. It will, of course, require some years to repair the enormous losses incurred by the previous management and some re-organization and scaling down of stock holdings may be found necessary later on, but every stockholder begins to realize that his interest is being conserved in every possible way and that the Worden Grocer Co. will in time again take rank among the well organized, well managed and profit producing wholesale grocery establishments of the country. Within a short time the company will be in a position to begin the reduction of its merchandise and bank indebtedness, depending somewhat on the expediency with which disposition can be made of the buildings and real estate it owns in Lansing, Battle Creek and Kalamazoo.

Mr. Gilleland is well and favorably known as a successful manager in the trade and his personal acquaintance and friendship with many of the executive officers of the concerns from whom goods are purchased has had much to do in the restoring of credits and confidence and securing their co-operation.

Inclined To Be Some Pessimistic.

The Tradesman is in receipt of the following letter from a correspondent from one of the best county seat towns in Central Michigan:

Enclosed circular tells about the going out of business sale of one of our old established firms. During the past year two mercantile firms have retired from business, but in their place we have two large new garages and about half a dozen new oil filling stations. What is the answer?

As you drive through the country you will find more vacant farms each year and many of the farmers are sticking to the old place, although not making a dollar. The farm mortgages in this country amount to over 10 billions of dollars; taxes increasing.

With the proceeds of sale of a bushel of corn a farmer used to be able to buy his wife or daughter a good pair of black lisle hose priced at 25 cents per pair. Now they must have silk hose to match their gowns and it takes six to eight bushels of corn to buy them. The silk is grown in the Orient, while the cotton we used to think was good enough was grown by the Southern farmer in our own country. The question is, where are we drifting?

We have two picture shows in town and two or three nights of the week they are packed to the doors. Our streets are crowded with automobiles from the country. Every farmer must have an auto because his neighbor has one, and they have to ride in them, regardless as to whether the cows are milked, pigs fed or corn cultivated.

A farmer who buys a $1,000 car finds it costs him the amount of his investment to own it each year—depreciation, gas, oil, license, insurance, tires, repairs and interest on investment.

MEMBER FEDERAL RESERVE SYSTEM

OUR OBLIGATION

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

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

On this basis, may we serve you?

"The Bank Where You Feel At Home"

Main Office
Cor. MONROE and IONIA

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

The Bank Where you feel at Home

Grand Rapids Savings Bank

OFFICERS
ARLIA ALDEN SMITH, Chairman of the Board
CHARLES W. GARFIELD, Chairman Ex. Com.
GILBERT L. DAANE, President
ARTHUR M. GODWIN, Vice Pres. ORRIN B. DAVENPORT, Ass't Cashier
EARLE D. ALBERTSON, Vice Pres. and Cashier HARRY J. PROCTER, Ass't Cashier
EARL C. JOHNSON, Vice President H. FRED OLTMAN, Ass't Cashier
TONY NOORDEWIER, Ass't Cashier

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

CAMPER'S SUPPLIES

These dealers all carry a complete line of tents, (umbrella, tourist, wall, play tents) tables, cots, beds, chairs, etc. for campers.

Stop at the nearest dealer and inspect the line.

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.

Peak Sales this year

You are entitled to a generous profit on each and every sale of Rumford. It is the product that makes contented customers because it is pure and wholesome. Rumford is a steady seller and gives you consistent profits.

B 93 26

RUMFORD CHEMICAL WORKS
Providence, R.I.

SHOE MARKET

These Will Keep Them Guessing.

A shoe retailer has asked us for some ideas for a guessing contest, to be used as a feature for his summer sale. There are innumerable kinds of guessing "stunts" in use, but care must be taken in advertising any such contest or you may violate certain stringent postal regulations.

The safest thing to do, after you have worked out the details of any such plan you may want to use, is to go to your postmaster and tell him what you want to do and get his o. k. Otherwise you may be unable to advertise the details of your contest in newspapers or letters, as he may be required to prohibit your using the mails.

As for actual ideas for such contests, here are a few:

1. Guess the exact hour when an alarm clock in your window will stop running.

2. Guess the number of beans in a jar.

2. Guess the number of matches in a box.

And in five minutes you yourself can think of a dozen others just as effective. As for details of how to apply the guessing contest to your particular needs, that is up to you. One guess free with every purchase, or one guess to every person who comes into your store is the usual method. If you use a guessing contest this summer send us your advertising, so we can tell others just how you did it!

For a July Window of Sports Footwear.

For a striking window of sports footwear have a carpenter make a rough model of the sandbox that's found on every tee of a well regulated golf course. Paint this white, and have lettered on it the usual inscription, "No. 9, 365 Yards, Bogey 5" or whatever similar numbers your fancy dictates.

If there is a particularly difficult hole on the local golf course, get the inscription on the box at the tee and have this placed on your box. It will be readily recognized by every golfer.

Place this box in the center of your window, with a bag of golf clubs leaning against it, and whatever other things you can arrange to carry out the idea. Group around this your smartest sports and summer footwear and you will have a window that people will stop to examine.

Men's Shoe Demand Varied.

Analysis of the business taken so far on men's fine shoes for Fall delivery shows it not only to be substantially ahead of last year's in most cases, but to be more varied than that of 1925. Orders placed by retailers in the East and South, especially in the latter section, show a marked preference for oxfords of the light, custom type, as against brogue effects. Business from the West and Middle West, on the other hand, shows a preference for the heavier type of footwear, although in many of the larger places a fair share of the custom styles has been ordered. In apparently no section, however, has the blucher type of oxford sold as freely as the manufacturers thought it might. A nice "at once" business in general lines is reported in some quarters here, with novelties in white buck and other sports models showing up well in it.

Shoe Laces Make Good Trade Builders.

A neighborhood shoe store in Detroit wraps in every package a little card that reads as follows: "Extra Pair of Laces Free! When you need a new pair of laces for the shoes you have just purchased, present this card and we will give you an extra pair free."

When a customer presents one of these cards he is shown to a seat and the new laces are put in his shoes if he desires. The owner of the store claims that this gives him a chance to mention any new styles or special bargains he may have, and he often makes sales that otherwise he would never get.

This is a simple, inexpensive way of building good will, and getting added business, too.

Offers Cheap Electric Toaster.

A novel electric device in the form of a toaster to retail at 10 cents is now offered by a prominent Eastern concern. It is made of asbestos, to which the heating element is attached, and stands on four legs like a small electric stove. The legs are attached to a metal frame which encloses the asbestos. The toaster accommodates only one good-sized slice of bread at a time, but the horizontal position of the heating element is said to make the toasting process more rapid than on some of the higher-priced devices that require the bread to be placed almost vertically. The heating element is of fine coiled wire, and is said to be similar to that of more expensive toasters. No cord comes with the device, but it is equipped with a standard plug connection.

Revival of the "Miser" Bag.

While leather bags of the envelope variety are expected to remain popular among women during the Fall, one manufacturer reports good sales of moire silk bags with frames. Among the styles which he is offering is a revival of the "miser" bag of twenty-five years ago. This is of the frame variety, is of moire silk patterns and has a pannier handle. It derives its name from the two-knob-frame purse compartments, one on each side. It was supposed that one compartment would be used for retaining funds while the other would hold transient money. The manufacturer is not confident that the feature will prove popular to-day for thrift purposes, and he suggests that one of the compartments be used for make-up. The bag is to retail at $10.50.

Velvets Are in Demand.

Velvets and velveteens continue active, manufacturers report, with the chief demand for the former coming from the millinery trade at the present time. When the dress trade commences production of Fall merchandise in volume it is expected that a large call will come for velveteens from this source, owing to the favorable style trend toward this material. Some manufacturers foresee an advance in prices later in the season, owing to a possible shortage. Orders thus far are running ahead of last year, with the retailers yet to be heard from. Colors which are being specified are Chanel red, various greens and navy.

Is Your Mailing List in Good Condition?

Mailing lists have one bad fault. They soon get out of date if they are not carefully revised from time to time. July is a good time to go over your mailing list and remove all the names of persons no longer prospects.

Be sure you have correct addresses and that names are all correctly spelled. Nothing is more irritating to the average man than to receive letters in which is name is not correctly spelled.

The best way for a shoe retailer to keep an accurate list is on cards, alphabetically arranged. New names can then be added from time to time in the proper places, and out-of-date names removed without disturbing the rest of the list.

Your list is not really 100 per cent. efficient unless each card carries in addition to the name and address, all such pertinent data, as size, style preferred, etc. With this information at hand, you can go through your list whenever you have a special offer, and select only the names of those likely to be interested.

A woman, like a printer, can make pie out of anything.

Selling Work Shoes.

A shoe retailer in a farming community felt he was not getting his share of work shoe business, and he suspected the mail order houses were the cause.

So he searched the market for an extra good shoe value that could stand mail order competition, secured a cut from the manufacturer and prepared a large circular. In this he openly stated that he had a better work shoe value than could be bought by mail, quoted his price, and invited anyone who wanted to compare the shoe with similar mail order shoes to come to his store. He had secured specimens of the shoes sold by the big mail order houses and prepared a display in his store to prove his point.

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 Firestone Franchise on rubber footwear may be open in your territory

Ask our salesmen or write for particulars. We are sole distributors for Michigan.

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

FINANCIAL

Commonwealth Power Corporation Now Approaches $300,000,000.

George E. Hardy, president of the Commonwealth Power Corporation, is regarded in the financial district as one of the most conservative public utility officials in the country. His statements in Commonwealth's 1925 annual report, which was made public recently, therefore, should carry considerable weight with investors.

Discussing the outlook of the company for 1926, Mr. Hary said:

"While a somewhat hesitant attitude about the course of general business during 1926 is apparent in some quarters—and this attitude may continue until the condition of crops is more definitely known—it is generally believed that a large volume of business will be done and the consequent demands for electricity and gas should be maintained at a high level, thereby benefiting companies serving diversified industrial and commercial territories.

"If this expectation is realized your company and its subsidiaries should establish a new high earnings record in 1926."

At the end of 1925 the Commonwealth Power Corporation and its subsidiaries had total assets of $284,802,681. Of this, $253,468,093 represented property, plant and investments and $20,478,707 current assets. Its total funded debt in the hands of the public aggregated $130,136,100, or slightly more than one-half of fixed assets. The bonds were followed by $120,151,240 of capital stock. The ratio of current assets to current liabilities was nearly 3 to 1, while working capital and surplus stood at $24,012,515.

Sales of electricity by the system in the first six months of 1925 were the largest in its history and were approximately 21 per cent. larger than in the corresponding period of 1924. Comparative figures for the remainder of the year are somewhat unsatisfactory in view of the fact that in 1925 they included results from operations of the Tennessee Elecric Power Company, control of which was acquired in July.

For comparative purposes, however, figures have been compiled on the basis of giving effect to operations of the Tennessee Company for the two-year period, making it possible to judge more easily the natural growth of the system. They show that 1,277,370,522 kilowatt hours of electricity were sold in 1925, as compared with 1,005,855,275 kilowatt hours in 1924. Gas sales in 1925, on the same basis, were 5,310,973,900 as against 4,337,707,400 the year before.

The Aluminum Company of America increased its purchases of electricity from the Commonwealth system to a very marked degree, the total in 1925 being 43,224,002 kilowatt hours, as against 17,073,200 in 1924. The same thing was true of the Georgia Railway and Power Company, which purchased 69,378,000 kilowatt hours in 1925, as contrasted with 14,721,050 the year before.

Sales to these two companies, it is explained, were shown separately because they are considered "special business," which varies greatly from year to year, depending on the power generating facilities of such companies and the rainfall in the Southeast. Because of the unusually dry weather in the territory it was necessary for them to purchase a large portion of their requirements in 1925 than in 1924.

More than $26,000,000 was expended by the system last year for improvements and extensions Approximately 70 per cent. of this was devoted to the electrical department and 25 per cent. to the gas department.

It is interesting to note that, with the exception of only $230,000 issued to refund underlying securities retired by sinking fund, all of the Commonwealth system's remaining financial requirements last year were provided from earnings and reserves and through the sale of stock.

[Copyrighted, 1926.]

More About the Pop-gun War.

The silly campaign of a Western grocery trade paper to sweep back the tide of chain store development by a pop-gun campaign for strictly home consumption of innocent, gullible, babes-in-the-wood retailers, has drawn this comment from the Grocery World of Philadelphia:

"All these anti-chain campaigns seem to lose sight of the fact that the people they ought to work on are consumers. What good does it do to attack a chain store through a grocer's paper? Every grocer is sold on the idea to begin with, of course. It is the consumer who has to be sold before the fight will get anywhere, and campaigns waged within the trade never get to the consumer.

"There is only one way to keep chain stores from getting into a town and that is to tie up the real estate so they can't get anything. If the merchants and real estate owners of a town of 5,000, say, including owners of vacant lots, could agree that chain stores were a disadvantage to the place and the townspeople, they could sew up the situation so that no chain store could ever enter. The difficulty would be to hold the real estate owner whose place remains idle month after month. Whether this would interfere with the anti-monopoly laws is a matter for serious consideration, but my off-hand judgment is that it would not. Meanwhile, chain stores will continue to go wherever there are places for them and owners willing to rent."

Why not add: "—and people to buy in preference to the old-line merchants?" A famine in store property won't do it. Did anyone ever hear of peddlers and "rolling stores" and mail-order houses and tent-shops where rent had nothing to do with it. There are buckets and mops and brooms and pumps and what-not, but the tides of the ocean still invade beaches where the terrain offers an opening.

Good Advice.

"What kind of a husband would you advise me to get?"

"You get a single man and let the husbands alone."

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

$1,500,000

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GRAND RAPIDS, MICH.

Kent State Bank

"The Home for Savings"

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

Investment Securities

E. H. Rollins & Sons
Founded 1876
Dime Bank Building, Detroit
Michigan Trust Building, Grand Rapids

Boston, Denver, New York, San Francisco, Chicago, Los Angeles

$45,000. Clermont, Florida, 6% Improvement bonds, dated Jan. 1, 1926, due $5,000. each Jan. 1, 1928-36, denomination $1,000., interest Jan. and July 1 at The American Exchange Bank, New York.

FINANCIAL STATEMENT

Assessed Valuation ---------- $3,922,440.00
Net Debt ---------- 127,736.68

Population, estimated 2.000
Opinion, Caldwell & Raymond, New York
Price: Par and interest netting 6%.

If interested please wire or write us

VANDERSALL & COMPANY
410-416 Home Bank Bldg., Toledo, Ohio
29 So. LaSalle St., Chicago, Illinois
1006 Penobscot Bldg., Detroit, Michigan

Will Have More Wheat But Less Corn.

Now for the first time this year we may formulate an opinion on the size of the 1926 crops and the conclusion to which the estimates point throws light on the general state of prosperity.

What the American farmer always wants is, of course, a bumper crop and a stiff price for what he hauls to the market. Usually the two ideals are not realized in the same season. From the new Government estimates it now appears that the agricultural districts this year will at least enjoy abundant harvest and from the fact that the composite condition of all crops stands 6.4 per cent. under the average for ten years a good price might be predicted. But the prospect for a combination of heavy priduction and high prices is not so bright when the situation in the key commodities is studied.

More wheat than was indicated a month ago, more than the 1925 harvest yielded and more than the average output for the last five years is the present prospect. A jump in the estimated total of winter wheat for this year more than offsets the loss of spring wheat so that the wheat yield may aggregate 767,762,000 bushels. That compares with the abnormally small 1925 harvest of 669,000,000 bushels. It means that the American farmer should have 100,000,000 more bushels of wheat to market in 1926 than he had in 1925. Certainly that will swell the purchasing power of the grower if he can sell at a price favorable to him but of that he cannot be assured unless the Canadian crop shrinks, as to-day's estimates indicates, or oversea demands multiply.

Eight per cent. less corn will be produced this year than last, if present calculations hold, but this is more significant for its bearing on hog prices than on the price of the commodity since most of our corn is marketed in the form of live stock. At the moment hog prices are relatively high and corn prices low but the disparity between the two gradually will be corrected and may mean somewhat lower hog and higher corn prices during future months.

With an enormous cotton crop in prospect the chance is small that the Southern planter may receive a price much above 20 cents but the farmer in that region is in better position to face a low price this year than the farmer elsewhere. If a reduction in the price of the raw material spreads the use of cotton and restores life to the cotton goods industry, furthermore, as it undoubtedly will tend to do, the Southern planter in the end may find that a modest return in this instance is a blessing in disguise.

That the farmer this year will harvest a good crop now seems to be a reasonable expectation so far as the staples go but what may be the price at which he can market his goods depends upon world conditions not yet known.

[Copyrighted, 1926.]

Signs That Building Boom Is Losing Momentum.

In sizing up underlying trends in building the shrewd prophet will look beyond the reports of large volume that continue to flow in. So surprised have some commentators been with the upturn in activity during the first half of 1926, when the building volume ran 13 per cent. above that for the corresponding months a year ago, that they fail to see something even more significant.

Most of the increased activity in building early this year came in the Florida and New York City districts but the boom in both of these centers is losing its momentum. Contracts awarded in New York last month reflect the smallest volume of construction that had been recorded for any month in a year and the shrinkage has been especially marked since the beginning of the present calendar year.

The same conclusion is reached on an examination of reports for the whole country. In actual figures the volume remains high but the momentum of the forward movement shows plainly that a reversal in trend has been in the making for months.

As recently as last August the contract awards exceeded those for the same month in the year previous by 65 per cent. but month by month the ratio of gain over the preceding year has fallen until now the volume is down on a level with that for a year ago.

Even an analysis of the 1925 building permit figures reveals the fact that when compared with 1923, the gains have not appeared in groups that would indicate the greatest stability. In that year the largest per cent. gain came, for example, in amusement buildings. Hotels came next. Apartment buildings were sixth on the list in the per cent. of gain, factories were tenth and public works were last.

So far has the war shortage been made up that the availability of funds at reasonable rates has become even a more stimulating factor in the industry, perhaps, than the actual need of floor space. With funds in large volume available and seeking employment builders have found it easy to raise money and the demand for new apartments and offices they have stimulated by the introduction of new wrinkles in building.

All of which is to say that a decline to the level of 1925 in the second half of 1926 would not be surprising and some very good authorities reckon that the total may fail to equal the volume of last year. Certainly a substantial portion of the activity may be traced to the cheapness of money and any pronounced change in the price of money would be reflected in a recession of building efforts.

Paul Willard Garrett.

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Novelty Slickers Offered.

The slicker style still leads in the sale of raincoats to women and girls. High shades in solid colors or in plaids predominate. Among the novelties being sold is a three-piece set consisting of umbrella, hat and coat of the same plaid material, and all water proofed. This set retails at $9 for girls and at $13 for women. Animal lovers may obtain a slicker with a waterproof dog's face on it with eyes that rotate.

Choosing The Best Bonds

AN IMPORTANT MATTER for investors to consider is that of diversification of securities.

While all the bonds we offer for sale have been purchased for our own investment after careful consideration and investigation, we realize that among the securities offered by us, there are some bonds which will fill the particular needs of one investor, while others, of the same general class, as bonds, may be even more desirable for another investor.

In the list of securities which we offer are included bonds of—

United States and Foreign Governments
Municipal Bonds of States, Counties and Cities
Public Utility, and Corporation Bonds
First Mortgage Real Estate Bonds
Miscellaneous Odd Lots of various kinds.

It always is a pleasure to go over with investors the matter of fitting the securities which they own to their particular needs or desires and, being in close touch with the more important security markets of the country, we often are in a position to advise a change or concentration of holdings which will increase their earnings and desirability.

Our bonds are from $100 to $1,000 denominations.

We would be pleased to put you on our mailing list for our monthly circular, "Investment Suggestions".

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THE TOLEDO PLATE & WINDOW GLASS COMPANY
Mirrors—Art Glass—Dresser Tops—Automobile and Show Case Glass
All kinds of Glass for Building Purposes
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Liability of Merchant To Replace Broken Windows.

The use of plate glass in business premises is so common in this day and time, that a store room facing upon a street would hardly be considered complete without one or more windows of this kind . However, plate glass costs real money when same is purchased in large dimensions, and the question of who is liable for its replacement, in case it becomes broken, is one of importance to every retail merchant occupying rented or leased premises.

Of course, each case of this kind must necessarily be decided in the light of its facts, and the terms of the lease involved, which precludes the statement of a general rule that would apply in all situations. However, there is much authority to the effect that where a tenant agrees to keep the premises in good repair, and a plate glass window is included over which the tenant has control, he will be liable to replace such window if it is broken, in the absence of a stipulation in the lease to the contrary. The application of this rule of liability may be illustrated by the following:

In one case of this kind a tenant leased a business room which faced upon a street. The lease was in writing and, among other things, provided that the tenant "should keep the premises in tenantable repair, damage by fire, unavoidable casualty and usual wear and tear excepted."

Now, this location contained a plate glass window of considerable size, which was broken by a third person running into it from the street. Neither the tenant nor the landlord were to blame for this damage, and the question arose as to who between them should bear the loss. The tenant requested the landlord to replace the glass, as of course it had to be replaced, but the landlord declined to do so.

The tenant thereupon replaced the glass and brought an action to compel the landlord to bear the expense. This action was based upon the ground among other things, that the breaking of the glass was an unavoidable casualty within the terms of the lease that bound the landlord to replace it

Upon the trial of the cause in the lower court a judgment was rendered in favor of the landlord. From this the tenant prosecuted an appeal, and the higher court in reasoning on the question before it, in part, said:

"It would have been incompatible with the purposes of the lease and the valuable use of the room by the tenant for the landlord to have any right of control over the exterior of the window. The cleaning of both its outside and inside (in the absence of express agreement) would naturally be under the control of the tenant. One of the uses of a tenant of a room for business naturally might be the display of his name and occupation on the window. These factors lead to the conclusion that prima facie and in the absence of agreement, the lease in the case at bar included the whole of the plate glass window.

Following the above line of reasoning, the court proceeded to state its conclusions as to who must bear the loss. In this connection it was, among other things, said:

"Since the plate glass window was included within the lease, the obligation to repair rested upon the tenant and not upon the landlord in the absence of some contract covering the subject. The breaking of the window through accident or negligence by an outsider, for whose conduct neither the landlord nor the tenant were responsible, was not an 'unavoidable casualty' within the meaning of those words in the lease exonerating the tenants from keeping the premises in repair. It follows that the defendant (landlord) is under no liability to the plaintiff (tenant) for replacing the window."

In the light of the facts and holding of the foregoing decision, it is obvious that where a retail merchant rents or leases premises, that have expensive plate glass windows, the question of the liability for their replacement should be covered in the lease. If the lease provides that the landlord shall be liable the merchant need give the subject no further thought; if on the other hand the lease requires the merchant to assume such liability he will be forewarned and may protect himself by insurance.

Leslie Childs.

Active Business in Belts.

Manufacturers of men's belts report an active business in goods for delivery in the interval before the presentation of holiday lines next month. Among the novelties which are selling well are cowhide belts embossed to imitate alligator and rattlesnake skin. These retail at $1.50 and $1 respectively. Widths of 1⅜ and 1½ inches are preferred, since the 1 inch width is no longer popular. Cocoa, gray and blue are leading shades. Fancy suspenders of high-colored ribbon are in demand among young men, but this is not hurting sales of belts, since the latter are also worn when suspenders are used.

Shirt Styles For the Fall.

The plain white collar-attached shirt will still lead during the fall, manufacturers say. Solid-color shirts are said to be rapidly decreasing in popularity. In their place there is a general demand for neat patterns on light grounds. The comfort of the consumer is considered the important factor in the popularity of the collar-attached shirt, and the diminished demand for collar-to-match models. The collar of the latter variety had a displeasing tendency not to be avaiable when wanted. Some ascribe the rise of a demand for neckband shirts, which is also forecast for the fall, to this tendency.

Continue Your Summer Weight Advertisements.

Don't let down on your campaign to sell men's summerweight shoes as the season progresses. When July brings some really hot weather you have an excellent opportunity to make a renewed drive on summer weights. Many men who have read your earlier advertisements, but have not responded will be more receptive when the sidewalks really begin to sizzle!

A Dollar's Power Affects Your Life Insurance

No doubt when you completed your life insurance program it was with the view of accomplishing certain things.

Life insurance programs, like your will, should be changed from time to time to meet changed conditions.

Twelve years ago sixty cents had the purchasing power of a dollar today. During the meantime the power of a dollar has fluctuated above and below its power of today.

Also, during the meantime your family obligations have probably changed.

Your life insurance is planed for future obligations. Today is the future of yesterday. Keep your plan up to date.

We do not sell insurance.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Mr. Stowe Says

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

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

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

Merchants' Creditors Association of U. S.

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Decorations losing freshness

KEEP THE COLD, SOOT AND DUST OUT

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

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Fail to Understand Continued Rise in Stock Prices.

If the upturn in the stock market has puzzled the prophets in the last two months the continued high speed in business confounds them even more.

All that the forecasts of January 1 predicted for 1926 has failed to appear. What they declared would not happen actually has happened. Virtually all of the financial authorities felt that a dstinct turn for the worse in business would come before the year had reached its mid point and the always bold market prophets did not hesitate to say that the peak of the bull market would mark he beginnings of a bear movement in stocks. In view of these beliefs so recently held it is profitable and interesting nowo and then to take a fresh inventory of opinions in Wall Street.

That all authorities in the financial district would subscribe to the same outline of underlying conditions nobody expects but the shift in sentiment during more recent weeks nevertheless may be regarded as fairly general.

In amusement the business men now are saying that industry has not followed the course so carefully marked out for it by the commentators and that, as if to show its own independence, trade has improved just when according to schedule it should have fallen off. Activity in the three key industries where, if anywhere, recession should have occurred to bear out the prophecies, reflects new high records. In the building industry a 13 per cent. gain over 1925 for the first six months fairly dumfounds everyone. In the motor industry competition is keen but the demands for cars keeps close to the record pace in output. In the steel industry business, everything considered is picking up and the Steel Corporation is operating at 85 per cent. of its capacity.

These signs when combined with a two months' rise in the stock market that has lifted dozens of important issues to new record peaks has so revived confidence that it now borders on enthusiasm.

Rampant enthusiasm always is dangerous when it develops after a period of prolonged prosperity for it sometimes leads to the making of commitments too far into the future. It would be unfortunate if business men at this point suddenly threw off the caution that has so effectively helped them to preserve and lengthen the period of prosperity. Nothing would kill the goose that lays the golden egg quicker than for industry now to speed up production and thus erect the structure for inventory accumulations.

Without for a moment failing to appreciate the developments in trade most authorities express surprise over the continued rise in stocks. No grounds for further marked expansion in industry from these levels is seen at the moment and unless the future offers something special why, they ask, should stocks continue upward? Perhaps one explanation is to be found in the extra disbursements expected soon in numerous leading issues and not so much, as some investors must assume, in the outlook for another business boom on top of the one now at hand.

Paul Willard Garrett.
[Copyrighted, 1926.]

Creed Adopted By Advocates of Mutual Insurance.

I Believe

—in the fundamental principle of Mutual Fire Insurance.

—in the savings hat can be and are made to property owners, who, by co-operation in the purchase of fire insurance from Mutual Fire Insurance Companies, secure benefits and service they cannot otherwise get.

—that Mutual Fire Insurance, having been brought about by the men who organized our Government, is entitled to just as careful consideration by the insuring public as they should give to our Government, itself.

—that Mutual Fire Insurance gives a greater benefit to American insurance buyers, and is more stable and reliable than other insurance systems.

—that Mutual Fire Insurance is conducted on a high standard and does not appeal to the insurance buyer because of its reduction in cost of insurance so much as it does because of the great service it renders.

—that Mutual Fire Insurance has been and is now a growing and increasing element in the development and conduct of our National business life.

—that the continued growth of Mutual Fire Insurance and its service to the public depends upon the insurance buyers who have discernment to know that any plan of insurance protection honestly conducted and which brings large benefits and lessened cost to its buyers is something that should be promoted.

Therefore

—I am willing to advocate Mutual Fire Insurance in my home town because I have proved it is worthwhile and have benefited by its operation. I propose to my business associates and by friends and all others that they take advantage of its benefits.

Everett H. Tripp,
Sec'y Mutual Re-Insurance Bureau.

Few 1927 Bathing Suits Sold.

Not for a long time has a wholesale bathing suit season got away to a slower start than that for 1927. Two reasons for this were advanced yesterday. One was the irregularity with which the new lines have been opened, and the other was the position of buyers in regard to prices. Their attitude is that the difference between the new season's figures and last season's does not sufficiently reflect the market changes of the past year. The new prices are lower than those of last season, although the declines are not very sharp, and the feeling is that when more wholesalers get into the market buying will begin in an active way. The recent hot weather and the resultant demand for merchandise by retailers have put many of the jobbers in a more optimistic frame of mind.

What do we live for if it is not to make life less difficult to each other?

SAFETY SAVING SERVICE
CLASS MUTUAL INSURANCE AGENCY
"The Agency of Personal Service"
C. N. Bristol, H. G. Bundy, A. T. Monson
NEW LOCATION
305-306 Murray Bldg.
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Merchants Life Insurance Company
WILLIAM A. WATTS
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100% PROTECTION
Net Cost 70% of Stock Co. Premiums
OUR RECORD FOR 16 YEARS
The Grand Rapids Merchants Mutual Fire Insurance Company
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320 Houseman Bldg. Grand Rapids, Michigan

OUR FIRE INSURANCE POLICIES ARE CONCURRENT
with any standard stock policies that you are buying
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of Fremont, Michigan
WILLIAM N. SENF, SECRETARY-TREASURER

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I am anxious to include Lansing, Flint and other interior cities in my week-end calls, but when the weather is as warm as it was last Saturday my automobile just naturally heads toward the lake shore, where the cool winds from the water and the pounding waves on the shore brought me surcease from the sorrow I experienced in writing the Guy Rouse article, published elsewhere in this week's paper.

At Coopersville I stopped long enough to call at the Daggett cannery, which was working full force on the last run of cherries.

At Nunica I added the Nunica State Bank to our list, greatly to my pleasure and satisfaction.

I did not stop again until we drew up at the water front at Lake Harbor, where Paul Rader has certainly worked a revelation. Besides creating a tabernacle and refreshment stand of ample proportions, he has put in a wide cinder roadway to the lake shore, amplified the bath house and created a beautiful new cafeteria which certainly looks very inviting. It is located on the shore in plain view of the beach, surf and passing vessels. The bathing beach is one of the best on Lake Michigan, marred only by the lowering of the water level by the larceny and greed of Chicago.

If there is any more restful place than a sandy beach on the East shore of Lake Michigan I have failed to find it; and I would also travel a long distance to find such a place. The exhilaration of a stiff breeze, coupled with the restless water and the constantly changing scene on the face of the lake, are a combination which bring me more repose and genuine rest than any other situation I have ever experienced. I had scarcely gotten settled for the afternoon, dreaming of the glorious goodness of God in providing such wonderful resting places for his people, when my reveries were disturbed by my three lady passengers, who apparently possessed that quality so aptly described by George Eliot as "woman's hunger of the soul—forever unsatisfied," and we were soon on our way to Muskegon, North Muskegon, Whitehall and Montague, where we again traversed the wonderful "channel road," which follows the contour of White Lake to the channel which empties it into Lake Michigan. We discovered new beauties and attractions along this road, which is well worth a day's journey to inspect. If this thoroughfare was near Grand Rapids or Detroit, it would receive prominent mention in the newspapers every day, but Montague does not appear to have a realizing sense of the wonderful asset which this road would be to the town if it was properly exploited. I do not know of any six mile road anywhere which has so many attractive outlooks and viewpoints. The next thing to it, in my opinion, is the six mile stretch running along Muskegon Lake from North Muskegon, which should be traversed by every person who has the means at his command. When this thoroughfare is extended to Lake Michigan, it will make one of the most beautiful avenues of travel in the State.

At Whitehall we just naturally dropped around to the beautiful home of Charles Seager, who has done much to popularize good music for the people of Western Michigan. Mr. Seager is not only a wonderful musician, but he is a composer of songs, operas and operettas and a conductor of no mean ability. If he was located in Boston or New York, instead of Whitehall, his name would be in the papers constantly, but because he lives quietly and unostentatiously in a small town the people do not rush in crowds to see him like they do to the roaring Niagara. He has his own work to do in the world and he does it and the world is better for his having lived on it.

I could not pass by the Peck Hotel at Montague, without dropping in and shaking hands with the worthy people—husband and wife—who have owned and conducted the hotel for the past twenty-four years. Mr. Peck will be 84 years old March 20, 1927, but he could give many a younger man cards and spades on how to conduct a country hotel, and his wife knows how to keep the dining room and kitchen as inviting as ever. The hotel was erected in 1873—fifty-three years ago—but is kept in good condition by the watchful eye of the capable landlord.

Noticing a new store across the street from the hotel I dropped in on Sweet & Son and secured their subscription. I am glad to have such enterprising merchants on my list and they will have the blessed privilige of perusing and profiting by the best trade journal on earth for the year to come. E. A. Stowe.

Not Giving Up at Sixty Years of Age.

Written for the Tradesman.

Any sympathetic person, getting acquainted with Mrs. Shipley three years ago, could hardly fail to be troubled about the little lady's future.

She made no secret of it that she wanted to earn. With her it would not be a case of working for the sake of achieving a cherished ambition or of following some calling because of having leisure time and a natural liking for extra money. She actually needed to make her bread and butter.

Not that she was clear down and out. She wasn't. She had some means safely invested, but greatly desired to keep what she had as provision for later years when she could not work.

Beyond the interest which she received from this investment — an amount not nearly enough to live on—she was without income. The prospect would be dark for her if she must already begin to draw on her principal.

She was, as she still is, a widow without children, and with no near relatives to fall back on. Small and not very strong, she was sixty and looked every day of it. Her case was beyond the power of the beauty doctor. The attempt to make Mrs. Shipley appear anything but elderly would result, not in a semblance of youth, but in a ghastly caricature of rejuvenation.

To the enquiry, "What have you done?" Mrs. Shipley's reply would have been that in early life she was a teacher and that after her marriage she had for some years continued her work in the schools. Later she had taken private pupils. She was well educated and in her time had been considered good and efficient professionally, but that was back in her home city and except as to the private pupils, a long while ago. She had now removed to another state, where, with her years against her and no acquaintance with superintendents, any school position was utterly out of the question. Her other work in life had been keeping house in her own home.

A bright, refined, intellectual woman but industrially impossible! would seem to describe her. Apparently she needed to be sheltered and cared for. In her new location Mrs. Shipley succeeded in picking up a little money coaching backward students, but she soon saw this was too uncertain to be depended on.

What could there be for her? As to trying to fit herself for some other occupation, training would not make her younger. And what is there, in all the range of callings in which women of education usually engage, that offers any chance for a woman of sixty to gain a foothold? In practically every employment, whenever a new applicant is to be taken on, the choice inevitably goes to some younger woman, because of her smarter appearance and her probable greater efficiency.

Does some one say that no woman ought to arrive at three score years without having enough laid by to keep her during the remainder of her life—that she herself or else those near to her must have been at fault if there is any necessity for her to look to her own efforts for a livelihood?

Regarding any situation that is hard to grapple with, there is a type of mind that reasons that everything is all wrong or that situation never would be. But the impartial observer of human lives knows that we have no right to say that all who are poor are directly responsible for their poverty, any more than that all who have abundance deserve praise for their more comfortable circumstances. We can't tell just why some things are as they are.

With Mrs. Shipley and her husband —the latter passed away some years ago after a lengthy period of ill health —there was a sad story of a struggle against adverse circumstances. They were not winners. They were never extravagant—indeed they always lived economically, but their income usually was small. It was a case where fortune never smiled for long at a time.

After Mr. Shipley's going she lived on, managing in some way to make ends meet, until for reasons that need not be gone into here, she decided it was best to make the change of residence already spoken of. When everything was disposed of she found —and this was no surprise to her—that her resources were very limited.

A less courageous soul would have felt like giving up. Mrs. Shipley knew of a reliable institution, an Old People's Home, that would take what means she had and guarantee to give her maintenance and care as long as she might live. Thus she could have shifted the responsibility for her support off from her own seemingly inadequate shoulders. But she was not ready to part with her independence and surrender irrevocably her little fund of money.

Then an opportunity came to her. A woman considerably older than herself, a Mrs. Jenning, in good circumstances financially but all alone, needed some one to live with her and do most of the work of her small household. A mutual acquaintance recommending Mrs. Shipley for the place, Mrs. Jenning gave her a trial. The wages offered were not large, but with room and board included, the pay looked good to the little widow. Here was something to do that her physical strength was equal to and in which her age was not a serious handicap. It must be borne in mind that in almost all places where a domestic helper is wanted, the work would be far too heavy for her even to attempt.

Mrs. Shipley's mind grasped the possibilities the position might hold for her. Earnestly and thoughtfully she tried to make good, using to the best advantage such powers and abilities as she possessed.

She was fortunate in having the golden quality of adaptability—something rare in a person past middle life. Without sinking her own individuality in the least, she was ready to subordinate her personal preferences. She modified some of her ways of cooking and housekeeping in order to conform to her employer's ideas.

Se saw that Mrs. Jenning, aged and lonely, need companionship as well as assistance with the actual work of the home. Without being officious or intrusive, Mrs. Shipley interested herself in the things Mrs. Jenning liked, was unfailingly self-controlled and and cheerful, talked enough and never too much, took pains to make herself agreeable. Thus she began and thus she has held out.

Both women being well-informed, they found they had many tastes in common and are remarkably congenial. Having made herself indispensable, Mrs. Shipley is treated as she deserves to be, like an equal, never as a servant. Financially she feels that she is prospering. She has time to do most of her own sewing, her expenditures are light, and she is laying by a good part of her earnings.

Furthermore, she is finding in her useful and active life, happiness and content. Her hours off duty she wisely spends in a way to gain real recreation, mental or physical. She belongs to a little club. Sometimes she treats herself to a lecture or a good show. Frequently Mrs. Jenning provides entertainment for both of them.

This is the story of how one brave little woman has succeeded. So competent has she proved that it seems likely she will be able to fill her present position or one similar to it for quite a number of years to come. It is not offered as a complete solution of the problem of every elderly woman who may need to earn a livelihood. But it shows how using the abilities one possesses, bringing the

right spirit to one's work, and being willing to adapt oneself to other people, may win out even when there is the handicap of years or the lack of physical strength.

Ella M. Rogers.

Poleboat Days on the Muskegon River

Grandville, July 20—While there are so many newspaper men expatiating on the beauties of old father Nature in the Michigan of to-day, these descriptive articles carry Old Timer back to the early days, before railroads and steamboats, when Michigan was the haunt of the red Indian and the untamed wildcat.

Those were the days worth living, and yet no historian's pen has as yet seen fit to garland our literature with descriptive articles of that time.

In old poleboat days, when the iron horse had not yet penetrated the wilderness, there were scenes of sylvan beauty undreamed of to-day, with only a meager number of human whites to enjoy the whole year's outing under the boughs of the great wilderness, or gliding down the waters of the winding rivers on raft or in canoe.

Old canoeing days one might call them, yet the poleboat came in at an early time and became the common carrier for the new settlers at different points along the Muskegon, than which no more romantic stream ever gurgled its waters between forest crowned bluffs or wound its way through marshy lowlands to the great lake below.

There were two notable boats at one time, the Enterprise and Boxer, rivals in a way for the upriver traffic from the mouth, later known as Muskegon.

Long John was captain and owner of the Boxer, a thorough riverman. When questioned as to his idea of naming his craft after a defeated British cruiser of the last war with England, he growled out the fact that he thought the daring redcoat had made a very commendable scrap, and as there was already an Enterprise building, he decided that he would construct her rival.

The two poleboats made many trips up and down the winding Muskegon, passing between Newaygo and the mouth. The dam at the former place precluded farther navigation. The Forks, nine miles up the stream, now known as Croton, was then but an insignificant lumbering point.

In the early spring days suckers and milk was the chief diet of the upriver inhabitants from the fact that no farming community had as yet been developed, as was later the case back from the river.

No railroad had yet reached so far into the pines when these poleboats flourished. It was not until after the civil war that a railroad penetrated as far North as John A. Brooks' town of Newaygo. All news came either by stage or private conveyance, so that early reports from the seat of war were sometimes several days in reaching the heart of the wilderness.

What is now known as Blanch Lake, at Grant, was then Betts Lake. The last name was given by that stirring early citizen, D. P. Clay, when he pushed a railroad North from Grand Rapids to the banks of the Muskegon.

A trip from Muskegon to Newaygo on one of the poleboats was an experience never to be forgotten. It was a slow trip, and yet an enjoyable one. Very few passengers, however, essayed this route into the wilds. Wagon trails along the bluffs were more convenient and the heavily laden lumber wagons soon made travel by land quite feasible.

These roads were not run on section or quarter lines, but were made through the woods, crooking around the bad places, avoiding as much as possible obstacles which nothing but the ax could remove. A loaded wagon driven up the stream from Muskegon usually required nearly a whole day to get from the mouth to Sand Creek, twenty miles up the stream. Later this Sand Creek was organized into the township of Bridgton, which exists to this day, one of the thriving communities of Newaygo county.

Bridgeton and Brooks were long the main townships of the county, with I. D. Merrill and James Barton as supervisors, respectively.

The navigation of the river by poleboats gradually diminished, and in 1857 the "Newaygo," a steam craft built at Cleveland, came to take the place of the hand-pushed boats. This latter was a very good craft for the time and flourished a number of years, finally going out of commission when other and larger boats came to take its place.

The Sand Flats were then an obstruction which finally brought attention from the State and the Beard improvement was the result, a job which cost fifty thousand dollars, and although accepted by the Governor, was never paid for. Old Michigan owes that debt to this day.

To-day renewed attention is being manifest toward the beauty spots of old Michigan, and none can rival some of those existing to-day on the banks of the river which at one time was the king of all rivers as a producer of pine lumber.

When that river was full of floating pine logs, when the Sand Flats mitigated strongly against navigation, all the steamboats that ever floated between its banks essayed navigating the Muskegon. These flourished for a few months or years, and finally passed away forever. The advent of railroads did away with the necessity for boat navigation, and later the trucks of automobile factories explore many of the hidden beauty spots of the winding river, casting aside forever the glamor of old poleboat days; days that are but a memory with the oldest inhabitant.

The newer life of to-day, with its wonderful improvements in air and on earth, has done away with those old makeshifts, with an entirely new world pressing for recognition.

Whether these new modes of living, traveling and communicating by phone and radio will bring more happiness than that of the past is a question.

Old Timer.

Getting Negligee Lines Ready.

Manufacurers of negligees are now at work on their fall lines, most of which will be completed by the end of next week. Some of the new models are already being shown, but it is considered a little too early to put complete lines on display. Among the new things in a quilted robe that shows fancy geometrical designs in the stitching in place of the usual squares and diamonds formed in this way. Indications are that a number of silk robes with albatross linings will be show again this fall, as they have proved their value over a period of several seasons.

Women's Handkerchiefs Brighter.

More vivid patterns and colorings are favored for women's silk handkerchiefs for the fall. Hand blocked Turkish and Egyptian effects predominate. Despite an increase in the size of the handkerchiefs from eight inches to ten and a half and eleven inches, prices will be lower owing, it is said, to the reduction of labor costs, particularly in Japan, where this has been made possible by the falling yen. Handrolled edges are still popular, as are the sheer fabrics.

"It's All In The Shreds"

"It's all in the Shreds" — When we coined this slogan twenty years ago we could not foresee what a comprehensive slogan it is. It described in five words the food value of the whole wheat and the reasons for the shredding process. But now the slogan means much more. All sorts of bran foods are in the market; but Shredded wheat contains all the bran of the wheat. Many new wheat porridges are also appearing in the market; but you can make the most delicious porridge you ever ate out of Shredded Wheat.

Therefore—"it's all in the shreds"—and you can season it to suit your own taste.

Could there be a more perfect food?

The Shredded Wheat Co.

Niagara Falls, N. Y.

DO YOU KNOW

That 52% of your entire year's business on KELLOG'S CORN FLAKES is during June, July, August and September.

Is your stock sufficient to meet this peak-season demand!

PLAY SAFE and ORDER NOW!

Kellogg's CORN FLAKES

DRY GOODS

Michigan Retail Dry Goods Association.

President—H. J. Mulrine—Battle Creek.
First Vice-President—F. E. Mills, Lansing.
Second Vice-President—G. R. Jackson, Flint.
Secretary-Treasurer—F. H. Nissly, Ypsilanti.
Manager—Jason E. Hammond, Lansing.

Proceedings of the Annual Convention at Mackinac Island.

Lansing, July 20—Michigan is a great State and as a resort State is fast becoming the playground of the Nation. One of our speakers at Mackinac Island mentioned the resort business as third in rank as an industry. Recognizing the growing importanace of our State as a place for tourists we yielded to the requests of our friends at Mackinac Island and located our convention there for this year. No more beautiful spot could have been selected and the courtesies shown us at the Grand Hotel were splendid in every way. We cannot think of one item that was overlooked and those who attended certainly enjoyed a most delightful time.

It would hardly be fair to mention individually one speaker on the program as having made a valuable contribution to the convention without mentioning each and every one. Two speakers were not able to come, but there were so many other addresses scheduled for the program that the absent speakers were hardly missed.

The banquet served by the hotel management without extra charge to the guests of the hotel with the beautiful printed menus and music furnished by Fisher's orchestra of Kalamazoo, was an affair long to be remembered. The meeting was in charge of former President, J. C. Toeller. Two addresses of very high order by Ray Morton Hardy and F. J. Nichols were listened to, aand the music, dancing and recitations by the colored waiters of the hotel was certainly a unique affair. Many members indulged in dancing until midnight.

On account of the importance of the topics discussed we mention the addresses of Roy A. Cheney, Secretary Knit Underwear Manufacturers of America, of Utica, New York, on Standardization of Sizes, From the Viewpoint of the Manufacturer and the address on Scientific Merchandising from the Unit Control Standpoint by Sheldon B. Hickox, of Boston, Mass. These addresses were worthy to be placed on programs of National conventions. Our members will do well to communicate with these gentlemen regarding the subjects discussed by them.

Vice-President F. E. Mills, in a very happy speech, presented Mr. Bullen with a beautiful traveling bag as a token of appreciation of the members of the Association for his faithful and efficient service to the Association during the past year. Mr. Bullen responded feelingly and the applause which followed indicated the affection which the members of our organization have for him. We hope to hold one of our group meetings this fall in the beautiful new hotel, the Parker Inn, Albion, and again have Mr. Bullen with us with his happy personality.

H. J. Mulrine, President of the L. W. Robinson Co., Battle Creek, has served the Association for two years as its Secretary-Treasurer. His election as President of the organization for the ensuing year was unanimous and we may congratulate ourselves that a man of his quality and enthusiasm in our organization is willing to serve as its President.

We have not as yet conferred with the new President regarding matters of policy which he may formulate, but we have no hesitancy in saying that the work, so far as the chief officer is concerned, will proceed with ability. Mr. Mulrine has several neighbors in Battle Creek who are members of the Association; also our former President, J. C. Toeller, retired from active retail business, who will give him the very best of assistance. You may look forward, therefore, with some aggressive plans for the good of the order.

We have the promises of Prof. Carl N. Schmalz, of Ann Arbor, and Ray Morton Hardy, of Lansing, that they will assist us in our group meetings this fall. A meeting of the board of directors will be called as soon as it seems desirable at some central point, probably Lansing, when plans for our future work will be presented and passed upon.

We will recommend that group meetings be held at Albion, Fremont, Traverse City, Midland and Imlay City. These towns are all equipped with good places for holding the meetings and we have loyal members in each place who can look after the local arrangements.

Since the Michigan highways are so excellent in every direction, the members of our organization who reside in the nearby towns will have no difficulty in attending a meeting in any one of these places. At the first meeting of the board of directors I will recommend that our next convention be held earlier in the year, probably in March or April, nearer to the center of population so that a larger number of our members will find it more convenient to attend.

We have a very urgent invitation from the Mayor, Board of Commerce and citizens of Battle Creek. Since our first convention was held there, nearly ten years ago, we believe it would be a good plan to return to Battle Creek and make a special attempt to secure the attendance of all the persons who were members at that time.

Resolutions Adopted at Mackinac Island.

The chairman of the Resolution Committee submitted the following report:

Whereas—The officers of this Association in recommending Mackinac Island and the Grand Hotel as the place for holding the convention, have shown excellent judgment in their choice; therefore be it

Resolved—That we approve of said choice and express our thanks to them for the pleasure thus derived; it is also

Resolved—That we extend a hearty vote of thanks to the management of this delightful place for the excellent service and courtesy extended to make our convention so pleasant and enjoyable.

Whereas—We have observed with keen regret that the familiar face and personality of our former President Joseph W. Knapp, has not been among us on this occasion and since the cause of his absence is on account of his desire to conserve his health; therefore be it

Resolved—That we send to Mr. Knapp our congratulations that his health is improved and that we sincerely trust that by rest and relaxation he may continue to enjoy good health and be privileged to meet with us many times in the future. Our Association has been ably served by him and we cordially extend to him and Mrs. Knapp our best wishes and kind regards.

Whereas—Our retiring President, George T. Bullen, has given faithfully and loyally of his services, therefore be it

Resolved—That we express our sincere thanks to him for such services and wish for him many years of health and happiness.

Whereas—Since Michigan is wonderfully situated to be the playground of the central portion of the United States and a place where thousands of people may find pleasure and recreation; therefore be it

Resolved—That we heartily commend the organizations for making Michigan the tourist state and we further commend the State authorities for the extension and improvements of our highway system.

Whereas—Since the general condition of the country regarding credits, buying facilities are so satisfactory at the present time; therefore be it

Resolved—That we rejoice in our present prosperity and pledge ourselves to faithfully co-operate with all civic bodies having for their purpose the stabilizing of business conditions.

Whereas—Since the United States Chamber of Commerce has not done all possible for the St. Lawrence Deep Waterway, we recommend the establishment of a Central States Chamber of Commerce that would promote this great project with all possible facility. We heartily endorse the efforts of those congressmen and the different organizations that are striving to relieve the general farming depressions.

Resolved—That we commend the authorities of the University of Michigan, including the Regents, and the Department of Business Administration for establishing the Department of Business Research in our great institution at Ann Arbor.

Resolved—That this convention does hereby go on record as being opposed to any wholesaler or jobber doing business in the State of Michigan to sell merchandise, directly or indirectly, to hotels, public or private institutions, hospitals, etc., or to individuals, except through some local retailer in the locality, where such hotels, public or private institutions or persons may be located.

Whereas—The cost of doing business is so high and getting higher all the time, we are opposed to the adding of anything to this cost which does not add to the value of the merchandise; therefore be it

Resolved—That we regard all trading stamps or gifts of any nature or any artificial stimulant as a menace to public welfare and recommend the discontinuance of such methods on account of added cost to the consumer and the resultant embarrassment of business conditions.

Resolved—That we congratulate ourselves on the election of H. J. Mulrine as president of the Association and pledge to him and his associate officers and directors our hearty good will and support.

New Officers.

President—H. J. Mulrine, Battle Creek.
First Vice-President—F. E. Mills, Lansing.
Second Vice-President—G. R. Jackson, Flint.
Secretary-Treasurer—F. H. Nissly, Ypsilanti.

Directors.

Geo. E. Martin, Kalamazoo.
A. E. Frandsen, Hastings.
W. E. Thornton, Muskegon.
H. G. Wendland, Bay City.
D. Mihlethaler, Harbor Beach.
Sam Seitner, Saginaw.
W. H. Bicknell, Clare.

Ex-Officio Directors.

D. M. Christian, Owosso.
J. W. Knapp, Lansing.
J. C. Toeller, Battle Creek.
J. B. Sperry, Port Huron.
G. T. Bullen, Albion.

Jason E. Hammond,

Situation in Notions.

Although the sales of notions during the spring season were somewhat unsatisfactory, owning to the unseasonable weather, orders placed by jobbers during the past month have shown some improvement. Merchandise in chief demand has been dress shields and various rubber goods items. Trimmings are still quiet, owing to the style trend in women's apparel, but the volume of sales in silk and cotton thread has been satisfactory. Cretonne specialties, such as shoe bags, have also been selling in good quantities.

Duro Belle

HAIR NETS FOR SMART COIFFURES

One of the charming new styles, with braided "biscuits" of artificial hair pinned on, or long hair braided — and protected with a Duro Belle hair net.

SELL THEM BY THE DOZEN!

Women like the protection of the Duro Belle Dozen Package. Write direct to your jobber for a supply.

FREE!

Beautifully lithographed displays! Ask your jobber for our free advertising material.

NATIONAL TRADING CO.
630 South Wabash Ave.
CHICAGO, ILL.
67-69 Irving Place
NEW YORK CITY

For Quality, Price and Style

Weiner Cap Company
Grand Rapids, Michigan

Corduroy Cords

Let Your Next Tire Be a Corduroy

—Built as good as the best and then made better by the addition of *Sidewall Protection*

THE CORDUROY TIRE CO.
GRAND RAPIDS, MICHIGAN

Sidewall Protection
(REG. U. S. PAT. OFFICE)
Added Reinforcement. An original Patented and Visible Plus Feature

TRIM AND TASTY

Ask Your Jobber

CRESCENT GARTER CO.
515 Broadway, New York City

Situation in Underwear.

From the mass of rumors and reports current in the underwear end of the knit goods trade, only two things seem to stand out with any degree of definiteness. One is that prices for the 1927 season will be somewhat lower than those of a year ago. The other is that color will play a generally larger part in men's underwear than it ever has before. In fact, the best indications are that, except for the cheaper lines of staples, color will be the rule rather than the exception. Although selling agents seem particularly unwilling to give out actual prices of the new lines for publication, claiming that they must protect their jobbers by withholding such information from the retail trade, enough has leaked out from one source or another to indicate reductions on lines opened so far that range from 12½ cents to $1.37½ per dozen. The former figure is the cut reported in staple nainsooks; the latter affects some of the higher-grade lines of lightweight ribs. The middle of next week is expected to see the new season in full swing.

Why Trimmings Are "Slow."

Two reasons are advanced as to why, with the general acceptance of larger hats by American women, there has not been the looked for increase in the amount of trimming used. One is that the sale of profusely trimmed hats, which usually also means the retail sale of shapes and trimmings, brings with it the need of millinery workrooms, an expense that most retailers do not look upon with favor. With small hats and quite generally untrimmed large ones in favor, the workmroom staffs have either been reduced to a minimum or diverted to some other work. The other retarding influence on the wide use of millinery trimmings was said to be the way in which the decorations add to the cost of the hat. In connection with this it was said that many American women are suffering from a "cheap hat complex," and that, until this effect of the small untrimmed chapeau wears off, trimmed hats will not come into general vogue.

Business in Silk Undergarments.

Following an active spring season in women's silk undergarments, manufacturers are looking forward to the sustaining of business at this satisfactory level during the fall. The tendency toward elaborate garments, embellished by new types of laces and handmade flowered trimmings is welcomed by the industry, which has found fault in the past with the choice by women of garments in plain, solid colors. Chiffon, georgette and crepe de chine are the favored silks. The lowered price of these materials, amounting to 10 per cent. less than a year ago, is responsible for some of the increase in business. Further stimulus has come from the decreased yardage going into garments, owing to the shortening of skirts. Whereas a chemise formerly was 36 inches in length, the average is now 33 inches. A further reduction of almost 10 per cent. in the cost of the garments is permissible.

Textile Printers Are Busy.

Not for a long time, if ever before, have leading cotton textile printers been so busy at this time of the year in meeting demands on them for goods for prompt shipment. The present rush is attributed not only to the hand-to-mouth buying methods practiced so largely nowadays by the cutters and jobbers, but also to the demands made by retailers on both of these factors as a result of the sudden coming of real summer weather. Both seem to have been caught short of ready supplies, hence the desire for immediate shipments. In the patterns especially wanted are the so-called English prints, these effects being sought on ground cloths ranging all the way from the cheaper lines of percales to the better grades of broadcloths. The business now coming in is putting the printers in a very strong position as regards future prices.

Little Profits in Fall Silks.

Silk manufacturers who have been taking heavy losses on their spring printed fabrics—in some cases as high as 50 per cent. of the cost—are obtaining some satisfaction from the fact that retailers are doing an active business on this merchandise by selling it at a very close margin. Since overproduction as well as the unfavorable weather conditions was responsible for these losses, some fears are expressed that similar conditions may crop up during the fall reason. Manufacturers are pricing the leading fabrics—satin crepes and cantons—very low, it is said, in an effort to obtain business. Little fear is felt that the garment strike will affect this business, as the most important silk used by the cloak and suit industry for linings is crepe de chine.

Large Squares For Scarfs.

Thirty-six inch squares of imported tori silk are reported to be in demand for men's mufflers and women's scarfs for the Fall season. These have hand-blocked patterns and hand-rolled edges and retail from $3 to $6. For women's mufflers, the squares are in vivid colors, with Egyptian, Turkish and Grecian patterns. The colors and patterns are more conservative for men's wear. The squares are also offered in geometric patterns in quiet shades for men's evening wear. It is intended that they be worn under fur coats by both men and women. They are also made in heavy qualities of crepe de chine and silk.

Hides, Pelts and Furs.

Greer No. 1	07
Greer No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 00
Horse, No. 2	2 00

Pelts.

Lambs	50@75
Shearlings	10@25c

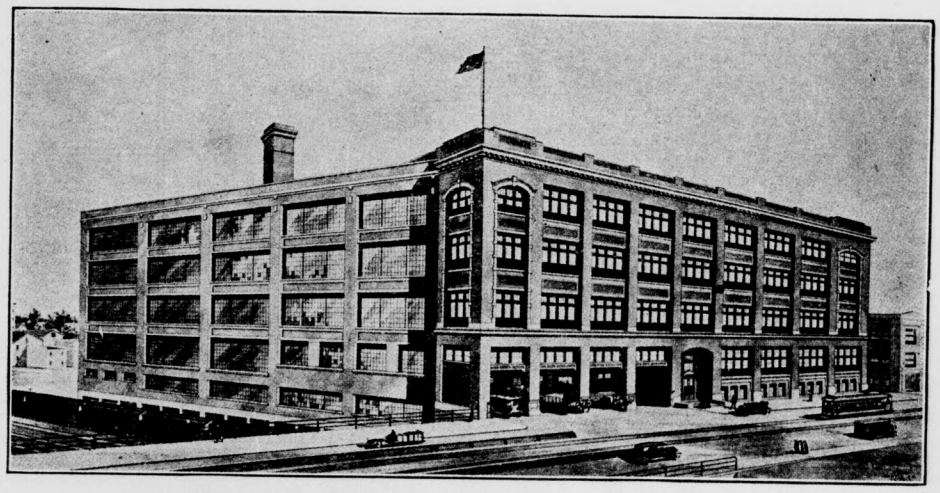
Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

EDSON, MOORE & CO.
AND IPSWICH MILLS
have taken the gamble out of hosiery buying



EDSON, MOORE & CO., 1702-1722 FORT ST., W., DETROIT, MICH.

Right in Detroit in Edson, Moore and Company's fine modern warehouse there is always on hand a complete service stock of Ipswich Hosiery.

This means that every Ipswich merchant in Michigan has quick access to immediate deliveries of this famous, nationally advertised hosiery. This service stock of Ipswich Hosiery takes speculation out of hosiery buying.

Ipswich Hosiery enables you to give the fullest value to your customers. In pushing Ipswich you are pushing a brand that has been famous for more than a century —and that is becoming better known from month to month through powerful, continuous advertising.

IPSWICH *DeLuxe* HOSIERY

IPSWICH MILLS, Ipswich, Mass. LAWRENCE & CO., Sole Selling Agents

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.

Pointed Questions—Can You Answer Them?

Written for the Tradesman.

"Where can I buy right without giving a great amount of time and thought to the matter? During the past 30 days I have made three purchases of sugar, ten bags at a time—and where did I buy it? From a competitor, a powerful organization with two stores who offered sugar at 25c under what my jobber wanted. When I reported this to a traveling man he replied in effect: 'There is a certain risk in buying, a certain element of chance all must take to buy in quantities; a few months back when sugar was selling low, I should have bought a carload, or as much as I could handle, and not expect the jobber to buy it and hold it until I needed it.'

'He explained that raw sugar cost so much, refining so much, freight, brokers' commissions, etc., so much, which made a total of around $6 per bag, so when sugar sold around $6, it must be self evident that it could go no lower, hence was a good time to buy. But where does he get those figures? How is a small retailer to get this information, and how to know that it is reliable—then how is he to know that sugar or any other item will not sell below cost. I notice now there are tales of canners tired of selling tomatoes and corn under cost; with hints that now is a good time to buy futures and quantities of some canned goods."

In 1895 or thereabouts I bought my last car of sugar. It was bought on the basis of an absolute cinch, a 'sure thing" if ever one came anybody's way. For here was a tariff change which made it perfectly certain that, on a certain future date, the sugar market would respond with an advance to a new level.

The sugar came, was unloaded and paid for. It advanced. But apparently the advance had been fully discounted by many others, because there was a slump in sales and the sugar market dropped. By the time our last barrel was sold, we were in precisely the same position we should have occupied had we purchased just as we needed sugar. True, we had lost nothing. Everything considered—interest, discount, storage—we had played precisely even. But where was the fun in that? We had assumed some element of risk—for nothing.

That convinced me with finality that sugar would always be a gamble and thenceforward I bought it twice, thrice or more times weekly until the fall of 1914, when it seemed such a good gamble that I bought ahead again, and profited liberally thereby. But also I discontinued business in October, 1914, hence cashed in on all advances to that time. We know that thousands of retailers and jobbers got caught badly, many disastrously, when sugar slumped in 1920-21. For sugar was not the only thing that then "sold below cost of production"—not by a long shot.

What, now is the position of a man who buys sugar daily or every other day? This: That he neither makes nor loses by any speculative element. He runs no risk. He has no capital investment because his sugar always is sold before it is paid for, even on the ten day discount plan. Hence, sugar then becomes the soundest legitimate merchandise. Nor is there anything to prevent purchases being made at lowest costs when such become available.

This is better than bothering one's head about statistics—which truly, in the hands of the half-informed, are the third kind and most dangerous kind of lies.

Of course, the papers are full of hints and suggestions that merchants better stock up on futures this year. Did you ever know it to be otherwise? This is the time when canners and the canning interests, including jobbers who have not yet learned better, work the buy-propaganda to the utmost limit. There never yet was a year in which plenty of reasons could be found why the merchant should not buy himself rich on futures and quantities.

But sound merchandising is based on principles, not expedients. The man who runs his business right has thought out the rules that can be depended on for sound operation. He is not stirred by vagrant currents of events, opinions, news or stories. If he has observed what goes on around him on every hand, he knows that men enter business every day in the year and, if endowed with the seed of success, they grow and prosper, making money rapidly, regardless of the time or year. Yet obviously such men must buy on the market when they open up—they have no advantages in the way of "owning their goods right."

If, then, this is true and works with those who are new and untried in business, where can it be unsound for those who have all the advantages of established business and experience? Answer: It is equally good medicine for both classes. Goods can always be bought. And it is almost always better to make five or six turns of any stock at any kind of margin than to make one turn at the widest margin. There are exceptions, but remember that exceptions do not constitute the rule. For the slightest net earnings, many times repeated, always figure out ahead of any probable earnings made once.

But if you have a line, a brand with which your trade is familiar and you want to insure continuity of such supply, you will do well to contract for deliveries thereof. And do not be misled in this by the "delivery up to February" plan. For most losses occur after February. In fact, one reprehensible trick of canners is to sell all futures possible on a given level of prices, deliveries extending to February. That is apt to give them a full clean-up. Anything left thereafter is velvet. So usually what remains is thrown on the market, regardless of prices. So what you have

HEKMAN'S

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

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

Hekman Biscuit Co.
Grand Rapids, Mich.

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

THIS GROCER SAYS:

"Into our store, regularly, come our Yeast-for-Health enthusiasts. They become friends; they get a habit of coming to see us. They are a 'peppy', healthy lot; and they eat a lot of groceries. We know, because we sell them all the groceries they eat."—W. Harry Knox, Poughkeepsie, N. Y.

FLEISCHMANN'S YEAST
service

Sold From Coast to Coast

Putnam's

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

MEAT DEALER

carried nets you nothing but loss and regrets.

"Second," continues my questioner, "and of much more importance is how to sell. I realize that is the all important thing, but how to go about it and get help to do it is what bothers me. My help is honest and can take orders satisfactorily, but that about ends their usefulness. They do little real selling. I frankly admit I don't know much about this myself. I have tried always to justify myself somewhat on this because I am very hard of hearing and fail often to understand what a customer asks or remarks. But how can I sell more goods? Must I use circulars, newspapers, make better displays, solicit personally, or how?"

Here is a bond of understanding sympathy; for it has been my fortune to have much experience and contact with the deaf for, lo, these forty years. And of all human afflictions, I know of none that is so hard to bear up under. Deafness is not visible, and when the deaf fail to understand or misunderstand — especially if, being sensitive to the infirmity they seek to hide it, as many who are deaf endeavor to do—these unfortunates are regarded as dull, stupid or lacking in attentiveness. As a matter of fact, many who are deaf are keenly intelligent and alert and if not so terribly handicapped could run rings around most of their thoughtless critics.

But, specifically, what to do? That is hard to say without full local acquaintance. All forms of advertising are good. Window and inside displays are institutional. Everybody should utilize those to the limit of capacity, being careful to keep them at the very best always.

But here is the basic thought: Despite price competition, you remain in business and prosper. Why? What are the things about your business that attract folks over lower prices elsewhere? Study those and stress them to the limit. Strive always to direct attention to those elements in your goods, store and service. Get away from thinking that sugar at rock bottom figures is the keystone of your arch; for obviously, it cannot be, since despite your price on sugar being often higher than that of your neighbors, you do business and even sell plenty of sugar.

If you will give me more information on your environment and local circumstances I shall be glad to discuss this factor further.

Paul Findlay.

System in Buying Meat.

The words "system" and "efficiency" are closely connected in the human mind and the application of them so restricts the inherent freedom folks have come to believe is theirs that opposition often arises in the human breast at the very mention of the words. Some people in business point out that the application of system to their business is so expensive and cumbersome that worse results come from its institution.

We are not altogether out of harmony with such a viewpoint, except that we would like to point out that when so-called system so cramps the style of a business or a home that worse results obtain, a close analysis of the situation reveals the fact that instead of system being instituted it was left out and disorganization was inserted under its name. System, whether applied to business or the home, does not injure the business or the home, but does make things better and more profitable, as well as adding to the pleasure of either or both. There is nothing more annoying for the moment than trying to think what kind of meat will furnish the greatest amount of satisfaction for the family without at the same time adding too much to the already heavy expenses. Unfamiliarity with all the possible cuts or proportions and their cost, especially their relative cost, makes the job of selecting what is best difficult. The retailer can help you if asked to do so. A chart can easily be prepared to include the various things that can be served as meat. This may be a single list down the left-hand side of a long sheet of paper. If such a list of possible kinds of meat is handed to the cashier of the retailer she should be prepared to fill in the price of each. This could be repeated as often as is thought necessary, say, once every two weeks or so. This practice is very interesting and educational, as well as economical, since it makes possible the purchase of the kinds of meat that happen to be reasonable in price. After doing this for a short time it will surprise the customer to notice how familiar he has become with the different kinds of meat and how much he has saved. Nothing could be more pleasant and interesting to the customer than running his eye down the column of kinds of meat and accompanying prices when making up his mind what he is going to buy. It is like ordering from a bill of fare in a public dining room. If dining rooms find it beneficial to use such a plan, why not equally practical in buying from stores?

"Apple-a-Day" a Myth.

Although consumption of apples in the United States is less than the proverbial "apple a day," averaging about three apples a week per capita, the American people lead the world as apple eaters, according to the Department of Agriculture. Estimates for the British Isles average about two apples a week, and in most countries of Continental Europe the consumption of apples is comparatively light. Of the fruits exported from the United States, apples rank first in point of value, with total exports as fresh fruit for the year ended June 30, 1924, of 2,032,000 barrels and 6,198,000 boxes, valued at over $23,000,000. The United Kingdom purchases about three-quarters of our surplus apples, while the largest percentage of dried apples goes to the Netherlands, Germany and Scandinavian countries.

Natural Enough.

Diner—Why does that dog sit there and watch me all the time?

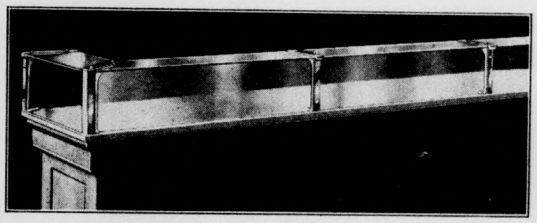
Waiter—You've got the plate he usually eats from, sir.

NEW POTATOES & CANTALOUPES

We are again distributors of that excellent American Beauty brand Cantaloupes. Flavor and condition fine now, and prices within reach of everyone.
New Potatoes from the Carolinas are cheaper and moving well.
Send us your orders.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

Glass Counter Guards



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

We also build SHOW CASES and STORE FIXTURES.

Write for our catalogue.

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

White House COFFEE

A GROCER handles few products that cause more "kicks" than coffee. Yet often poor coffee is not his fault and not the fault of the customer. Coffee can be good only when it is roasted just right. Sell White House Coffee. Makes good, whoever makes it.

DWINELL-WRIGHT CO.
Boston *Chicago* *Portsmouth, Va.*

LEE & CADY
Wholesale Disributors for Michigan Lower Peninsula

The Flavor is Roasted In!

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.

Are Special Publicity Efforts Worth While?

Written for the Tradesman.

The publicity efforts of the hardware dealer are in most instances pretty well confined to newspaper advertising and window displays, with occasional circularizing, chiefly in connection with the paint department.

In addition it is safe to say that the average hardware dealer spends considerable money on program and similar "advertising," not because he believes it has any value, but because he does not like to offend local people.

Newspaper advertising and window display are, however, the staple, everyday features of the hardware dealer's publicity campaign; and it is from these two sources that his biggest results come. A permanent business of any size could not very well be built up if the store windows were neglected and no use was made of newspaper space.

While a great deal of the so-called "advertising," outside these two agencies, is worthless, there are dealers who have got or claim to have gotten good results from special publicity efforts.

For instance, a hardware dealer whose store is located in an outlying section of a large Canadian city, and who because of the purely local character of his trade did not feel justified in using daily newspaper space, has made good use of advertising blotters. One year he sent out a number bearing a talk on lawn mowers, and his sale of lawn mowers was a record breaker. The lawn mower sales continued into a second year, in fact, when the dealer devoted his blotter advertising to other topics.

Some dealers send out souvenirs and depend on the distribution of printed matter from door to door. Generally speaking, these methods seem to have little practical value unless worked in conjunction with regular advertising and window displays. In the long run they are probably just as expensive. Dodgers are useful for special occasions, but seem hardly the most economical form of regular advertising.

Of course, there are cases where the dealer, if he desires to make any kind of bid for publicity, is compelled to resort to these methods. This is usually the case with the dealer in the large city whose business is confined to a section of the community.

Circulars sent by mail seem to be far more effective than the same circulars distributed from door to door. The postage stamp has a decided psychological value; so has the individual address on the envelope. The more the circular can be made to look like a personal letter, the better.

As an adjunct to a live advertising campaign, the sending out of good advertising literature and letters is often very effective. For instance, the mailing of personal letters or circular literature to store prospects has been found a most effective method of stirring up trade in specific lines. Such advertising seems, however, to be more effective in pushing sales of, say, electric washers, paints, or some specific line, than in boosting general sales.

The consensus of opinion is that program advertising is worthless; and that a lot of advertising schemes being peddled by slick promoters are even worse. With the program advertising, which is usually promoted by local people, the dealer has to consider the question of whether or not a refusal will give offense. Dealers who have put the matter on a plain business basis and told the local promoters of such schemes just why the advertising could not help them, tell me they have not suffered any direct or traceable loss of business. The knack of a firm but pleasant refusal can be developed by the tactful dealer.

As for schemes brought by outside promoters, no considerations need weigh except the actual value of the scheme to the individual merchant; and he is well advised, even where a scheme appears promising, to put upon the promoter the onus of delivering the goods and proving value before the merchant signs anything or parts with any money. As a rule, the same amount of money put into regular advertising mediums or into special advertising stunts devised by the merchant himself, will produce bigger results than any advertising scheme peddled by a slick promoter.

Exhibits at fall fairs may be classed under the head of special publicity efforts. A number of dealers I know have unquestionably got good results from such advertising; especially where it is persisted in year after year. Its value can be judged on the same basis as newspaper advertising—the basis of circulation plus quality. A booth at a good fall fair which is sure of a big crowd is worth more than a booth at a run down, tenth-rate fall fair which has little patronage from the public.

The parade float is somewhat similar in some respects to the fall fair. It is for obvious reasons far less valuable but it has a certain value. Into the preparation of the float, the element of civic patriotism enters to a certain extent. For that reason alone, a certain amount of value attaches to it. The people who turn out to see the parade—and in small communities especially most of the people turn out—appreciate the fact that the firms represented by floats have gone to some expense and trouble for the entertainment of the public. Moreover, people go to see a parade with the intention of seeing everything, and each float that passes is given keen scrutiny. The impression is of course transitory. The float soon passes, and is succeeded by others. There is no opportunity for the people to step up, look at the goods, and give the salesman a chance to secure business. In this respect, the parade float is far inferior to the fall fair exhibit.

But if a novel idea has been introduced or particularly attractive display arranged, the float will receive corresponding attention and will be discussed in practically every home. Thus

Just Finished Our 10th year in in the Store Fixture business.

We thank our many friends who by the business they have given us have made our present business possible.

We shall continue to strive te merit your patronage.

G. R. STORE FIXTURE CO.
7 Ionia Avenue N. W.

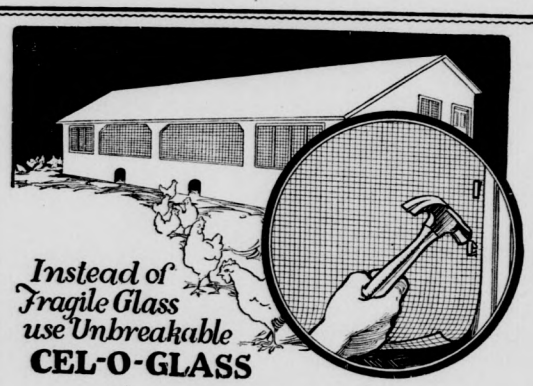
Michigan Hardware Co.
100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting Goods and
Fishing Tackle

BROWN & SEHLER COMPANY
"HOME OF SUNBEAM GOODS"

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

GRAND RAPIDS, MICHIGAN



Write for Circular

FOSTER, STEVENS & COMPANY
Grand Rapids, Michigan

it secures a certain amount of word-of-mouth advertising for the store itself, in any event.

The ideal float is the one which not merely advertises the store, but helps to sell goods. Here is where the dealer's ingenuity makes a great deal of difference. I well remember a "trades procession" in my boyhood. There were numerous pretty floats in the parade; but the first prize went to a boiler-maker whose big truck carried a boiler in process of completion, the workmen pounding diligently at the rivets.

Now, if the hardware dealer can develop some such original idea—something that shows the public the goods, and carries a message of some clear-cut definite sort to the crowds on the sidewalks—then his float may bring him direct business. And if you are going in for such advertising, you may as well devise something that will help to make sales for the store.

Of course the dealer has to remember that the advertising value of the float is limited. He is not justified in heavy outlay. But some of the simplest and least expensive floats are often the most effective in an advertising sense.

In a Labor Day parade some years ago a hardware dealer in a small town contrived the center of his float as a display of tools of all sorts, while the sides of the truck were covered with paint advertising matter.

Another float showed a sort of wooden wall, standing upright, extending down the middle of the truck for its entire length. The wall was of old, weather-beaten boards. On each side stood a workman, diligently painting. Signs hanging from the edge of that truck were, "Paint Improves and Preserves," "Anyone Can Apply—Paint," "Even One Coat Makes a Difference"—and so forth. The wall, gradually painted as the parade progressed, furnished the suggestive element of contrast between the old woodwork and the new paint.

A Western dealer contrived the superstructure of his float out of highly polished stove pipe—not merely the uprights but the cross pieces. Inside was displayed the feature range he was handling, with a number of other stoves. The novelty effect furnished by the stove pipe superstructure "made" that float, and helped the crowds to remember the stove display, which otherwise might have attracted little notice. In this way a novel incidental effect can quite often be used to emphasize a rather commonplace display.

Victor Lauriston.

Heavy Colored Cottons Selling.

The firmer tone to cotton, which has already brought about a rising market for unfinished fabrics made from this staple, is also held responsible here for the better buying of heavy colored cottons that is now evident. While trade leaders, knowing of the generally light stocks in the hands of the cutters-up and the wholesalers, some time ago foretold an active movement of the goods in question, the predicted buying has set in about two weeks ahead of the expected time. Tickings, denims, chambrays and similar fabrics are moving well, and the probabilities are that, if the demand continues, present trading bases will be abandoned in favor of higher ones. This was said yesterday to be especially probable of denims, which "eat up" cotton rapidly and which for some time have been selling well below the nominal list prices.

Shortage of Imported Fabrics?

Many of the fabrics most desired for sport and dressy coats for women are imported, and require considerable time to bring to this country. The question being asked is whether a shortage of these fabrics is likely to arise because of the garment strike. If buyers choose to withhold their orders because of uncertainty as to the delivery dates of their merchandise, or if cutters-up are unwilling to gamble by ordering these fabrics from abroad in anticipation of orders, a shortage may result when manufacturing starts again, because of the unavailability of the fabrics. Cutters-up with considerable capital are able to stock up on the fabrics if they choose to do so, but many are handicapped by lack of funds to follow this course. In the event of a shortage, the far-sighted ones will inevitably profit.

Dressing Gown Sales Better.

Continued development of the demand for men's dressing gowns to retail for $25 and up is looked for during the fall season. Manufacturers ascribe the enlargement of this part of the bathrobe business to a desire on the part of men to look well dressed in their negligee attire. Some men are said to buy two or three of these garments. The style tendencies are toward colorful effects, occasionally hand-embroidered decorations, and toward the use of light-weight rayon mixtures rather than the heavy blanket robes. The former are regarded as more attractive than the latter, which steam-heated apartments have rendered unnecessary. Contrasting linings in loud colors are called for in some cases, although the conservative trade still shuns these. Freakish cuts are disliked by all buyers.

Sport Coats Predominate.

The popularity of sport coats for women seems assured for the Fall season, manufacturers believe. Buyers of ready-to-wear apparel have thus far allotted a considerable portion of their budget to these garments in some cases as high as 50 per cent. Manufacturers ascribe this vogue to the novelty of the materials used, as compared with the lack of novelty in the textiles used for dressy coats during the last few seasons. This year the most desirable materials are plaids in various combinations, and fur trimmings are very popular. The straight silhouette remains unchanged, style variations being confined to pockets, cuffs and the types of furs used. Sales in these garments are now an all-year-round affair, for in the summer they are used as travel coats.

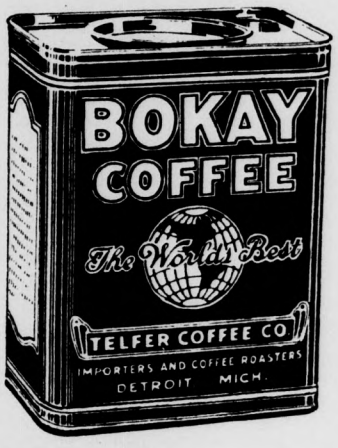
It is easy to gain a reputation as a philosopher. Simply talk about something you do not practice.

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS. MICHIGAN

5 lb.,
1 lb.,
½ lb.,
¼ 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 Mnfg. 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

DELICIOUS


A COMPLETE LINE OF
Good Brooms
AT ATTRACTIVE PRICES
Michigan Employment Institution for the Blind
SAGINAW W. S., MICHIGAN

King Bee
Butter Milk
Egg Mash
18% Protein
The Mash you have been looking for. A Buttermilk Mash at a reasonable price.
Manufactured by
HENDERSON MILLING COMPANY
Grand Rapids, Mich.
"The reliable firm."

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR
Blended For Family Use
The Quality is Standard and the Price Reasonable
Genuine Buckwheat Flour
Graham and Corn Meal
J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.
NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.
Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.
Western Michigan's Largest Feed Distributors.

I. VAN WESTENBRUGGE
Grand Rapids - Muskegon
Distributor
Nucoa
The Food of the Future
CHEESE of All Kinds
ALPHA BUTTER
SAR-A-LEE
BEST FOODS Mayonaise Shortning
HONEY—Horse Radish
OTHER SPECIALTIES
Quality-Service-Cooperation

COMMERCIAL TRAVELER

This and That Peculiar to the Hotel Business.

Glen Lake, July 20—The help situation among the larger hotels, as well as among the resorts, is one of the greatest problems these operators have to face. Even in the country there is a delicacy among people who are really willing to work, to present themselves for situations because of embarrassment about negotiating for a situation.

Hotel employment is something which should be brought to the attention of any household when necessity requires that some members of the family seek outside employment. This especially applies to rural communities contiguous to resorts.

And it should be also known that ability and service are as well rewarded in this as any other line.

Every domestic science class in our schools should be shown that hotel and general catering is a high art, remunerative and patriotic.

The world's greatest industry is gormandizing and the wonderful successes which have been accomplished by many who have taken up this study are heard of daily. In fact, the greatest achievements of the future are quite likely to be along the lines of personal service to the public.

It seems to be a question without argument that the good roads program which is being carried out in Michigan will ultimately develop the larger population centers and popular resorts, but will it not be at the expense of the smaller towns?

This is a question that is not only interesting hotel men and the business men of the towns, but the wholesalers as well. It is of the most vital importance to the hotel industry, for if the larger shopping centers are going to grow more rapidly and the smaller towns decline under the influence of good roads, the hotels in these two classes of cities will be very greatly affected.

On the surface, there seems to be no doubt that good roads are bringing trade to the larger centers in greater and increasing proportions. The merchants of these towns have larger stores, with greater variety of merchandise from which the patrons may select; and sometimes these merchants can offer better prices, too, than can the merchant in the smaller town. It is said that most wholesalers are concentrating attention on the smaller towns, primarily because of the increasing volume of business from the merchants there. But the wholesalers also consider the factor of traveling expenses—the salesman can take their full line of samples by train to the population centers and make the trip pay well on account of the amount of orders taken. Certain wholesalers are passing up the small towns which, thanks to the efficiency of the railroads, must be reached by motor cars with small trunks and short sample lines, or which require more time between trains than these accounts justify. Some of these wholesalers are said to be willing to sacrifice the small town trade, even though they must sell at closer margins to the heavier buyers. Hence the neglect of the small towns by the jobbers is acting as a further reason in lowering the merchandise standards of their merchants.

Other jobbers, however, claim that the small towns will always be trade centers for certain classes of buying for their communities; and, as a consequence, they give special attention to this class of trade, while some competitors neglect it. Here is where the good roads and auto come in, though of necessity, the sample lines carried by the salesman visiting the smaller places are most limited and confined largely to staples rather than specialties.

So, after all, while there is sure to be a visible dropping off in the commercial trade among the strictly rural hotels, there will be at the same time an increase of tourist business, brought about by good roads which offsets this to a certain degree.

Always the stores in the small towns will be called upon to carry "necessaries." The wholesaler realizes this necessity and will send out his emissaries and gather in this class of business.

If the country hotel man is keen to the situation he will nurse the commercial trade by running a hotel which will compare favorably with his competition in other towns and continue reaching out for tourist business, remembering, however, that the commercial man is with him the year round and is always entitled to reasonable first consideration.

Some time ago I registered a complaint about the insufficient markings along Michigan Trunk lines, but I want to be fair, and I unhesitatingly "take it all back." My recent trip with the hotel men was a real demonstration to the effect that in the "far reaches" the main traveled arteries are very well and systematically marked, and the traveler who goes astray is alone to blame, if he can read English. Even the small towns whose identity used to be an enigma are telling one all about themselves—especially who they are, and how "welcome" you are to look them over.

Most people like vegetables, but they do not find sufficient of them on the ordinary bill of fare. In fact, they are deficient on the tables of many of the resort hotels, and yet some of them obtain prices that would certainly warrant them in providing anything the guest might ask for.

I am not inveighing against canned goods. I have always been strong for them, but their one idea has been to preserve vegetables against a time when fresh ones were not readily obtained.

I know of a resort hotel where top notch prices are obtained and where during all last season not a sign of new green peas was in evidence on their table—just canned peas, nothing more. The operator explained to me that shelling peas required so much time, it was inconvenient to serve them. Shame on him! If he displayed one-half as much enterprise in supplying delicacies for his table as he has always done on his decorations, he would employ extra help to shell peas and then serve them copiously. However, I know another resort operator who has not in seventeen years used any canned vegetables of any description, except tomatoes, and his guests show their appreciation by coming back each year and bringing their friends with them.

Some of these people shout to high Heaven about their "chicken and fish dinners" and then lead you to a table where canned corn or succotash are prominently displayed. Chicken and canned goods are obtainable anywhere, but fresh vegetables—well, that is a white horse of another color.

The real reason why canned vegetables are placed on so-called high class tables is not because the fresh are unobtainable, but because some lazy, slovenly chef does not want to exert himself in the effort to prepare the fresh and the landlord allows him to put it over.

Suppose the canned article is just as nutritious as the fresh, summer people are not all patronizing sanitariums for their health. They all possess palates and these palates communicate to the brain a sensation of pleasure when the possessor finds that he is getting what he went out in the country to find—fresh vegetables.

The habit of eating between meals and an abnormal desire for more food is never so prevalent on a diet of fresh vegetables, as when being fed up on the canned variety, because of the mineral salts, which if properly prepared, they contain. Fresh vegetables

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 Luxurious Rooms
Turkish Baths ERNEST McLEAN, Mgr.

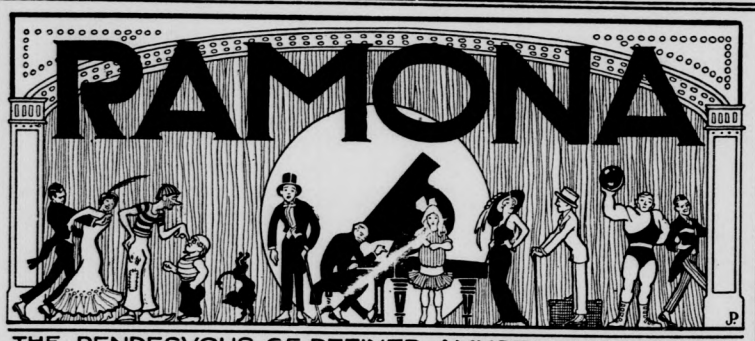
In KALAMAZOO, MICHIGAN *is the famous*
NEW BURDICK In the Very Heart of the City Fireproof Construction
The Only All New Hotel in the City. Representing a $1,000,000 Investment
250 Rooms—150 Rooms with Private Bath—European $1.50 and up per Day
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices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

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

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

GRAND RAPIDS PAPER BOX Co.
Manufacturers of
SET UP and FOLDING PAPER BOXES
GRAND RAPIDS MICHIGAN

OPEN ALL YEAR
THE OTTAWA HOTEL
Ray Lugenbell, Mgr.
European Plan Cheboygan, Mich. Rates $1.50 up



THE · RENDESVOUS · OF · REFINED · AMUSEMENT · SEEKERS
Daily Matinee 3:00. Nights 8:30. Box Office Phone 22496.
KEITH-ALBEE New York VAUDEVILLE
Introducing Six High Grade Acts
Matinees, 10c, 20c, 30c. Nights, 20c, 25c, 50c
Downtown Ticket Office: Peck's Drug Store
New Show Thursday

tend to prevent or correct the disease known as anaemia, which is due to a lack of red corpuscles in the blood; they also tend to prevent constipation and its attendant ills.

But whether vegetables have any medical qualities or not makes little difference. The real point is that people do not give up a comfortable home in the city to come to your resort just because of the climate or environment altogether. You advertise these leaders—fresh eggs, milk and vegetables—and they fall for your announcements, and if you then proceed to try to fill them up with the canned article, you are doing something reprehensible and obtaining money under false pretenses.

Mr. Resort Operator! This may not apply to you, but it does to a lot of your neighbors who are catering to royalty at top-notch prices, and giving them something that every beanery—down to 15 cents a throw—gives daily, just because the can opener is the cheapest utensil about their kitchens.

One of my greatest pleasures on the recent hotel men's tour was the privilege of inspecting the kitchens of the various institutions visited. When I made the request of one operator, he said: "Why, most certainly. I esteem it an honor to have a visit from an individual who knows more about the hotel kitchens of Michigan than any living person." On my various visits I have, as I before stated, visited the culinary department of hundreds of hotels.

Many of the larger city hotels esteem it a favor if they are privileged to throw open the doors of their food preparation departments for the inspection of a discriminating public, and employes in such departments usually take pride in explaining details of more or less interest to the public. These visits are at times interesting to the outside world who seldom have a true conception of what restaurant operation really contemplates. Several hotel managers of my acquaintance have invited in domestic science classes from educational institutions, and the value of such inspection is great. These visits from schools really serve more than one purpose—the educational idea of the teacher. They also key up the hotels so visited to always keep their working departments in ship shape for inspection; not a special preparation for these visits, but to influence the heads of departments and the employes to have a sense of their responsibility and ability; to be painstaking in their work and keep their surroundings in orderly shape, not only for home inspection, but that of transient guests as well. It also promotes that very good idea that gives confidence to patrons in eating establishments, that food preparing rooms are always in shope for inspection.

The hotel kitchen that is sloppy and untidy is never open for such inspection.

Every department of this kind should be presentable whether open or not, and any influence that helps keep them presentable should be welcomed by good intentioned hotel operators who mostly are in love with their profession. Clean working conditions have a tendency to induce clean people to embark in the business; consequently the effect is far reaching.

My own investigations, heretofore referred to, have carried me into all these various hotel kitchens, which in a majority of cases I found them conducted under the strictest of sanitary conditions, while a few, well—the least said about them the better.

The Michigan State Board of Health is supposed to make a rigid inspection of all hotels catering to resort patronage, but sooner or later its field of operation will extend to all hotels and restaurants enjoying public patronage and there will be no joke about it. All responsible operators are in favor of such inspection.

One cannot help but enjoy the editorials which appear weekly in the Hotel World, presumably from the pen of its venerable founder, Henry Bohn. They are always interesting and mean something. When he speaks it is from actual knowledge, and most assuredly understandable. Some time ago he took stock of the commercial traveler and his relation to the hotel, and I make a few excerpts here that the hotel man and his principal patron may go over it together:

"The commercial traveler often reminds the commercial hotel operator that the hotel could not exist without the traveling man. Let us admit it. We will ask, first, does the traveling man travel for the purpose of patronizing the hotel or to sell goods? If there were no traveling men—no system of selling goods or doing business through traveling representatives—there would be no commercial hotels in many towns. The hotel exists because there is a demand for it by traveling men. To argue that the hotel man should thank the commercial traveler becauase he travels and stops at hotels is silly. The hotel man should no more kiss the hand of the traveler for his patronage than the patrons should kiss the hand of the hotel man for giving him a haven and food. It is purely a mutual business proposition. The hotel man wants to sell his goods and the commercial tourist wants to buy them. The adjustment of supply and demand is the hard nut to crack here as in many other industrial relations.

"Some time ago the secretary of the T. P. A. called at this office to discuss some hotel matters. He complained that the members had much cause for complaint because the hotels housed conventions during the middle of the week when the rooms were needed by commercial travelers. We admitted the fact, but denied the hotel man's responsibility for the condition. We spoke to him as follows: 'You gentlemen of the road represent in the alltogether the men who hold these conventions, and you should have more influence with them than the hotel man has. Now if you can induce these men to hold their conventions on Friday, Saturday, Sunday and Monday, you will find all the rooms you need in the hotels on Tuesday, Wednesday and Thursday. It is not the fault of the hotel man that in the middle of the week the hotel is overcrowded and Saturday, Sunday and Monday the house is more than half empty and losing money.'

"The great change that has come over the system of commercial travel together with the chain store system and increased methods of transportation which shorten the stay of guests is in the effect on hotel business forgotten by the traveler. The district salesman living in the district and largely operating with the automobile, who spends the week end at home, no longer brings seven days' revenue per week to the hotel. The analysis of results is simple. The buyer or consumer must pay the cost of the goods, and if the commercial traveler wants a good hotel only five days in the week and the hotel man must run seven, he is the fellow who will have to pay or help pay—in higher rates—for the two or three days that the hotel does not pay operating expenses. The dancer must pay the fiddler."

It would be an ideally correct arrangement if conventions could be arranged for on the days of the week when the hotels are equipped to take care of them, in which case the traveler could have his room when he requires it and the hotel man could turn into an asset the week-ends where he now waits around looking for some miracle to happen, and even up.

Frank S. Verbeck.

Sow an act and you reap a habit; sow a habit and you reap a character; sow a character and you reap a destiny.

In Line For Another Year.

The annual meeting of the stockholders of the Valley City Milling Co. was held in the English room of the Hotel Rowe Tuesday afternoon. The following directors were elected: F. N. Rowe, F. E. Martin and Henry Hagens.

At the meeting of the new board of directors the following officers were elected:

President—F. N. Rowe.

Vice-President and Treasurer—F. E. Martin.

Secretary—Henry Hagens.

Fred N. Rowe was elected General Manager; F. E. Martin, Assistant Manager; Martin Vermaire, Sales Manager; Henry Hagens, Traffic Manager; Elsie Smith, Assistant Secretary; Bertha Fahringer, Assistant Treasurer; Robert Salin, Superintendent of the plant; William J. Traynick, Cashier at the plant; H. H. Ryde, Chief Engineer.

Royal Tastes in Cheese Are Extremely Opposite.

London, July 16—A sidelight on royal tastes in cheese was furnished last week by the visit of King George and Queen Mary to the Royal Agricultural Society's Show at Reading.

"I like the blue mottled cheese," remarked the King, as the royal couple drew abreast of a stall of dairy products.

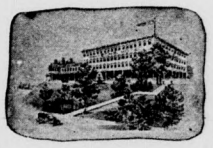
"I don't," Queen Mary promptly retorted, "they're full of animals and not good for you. I prefer Cheddar."

An official who was in attendance explained that what the Queen took for "animals" were really fungi. Nevertheless, her Majesty refrained from sampling the strong cheese in which the King delights.

White Lip Stick.

White Wax	300.00 Gm.
Spermaceti	300.00 Gm.
Liquid Petrolatum	400.00 Gm.
To make	1000.00 Gm.

HOTEL OLDS
LANSING
300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
Under the Direction of the Continental-Leland Corp.
GEORGE L. CROCKER, 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

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

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates $1.50 and up
EDWART R. SWETT, Mgr.
Muskegon :-: Michigan

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.

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.

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

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

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

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.

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

Henry Smith Floral Co., Inc.
52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173

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.

During the Next Three Months.

The months of August, September and October bring many Harvest Home Picnics and Fish Frys and "Old Home Weeks." They offer the retailer an excellent opportunity to tie up his advertising with the spirit of the celebration.

At the time of the Harvest Home picnic you can hold a "Harvest Sale" or a "Harvest Home Sale." During this sale the store should be appropriately decorated with sheafs of grain, fruit, etc., and the windows given over to exceptionally sized yields of products from farms in that locality. Use light brown price tickets as a color scheme for advertising and decorating.

If your town has an "Old Home Week" when former residents of the town are invited to visit their old home, you will want to dress your windows for the occasion. An attractive window in sentiment with the week can be made by using the following idea.

Enquire among your customers if they possess old school pictures. Such pictures of pupils of different grades are usually taken on the closing day. After you have obtained the loan of several of these pictures place them in your window, close up to the glass. Mark them with name of school, its teacher and year taken. Next chip from song book the words and music of "Home Sweet Home" and hang in window, and through the window place picture of family and home life, intertwined among streams of bunting or color. If possible substitute historical pictures of your city for those of home and family life. Across the window hang neatly lettered streamer "Welcome Home, Former ——— Citizens. Do you recognize in these pictures many of your former playmates or neighbors?"

Such a window will breathe with sentiment and memories which will attract both visitors and residents.

Castile Soap.

Castile soap must henceforth be Castile soap and nothing else, namely "soap made of olive oil with no admixture of other fat," according to a ruling issued by the Federal Trade Commission and noted in our news columns. The ruling is in line with pharmaceutical progress. and whereas the Ninth Revision of the United States Pharmacopoeia followed the title "Sapo" or soap with the explanatory synonym "White Castile Soap," in the Tenth Revision this has been changed to read "Olive Oil Castile soap." The restriction in name is another step forward towards the much desired standardization of nomeclature.

Hair Curling Cream.

Powdered Castile Soap	2 ozs.
Gun Arabic	2 ozs.
Japan Wax	12 drs.
Glycerin	1 oz.
Tallow	4 ozs.
Oil of Rose Geranium	1 dr.
Benzaldehyde	10 drops
Artificial Neroli Oil	30 drops
Water	4 ozs.

Dissolve the soap in one-half the water, heated to the proper degree; dissolve the acacia in the other portion of water and mix the two solutions and place on the water-bath. Add the fats and glycerin. When the wax and tallow have melted, remove from the bath and thoroughly stir.

How To Bring a Greedy Druggist To Time.

Melvin, July 19—I am in the grocery business, carrying a little dry goods in stock. Our druggist has put in many things that belong to my business. He keeps bread, butter, meat, lemons, oranges, potatoes, sugar and many other things that I think does not belong to his business, while there is a law which forbids us grocerymen from carrying drugs or medicine in stock. Now what I want to know is if there is a law to protect us grocerymen or can a druggist carry such a mixed stock of groceries and drugs if he sees fit to do so. Please let me know if there is any law or protection for a grocerman and where to look for it. John Stanley.

We are sorry to say that you have no remedy at law to protect yourself against the greed and avarice of such a druggist as you describe. The druggists of Michigan, through the connivance of Governor Groesbeck, have secured legislation which practically confines the sale of drugs and drug sundries, as well as grocery sundries, to the drug trade exclusively. This sort of chicanery was brought about through H. H. Hoffman, who is supposed to represent the drug trade of the State, but who is simply the political henchman of Governor Groesbeck. He spends nine-tenths of his time in boosting our czar governor and one-tenth of his time in behalf of the drug trade. The only way we can see that you can remedy matters is to put in a line of patent medicines and all of the other things which are permitted to be sold by a grocer, sell them at actual cost and advertise this fact extensively. This will do more to put a crimp in neighbor druggist than anything else you could do and will probably result in his seeking an agreement with you to cut out the sale of potatoes and fresh meat in consideration of your giving up the sale of patent medicines.

Lip Rouge.

Liquid Petrolatum	389.00 Gm.
White Wax	278.00 Gm.
Spermaceti	278.00 Gm.
Carmine	55.56 Gm.
Perfume to suit,	
To make	1000.00 Gm.

Rub the carmine to a smooth paste with the liquid petrolatum, then add remainder of liquid petrolatum; melt the wax and spermaceti and add the carmine mixture. Run through an ointment mill.

For Keeping Hair in Curl.

Borax Powder	1 oz.
Gum Arabic	30 grs.
Spirit of Camphor	6 drs.
Water, Warm	16 ozs.

Dissolve solids in warm water, and when cool, add the camphor.

Wet the hair with above and roll on papers as usual, let dry, unroll, and form into ringlets.

Should Be Mentally Alert.

A soda fountain is no place for one who is a loafer or who is inclined to shirk his duties. When business is normal, things move pretty fast, and when one of the frequent rush periods come, the fountain becomes a scene of frenzied activity. The dispenser has to be not only physically alert, but also mentally alert.

Buttermilk Lotion.

Lactic Acid (10 per cent.)	2 drs.
Glycerin	½ dr.
Essence of White Rose	1½ drs.
Tincture of Benzoin	1 dr.
Distilled Water	6 ozs.

Mix the acid and glycerin with the water and add the essence and tincture previously mixed.

Nail Enamel.

Eosin, Alcohol Soluble	10 grs.
White Wax	½ dr.
Soft Paraffin	1 oz.
Spermaceti	½ dr.

Dissolve the eosin in the smallest amount of alcohol necessary, melt the ingredients togeher and stir in the eosin solution.

Liquid Face Powder.

Zinc Oxide	54.00 Gm.
Bismuth Oxychloride	54.00 Gm.
Distilled Water	807 Cc.
Glycerin	67.00 Cc.
Perfume to suit,	
To make	1000 Cc.

4%
Banking by Mail
Under both State and Federal Supervision

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

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

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

Send for free booklet on Banking by Mail

HOME STATE BANK FOR SAVINGS GRAND RAPIDS MICHIGAN

$1,650,000
GRAND RAPIDS SHOW CASE COMPANY
Grand Rapids, Michigan
Fifteen Year 6% Sinking Fund Gold Debentures, Due April 1, 1941.

Direct obligation of the Company whose total assets, less depreciation, are valued at over $7,000,000.
Current Assets as of November 30 1925, are in excess of thirteen times current liabilities.
For the four years and eleven months, ended November 30, 1925, average annual net income, as certfied by independent auditors, after Federal Taxes (computed at current year rates—13%) but before depreciation and interest paid and after adjustment of officers' bonuses to new basis, was about 6¾ times total annual interest charges on this issue.

Price 99½ to Yield 6.05%

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.

6%
INSURED BONDS
Take the Risk Out of Investment

These bonds are secured by carefully investigated first mortgages on homes, each of which has an appraised value twice the amount of the mortgage. In addition the principal and interest is guaranteed by the United States Fidelity & Guaranty Co., which has assets of $48,000,000.

These bonds may be purchased on a 12 months payment plan.

INDUSTRIAL COMPANY
ASSOCIATED WITH INDUSTRIAL BANK
GRAND RAPIDS MICHIGAN

A New Type of Doll.

A new type of baby doll which is being offered for the holiday season is one with arms fastened to the body in such a way that its hands may be placed in its mouth in a typical position of an infant. The doll comes in sitting and standing models and is clothed in cabric, lawn and blankets which fasten about it in a way similar to those now used for babies. Another feature is the special construction of the eyes, which are mounted on springs so that they return to their normal position should the child push them in while attempting to close them. The retail price of the doll ranges from $2 to $15, depending on the size and the clothes used.

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
Manistee MICHIGAN Grand Rapids

A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

Sell 5¢ ZIPPER

the candy bar hit of the year

A.R.WALKER CANDY CORP.

OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

WHOLESALE DRUG PRICE CURRENT

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

Acids

Boric (Powd.)	12½@ 20
Boric (Xtal)	15 @ 25
Carbolic	39 @ 46
Citric	50 @ 65
Muriatic	3½@ 8
Nitric	9 @ 15
Oxalic	15 @ 25
Sulphuric	3½@ 8
Tartaric	40 @ 50

Ammonia

Water, 26 deg.	08 @ 16
Water, 18 deg.	07 @ 13
Water, 14 deg.	06 @ 11
Carbonate	20 @ 25
Chloride (Gran.)	09 @ 20

Balsams

Copaiba	85@1 25
Fir (Canada)	2 55@2 80
Fir (Oregon)	65@1 00
Peru	3 00@3 25
Tolu	2 25@2 50

Barks

Cassia (ordinary)	25@ 30
Cassia (Saigon)	50@ 60
Sassafras (pw. 50c)	@ 50
Soap Cut (powd.) 30c	18@ 25

Berries

Cubeb	@1 00
Fish	@ 25
Juniper	10@ 20
Prickly Ash	@1 25

Extracts

Licorice	60@ 65
Licorice, powd.	@1 00

Flowers

Arnica	@ 30
Chamomile (Ged.)	@ 40
Chamomile Rom.	@ 50

Gums

Acacia, 1st	50@ 55
Acacia, 2nd	45@ 50
Acacia, Sorts	20@ 25
Acacia, Powdered	35@ 40
Aloes (Barb Pow	25@ 35
Aloes (Cape Pow)	25@ 35
Aloes (Soc. Pow.)	65@ 70
Asafoetida	50@ 60
Pow.	75@1 00
Camphor	1 05@1 10
Guaiac	@ 90
Guaiac, pow'd	@1 00
Kino	@ 1 10
Kino, powdered	@1 20
Myrrh	@ 60
Myrrh, powdered	@ 65
Opium, powd.	19 65@19 92
Opium, gran.	19 65@19 92
Shellac	65@ 80
Shellac Bleached	70@ 85
Tragacanth, pow.	@1 75
Tragacanth	1 75@ 2 25
Turpentine	@ 30

Insecticides

Arsenic	08@ 20
Blue Vitriol, bbl.	@ 07
Blue Vitriol, less	08@ 15
Bordea. Mix Dry	13@ 22
Hellebore, White powdered	18@ 30
Insect Powder	40@ 55
Lead Arsenate Po.	18@ 31
Lime and Sulphur Dry	8@ 23
Paris Green	20@ 37

Leaves

Buchu	85@1 00
Buchu, powdered	@1 00
Sage, Bulk	25@ 30
Sage, ¼ loose	@ 40
Sage, powdered	@ 35
Senna, Alex.	50@ 75
Senna, Tinn.	30@ 35
Senna, Tinn. pow.	25@ 35
Uva Ursi	20@ 25

Oils

Almonds, Bitter, true	7 50@7 75
Almonds, Bitter, artificial	3 00@3 25
Almonds, Sweet, true	1 50@1 80
Almonds, Sweet, imitation	1 00@1 25
Amber, crude	1 25@1 50
Amber, rectified	1 50@1 75
Anise	1 50@1 75
Bergamont	10 00@10 25
Cajeput	1 50@1 75
Cassia	4 00@4 25
Castor	1 55@1 80
Cedar Leaf	1 75@2 00
Citronella	1 25@1 50
Cloves	3 00@3 25
Cocoanut	25@ 35
Cod Liver	1 65@1 85
Croton	2 00@2 25
Cotton Seed	1 65@1 75
Cubebs	6 50@6 75
Eigeron	9 00@9 25
Eucalyptus	1 25@1 50
Hemlock, pure	1 75@2 00
Juniper Berries	4 50@4 75
Juniper Wood	1 50@1 75
Lard, extra	1 55@1 65
Lard, No. 1	1 25@1 40
Lavendar Flow	8 00@8 25
Lavendar Gar'n	85@1 20
Lemon	4 00@4 25
Linseed, raw, bbl.	@ 95
Linseed, boiled, bbl.	@ 98
Linseed, bld. less	1 02@1 15
Linseed, rw. less	1 05@1 18
Mustard, artifil. oz.	@ 35
Neatsfoot	1 35@1 50
Olive, pure	3 75@4 50
Olive, Malaga, yellow	2 75@3 00
Olive, Malaga, green	2 75@3 00
Orange, Sweet	5 00@5 25
Origanum, pure	@2 50
Origanum, com'l	1 00@1 20
Pennyroyal	4 00@4 25
Peppermint	22 50@22 75
Rose, pure	13 50@14 00
Rosemary Flows	1 25@1 50
Sandalwood, E. I.	10 50@10 75
Sassafras, true	1 75@2 00
Sassafras, arti'l	75@1 00
Spearmint	9 50@9 75
Sperm	1 50@1 75
Tansy	10 00@10 25
Tar USP	65@ 75
Turpentine, bbl.	@94½
Turpentine, less	1 02@1 14
Wintergreen, leaf	6 00@6 25
Wintergreen, sweet birch	3 00@3 25
Wintergreen, art	60@1 00
Worm seed	9 00@9 25
Wormwood	9 00@9 25

Potassium

Bicarbonate	35@ 40
Bichromate	15@ 25
Bromide	69@ 85
Bromide	54@ 71
Chlorate, gran'd	23@ 30
Chlorate, powd. or Xtal	16@ 25
Cyanide	30@ 90
Iodide	4 66@4 86
Permanganate	20@ 30
Prussiate, yellow	65@ 75
Prussiate, red	@1 00
Sulphate	35@ 40

Roots

Alkanet	30@ 35
Blood, powdered	35@ 40
Calamus	35@ 75
Elecampane, pwd	25@ 30
Gentian, powd.	20@ 30
Ginger, African, powdered	30@ 35
Ginger, Jamaica	60@ 65
Ginger, Jamaica, powdered	45@ 50
Goldenseal, pow.	@8 50
Ipecac, powd.	@8 00
Licorice	35@ 40
Licorice, powd.	20@ 30
Orris, powdered	30@ 40
Poke, powdered	35@ 40
Rhubarb, powd.	75@1 00
Rosinwood, powd.	@ 40
Sarsaparilla, Hond. ground	@ 90
Sarsaparilla Mexican,	
Glycerine	32@ 52
Squills	35@ 40
Squills, powdered	60@ 70
Tumeric, powd.	20@ 25
Valerian, powd.	@ 75

Seeds

Anise	@ 35
Anise, powdered	35@ 40
Bird, 1s	13@ 17
Canary	10@ 16
Caraway, Po. .30	25@ 30
Cardamon	@4 00
Coriander pow. .30	20@ 25
Dill	18@ 25
Fennell	25@ 40
Flax	08@ 15
Flax, ground	08@ 15
Foenugreek pow.	15@ 25
Hemp	8@ 15
Lobelia, powd.	@1 25
Mustard, yellow	17@ 25
Mustard, black	20@ 25
Poppy	15@ 30
Quince	1 25@1 50
Rape	15@ 20
Sabadilla	38@ 45
Sunflower	11½@ 15
Worm, American	30@ 40
Worm, Levant	4 50@4 75

Tinctures

Aconite	@1 80
Aloes	@1 45
Arnica	@1 10
Asafoetida	@2 40
Belladonna	@1 35
Benzoin	@2 10
Benzoin Comp'd	@2 65
Buchu	@2 55
Cantharadies	@2 85
Capsicum	@2 20
Catechu	@1 75
Cinchona	@2 10
Colchicum	@1 80
Cubebs	@3 00
Digitalis	@1 80
Gentian	@1 35
Ginger, D. S.	@1 30
Guaiac	@2 20
Guaiac, Ammon.	@2 00
Iodine	@ 95
Iodine, Coloreless	@1 50
Iron, Clo.	@1 35
Kino	@1 40
Myrrh	@2 50
Nux Vomica	@1 55
Opium	@3 50
Opium, Camp.	@ 85
Opium, Deodorz'd	@3 50
Rhubarb	@1 70

Paints

Lead, red dry	15¼@15¾
Lead, white dry	15¼@15¾
Lead, white oil	15¼@15¾
Ochre, yellow bbl.	@ 2½
Ochre, yellow less	3@ 6
Red Venet'n Am.	3½@ 7
Red Venet'n Eng.	4@ 8
Putty	5@ 8
Whiting, bbl.	@ 4½
Whiting	5½@ 10
L. H. P. Prep.	3 05@3 25
Rogers Prep.	3 05@3 25

Miscellaneous

Acetanalid	47@ 55
Alum	08@ 12
Alum. powd. and ground	09@ 15
Bismuth, Subnitrate	3 87@4 07
Borax xtal or powdered	07@ 12
Cantharades, po.	1 75@2 00
Calomel	2 02@2 22
Capsicum, pow'd	48@ 55
Carmine	7 00@7 50
Cassia Buds	35@ 40
Cloves	50@ 55
Chalk Prepared	14@ 16
Choloroform	51@ 60
Chloral Hydrate	1 35@1 85
Cocaine	12 10@12 80
Cocoa Butter	55@ 75
Corks, list, less	40-10%
Copperas	2¾@ 10
Copperas, Powd.	4@ 10
Corrosive Sublm	1 65@1 80
Cream Tartar	31@ 38
Cuttle bone	40@ 50
Dextrine	6@ 15
Dover's Powder	3 50@4 00
Emery, All Nos.	10@ 15
Emery, Powdered	8@ 10
Epsom Salts, bbls.	@
Epsom Salts, less	2¾@ 10
Ergot, powdered	@2 00
Flake, White	15@ 20
Formaldehyde, lb.	12@ 30
Gelatine	80@ 90
Glassware, less 55%.	
Glassware, full case 60%.	
Glauber Salts, bbl.	@02½
Glauber Salts less	04@ 10
Glue, Brown	21@ 30
Glue, Brown Grd	15@ 20
Glue, white	27½@ 35
Glue, white grd.	25@ 35
Glycerine	34@ 54
Hops	70@ 85
Iodine	6 45@6 90
Iodoform	7 35@7 65
Lead Acetate	20@ 30
Mace	@1 50
Mace, powdered	@1 60
Menthol	7 50@8 00
Morphine	11 18@11 93
Nux Vomica	@ 30
Nux Vomica, pow.	17@ 25
Pepper black, pow.	40@ 50
Pepper, White, pw.	50@ 55
Pitch, Burgudry	12½@ 20
Quassia	12@ 15
Quinine, 5 oz. cans	@ 59
Rochelle Salts	30@ 35
Saccharine	@ 30
Salt Peter	11@ 22
Seidlitz Mixture	30@ 40
Soap, green	15@ 30
Soap mott cast.	22½@ 25
Soap, white castile case	@12 50
Soap, white castile less, per bar	@1 45
Soda Ash	3@ 10
Soda Bicarbonate	3½@ 10
Soda, Sal	02½@ 08
Spirits Camphor	@1 35
Sulphur, roll	3½@ 10
Sulphur. Subl.	4½@ 10
Tamarinds	20@ 25
Tartar Emetic	70@ 75
Turpentine, Ven.	50@ 75
Vanilla Ex. pure 1	75@2 25
Vanilla Ex. pure 2	50@3 00
Zinc Sulphate	06@ 15

GROCERY PRICE CURRENT

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

ADVANCED

Veal
Jelly Glasses
Fruit Cans

DECLINED

Smoked Meats
Colonial Salt

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 16 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 3 25
Quaker, 36, 12 oz. case 3 85

AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

Per case
10c size, 4 doz. ---- 3 70
15c size, 4 doz. ---- 5 50
20c size, 4 doz. ---- 7 20
25c size, 4 doz. ---- 9 20
50c size, 2 doz. ---- 8 80
80c size, 1 doz. ---- 8 85
10 lb. size, ½ doz. ---- 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.

Mints, all flavors ---- 60
Gum ---- 70
Fruit Drops ---- 70
Caramels ---- 70
Sliced bacon, large -- 5 40
Sliced bacon, medium 3 20
Sliced beef, medium - 2 80
Grape Jelly, large --- 4 50
Sliced beef, large ---- 4 50
Grape Jelly, medium-- 2 70
Peanut buttes, 16 oz. 4 25
Peanut butter, 10½ oz. 2 90
Peanut butter, 6¼ oz. 1 85
Peanut butter, 3½ oz. 1 20
Prepared Spaghetti -- 1 40
Baked beans, 16 oz.-- 1 40

BLUING

The Original

Condensed

2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. ---- 3 05
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice-- 5 60
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Branzos ---- 3 20
Ralston Food, large -- 4 00
Saxon Wheat Food -- 3 90
Vita Wheat, 12s ---- 1 80

Post's Brands.

Grape-Nuts, 24s ---- 3 80
Grape-Nuts, 100s ---- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s -- 3 45
Post Toasties, 24s -- 3 45
Post's Bran, 24s ---- 2 70

BROOMS

Jewell, doz. ---- 5 25
Standard Parlor, 23 lb. 8 25
ancy Parlor, 23 lb. -- 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy ---- 1 75
Whisk, No. 3 ---- 2 75

BRUSHES

Scrub

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion, ---- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ---- 12.8
Paraffine, 6s ---- 14½
Paraffine, 12s ---- 14½
Wicking ---- 40
Tudor, 6s, per box -- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 -- 4 75@5 75
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75@2 00
Apricots, No. 2 ---- 3 00
Apricots, No. 2½ 3 00@3 75
Apricots, No. 10 ---- 8 25
Blackberries, No. 10 10 50
Blueber's, No. 2 2 00@2 75
Blueberries, No. 10-- 14 50
Cherries, No. 2 ---- 3 75
Cherries, No. 2½ ---- 4 50
Cherries, No. 10 --- 15 50
Loganberries, No. 2 -- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50@2 10
Peaches, No. 1, Sliced 1 25
Peaches, No. 2 ---- 2 75
Peaches, No. 2½ Mich 3 25
Peaches, 2½ Cal. 3 00@3 25
Peaches, 10, Mich. -- 8 50
Pineapple, 1 sl. ---- 1 75
Pineapple, 2 sl. ---- 2 60
P'apple, 2 br. sl. ---- 2 40
P'apple, 2½, sli. ---- 3 00
P'apple, 2, cru. ---- 2 60
Pineapple, 10 cru. -- 9 00
Pears, No. 2 ---- 3 15
Pears, No. 2½ ---- 4 25
Plums, No. 2 -- 2 40@2 50
Plums, No. 2½ ---- 2 90
Raspberries, No. 2, blk 2 90
Rasp's, Red, No. 10 13 50
Rasp's, Black, No. 10 ---- 14 00
Rhubarb, No. 10 4 75@5 50
Strawberries, No. 10 12 00

CANNED FISH

Clam Ch'der, 10½ oz. 1 35
Clam Ch., No. 2 ---- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz.-- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small -- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. ¼, Star 2 90
Shrimp, 1, wet ---- 1 90
Sard's, ¼ Oil, Ky -- 6 10
Sardines, ¼ Oil, k'less 5 25
Sardines, ¼ Smoked 6 75
Salmon, Warrens, ½s 2 80
Salmon, Red Alaska 4 25
Salmon, Med. Alaska 3 40
Salmon, Pink Alaska 1 95
Sardines, Im. ¼, ea. 10@28
Sardines, Im., ½, ea. 25
Sardines, Cal. -- 1 65@1 80
Tuna, ½, Albocore -- 95
Tuna, ¼s, Curtis, doz. 2 20
Tuna, ½s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 3 30
Bacon, Lge Beechnut 5 40
Beef, No. 1, Corned -- 3 10
Beef, No. 1, Roast ---- 3 10
Beef, No. 2½, Qua. sli. 1 50
Beef, 3½ oz. Qua. sli. 1 90
Beef, 5 oz., Qua. sli. 2 60
Beef, No. 1, B'nut, sli. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35@1 45
Deviled Ham, ¼s --- 2 20
Deviled Ham, ½s --- 3 60
Hamburg Steak & Onions, No. 1 ---- 3 15
Potted Beef, 4 oz. --- 1 10
Potted Meat, ¼ Libby 52½
Potted Meat, ½ Libby 92½
Potted Meat, ½ Qua. 90
Potted Ham, Gen. ¼ 1 85
Vienna Saus., No. ½ 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium -- 2 65

Baked Beans

Campbells ---- 98
Quaker, 18 oz. ---- 85
Fremont, No. 2 ---- 1 20
Snider, No. 1 ---- 95
Snider, No. 2 ---- 1 35
Van Camp, small ---- 85
Van Camp, Med. ---- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips -- 3 75
No. 2½, Lge. Green 4 50
W. Beans, cut 2 1 45@1 75
W. Beans, 10 ---- @7 50
Green Beans, 2s 1 45@2 25
Green Beans, 10s -- @7 50
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 ---- 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ---- 1 20
Beets, No. 2, cut ---- 1 60
Corn, No. 2, stan. -- 1 25
Corn, Ex. stan. No. 2 1 55
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 -- 8 00@10 75
Hominy, No. 3 1 00@1 15
Okra, No. 2, whole -- 2 00
Okra, No. 2, cut ---- 1 75
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ---- 37
Mushrooms, Choice 8 oz. 48
Mushrooms, Sur Extra 60
Peas, No. 2, E. J. ---- 1 65
Peas, No. 2, Sift, June ---- 1 85
Peas, No. 2, Ex. Sift. E. J. ---- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 45
Pumpkin, No. 10 4 00@4 75
Pimentos, ¼, each 12@14
Pimentos, ½, each -- 27
Sw't Potatoes, No. 2½ 2 25
Saurkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 ---- 1 25
Spinach, No. 2-- 1 60@1 90
Spinach, No. 3-- 2 10@2 50
Spinach, No. 10-- 6 00@7 00
Tomatoes, No. 2 1 05@1 25
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 3, 1 90@1 80
Tomatoes, No. 10 -- 6 00

CATSUP.

B-nut, Small ---- 1 90
Lily of Valley, 14 oz. -- 2 60
Lily of Valley, ½ pint 1 75
Paramount, 24, 8s --- 1 45
Paramount, 24, 16s -- 3 40
Paramount, 6, 10s -- 10 00
Sniders, 8 oz. ---- 1 75
Sniders, 16 oz. ---- 2 55
Quaker, 8½ oz. ---- 1 25
Quaker, 10½ oz. ---- 1 40
Quaker, 14 oz. ---- 1 90
Quaker, Gallon Glass 12 00

CHILI SAUCE

Snider, 16 oz. ---- 3 30
Snider, 8 oz. ---- 2 30
Lilly Valley, 8 oz. -- 2 25
Lilly Valley, 14 oz. -- 3 50

OYSTER COCKTAIL.

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

CHEESE

Roquefort ---- 52
Kraft, Small tins ---- 1 65
Kraft, American ---- 1 65
Chili, small tins ---- 1 65
Pimento, small tins -- 1 65
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin New ---- 24
Longhorn ---- 24
Michigan Full Cream 21
New York Old 1925 -- 33
New York New 1926 -- 28
Sap Sago ---- 40
Brick ---- 24

CHEWING GUM.

Adams Black Jack ---- 65
Adams Bloodberry ---- 65
Adams Dentyne ---- 65
Adams Calif. Fruit ---- 65
Adams Sen Sen ---- 65
Beeman's Pepsin ---- 65
Beechnut Wintergreen - 70
Beechnut Peppermint - 75
Beechnut Spearmint --- 70
Doublemint ---- 65
Peppermint, Wrigleys -- 65
Spearmint, Wrigleys -- 65
Juicy Fruit ---- 65
Wrigley's P-K ---- 65
Zeno ---- 65
Teaberry ---- 65

COCOA.

Droste's Dutch, 1 lb.-- 8 50
Droste's Dutch, ½ lb. 4 50
Droste's Dutch, ¼ lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples ---- 4 50
Pastelles No. 1 ----12 60
Pastelles, ½ lb. ---- 6 60
Pains De Cafe ---- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ---- 2 15
1 lb. Rose Tin Bon Bons ----18 00
7 oz. Rose Tin Bon Bons ---- 9 00
13 oz. Creme De Caraque ----12 20
12 oz. Rosaces ----10 80
½ lb. Rosaces ---- 7 80
¼ lb. Pastelles ---- 3 40
Langues De Chats -- 4 80

CHOCOLATE.

Baker, Caracas, ⅛s --- 37
Baker, Caracas, ¼s --- 35

COCOANUT

Dunham's

15 lb. case, ⅛s and ¼s 49
15 lb. case, ¼s ---- 43
15 lb. case, ½s ---- 47

CLOTHES LINE.

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

GOLDEN BERRY BRAND
FULL VALUE
COFFEE
HUME GROCER CO.
ROASTERS
MUSKEGON, MICH

COFFE ROASTED

1 lb. Package

Melrose ---- 37
Liberty ---- 29
Quaker ---- 44
Nedrow ---- 42
Morton House ---- 43
Reno ---- 39
Royal Club ---- 43

McLaughlin's Kept-Fresh

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

Maxwell House Brand.

1 lb. tins ---- 50
3 lb. tins ---- 1 47

Telfer Coffee Co. Brand

Bokay ---- 43

Coffee Extracts

M. Y., per 100 ---- 12
Frank's 50 pkgs. -- 4 25
Hummel's 50 1 lb. 10½

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. -- 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, ½ dz. 4 50
Blue Grass, Tall 48 -- 4 65
Blue Grass, Baby, 96 4 55
Blue Grass, No. 10 -- 4 50
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 dz. 4 90
Every Day, Tall ---- 5 00
Every Day, Baby ---- 4 90
Pet, Tall ---- 5 00
Pet, Baby, 8 oz. ---- 4 90
Borden's Tall ---- 5 00
Borden's Baby ---- 4 90
Van Camp, Tall ---- 4 90
Van Camp, Baby ---- 3 75

CIGARS

G. J. Johnson's Brand

G. J. Johnson Cigar, 10c ---- 75 00

Tunis Johnson Cigar Co.

Van Dam, 10c ---- 75 00
Little Van Dam, 5c - 37 50

Worden Grocer Co. Brands

Master Piece, 50 Tin- 35 00
Canadian Club ---- 35 00
Little Tom ---- 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
T. Moore Longfellow 95 00
Tom M. Invincible 115 00
Websteretts ---- 37 50
Webster Cadillac ---- 75 00
Webster Knickbocker 95 00
Webster Belmont---110 00
Webster St. Reges--125 00
Starlight Perlas ---- 90 00
Starlight P-Club -- 1 35 00
Tiona ---- 30 00
Clint Ford ---- 35 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

5 lb. Boxes

Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks ---- 1 85
No. 12, Choc., Light - 1 65
Chocolate Nut Rolls - 1 80
Magnolia Choc ---- 1 15

Gum Drops	Pails
Anise	16
Champion Gums	16
Challenge Gums	14
Favorite	19
Superior, Boxes	23

Lozenges	Pails
A. A. Pep. Lozenges	18½
A. A. Pink Lozenges	16
A. A. Choc. Lozenges	16
Motto Hearts	19
Malted Milk Lozenges	21

Hard Goods	Pails
Lemon Drops	19
O. F. Horehound dps.	19
Anise Squares	19
Peanut Squares	18
Horehound Tablets	19

Cough Drops	Bxs
Putnam's	1 35
Smith Bros.	1 50

Package Goods

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

Specialties

Walnut Fudge ---- 22
Pineapple Fudge ---- 21
Italian Bon Bons ---- 17
Banquet Cream Mints- 30
Silver King M.Mallows 1 50
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c ---- 80
Yankee Jack, 24, 5c ---- 80
Mich. Sugar Ca.. 24, 5c 80
Pal O Mine, 24, 5c ---- 80
Say Mister, 24, 5c ---- 80
Malty Milkies, 24, 5c -- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

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

CREAM OF TARTAR

6 lb. boxes ---- 33

DRIED FRUITS

Apples

N. Y. Fcy., 50 lb. box 15½
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice -- 30
Evaporated, Fancy -- 36
Evaporated, Slabs -- 33

Citron

10 lb. box ---- 43

Currants

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

Dates

Dromedary, 36s ---- 6 75

Peaches

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

Peel

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

Raisins.

Seeded, bulk ---- 10
Thompson's s'dless blk 9½
Thompson's seedless, 15 oz. ---- 12½
Seeded, 15 oz. ---- 13

California Prunes

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

FARINACEOUS GOODS

Beans

Med. Hand Picked -- 05½
Cal. Limas ---- 12
Brown, Swedish ---- 08
Red Kidney ---- 12

Farina

24 packages ---- 2 50
Bulk, per 100 lbs. ---- 06½

Hominy

Pearl, 100 lb. sacks -- 3 50

Macaroni

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

Pearl Barley

Chester ---- 4 50
0000 ---- 7 00
Barley Grits ---- 5 00

Peas

Scotch, lb. ---- 05¼
Split, lb. yellow ---- 08
Split green ---- 09

Sage

East India ---- 10

Tapioca

Pearl, 100 lb. sacks -- 07½
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

FLAVORING EXTRACTS

JENNINGS' FLAVORING
50 YEARS STANDARD
EXTRACTS

Doz. Vanilla	PURE	Doz. Lemon
1 35	⅞ ounce	1 35
1 80	1¼ ounce	1 80
3 20	2¼ ounce	3 20
3 00	2 ounce	3 00
5 50	4 ounce	5 50

UNITED FLAVOR

Imitation Vanilla

1 ounce, 10 cent, doz. 90
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 30 cent, doz. 2 25

Jiffy Punch

3 doz. Carton ---- 2 25
Assorted flavors.

FRUIT CANS

F. O. B. Grand Rapids

Mason.

Half pint ---- 8 25
One pint ---- 8 35
One quart ---- 9 60
Half gallon ---- 12 60

Ideal Glass Top.

Rubbers.

Half pint ---- 9 50
One pint ---- 9 80
One quart ---- 11 75
Half gallon ---- 15 76

GELATINE

26 oz., 1 doz. case -- 6 00
3¼ oz., 4 doz. case -- 3 60
One doz. free with 5 cases.
Jello-O, 3 doz. ------ 3 45
Minute, 3 doz. ------ 4 05
Plymouth, White ---- 1 55
Quaker, 3 doz. ------ 2 55

HORSE RADISH

Per doz., 5 oz. ------ 90

JELLY AND PRESERVES

Pure, 30 lb. pails ---- 3 30
Imitation, 30 lb. pails 1 75
Pure, 6 oz., Asst, doz. 1 10
Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

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

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributer

Nucoa, 1 lb. ---------- 27
Nucoa, 2 and 5 lb. --- 26½

Wilson & Co.'s Brands

Certified ---------- 25½
Nut ---------- 20
Special Roll ---------- 25½

MATCHES

Swan, 144 ---------- 4 75
Diamond, 144 box ---- 6 25
Searchlight, 144 box-- 6 25
Ohio Red Label, 144 bx 4 75
Ohio Blue Tip, 144 box 6 25
Ohio Blue Tip, 720-1c 4 50

Safety Matches

Quaker, 5 gro. case 4 25

MINCE MEAT

None Such, 4 doz. -- 6 47
Quaker, 3 doz. case -- 3 60
Libby, Kegs, wet, lb. 22

MOLASSES

Gold Brer Rabbit

No. 10, 6 cans to case 5 70
No. 5, 12 cans to case 5 95
No. 2½, 24 cans to cs. 6 20
No. 1½, 36 cans to cs. 5 15

Green Brer Rabbit

No. 10, 6 cans to case 4 45
No. 5, 12 cans to case 4 70
No. 2½, 24 cans to cs. 4 95
No. 1½, 36 cans to cs. 4 20

Aunt Dinah Brand

No. 10, 6 cans to case 3 00
No. 5, 12 cans o case 3 25
No. 2½, 24 cans o cs. 3 50
No. 1½, 36 cans oe cs 3 00

New Orleans

Fancy Open Kettle -- 74
Choice ---------- 62
Fair ---------- 41

Half barrels 5c extra

Molasses in Cans

Dove, 36, 2 lb Wh. L 6 00
Dove, 24, 2½ lb Wh. L 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 24, 2½ lb. Black 3 90
Dove, 6, 10 lb. Blue L 4 45
Palmetto, 24, 2½ lb. 5 25

NUTS.

Whole

Almonds, Terregona -- 30
Brazil, New --------- 25
Fancy mixed -------- 22
Filberts, Sicily ------ 28
Peanuts, Virginia Raw 09½
Peanuts, Vir. roasted 10½
Peanuts, Jumbo, rstd 10½
Peanuts, Jumbo, rstd 11½
Pecans, 3 star ------ 24
Pecans, Jumbo ------ 40
Pecans, Mammoth -- 50
Walnuts, California -- 25

Salted Peanuts.

Fancy, No. 1 -------- 14
Jumbo ---------- 17

Shelled.

Almonds ---------- 70
Peanuts, Spanish, 125 lb. baggs ------ 11½
Filberts ---------- 32
Pecans ---------- 1 10
Walnuts ---------- 58

OLIVES.

Bulk, 5 gal. keg ---- 8 50
Quart Jars, dozen -- 5 75
Bulk, 2 gal. keg ---- 3 60
Bulk, 3 gal. keg ---- 5 25
Pint, Jars, dozen ---- 3 25
4 oz. Jar, plain, doz. 1 35
5½ oz. Jar, pl., doz. 1 60
9 oz. Jar, plain, doz. 2 35
20 oz. Jar, Pl. doz.-- 4 25
3 oz. Jar, Stu., doz. 1 35
6 oz. Jar, stuffed, dz. 2 50
9 oz. Jar, stuffed, doz. 3 50
12 oz. Jar, Stuffed, doz. -------- 4 50@4 75
20 oz. Jar, stuffed dz. 7 00

PARIS GREEN

⅛s ---------- 31
1s ---------- 29
2s and 5s ---------- 27

PEANUT BUTTER

Bel Car-Mo Brand

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

PETROLEUM PRODUCTS

Iron Barrels

Perfection Kerosine -- 14.6
Red Crown Gasoline, Tank Wagon ------- 19.7
Solite Gasoline ------ 22.7
Gas Machine Gasoline 41.1
V. M. & P. Naphtha 24.6
Capitol Cylinder ------ 39.2
Atlantic Red Engine 21.2
Winter Black -------- 12.2

Polarine

Iron Barrels.

Light ---------- 62.2
Medium ---------- 64.2
Heavy ---------- 66.2
Special heavy -------- 68.2
Extra heavy --------- 70.2
Transmission Oil ----- 62.2
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 25
Parowax, 100 lb. ----- 9.3
Parowax, 40, 1 lb. -- 9.5
Parowax, 20, 1 lb. -- 9.7

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

PICKLES

Medium Sour

Barrel, 1600 count -- 17 00
Half bbls., 800 count 9 00
5 gallon, 400 count -- 4 75

Sweet Small

30 Gallon, 3000 ------ 42 00
5 gallon, 500 -------- 8 25

Dill Pickles.

800 Size, 15 gal ---- 10 00

PIPES.

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

PLAYING CARDS

Derby, per doz. ------ 2 75
Dicycle ---------- 4 75

POTASH

Babbitt's, 2 doz. ---- 2 75

FRESH MEATS

Beef

Top Steers & Heif. @17½
Good Steers & H'f. 14@16
Med. Steers & H'f. 13½@15
Com. Steers & H'f. 10@12½

Cows

Top ---------- 14
Good ---------- 13
Medium ---------- 12
Common ---------- 10

Veal.

Top ---------- 20
Good ---------- 19
Medium ---------- 18

Lamb.

Spring Lamb -------- 32
Good ---------- 30
Medium ---------- 28
Poor ---------- 24

Mutton.

Good ---------- 14
Medium ---------- 12½
Poor ---------- 10

Pork.

Light hogs ---------- 19
Medium hogs -------- 20
Heavy hogs ---------- 18
Loins, Med. ---------- 29
Butts ---------- 27
Shoulders ---------- 21½
Spareribs ---------- 17
Neck bones ---------- 06

PROVISIONS

Barreled Pork

Clear Back -- 34 50@35 00
Short Cut Clear34 50@35 00

Dry Salt Meats

S P Bellies -- 28 00@30 00

Lard

Pure in tierces ------ 17½
60 lb. tubs ----advance ¼
50 lb. tubs ----advance ¼
20 lb. pails ----advance ¾
10 lb. pails ----advance ⅞
5 lb. pails ----advance 1
3 lb. pails ----advance 1
Compound tierces ---- 18½
Compound, tubs ----- 19

Sausages

Bologna ---------- 15
Liver ---------- 14
Frankfort ---------- 19
Pork ---------- 18@20
Veal ---------- 19
Tongue, Jellied ------ 35
Headcheese ---------- 18

Smoked Meats

Hams, Cert., 14-16 lb. 36
Hams, Cert., 16-18 lb. 37
Ham, dried beef sets ---------- @34
California Hams ---- @25
Picnic Boiled Hams ---------- 40 @44
Boiled Hams ---- 54@46
Minced Hams ---- @20
Bacon ---------- 37 @48

Beef

Boneless, rump 26 00@28 00
Rump, new -- 27 00@30 00

Mince Meat.

Condensed No. 1 car. 2 00
Condensed Bakers brick 31
Moist in glass ------ 8 00

Pig's Feet

Cooked in Vinegar

⅛ bbls. ---------- 2 50
¼ bbls., 35 lbs. ------ 4 50
½ bbls. ----------10 00
1 bbl. ----------25 00
Kits, 15 lbs. ---------- 1 75
¼ bbls., 40 lbs. ------ 3 50
⅞ bbls., 80 lbs. ------ 5 00

Casings

Hogs, per lb. -------- @63
Beef, round set ---- 20@30
Beef, middles, set-- @1 75
Sheep, a skein-- 2 00@2 25

RICE

Fancy Blue Rose ---- 08½
Fancy Head ---------- 10½
Broken ---------- 05

ROLLED OATS

Silver Flake, 12 Fam. 2 25
Quaker, 18 Regular -- 1 80
Quaker, 12s Family -- 2 70
Mothers, 12s, M'num 3 25
Nedrow, 12s, China -- 3 25
Sacks, 90 lb. Jute -- 2 90
Sacks, 90 lb. Cotton -- 2 95
Steel Cut, 100 lb. sks. 3 50

RUSKS.

Holland Rusk Co. Brand

18 roll packages ---- 2 30
36 roll packages ---- 4 50
36 carton packages -- 5 20
18 carton packages -- 2 65

SALERATUS

Arm and Hammer -- 3 75

SAL SODA

Granulated, bbls. ---- 1 80
Granulated, 60 lbs. cs. 1 60
Granulated, 36 2½ lb. parkages ---------- 2 40

COD FISH

Middles ---------- 15½
Tablets, ½ lb. Pure, ---
Tablets, 1 lb. Pure -- 19½
doz. ---------- 1 40
Wood Boxes, Pure -- 29½
Whole Cod ---------- 11½

Herring

Holland Herring

Mixed, Kegs --------- 1 10
Mixed, half bbls. ---- 9 25
Queen, bbls. -------- 18 50
Milkers, Kegs -------- 1 20
Milkers, half bbls. -- 10 25
Milkers, bbls ---------
K K K K, Norway -- 20 00
8 lb. pails ---------- 1 40
Cut Lunch ---------- 1 60
Boned 10 lb. boxes -- 16

Scale Herring

½ bbl., 100 lbs. ------ 6 50

Mackerel

Tubs, 100 lb. fncy fat 24 50
Tubs, 60 count ------ 7 25

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

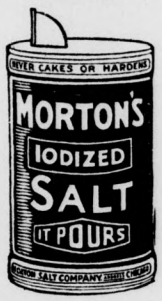
2 in 1, Paste, doz. -- 1 35
E. Z. Combination, dz. 1 35
Dri-Foot, doz. ------ 2 00
Bixbys, Doz. -------- 1 35
Shinola, doz. -------- 90

STOVE POLISH

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

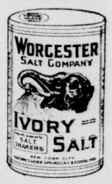
SALT.

Colonial, 24, 2 lb. ------ 95
Colonial, 36-1½ ----- 1 25
Colonial, Iodized, 24-2 2 40
Med. No. 1 Bbls. ---- 2 50
Med. No. 1, 100 lb. bg. 83
Farmer Spec., 70 lb. 90
Packers Meat, 56 lb. 57
Crushed Rock for ice cream, 100 lb., each 75
Butter Salt, 280 lb. bbl. 4 24
Block, 50 lb. ---------- 40
Baker Salt, 280 lb. bbl. 4 10
100, 3 lb. Table ------ 5 75
70, 4 lb. Table ------ 5 25
28, 10 lb. Table ------ 5 00
28 lb. bags, Table -- 42



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

Worcester



Bbls. 30-10 sks. ------ 5 48
Bbls. 60-5 sks. ------ 5 63
100-3 lb. sks. --------- 6.13
Bales, 50-3 lb. sks. -- 3 10
Bbls. 280 lb. bulk:
A-Butter ---------- 4 09
AA-Butter ---------- 4 09
Plain, 50 lb. blks. -- 40
No. 1 Medium, Bbl. - 2 47
Tecumseh, 70 lb. farm sk. ---------- 85
Cases Ivory, 24-2 cart 1 85
Iodized 24-2 cart. --- 2 40
Worcester, 48-1½ cs. 1 70
Bags 550 lb. No. 1 med. 50
Bags 25 lb. Cloth dairy 40
Bags 50 lb. Cloth dairy 76
Rock "C" 100 lb. sack 80

SOAP

Am. Family, 100 box 5 95
Export, 120 box ---- 4 80
Big Four Wh. Na. 100s 3 75
Flake White, 100 box 4 25
Fels Naptha, 100 box 5 50
Grdma White Na. 10s 4 10
Rub No More White Naptha, 100 box -- 4 00
Rub-No-More, yellow 5 00
Swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box ------- 6 50
Fairy, 100 box ------- 5 75
Jap Rose, 100 box ---- 7 85
Palm Olive, 144 box 11 00
Lava, 100 box ------ 4 90
Octagon ---------- 6 35
Fummo, 100 box ---- 4 85
Sweetheart, 100 box - 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Quaker Hardwater Cocoa, 72s, box ---- 2 85
Fairbank Tar, 100 bx 4 00
Trilby Soap, 100, 10c, 7 30
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

CLEANSERS

80 can cases, $4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Brillo ---------- 85
Climaline, 4 doz. ---- 4 20
Grandma, 100, 5c ---- 4 00
Grandma, 24 Large - 3 75
Gold Dust, 100s ------ 4 00
Gold Dust, 12 Large 3 20
Golden Rod, 24 ------ 4 25
Jinx, 3 doz. --------- 4 50
La France Laun., 4 dz. 3 60
Luster Box, 54 ------ 3 75
Old Dutch Clean, 4 dz 3 40
Rinso, 40s ---------- 3 20
Rinso, 24s ---------- 5 25
Rub No More, 100, 16 oz. ---------- 3 85
Rub No More, 18 Lg. 4 00
Spotless Cleanser, 48, 20 oz. ---------- 3 85
Sani Flush, 1 doz. -- 2 25
Sapolio, 3 doz. ------ 3 15
Soapine, 100, 12 oz. - 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 24 Large -- 4 80
Speedee, 3 doz. ------ 7 20
Sunbrite, 72 doz. ---- 4 00
Wyandotte, 48 ------ 4 75

SPICES.

Whole Spices.

Allspice, Jamaica ---- @24
Cloves, Zanzibar ---- @40
Cassia, Canton ------ @25
Cassia, 5c pkg., doz. @40
Ginger, African ------ @15
Ginger, Cochin ------ @30
Mace, Penang -------- 1 10
Mixed, No. 1 -------- @24
Mixed, 5c pkgs., doz. @45
Nutmegs, 70@90 ---- @78
Nutmegs, 105-110 ---- @70
Pepper, Black ------ @45

Pure Ground in Bulk

Allspice, Jamaica --- @18
Cloves, Zanzibar ---- @46
Cassia, Canton ------ @26
Ginger, Corkin ------ @38
Mustard ---------- @32
Mace, Penang -------- 1 30
Pepper, Black -------- @50
Nutmegs ---------- @75
Pepper, White ------ @60
Pepper, Cayenne ---- @32
Paprika, Spanish ---- @42

Seasoning

Chili Powder, 15c ---- 1 35
Celery Salt, 3 oz. ---- 95
Sage, 2 oz. ---------- 90
Onion Salt ---------- 1 35
Garlic ---------- 1 35
Ponelty, 3½ oz. ---- 3 25
Kitchen Bouquet ---- 4 50
Laurel Leaves ------ 20
Marjoram, 1 oz. ----- 90
Savory, 1 oz. -------- 90
Thyme, 1 oz. -------- 90
Tumeric, 2½ oz. --- 90

STARCH

Corn

Kingsford, 40 lbs. ---- 11¼
Powdered, bags ------ 4 00
Argo, 48, 1 lb. pkgs. 4 05
Cream, 48-1 --------- 4 80
Quaker, 40-1 --------- 07

Gloss

Argo, 48, 1 lb. pkgs. -- 4 05
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. -- 3 35
Silver Gloss, 48, 1s -- 11¼
Elastic, 64 pkgs. ---- 5 35
Tiger, 48-1 ---------- 3 50
Tiger, 50 lbs. -------- 06

CORN SYRUP.

Corn

Blue Karo, No. 1½-- 2 27
Blue Karo, No. 5, 1 dz. 3 11
Blue Karo, No. 10 -- 2 91
Red Karo, No. 1½ -- 2 57
Red Karo, No. 5, 1 dz. 3 49
Red Karo, No. 10 -- 3 29

Imt. Maple Flavor.

Orange, No. 1½, 2 dz. 3 00
Orange, No. 5, 1 doz. 4 19
Orange, No. 10 ------ 3 99

Maple.

Green Label Karo.
Green Label Karo -- 5 19

Maple and Cane

Mayflower, per gal. -- 1 55

Maple.

Michigan, per gal. -- 2 50
Welchs, per gal -- 2 80

TABLE SAUCES

Lea & Perrin, large-- 6 00
Lea & Perrin, small-- 3 35
Pepper ---------- 1 60
Royal Mint ---------- 2 40
Tobasco, 2 oz. -------- 4 25
Sho You, 9 oz., doz. 2 70
A-1, large ---------- 5 20
A-1, small ---------- 3 15
Capers, 2 oz. -------- 3 30

TEA.

Japan.

Medium ---------- 27@33
Choice ---------- 37@46
Fancy ---------- 54@59
No. 1 Nibbs ---------- 54
1 lb. pkg. Sifting ------ 13

Gunpowder

Choice ---------- 35
Fancy ---------- 40

Ceylon

Pekoe, medium -------- 55

English Breakfast

Congou, Medium ------ 28
Congou, Choice ---- 35@36
Congou, Fancy ---- 42@43

Oolong

Medium ---------- 36
Choice ---------- 45
Fancy ---------- 50

Telfer Coffee Co. Brand

W. J. G. ---------- 59

TWINE

Cotton, 3 ply cone ---- 40
Cotton, 3 ply pails ---- 42
Wool, 6 ply ---------- 18

VINEGAR

Cider, 40 Grain ------ 22
White Wine, 80 grain-- 25
White Wine, 40 grain-- 19

WICKING

No. 0 per gross ------ --
No. 1, per gross ---- 1 25
No. 2, per gross ---- 1 50
No. 3, per gross ---- 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ------ 75

WOODENWARE

Baskets

Bushels, narrow band, wire handles ------- 1 75
Bushels, narrow band, wood handles ------ 1 80
Market, drop handle 85
Market, single handle 90
Market, extra ------ 1 60
Splint, large -------- 8 50
Splint, medium ------ 7 50
Splint, small -------- 6 50

Churns.

Barrel, 5 gal., each-- 2 40
Barrel, 10 gal., each-- 2 55
3 to 6 gal., per gal. -- 16

Egg Cases.

No. 1, Star Carrier - 5 00
No. 2, Star Carrier- 10 00
No. 1, Star Egg Trays 6 25
No. 2, Star Egg Trays 12 50

Mop Sticks

Trojan spring ------- 2 00
Eclipse patent spring 2 00
No. 2, pat. brush hold 2 00
Ideal No. 7 ---------- 1 45
12 oz. Cot. Mop Heads 2 55
16 oz. Cot. Mop Heads 3 20

Pails

10 qt. Galvanized ---- 2 50
12 qt. Galvanized ---- 2 75
14 qt. Galvanized ---- 3 10
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy ---- 4 00

Traps

Mouse, Wood, 4 holes- 60
Mouse, wood, 6 holes- 70
Mouse, tin, 5 holes -- 65
Rat, wood ---------- 1 00
Rat, spring ---------- 1 00
Mouse, spring -------- 30

Tubs

Large Galvanized ---- 9 25
Medium Galvanized -- 8 00
Small Galvanized ---- 7 00

Washboards

Banner, Globe ------ 5 50
Brass, single -------- 6 00
Glass, single -------- 6 00
Double Peerless ----- 8 50
Single Peerless ------ 7 50
Northern Queen ----- 5 50
Universal ---------- 7 25

Window Cleaners

12 in. ---------- 1 65
14 in. ---------- 1 85
16 in. ----------2 30

Wood Bowls

13 in. Butter ------- 5 00
15 in. Butter ------- 9 00
17 in. Butter ------- 18 00
19 in. Butter ------- 25 00

WRAPPING PAPER

Fibre, Manila, white- 05¾
No. 1 Fibre ---------- 08
Butchers Manila ---- 06¼
Kraft ---------- 07½
Kraft Stripe -------- 09½

YEAST CAKE

Magic, 3 doz. -------- 2 70
Sunlight, 3 doz. ------ 2 70
Sunlight, 1½ doz. ---- 1 35
Yeast Foam, 3 doz. -- 2 70
Yeast Foam, 1½ doz. 1 35

YEAST—COMPRESSED

Fleischmann, per doz. 30

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 13—We have to-day receveid the schedules, order of reference and adjudication in the matter of John J. Karpienia, Bankrupt No. 2959. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocer and meat dealer. The schedules show assets of $2,500, of which $250 is claimed as exempt, with liabilities of $5,306.34. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

City of Grand Rapids, taxes	$ 25.00
National Cash Register Co., Dayton	95.50
Dayton Scale Co., Grand Rapids	475.00
Armour & Co.. Chicago	173.00
Morris & Co.. Chicago	190.00
Plankington Pack. Co., Milwaukee	278.00
R. Gunx & Co., Milwaukee	54.40
Wett & Zoncker Co., Milwaukee	76.09
Post & Brady, Grand Rapids	358.31
J. Wapner, Grand Rapids	33.24
J. Smallegan, Grand Rapids	71.00
Brower Bros., Grand Rapids	70.00
Thomasma Bros., Grand Rapids	72.18
Wagner Bros., Grand Rapids	49.63
John Rauser, Grand Rapids	31.27
Boot & Co., Grand Rapids	18.00
National Grocer Co., Grand Rapids	109.42
Rademaker-Dooge Grocer Co., Grand Rapids	220.36
Worden Grocer Co., Grand Rapids	12.20
Watson & Higgins Milling Co., Grand Rapids	30.00
Holland American Food Co., Grand Rapids	19.50
John Dlugolinski, Grand Rapids	39.25
Hekman Biscuit Co., Grand Rapids	66.98
W. F. McLaughlin & Co., Chicago	19.56
Van Den Brink & Sons, Grand Rapids	30.00
Bay State Fishing Co., Boston	5.70
Moon Lake Ice Co., Grand Rapids	107.25
C. W. Mills Paper Co., Grand Rap.	33.54
W. E. Roberts, Grand Rapids	26.18
Thiebout Bros., Grand Rapids	25.74
Mid-West Casing Supply Co., Chciago	59.50
Swift & Co., Chicago	238.78
Louis Pfaelzer & Sons Co., Milwaukee	140.85
Steindler Paper Co., Muskegon	39.45
Abe Scheffman & Co., Grand Rapids	28.40
S. R. Dykstra, Grand Rapids	51.77
John Chudecki, Grand Rapids	540.00
Frank Konczalski, Grand Rapids	280.00
G. B. Reader, Grand Rapids	40.00
Industrial Bank, Grand Rapids	360.00
P. Stackowiak, Grand Rapids	55.50
Wilson & Co., Grand Rapids	125.00
G. R. By-Products Co., Grand Rap.	38.24
Collins Northern Ice Co., Grand R.	38.25
C. G. Bullock, Grand Rapids	135.00
Charles W. Henning & Sons, Saginaw	36.41
Ryskamp Bros., Grand Rapids	20.00
T. Schillace & Co., Muskegon	48.29
Press, Grand Rapids	39.84
Jay Eaton & Co., Grand Rapids	56.02
Walter Kondracke, Sand Lake	15.00
Schust & Co., Grand Rapids	19.44
Murdock & Co., Grand Rapids	14.55
Bobsin & Co., Chicago	5.75
J. Van Westenbrugge, Grand Rap.	29.50
G. R. National Bank, Grand Rapids	20.00
Mich. State Tele. Co., Grand Rap.	4.50
Lake Shore Seed Co., Dunkirk, N.Y.	3.00
Consumers Power Co., Grand Rapids	7.00

July 13. We have to-day received the schedules, order of reference and adjudication in the matter of E. Lee Merrill, Bankrupt No. 2960. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a hotel clerk. The schedules show assets of none with liabilities of $967.20. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Peoples National Bank, Ypsilanti	$200.00
D. Donald Way, Lansing	70.00
Lavanway Motor Co., Eau Claire	40.00
Michigan Fuel & Light Co., Benton Harbor	10.00
Paul Raschke, Chicago	30.00
Farmers & Merchants National Bank, Benton Harbor	25.75
LaSalle Extension University, Chicago	94.00
Doebeli Clothig Co., Benton Harbor	112.00
Simon Style Shop, Benton Harbor	7.50
Square Drug Co., St. Joseph	9.75
Ankli's Grocery, St. Joseph	55.00
Wolf's Market, St. Joseph	18.79
Kasischke Grocery, St. Joseph	17.95
Newland's Furn. Store, St. Joseph	4.00
Troost Bros., St. Joseph	28.50
St. Joseph Music House, St. Josepn	15.00
Dr. F. M. Gowdy, St. Joseph	40.00
Dr. E. L. Keyes, St. Joseph	13.75
No. 2956, the funds for the first meeting	
Potter's Drug Store, St. Joseph	9.45
George Bridgman, St. Joseph	45.00
Chaddock Ins. Agency, Benton H.	13.75

In the matter of William A. Fishel, Bankrupt No. 2652, the first and final dividend to general creditors has been computed at 11.12 per cent.

In the matter of Cal Wells, Bankrupt No. 2956, the fuds for the first meeting have been received and such meeting has been called for August 3.

In the matter of Elizabeth Reidenbach, Bankrupt No. 2957, the funds for the first meeting have been receved and such meeting has been called for July 26.

July 14. We have to-day received the schedules, order of reference and adjudication in the matter of Patrick Donahoe, Bakrupt No. 2962. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo and his occupation is that of a moulder. The schedules snow assets of $200 of which the full interest is claimed as exempt, with liabilities of $4,824. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Ben Cool, Carseland, Alberta, Canada	$1,620.00
R. N. Van Bibber, Beynon, Alberta, Canada	825.00
Dr. Geo. Whitemore, Drumheller, Alberta, Canada	20.00
Jack Sangster, Rosebud, Alberta	130.00
Rosebud Meat Marke, Roosebud, Alberta, Canada	50.00
J. McBryan, Rosebud, Alberta	17.50
G. L. Hanson, Beynon, Alberta	111.00
Dr. Tiffin, Rockyford, Alberta	25.00
Dr. G. E. Coleman, Calgary, Alb.	145.00
Dr. Fred Stocklan, Calgary, Alb.	90.00
Dr. Hynes, LaCombe, Alberta	45.50
Cockshut Plow Co., Calgary, Alb.	60.00
L. A. Phillips, Carseland, Alberta	190.00
W. P. Fredrick, Strathmore, Alb.	175.00
F. B. Drolet, Niles	650.00
Phillipson Clothing Co., Dowagiac	90.00
Thos. R. Doaghue, Dowagiac	300.00
Leo A. Donaghue, Dowagiac	300.00

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In the matter of Quincy Branch, doing business as Quincy Branch Co., Bankrupt No. 2773, the trustee's final report and accornt has been filed and a final meeting of creditors has been called for August 4. The report and account of the trustee will be considered, administration bills paid and a final dividend to creditors declared and ordered paid.

July 17. We have to day received the order of reference and adjudication in the matter of Harry Epstein, Bankrupt No. 2954. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo. The occupation of the bankrupt is that of a merchant tailoring and selling of clothing and men's wear at Kalamazoo. An order has been made to file schedules, as the case is an involuntary case. Mr. M. N. Kennedy of Kalamazoo has been appointed custodian. Upon receipt of the schedules, the list of creditors will be made herein, and the first meeting of creditors will be promptly called.

July 17. We have to-day received the schedules, order of reference and adjudication in the matter of Frederick B. Hackett, Bankrupt No. 2964. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a clerk. The schedules show assets of $150 of which the full interest is claimed as exempt, with liabilities of $4,608. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Harriett Mathews, Grand Rapids	$ 48.00
George Dodson, Grand Rapids	75.00
Thomas Humphreys, Grand Rapids	85.00
Dunham & Cholette, Grand Rapids	150.00
Maude Goward, Grand Rapids	4,250.00

In the matter of Arthur H. Lord, Bankrupt No. 2624, the trustee's final report and account ras been filed and a final meeting of creditors has been called for August 4. Tre final report and account of the trustee will be considered, expenses of administration ordered paid and a first and final dividend to general creditors ordered paid.

In the matter of Elsie L. Gilmore, Bankrupt No. 2846, the trustee has filed his final report and account and a final meeting of creditors has been called for August 4. The trustee's final report and account will be considered, administration expenses ordered paid and a distribution of the funds made as far as the same will permit. There will be no dividends for general creditors.

July 19. We have to-day received the schedules in the matter of William R. Goode, Bankrupt No. 2948. This was an invoiuntary case. The first meeting of creditors will be called promptly, and note of the same made herein. The list of creditors of said bankrupt are as follows:

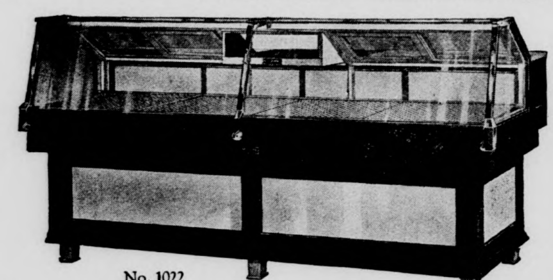
Elsie R. Hannah, Traverse City	$3,000.00
Alemite Lubricator Co., Detroit	148.37
Osborne Co., Newark, N. J.	42.31
Ackerman Electric Supply Co., Grand Rapids	223.71
John R. Santo, Traverse City	291.12
Morley Bros., Saginaw	199.85
J. H. McGough Estate, Traverse City	445.65
Western U. Tel. Co., Traverse City	2.37
City of Traverse City	3.93
Rokos Bros., Traverse City	11.05
T. C. Gas Co., Traverse City	34.82
Mich. Bell Tel. Co.,	11.95
Denny's Battery Sta., Traverse C.	27.49
A. D. Miller, Traverse City	3.15
Arms & Cole, Traverse City	1.71
C. J. Litscher Elec Co., Grand R.	1,135.56
Commercial Electric Supply Co., Detroit	183.82
3 L's Electric Co., Traverse City	62.36
Herald & Record Co., Trav. City	109.77
Cleveland Tractor Co., Cleveland	475.53
Northern Michigan Service Co., Traverse City	26.78
Linde Air Products Co., New York	24.25
Tisch Auto Supply Co., Grand Rap.	383.66
T C. Battery Co., Traverse City	100.00
Vacuum Oil Co., Deroit	128.70
Boyer Campbell Co., Detroit	3.28
Burkhead & Lils, Traverse City	50.00
Detroit Electric Co., Detroit	27.03
Gerlach Barlsjlow Co., Joliett	11.62
Hannah Lay Merc. Co., Traverse C.	93.64
Stark Motor Supply Co., Trav. City	1.80
Mrs. E. R. Hannah, Traverse City	1,207.50
T. C. State Bank, Traverse City	4,805.00

THE OLD NATIONAL BANK

Three generations of uninterrupted service to the men who have built and are building Grand Rapids—this is a record to be considered by the business man who seeks reliable banking connections!

A Bank for Everybody

MONROE AT PEARL NO BRANCHES



No. 1022

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"

McCRAY REFRIGERATORS *for all purposes*

REYNOLDS

Slate-Clad

SHINGLES

"BUILT FIRST TO LAST"

Chuck Oven Roast For Sunday Dinner

A very profitable cut for the fair-sized family to use as an oven roast for the Sunday dinner and one that will give perfect satisfaction provided it is selected with care and prepared properly, is the fifth rib of a five-rib chuck. It resembles the roasts cut from the set of ribs usually utilized as roasts or occasionlly as steaks. The resemblance is particularly applicable to the bone and meat and the amount of fat will be considerably less than if cut from the smaller end of the rib set. The cut will be thicker than the regular rib roasts and a cartilaginous bone will run through the center of it. It may be entirely boned and tied and roasted flat in the pan or the bones may be left in, but the center bone should be removed to make slicing easier. Another popular way to prepare this cut is to remove all the meat above the center bone, leaving the tender lower part for oven roasting. The part removed may be used for stew, chopped meat, boiling or pot-roasting. This manner of preparation is particularly satisfactory when a two-rib piece is cut from the set of ribs at the thick end. The width of the piece then makes it possible to roast it with the bones resting on the pan and it will not have quite so much tendency to fall apart when slicing on the table. The cost of a chuck roast, either a one or a two-rib piece, will not be much more than half as much a pound as the roasts from the thin end of the rib set, but the flavor and tenderness will be about the same, especially if prepared as outlined. It may be interesting to housewives to know that tests have shown that the percentage of lean on a chuck roast is about 64 per cent., fat about 21 per cent. and bone about 15 per cent. This percentage applies to steer chuck ribs of quite fat beef and in the ordinary beef of satisfactory quality the fat content will be four or five per cent. lower. By the way of contrast, roasts from the thin end of the rib set, when of the same quality as the other mentioned, the fat content runs as high as thirty-seven per cent. By a rather singular coincidence the cost of the roasts from the thin end of the rib set is not only much higher per pound than the chuck roast, but the edible portion is much less, which makes the cost as eaten sometimes two and a half to three times as much. If you are trying to save on your meat bill and also get satisfaction try the chuck rib.

Intemperate Meat Eating.

We had occasion to discuss meat eating the other day with a man who claims his health is much improved since he stopped eating meat from the larger animals and confines himself to poultry. His case interested me very much and he talked at length about his former habits. It seems he ate meat in exceedingly large quantities. He said that he thought nothing of eating a large porterhouse steak at one meal alone. He said he would buy several ribs of beef and eat as much as three ribs himself. He said he ate sparingly of vegetables and fruit when he could get all the meat he wanted. Then his kidneys went back on him and his doctor ordered him to stop eating red meat. Since he stopped his kidneys function satisfactorily, he claims. We are not surprised that the doctor told him to eat no meat. We are surprised that he was alive when the doctor called. It is a wonder that he did not drop from sheer body-machine clogging. The worst toper that ever gave atmosphere to a Bowery saloon never practiced intemperance more than this meat drunkard. Eating in such quantities a food so high in protein and excluding from his diet the vegetables and fruits that should have furnished bulk, roughage and carbohydrates was little less than slow suicide. We have investigated other cases where men have claimed better results from less meat and in several of them the facts were about the same, though in most instances less in degree. Such abuse of a wholesome and nutritious food is lamentble and it is fortunate that not many overload the system as the intemperate meat eaters do. If the man I talked to the other day had eaten any other kind of food as intemperately as he ate meat the results would have been just as bad. If we are to enjoy good health we must not practice excessively things that have become habits. In this man's case meat eating had become a habit. He actually became a glutton. We have pointed out again and again that we are not defending the freer use of meat against the opinions of competent physicians, nor do we advise persons who are not well either one way or the other, but we do claim that a sensible amount of meat, together with other healthful foods, is beneficial to any person in good health and gives to the body the essential elements that the system really needs

Handkerchiefs Cut in Size.

Styles in men's silk handkerchiefs for the Fall are largely influenced by the snug-fitting clothes now popular. To eliminate the pocket bulge where caused by handkerchiefs, sizes have been reduced from twenty to eighteen inches and some buyers are now requesting seventeen-inch goods. Soft, light fabrics such as crepe de chine and georgette are also being used in the Fall merchandise instead of habutai in an effort to reduce bulkiness. Despite the reduction in size and the cut in the cost of silk, the popular price of fancy handkerchiefs is now $1.50 and $1, rather than 50 cents, because of the demand for improved quality. Striking designs in blue and maroon predominate.

Fabrics in Juniors' Coats.

In misses' coats and suits the same fabrics which have been popular during recent seasons—bolivias and cashmeres—continue to hold attention for the fall. In children's coats and suits, suedes, velours and bolivias, as well as various novelty cloths, are being given preference, and such embellishments as mandel and opossum furs. A feature which one manufacturer is incorporating in children's coats for fall is said to be meeting with great popularity. It consists of a two-inch turn-up on the inside of the coat. This permits the use of the coat for more than one season in the case of rapidly growing children, since the surplus cloth may be let out as needed.

A Change of Face.

Roger, ordinarily quite a peaceable child, came home after a fight with his new neighbor.

"Why, Roggy, I'm ashamed of you!" mother said sternly. "And I'm certainly surprised at that new boy's fighting. I thought he had the nicest face!"

"Well, he ain't now!" replied Roger reminiscently.

The statement is made that automobile license fees produce more than twice as much money as is required for the upkeep of the highways.

$1,650,000

GRAND RAPIDS SHOW CASE COMPANY

15-Year Sinking Fund Gold Debentures, Due in 1941, at 99½ to Yield

6.05%

The Grand Rapids Show Case Co., with plants in Grand Rapids, New York, Baltimore and Portland, Ore., is the largest manufacturer of store fixtures in the world. Net sales for 1925 were $7,500,000. Total assets less depreciation, over $7,000,000. Net quick assets, $4,200,000. Net income for year ending Nov. 30, 1925, $829,000. Sinking fund calls for annual payments of $172,000.

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.

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—Plumbing and heating business with opening for good furnace man. Best location. Established 18 years. No limit to business. Is leading firm in this line. Reason for selling, age and health. Have other lines. Take as much as you want. Will invoice and sell or rent building. Write for full details. Box 126, Marengo, Illinois. 331

FOR SALE OR LEASE—Fully equipped modern meat market. Cooler, blocks, slicer, meat chopper, counter display cases, scales, etc. Great opportunity for a good butcher. We supply city trade, boats, county farms, etc. Can be had on reasonable terms to right party. Walther Department Store, Bay City, Mich. 324

Bakery For Sale—All modern equipment. Population about 4,000. A good business and growing. Reasonable terms. Write for full particulars, Lock Box 142, Fenton, Mich. 325

For Sale—Grocery stock and fixtures. Cream, egg, and poultry business in connection. Corner location. Store building just redecorated, inside and out. This business is located in one of the best farming districts in Northwestern Ohio. Stock and fixtures at invoice. A real proposition for one who wants a business. Very good reason for selling. Address No. 328, c/o Michigan Tradesman. 328

FIRE AND BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

Tradesman Building

FOR SALE—16-room hotel, doing nice business, fourteen miles from Detroit city limits. Famous for chicken, frog and steak dinners. Billiard, pool room and soft drinks in connection. All furished and in good town. Have lease for four more years at low rent. Will sell cheap for cash. Apply H. M. Fawcett, South Lyon. Mich. 329

WANTED—Good paying GROCERY or GENERAL MERCHANDISE stock in Northeastern or Northern Michigan. Write full particulars. Address No. 330, c/o Michigan Tradesman. 330

FOR SALE—Grocery store and fixtures which will invoice at about $2,900. Good location in live town of 2500. Reason for selling, poor health. Address No. 319, c/o Michigan Tradesman. 319

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

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

CASH For Your Merchandise!

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

ARE YOU SELLING OUT?

Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

Death of Lewis E. Hawkins.

Lewis E. Hawkins, 80, who was one of the pioneer wholesale grocers of Grand Rapids, died Saturday at his home, 473 East Fulton street. He had been in ill health for several years. Surviving are a son, L. Randall Hawkins; a daughter, Mrs. Julia Hawkins March, and a grandson, Louis James Hawkins, all of this city.

Funeral services were held at the home Monday afternoon and burial was in Oak Hill cemetery.

Mr. Hawkins was born in Rhode Island in 1847 and came to Grand Rapids in 1856. He attended the city schools and his first employment was as a clerk in John Kendall's dry goods store. In 1868 he entered the employ of L. H. Randall, pioneer wholesale grocer doing business under the style of L. H. Randall & Co., with T. S. Freeman as partner. He was admitted to an interest in the business, with no change in the style of the firm, this being one of Mr. Randall's ways for the encouragement of young men who showed ability. In 1879 Mr. Randall withdrew to some extent from the business to give his attention to the Farmers and Mechanics Bank, which he organized and which later became the Fourth National and the firm name was changed to Randall, Freeman & Hawkins.

A year later Mr. Randell withdrew from the business and the firm name became Freeman, Hawkins & Co. In 1885, with George R. Perry, Mr. Hawkins purchased the Freeman interest and the firm became Hawkins & Perry. In 1892 Mr. Perry withdrew and Hawkins & Co. succeeded. A year later the business was sold to the Worden Grocer Co.

Mr. Hawkins went to Colorado in 1895 and remained five years. Upon returning he organized the United States Packing Co. and carried on this business for ten years, selling to Sulzberger & Sons Co., later Wilson & Co. He then gave his attention to his real estate and other business interests.

In politics Mr. Hawkins was a Democrat and in the '80s and early '90s was a recognized party leader in local affairs. He never sought personal preferment. The workings of the old caucus and convention system afforded an excitement he enjoyed. The only office he ever held was as a member of the fire and police board, appointed by Mayor E. B. Dikeman in 1887 for the full term of six years.

Mr. Hawkins was one of the organizers of Eureka lodge, Knights of Pythias. He was one of the earliest members of the old Owashtanong club and for many years was a member of the Peninsular club.

He was married in 1870 to Miss Edith Sligh, who died several years ago.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 20—The Worden Grocer Co., having come into possession of the Kent Grocer Co. branch establishments at Lansing and Battle Creek, have decided to remove the stocks to their own buildings in those cities, thus saving a matter of $4,800 per year they would otherwise expend in rentals.

A. T. Monson (Class Mutual Insur- residence at Fremont, is erecting a frame two-story house on Maxwell avenue, East Grand Rapids. The location affords a commanding view of Reed's Lake.

H. A. Torson, Manager of the Herold-Bertsch Shoe Co., has returned from his summer home at Fair Hills on Pelican Lake, Minn. He is spending a day or two this week at the Soo in company with his Upper Peninsula salesman, Mr. Clug, of Mancelona. Aside from the fact that North Dakota is suffering from lack of rain, Mr. Torson says that all the reports he received from the Northwest were very favorable, indicating that stock and grain conditions are better than they have been for years.

Edward A. Withey, 75 years old, died at his home in Fenton July 17, following a general break-down in health. He was engaged as a traveling salesman for more than thirty years. After retiring from the road he engaged in business in Detroit for several years, until three years ago when he removed with his wife to Fenton. He was a member of the Knights of the Grip, United Commercial Travelers, and had been a member of the Owosso Masonic lodge for more than forty years.

Charles Wissner, who has been engaged in general trade at Stronach for several years, has sold his stock and removed to Grand Rapids, where he will engage in the dry goods and house furnishing goods business on Plainfield avenue. His son, who has been connected with the Thomas chain store system in this city for the past year, will be associated with his father.

An important hearing by the Interstate Commerce Commission is scheduled for this month, dealing with the vital question of interstate bus and trucking regulation. Facts disclosed at the sessions will be made the basis for recommendations to Congress for necessary legislation. The extensive use of these commercial moter vehicles has necessitated a revision of existing statutes, as the present laws covering steam and electric roads have been inadequate to meet the rapid increase in motor transportation. Public hearings have been scheduled for thirteen cities, including Chicago, and the fact-finding groups then will digest the information in a series of additional sessions at the National capital.

In addition to controversies between states, the survey of the bus field should include an investigation into the best means of co-ordinating the bus service with that of other common carriers.

Some interesting information relative to the rapid expansion of the bus business has been provided by the National Automobile Chamber of Commerce. Although the bus is comparatively new, it reports that 70,000 of these vehicles are now in regular service. Of this number 28,000 are owned by 6,500 companies, routed in passenger service on fixed schedules, with an average of twenty-five miles a trip, producing a daily average of 250,000 miles of highway traffic. Twenty per cent. of the total are owned by 250 electric railway lines, while thirty-one railroads are using busses in supplemental service. There are 2,500,000 trucks in service, but 80 per cent. of the total are owned by private operators engaged in direct distribution of their own commodities.

Kummerfeld's Cosmetic Water.

Powdered Camphor	6 parts
Acacia	6 parts
Precipitated Sulphur	20 parts
Lime Water	160 parts

James A. Mitchell, meat dealer at Iron Mountain, renews his subscription to the Tradesman and says, "I have saved a great deal by taking your advice on collection agencies."

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Charles Dreifus Co., Detroit.
Neville Steering Wheel & Manufacturing Co., Wayne.
Michigan Chair Co., Grand Rapids.
Furniture City Realty Co., Grand Rapids.
Stone-Hoult Furniture Co., Grand Rapids.
Neller-Harley, Inc., Lansing.
G. S. & G. Specialty Co., Grand Rapids.
Hawthorne Land Co., Detroit.
Park Lane Corp., Detroit.
City Bakery Co., Grand Rapids.
Turbine Auto Washer Co., Three Rivers.
Nielsen Products Co., Detroit.
Selden Holding Co., Detroit.
Fisher Body Corp., Detroit.
Michigan Securities Corp., Grand Rapids.
Center Line Improvement Co., Detroit
Edward G. Budd Manufacturing Realty Co., Detroit.
Holden Hotel Co., Grand Rapids.
Douglas Store Co., Ionia.
L. C. Smith & Bros. Typewriter Co., Detroit.
Waterford Lakes Estates, Detroit.
Harbor Electric Co., Harbor Beach.
Albert J. Martell, Inc., Grand Rapids
Standard Lumber Corp., Detroit.
Rindge-Krekel Co., Grand Rapids.
Lapeer County Press, Lapeer.
Gersting Realty Co., Detroit.
Louis Brawer Co., Detroit.
Muskegon Plumbing & Heating Co., Muskegon.
Franklin Land Co., Detroit.
Castle Theater, Detroit.
Club Aluminum Co., Chicago-Detroit.
Dean Emerson, Inc., Detroit.
Simplex Castings Machine Co., Brightmoor.
Hirth-Krause Co., Grand Rapids.
Lansing Lumber Co., Lansing.
Krass Lumber Co., Lansing.
Liminga Peoples Hall Co., Liminga.
The Hub, Inc., Detroit.
Amendt Milling Co., Monroe.
Caro Water Works Co., Caro.
Log Cabin Land Co., Detroit.
Kell-Oil Heater Co., Coldwater.
Blum Dairy Co., Faithorn.
Turner & Moore Manufacturing Co., Detroit.
Kibbie Fruit Exchange, Kibbie.
Roehm Steel Rolling Mills, Detroit.
Michigan Auto Finance Corp., Detroit
Hinkley Motors, Inc., Detroit.
Vermontville Gleaners' Assn., Ltd., Vermontville.
Joseph T. Dionne Bldg. Co., Detroit.

New Crime Code.

The National Crime Commission, acting through a committee, offers to the bar, the courts, the legislatures and the people the outline of a code for criminal procedure. This seeks to remedy the faults of present codes. The recommendations include safeguards against "third degree" methods in forcing confessions and against the loose and dangerous use so often made of the insanity plea.

Two of the important changes asked would give judges the right, as at common law, to comment on the evidence and to comment also on the failure of a defendant to testify. In all felony cases a five-sixths verdict of the jury would be sufficient to convict, except in cases where death may be the penalty.

The reform of criminal procedure is demanded by the present situation in the half-world of crime, by our laggard courts and by a more or less menaced society.

Allen & Allen, grocers at Niles, say, "We sure appreciate the Tradesman."

Monticello, the home of Thomas Jefferson, has at long last been made a National shrine. This home on the little mountain overlooking the Jefferson estate long since passed out of the family of the author of the Declaration. For years efforts have been made to raise the necessary $500,000 for its purchase. It is now, as it should have been a generation ago, dedicated to the Nation. As a truly National shrine it has a place with Mount Vernon, that other Virginia homestead, in the heart of the people. Bought by National subscriptions and dedicated with patriotic ceremony on the 150th anniversary of the master work of its builder, it is more than the home of Thomas Jefferson. It stands as a memorial to a great American and a great apostle of democracy.

Girdling of the globe in twenty-eight and a half days, a whole week under the best previous record, brings up in new form the old question asked in regard to race horses. If Phineas Fogg of Jules Verne's "Around the World in Eighty Days" had had the advantage of airplanes, would he not have done as well as Messrs. Wells and Evans? The question is as unanswerable as its prototype regarding the record Maud S. might have made if she had had a pneumatic-tired vehicle to pull instead of the old-fashioned high-wheeled sulky. But the honor of breaking a record must go to the one that does the breaking, regardless of what a former champion might have done if he had had the chance.

Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.