

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 4, 1926

Number 2237

YESTERDAY is a dream and to-morrow is a vision, but to-day well lived makes every yesterday a dream of happiness and every to-morrow a vision of hope. Look well, therefore, to this day. Such is the salutation of the dawn.





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

Standard Oil Company
[Indiana]

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

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in advance.

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advance.

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payable invariably in advance.

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issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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

OLD GRANNY IN GUMPY MOOD

With its flair for digging up discussions which just suit the taste of its readers, the Atlantic Monthly has now presented to them a teasing article called, ironically, "Home!" It presents the sins of American habit which strike an American returning after long residence abroad.

The writer indicts us as being noise crazy, and heaven knows that he is accurate when he compares advantageously the quiet of a Piccadilly bedroom to that of any resting place in any American city. He says that we try to standardize our lives and dress; that we do inconceivably grotesque things like barring Lady Cathcart; that we legislate on the teaching of history and evolution; that our country people are no longer living simple lives; that we make and spend too much money; that our young people "pet"; that crime is rampant, and so on.

Most of the statements which this homecomer makes are accurate. Yet they are really far less true than they seem, because they take form from their entire sympathy with the point of view of their readers. That is, they present, with some irritability, the wishes of a rather nice, fastidious, old-fashioned conservatism. They hardly preserve that sense of proportion which a detached mind must have.

For instance, the quiet of a Piccadilly bedroom is utterly desirable. Yet it is hardly fair to slip easily by the fact that there was no running water in the entire suite. American cities may be afflicted with the curse of a nosy transportation system, but they can offer plumbing comforts such as no other non-American city can even approach.

In the same way, many of us acquired a mischievous pleasure over the Cathcart incident for the very reason that the Homecomer condemns it. We knew that it was wholly American,

that it could not possibly happen anywhere else and that it could not fail to make Europe "mad", as did the delightful Yankee queries of Mark Twain in "Innocents Abroad."

The irony of the Atlantic's article lies in the fact that its author is unconsciously committing almost the greatest of the sins for which he indicts us. He is trying to standardize nations, just as he says we are trying to standardize individuals.

He would have us live in quiet, just as Piccadilly does, giving up a habit of bustling noise that may be hateful but is our own. He would have our country folk turn into a contented English peasantry. He would not permit the carpenter the finely courageous adventure of buying a new automobile. He would put Flaming Youth back into the fetters of Victorianism.

In short, this homecoming gentleman, if given half a chance, would at once be a Puritan reformer and standardizer in the most orthodox American fashion. He might benefit, it seems to us, by extending his stay in England. With further quiet on Piccadilly, he might eventually absorb something of the very real, if somewhat condescending, tolerance of the Englishman.

CANNED FOODS QUIET.

While an occasional item is causing buying interest, the general line of staples is in routine demand and is apt to be so until fall, when retailers begin to add to their stocks. So far that interest has been less than normal and wholesale grocers have been slow to anticipate their needs in many of the volume canned food packs.

Buyers have no keen interest in spot stocks beyond covering obvious shortages and find it necessary to interview sellers at certain hours daily or on specified days. They are more interested in specific offerings for prompt delivery than for the general line.

The decline in Alaska salmon prices after new pack prices were named has tended to limit buying until the market has become more stabilized. Reds have been taken as there is always a smaller pack than of pinks. The latter promise to be in liberal supply and many factors think that they may do better than \$1.35 Coast if they wait a while. There has been little or no buying of Maine sardines after the recent advance as the trade stocked up at the old basis for shipment from the factory before the end of July. Shrimp, tuna and other packs are in seasonable jobbing demand.

Worth while buying interest in new pack major vegetables is lacking. Peas are being taken more liberally than corn or tomatoes, as in fact the last two named are in nominal demand.

The pea pack is reaching its end and while known to be shorter than the last two years there is no knowledge as to what the output will be any more than there is as to the extent of the carryover.

TOO MUCH PERSONALITY.

Of the numerous reasons advanced to explain the overwhelming preference for men over women as radio announcers one is of special significance. A woman's voice on the radio, it is suggested, has too much personality. If the audience could see the owner of the vibrant tones it might be delighted, but it doesn't care for the colorful voice floating through the air like a ghost. The possibility of too much personality is unthinkable. If there can be too much of this supreme human quality for the radio, then the radio has a very decided limitation. To some extent the moving picture is in the same category. Thus the stage retains a unique advantage over its new and lusty rivals, for it is the home of personality. Nor is it easy to see how it can be dispossessed of this advantage by any second-hand or long-range method of appeal, however interesting that appeal may be in other respects.

There are steadily increasing evidences that this country is assuming a position of leadership in architecture. The most significant indication is that relatively few American students of architecture now go to the Ecole des Beaux Arts in Paris. France is sending her students to America to observe and draw inspiration from our architectural progress. Authorities in France are considering a plan of architectural scholarships by which French students may study in this country. There are twenty-two accredited architectural schools here, and not a few colleges have come to realize that applied art is a cultural necessity and are introducing architecture into their curricula. Here is one of the strongest indications of a change in national tendency. Materialism in construction is giving way to the influence of art. France recognizes that the standard of excellence in architecture is always predicated upon the standard of national appreciation.

Senator Smoot of Utah believes Americans should not visit France unless and until the French people show proper courtesy to this country's tourists. In his opinion, a people that spend \$500,000,000 a year in France ought not be insulted, and as for the Senator himself, he will not set foot in France until there is a change in French feeling. Senator Reed of Pennsylvania has gone even farther in advocating a boycott of France by American travelers. Such talk has

had little or no effect. Recently, on a single day, about 9000 Americans sailed for the Old World. Nor should it have any effect. The French people are now alive to the danger of such outbursts as those of a few weeks ago against Americans. In fact, they are rather ashamed of them. Counter-resentment to such folly on this side will merely stir more resentment and more trouble on the other.

When is a meal not a meal? When it is eaten by an American. This is evidently the feeling of New York chefs as they see their artistic gastronomic creations treated as so much mere food. To bolt a dish is like bestowing a hasty look upon a picture or a statue. It isn't fair to either the artist or the consumer. Not the eating but the manner of the eating is what counts. Why should a chef spend his talents upon a meal which is devoured rather than absorbed with leisurely appreciation of its appeal to the connoisseur? The answer to this question is disturbing the chefs not a little, for continued lack of intelligent criticism is enough to kill any art, even the art of cuisine. If we are ever going to make culture hum, as we used to assure foreign observers we intended to, we might as well begin at our next meal.

Even scholarship loses some of its austerity in the summer. What could be more "human" than a barbecue prepared by professors and served on the campus for the delectation of their students? If this isn't bringing life and learning together, it would be interesting to know what would be. The episode, which was staged by New York University, may or may not be copied elsewhere — Kentucky colleges, one would think, would hasten to reproduce it, unless barbecues are an old story with them, as with their politicians. But the particular form taken by this summer-school humanization of learning is of minor importance. Let every college or university develop its own individual way of showing that hectic weather only increases the thirst for knowledge.

Esperanto has held its own for nearly thirty years among the many attempts to devise an international language and questionably maintains the lead in its own especial field. But its progress hardly justifies the demand for its admission to the public schools as a supplemental tongue for all pupils. The enthusiasts for Esperanto are strong in their optimism regarding its spread and its usefulness; but it has an uphill road to travel before it can claim an established place among the languages of the world.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Beware the enterprising gentlemen who offer lots at Muscle Shoals for amounts running as high as \$7,500. The lots, as it happens, are assessed at only \$40. To some victims, although doubtless very few, the sting of the deception will lose part of its sharpness in their admiration of the creative imagination of the exaggerating salesman. To transform a hamlet of forty-two voters into a city of vague but growing proportions is not a feat that would occur to everybody. Their success is definite evidence of the impression that Muscle Shoals has made upon the mind of the average American. If anything had been lacking in impressiveness, it would have been supplied by Henry Ford's bids for the place. No wonder people fell for the chance to invest in a bit of ground at Muscle Shoals. How could anybody go wrong in buying a lot in a community which was coveted by the Detroit magician?

Edward H. Mayes, an individual broker, sold some property of the Meyering and Hopwood Land Co. with guarantees of re-sale in a short period of time with a large profit to the buyer. Unfortunately for Mayes some of the guarantees were in writing and signed by Mayes himself. All the parties in the transaction were requested to walk chalk, and upon learning the facts the Meyering & Hopwood Land Co., promptly made full restitution, including the commission which it had paid Mayes on the sale of the property. Mayes did not appear at the conference nor at the subsequent hearing before the Michigan Securities Commission at which time he was cited to show cause why his license should not be revoked.

The Greater Muskegon Chamber of Commerce sends out a warning notice against a man named R. A. Snyder, who opened a real estate "investment" office in Muskegon, operated a few days, and left. He is said to have passed many bad checks through the State.

A. A. Baffetti, proprietor of the late Baffetti Vulvanizing System, has left Detroit, according to students' reports.

Baffetti was convicted in Recorder's Court for violating the State Advertising Law. The case was tried for the State by Assistant Prosecutor Duncan McCrea, before Judge Boyne. Before sentence could be imposed, Baffetti had disappeared.

Baffetti's offense consisted in running advertisements for men to operate vulcanizing plants. His plan was to charge \$75 for the "training course," which sum was to be returned when the student took over a vulcanizing station for Baffetti. Qualification for taking over the station required the filing of a surety bond, under provisions which insurance companies would not accept as they made the bond almost certain of forfeiture.

Hence the student failed to "qualify" and of course Baffetti kept the money.

Since the Tradesman's report on the Teapot Land and Oil Co., two additional circulars have come to light, both of which depict the company's holdings as in the center of a teapot drawn about them. No holdings, however, in spite of the misrepresentations contained in advertising matter, were within Teapot Dome. One of the circulars contains photostatic letters from various prominent Detroiters and residents of Michigan, each of which purports to endorse the scheme, and one of which describes the project as "safe and sound as the rock of Gibraltar." State Senator E. J. Curtis, in charge of state sales for the company, is reported to have retired from the brokerage business.

The alleged First Investment Savings Bank, of Detroit, operating under the direction of John S. Langley, as President, and defendant in a quo warranto suit instituted by the State of Michigan, has, it develops, been employing lottery lure to get new accounts.

Prospective "depositors" were given cards on which it was represented that a drawing would be held and the lucky "winner" would be given a set of dishes. In many, if not all, cases these prospects were declared winners, and with this as an additional incentive, opened "accounts." In many cases the dishes promised were not delivered and complaints continue to be received that depositors are unable to withdraw their money.

Meanwhile, on motion of local attorneys representing several depositors Circuit Judge George P. Codd has appointed Oscar Riopelle, attorney for the First Investment Savings Bank, as receiver. Up to the time of going to press, Mr. Riopelle has not qualified, nor have audits of the company's affairs, promised by Langley, come to light.

Although the Court has enjoined Langley and the First Investment Savings Bank from disposal of its assets, it is reported to the Bureau that new "accounts" are being solicited. Langley is still under indictment at Galena, Illinois, for selling stock in the now defunct Great Lakes Finance Corporation, allegedly in violation of the laws of that state.

Even die-hard supporters of the Irish Republic are having to restate their position, as the process is elegantly termed. Eamonn de Valera announces his recognition of the fact that the phantom republic is just that. The only hope he sees is in the election of Irish Republicans to the Free State Parliament, there to work "without compromise and without commitment for the complete independence of Ireland." This policy does not suit Mary MacSwiney and her followers, who are sure that the republic lives—somewhere. Miss MacSwiney virtually concedes its phantom character, however, when she declares that the Irish people have reverted to a condition of cowardice and slavery. These are harsh words, but their utterance is an admission that the Irish Republic is a rhetorical expression. It is the Irish Free State that lives.

Dealers everywhere are profiting by this increase in coffee sales

Nearly 300% increase in less than five years!

Steadily, irresistible—the growth in demand for this one coffee is making new records.

Already for many years the largest selling high grade coffee in the world, Maxwell House Coffee has shown an amazing growth in the last few years.



It has a record of helping

"Good to the last drop"

dealers to build new business that is clearly unequalled.

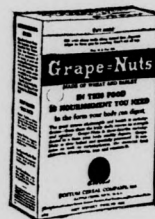
The largest advertising campaign ever put behind any coffee is supporting Maxwell House.

Put Maxwell House Coffee in your windows and take advantage of the big opportunity it offers. We will supply attractive display material free.

Cheek-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles.

MAXWELL HOUSE COFFEE

TODAY — *America's largest selling high grade coffee*



The Grape-Nuts

Salesman's method of making consumer sales in the dealer's store makes a bigger percentage of permanent customers and repeat orders for the dealer—and the wholesaler profits, too!



Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 29—We have to-day received the schedules, order of reference and adjudication in the matter of Merle P. Gamber, Bankrupt No. 2968. 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 laborer. The schedules show assets of \$100, of which the full interest is claimed as exempt, with liabilities of \$12,485.74. 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:

Shank Storage Co., Grand Rapids	\$ 35.00
Nellie Kenedy, Iowa City, Iowa	100.00
Klingman Furn. Co., Grand Rapids	171.00
Heyman & Co., Grand Rapids	225.00
Hesse's, Grand Rapids	42.56
Thomas Nelson & Sons, New York	97.50
Dood Meade & Co., New York	100.00
Encyclopedia Britannica, New York	45.00
Grinnell Bros., Grand Rapids	600.00
Dr. L. E. Sevey, Grand Rapids	10.00
P. F. Collier & Son, St. Louis, Mo.	24.00
Nelson & Bowen, Iowa City, Ia.	35.83
Triangle Auto Supply Co., Iowa City, Iowa	24.75
Brenner's, Iowa City, Iowa	62.00
C. E. Anderson, Cedar Rapids, Ia.	51.50
Carl Stach, Iowa City, Iowa	13.55
Spencer's Harmony Hall, Iowa City	55.00
Williams Iowa Supply, Iowa City	41.30
Dr. H. M. Blackburn, Grand Rapids	12.00
Drs. Grand & Huizenga, Grand R.	16.00
Butterworth Hospital, Grand Rap.	111.00
Paul Steketee & Sons, Grand Rap.	60.56
Deneckes, Cedar Rapids, Iowa	60.88
Frank J. Wicks, Iowa City	15.36
W. A. Gay & Co., Iowa City	11.90
L. D. Sibert, Chicago	30.00
Whetstone Drug Co., Iowa City	15.62
Smiths Cafe, Iowa City	8.50
Rowe Hotel, Grand Rapids	43.33
Rieses Book Store, Iowa City	10.40
McHugh Postema Bootery, Grand Rapids	7.50
Boston Store, Grand Rapids	103.15
Oscar Levy, Grand Rapids	103.00
Dane & Witters, Grand Rapids	20.94
Johnson County Bank, Iowa City	10.00
Dr. Horac J. Beal, Grand Rapids	2.00
Dr. B. R. Corbus, Grand Rapids	6.00
Dr. L. C. Bush, Grand Rapids	100.00
Dr. John R. Rogers, Grand Rapids	50.00
Dr. V. M. Moore, Grand Rapids	10.00
Dr. O. H. Gillett, Grand Rapids	8.00
Dr. W. L. Dixon, Grand Rapids	3.00
Raymer's Book Store, Grand Rapids	16.00
Houseman & Jones, Grand Rapids	6.00
Jordan & Jordan, Grand Rapids	6.00
White & White Pharmacy, Grand Rapids	10.00
Tower & Co., Muskegon	49.00
W. D. Hardy & Co., Muskegon	24.50
Kranthelm Jewelry Co., Muskegon	10.50
Herkner's Jewelry Co., Grand R.	10.00
New Republic Pub. Co., New York	6.50
Ronald Press Co., New York	7.50
G. B. Tuxbury Agcy., Muskegon	180.00
Eberhard's Grocery, Grand Rapids	7.00
Ingalls Swisher, Iowa City	40.00
Mrs. Earl Bigham, Stanton	3,500.00
Mrs. W. P. Gamber, Grand Rap.	3,500.00
W. U. Tel. Co., Grand Rapids	4.50
Kent State Bank, Grand Rapids	204.50
John J. Ferringa, Grand Rapids	3.70
Jandorff's, Grand Rapids	4.90
First Nat. Bank, Iowa City	345.00
Johnson County Savings Bank, Iowa City	146.00
Dr. Geo. C. Albright, Iowa City	408.00
Geo. Scanlon, Iowa City	191.00
Iowa City Battery & Electric Shop, Iowa City	153.45
Smith Motor Co., Iowa City	180.00
Galewood Wyoming State Bank, Grand Rapids	30.00
G. R. Savings Bank, Grand Rapids	54.00
Paul Cholette, Grand Rapids	25.00
E. D. Bosworth, Battle Creek	138.00
White Furn. Co., Iowa City	230.00
Mercy Hospital, Iowa City	118.00
Hannish & Krussman, Grand Rap.	12.50

July 29. We have to-day received the schedules, order of reference and adjudication in the matter of Leonard Van Singel, Bankrupt No. 2969. 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 laborer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$542.57. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the creditors of said bankrupt are as follows:

Harry J. Broomhall, Kalamazoo	\$358.00
Val. Blatz Brewing Co., Milwaukee	34.00
Kelley Ice Cream Co., Grand Rapids	100.00
Woodhouse Co., Grand Rapids	5057

July 29. We have to-day received the schedules, order of reference and adjudication in the matter of Carl H. Broom, doing business as Central Shoe Store, and also known as Carl Brown, Bankrupt No. 2970. 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 clerk. The schedules show assets of \$1,750 held by the bankrupt and his wife which is claimed as exempt, with liabilities of \$1,860.81. 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:

Kalamazoo Loan Co., Kalamazoo	\$297.11
Home Furnishing Co., Kalamazoo	110.25
Ainsworth Shoe Co., Toledo	186.23
H. Brandt & Sons, Chicago	162.35
Herold-Bertsch Shoe Co., Grand R.	244.05
Cambridge Rubber Sales Corp., Chicago	57.60
Central Shoe Co., St. Louis, Mo.	210.00
Faultless Silk Hosiery Corp., Washington, D. C.	17.51
Field Electric Shop, Kalamazoo	88.60
Hoosier Shoe Co., Coldwater	192.20
Mann & Longini Shoe Co., Cincinnati	69.70
Marion Rubber Co., Marion, Ind.	24.40
Phoenix Shoe Mfg. Co., Milwaukee	50.00
E. G. Shawaker Co., Toledo	10.41
Simmons Boot & Shoe Co., Toledo	48.71
Tomahawk Shoe Co., Tomahawk, Wis.	91.69

July 29. We have to-day received the schedules, order of reference and adjudication in the matter of Percy Fritz, Bankrupt No. 2971. 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 laborer. The schedules show assets of none with liabilities of \$457.82. 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:

Liberal Clothing Co., Grand Rapids	\$ 4.53
Prange Family Store, Grand Rapids	30.05
Riverview Furn. Store, Grand Rap.	23.50
J. P. Dooge, Grand Rapids	6.00
E. G. Curry, Grand Rapids	15.00
Anderson Bros., Grand Rapids	8.60
Guy Hagenbaugh, Grand Rapids	5.50
Consumers Market Co., Grand Rap.	54.00
Burton A. Springs, Grand Rapids	25.00
Cecil Geer, Grand Rapids	20.12
Frank Fraught, Grand Rapids	11.00
D. J. Shafer, Grand Rapids	98.87
C. Geelhoed, Grand Rapids	12.00
Dr. Moen, Grand Rapids	5.00
Dr. Klenstecker, Grand Rapids	10.60
Dr. Alden Williams, Grand Rapids	4.00
Republic Garage, Grand Rapids	6.87
Van't Hof & Blak, Grand Rapids	10.00
Exide Battery Shop, Grand Rapids	8.00
Mrs. McDonald, Grand Rapids	22.50
Dr. M. S. Ballard, Grand Rapids	5.00
Ed. P. Gillett, Grand Rapids	23.00
National Clothing Co., Grand Rap.	6.00
Sign Gonon, Grand Rapids	3.00
Hartman Furn. Co., Chicago	39.75

Irish Grade Produce More Carefully.

Dublin, Ireland, July 30—The carelessness of Irish exporters of eggs and butter has in the past resulted in a depreciation of Irish produce on the British markets. Taking a lesson from Denmark, the Irish government has passed legislation enforcing standardization of packing and grading of eggs, cleanliness and care in the manufacture of butter, and the use of efficient and up-to-date machinery.

The result is a decided improvement in the quality of the shipments now reaching the British market and a corresponding increase in price. With better marketing arrangements—if the leaders were to follow the lead of New Zealand, Australia and other countries where export control boards have been formed—Irish produce would, on account of its freshness and purity, top the British market. The Irish farmer has at his door an immense consuming center, which he would do well to develop judiciously.

End All Meals With Fruit.

London, July 30—Sir Harry Baldwin the King's dentist, says that in animal tissues the great store of vitamins is in the internal organs, particularly in the liver. Muscle meats contain but little. The same is true in nearly all fish. Even carnivorous animals in captivity cannot subsist healthily on muscle meat alone.

"For many years," he says, "the lions in the London zoo were fed on horse flesh. The young lions suffered always from cleft palate, and were so crippled by rickets that they were useless. Later on, when they were given whole rabbits and other small animals, and, therefore, had the benefit of consuming the internal organs, they developed perfectly, and no longer had cleft palates nor rickets."

Sir Harry's advice is, "Finish all meals with fruit. A dessert of sweet biscuits or chocolates is the worst that can be devised."

A Trust For Yourself



MANY THINK OF A TRUST AS SOMETHING which is to take effect only after the death of the maker.

You can establish a Trust for yourself, with The Michigan Trust Company, which will enable you to be free from business details to whatever extent you may desire.

You prescribe the details of the Trust agreement and this company with its trained executives and organized personnel, backed by all its resources, becomes YOUR organization.

Your investments will be taken care of intelligently; taxes, rentals and other details will receive prompt attention, and everything relating to your estate will be cared for by an organization trained to look after just such matters.

You will be free to dispose of your time as you please; knowing that, added to your own business ability is an organization which, for nearly forty years, has been doing successfully for many others what it stands ready to do for you to-day.

The Trust agreement may be made revocable and may be changed from time to time to suit varying conditions.

And all the time it is in force your business matters will receive the benefit of the combined judgment of a group of successful business men who will regard your welfare as their own.

It will be a pleasure to discuss with you the plan which would combine our experience with yours to relieve you of detail and leave you free to dispose of your time as you might elect.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

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

MOVEMENTS OF MERCHANTS.

Holland—M. J. Fokkert succeeds James Van Ry in the grocery business.

Walloon Lake—C. B. Lott succeeds W. H. Wilson in the grocery business.

Martin—Roy Chapman succeeds Bert Noustrand in the grocery business.

Interlochen—R. J. Beidler succeeds Bruce Cole in the grocery and confectionery business.

Grand Rapids—The Paint & Glass Co., has changed its name to the Furniture City Paint & Glass Co.

Mt. Pleasant—The Chatterton Elevator Co. has changed its name to the Mt. Pleasant Produce Co.

Coloma—The Southern Michigan Products Co. has been organized to deal in cider, vinegar, pickles and farm produce.

Iron Mountain—The Triangle Service Co., auto accessories, gasoline, etc., has increased its capital stock from \$6,000 to \$20,000.

Martin—Vander Molen's Grocery has sold its stock and store fixtures to C. Pierce & Son, of this place, who took possession Aug. 2.

Detroit—The General Necessities Corporation, 2457 Grand River avenue, has increased its capital stock from \$5,000,000 to \$6,000,000.

Lansing—The Robert Grieve Tire Co., 407 West Lenawee street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Red Jacket—The Keckonen Hardware Co., has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Battle Creek—Boyd Redner, 83 years old, well known Dowagiac merchant and former wholesale grocer in this city, is dead. The body will be brought to this city for burial Thursday. The deceased was well known in State grocery circles.

Detroit—Worthmore Dresses, Inc., 1119 Farmer street, has been incorporated to conduct a retail business, dealing in garments for women, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—Stark Hickey, Inc., 8926 Grand River avenue, has been incorporated to deal in automobiles, accessories, parts, etc., and to conduct a retail store, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—Alex Goldsmith has merged his fruits and produce business into a stock company under the style of Alex Goldsmith & Co., 2607 Russell street, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Three Rivers—Edward J. Buys, dealer in clothing, has merged his business into a stock company under the style of E. J. Buys, Inc., 143 St. Joseph street, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Grand Rapids—The Van Leeuwen Dry Goods Co., 237 Fulton street, W., has merged its business into a stock

company under the same style with an authorized capital stock of \$85,000, all of which has been subscribed and paid in, \$200 in cash, and \$84,800 in property.

Escanaba—Escanaba has issued permits for buildings valued at \$275,000 this year. At the present time there are seventeen buildings under construction with an aggregate cost of \$257,200, according to applications on file in the office of City Clerk Carl E. Anderson.

Grand Rapids—The Sanitique Corporation, 411 Michigan Trust building, has been incorporated to deal in detachable upholstery covers, at wholesale and retail, with an authorized capital stock of \$5,000, of which amount \$2,500 has been subscribed and paid in in cash.

Manistee—Peter Friske, grocer here for the past forty-six years, died July 28 as the result of pneumonia at the age of 72. He was a picturesque character in the industrial section of the city, where he built one of the first buildings, and had long been a civic power in the ward.

Owosso—The firm of C. Z. Robison and Co., conducting a retail dry goods store at 104 Washington avenue, has filed, through its secretary, C. Z. Robison, a voluntary petition for bankruptcy in the U. S. Court at Bay City. The scheduled list of liabilities is \$7,580.20, with assets of \$5,251.

Hastings—The Akme Corporation has been incorporated to deal in farm appliances, with an authorized capital stock of \$20,000 preferred and 8,000 shares at \$1 per share, of which amount \$5,000 and 6,000 shares has been subscribed and paid in, \$600 in cash and \$10,400 in property.

Detroit—The Michigan & Kentucky Coal Co., 5-208 Gen'l. Motors building, has been incorporated to conduct a wholesale and retail coal business, with an authorized capital stock of \$30,000 preferred and 300 shares at \$1 per share, of which amount \$20,000 and 300 shares has been subscribed and \$20,300 paid in in cash.

Niles—Paul C. Fisher, C. Hannah and Mrs. M. Hannah have engaged in the drug business in the corner store of the Four Flags Hotel under the style of the Royal Drug Co. The fixtures were furnished by the Hazeltine & Perkins Drug Co. Mr. Fisher, who has about a dozen years' experience in other drug stores in Niles, is manager of the business.

Kalamazoo—Charged with selling butter under weight, Fred E. Stafford, Galesburg creamery man, was fined \$100 and \$2.50 costs in municipal court last Thursday. The arrest was made by Louis Strong, head of the bureau of weights and measures at Lansing. Stafford's pound cartons of butter were found to be under weight when the inspector made an examination last week. It is the second time the man has been arraigned on the under weight charge.

Manufacturing Matters.

Kalamazoo—The Acme Machine Products Co. has increased its capital stock from \$120,000 to \$260,000.

Grand Ledge—The Stago Co., Inc., manufacturer of auto primers, has in-

creased its capital stock from \$12,000 to \$50,000.

Detroit—The Wolverine Name Plate Co., Inc., 1310 Maple street, has increased its capital stock from \$12,000 to \$25,000.

Detroit—Burr, Patterson & Co., 2301 Sixteenth street, manufacturer of jewelry, has increased its capital stock from \$50,000 to \$90,000.

Detroit—The Superior Radiator Shield & Enameling Co., 3921 Grand River avenue, has changed its name to the Superior Radiator Shield Co.

Howell—The Wayne Soap Co., of Detroit, has bought a 60 acre farm located Northwest of Howell and will utilize the place for factory purposes.

Detroit—The Standard Refrigerating Co., 1806 Gratiot avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$12,000 paid in in cash.

Detroit—Higgins Laboratories, Inc., 1560 Broadway, has been incorporated to manufacture and sell beauty parlor equipment, with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in property.

Belleville—The Belleville Engineering Works, has been incorporated to manufacture and sell smoke consumers and to do a general foundry business, with an authorized capital stock of \$30,000, \$23,500 of which has been subscribed and paid in in cash.

Bay City—The Kuhlman Electric Co., manufacturer of power, distribution and street lighting transformers, announces the establishment of a factory office at 3-260 General Motors building, Detroit. Richard P. Johnson will have charge of this office.

Adrian—The new factory building of the Anchor Concrete Machinery Co. will be completed within thirty days, while the new office building will be occupied about Oct. 1, the executives and sales organization of the company then vacating Columbus, Ohio, for their new headquarters in Adrian.

Detroit—The Annite Products, Inc., 302 Detroit Railway & Harbor Terminal Warehouse building, has been incorporated to manufacture and distribute Annite products (soap powders) with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$500 in cash and \$9,500 in property.

Three Rivers—The Wells Manufacturing Corporation, 315 7th avenue, has been incorporated to manufacture and sell electrically driven meat saws and other meat market supplies, with an authorized capital stock of \$10,000, of which amount \$5,1010 has been subscribed, \$75 paid in in cash and \$4,225 in property.

Lansing—Every member of the Lansing Real Estate board canvassed to purchase stock in the Hunt Showcase Co., which Lansing interests are trying to move from Detroit to Lansing, bought some of the securities, according to the Chamber of Commerce committee backing the stock solicitation. Capital stock to be sold totals \$300,000, part of which will be taken by the Hunt interests themselves.

The button that comes off is the one you are depending the most upon.

Fat Meats and Quality.

In talking on the disadvantage to consumers when meat cuts of special weights are demanded the matter of fatness naturally crept into the talk. Since it is not possible to discuss weight and fatness comprehensively in the few minutes usually given to these talks it seems advisable to give the matter of fat meat special place. Generally speaking, beef, veal, lamb, mutton and pork are better when they are not lean. This does not mean that no part of the carcass can be lean and still of good quality, but the carcass itself normally carries considerable fat when the animal is well fed before slaughter. This is particularly true if grain was an important part of the ration when the animal was prepared for market. With a relatively heavy crop of good corn in the country this year, and since about 85 per cent. of each year's corn crop is fed to livestock, meat interests are very much concerned because fat meat is discriminated against to such an appreciable extent, especially among young boys and girls. We sometimes feel certain that the discrimination practiced in the wholesale markets is due to the retailers not properly understanding the requirements of the home, and we feel that the average housewife does not worry as much about a little more fat on one ham than another, providing the ham is delicious when served. Since it is true that real high quality meat cannot be obtained except from reasonably fat animals, and since the average housewife wants her meat of high quality, we have confidence that if a proper effort is made no real embarrassment will result from the well-fed animals this year although they carry some excess fat. If we are right in this supposition let your dealers know that you are looking for quality, and that you are willing to take the fat that normally comes with such meat. One thing is certain, and that is that you will have to pay for the fat one way or another, and so if you are going to pay for it, why not get it. If it cannot be consumed in its entirety on the plate there are many other ways in the home for its utilization. In fact, it is in the home that practically all of it will be consumed, anyway. If you are buying a ham and it possessed high quality, we feel sure an ounce more fat will not be important.

Humorous signs have no place on automobiles. The multiplying of tags on a fast moving car has a tendency to defeat the object of the licensing plates. It is most important that there should be no other distinguishing marks on these vehicles than those prescribed by law. Every careful driver knows that the playful automobilist is the most dangerous on the public highway, and the one most likely to speed up after an accident rather than the one who will remain to render assistance. A distorted sense of humor is a menacing thing on a crowded thoroughfare.

First thing we know, the traffic laws will have to be extended to the North pole.

Essential Features of the Grocery Staples.

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

Tea—The firmness which developed in primary tea markets recently, chiefly Formosa, China and the better grades of India, Ceylon and Java, is beginning to have an effect in this country. Pingsueys are showing pronounced tendencies upward. Unfavorable growing conditions and various other causes are making tea very firm in the countries where it is produced. The markets on this side are quiet, and nobody is seeming to want to anticipate his wants, but the undertone is at present very strong.

Coffee—The daily cables from Brazil during the week have been without any particular feature, and in consequence the market is about where it was a week ago. There has been some unfavorable crop report from Brazil, but this had but little effect in this country. If there is any change in the price of Rio and Santos coffee, it is in the way of a slight decline throughout the list of Rio and Santos, green and in a large way. Milds have shown no change for the week. The consumptive demand for coffee is very fair. The jobbing market for roasted coffee is about unchanged.

Canned Fruits—Spot fruits are firm in everything but pears which are steady. There is a fair demand.

Canned Vegetables—Wisconsin has concluded the Alaska pea pack with estimates varying from 50 to 65 per cent. of normal. Some canners are reported to be buying standards to complete their contract deliveries. Quality is said to average better than last year. Although the local trade is not protected by future contracts it is buying cautiously up-State, in Wisconsin and in the South. There is a fair demand for serviceable spot peas. Spot tomatoes are unsettled and as they are not moving any more than in average volume factory buying is not important. New pack corn and tomatoes are more or less neglected.

Dried Fruits—An assortment of new crop apricots is now available and the shortage existing before the fruit began to come in has been pretty well supplied, although there has been so far only a limited amount of Northern and Blenheims here. The high cost of the first shipments has held up spot prices, and as there is no heavy movement beyond actual covering of imperative needs, buying for Coast shipment has been light. The market at the source is easier, but not lower, nor are goods pressed for sale. Peaches are also easier in California. Buyers have taken the fruit for prompt shipment when ready and have quoted out on a delivered basis for September, New York. The spot market has been abnormally high, due to scarcity of offerings, and the outlook is for a sustained market until there is a surplus of new crop available here in early fall. As the trend of the market later on is uncertain, buying at the present high Coast costs is light. Seeded and seedless raisins on the spot are developing more firmness, as there are barely enough for normal outlets until sup-

plies are increased by new goods. The scarcity of seeded is pronounced, which turns the trade to seedless. New crop has been bought conservatively and continues to be taken from the association and independent packers. Spot California prunes are in seasonal demand for domestic outlets. Export buying is light, as goods for deferred shipment were taken a short time ago. Opening prices on new crop are due in the near future and it is believed will be at about last year's basis. Old crop Oregon prunes are in fair demand, but new prunes are being neglected. Some packers have withdrawn and others see no way of lowering recent quotations.

Canned Fish—Pink salmon is weaker and it is comparatively easy to buy at shaded figures. Buyers believe that the price some of the packers are trying to get for pink salmon is entirely too high to make it a popular retail seller. Red Alaska salmon is needed to some extent, but not in any large way. Red Alaska salmon is too high to sell well at retail. Chinook salmon is strong and wanted. Maine sardines advanced 15 cents a case last Monday, but most buyers had anticipated; this will make business dull for some time. Both lobster and crab meat are firm and wanted and so is shrimp.

Salt Fish—The demand for new shore mackerel has been very good during the week. Considering the season, there is going to be a large pack and the market is not unduly strong. The first crop Norway mackerel are now obtainable, but Irish mackerel are very scarce. The prices for other salt fish are unchanged.

Cheese—Cheese has sold very slowly during the past week. Offerings are light and the market is firm.

Nuts—Shelled walnuts have not stopped in their upward movement despite bearish activity of the shorts, since they are compelled by lack of stocks to buy against actual needs and thus sustain advances. There is a minimum of offerings as holders do not care to unload and avoid the concentration of nuts in the hands of speculators. There is a firm undertone to walnuts in the shell as stocks are moderate. Shelled almonds are in a sensitive position, as new crop is being quoted from Europe for early shipment at lower than the present basis. Most trading on the spot is in small parcels. Shelled filberts rule steady.

Rice—With new crop rice in sight and with no sharp upturns in carry-over, the trade prefers to remain on a hand-to-mouth basis, absorbing the broken assortments on the spot as they are needed and at ruling quotations. Most orders are for jobbing parcels. Southern markets remain steady to firm, according to the grade and the mill. Foreign rice has been reduced to a minimum and is deficient in all grades, which makes it firm but not active.

Provisions—The hog market has been firm during the greater part of the last week. Later the market eased off somewhat. Of course, all hog products follow these fluctuations in primary markets. Jobbing prices on hog products show no change from last week. The trade is very quiet.

Beef products have been quite dull during the week, with prices unchanged.

Syrup and Molasses—On account of the increasing prices of corn, compound syrup advanced 10 points during the week and the demand is fair. Sugar syrup is moving out every day at steady prices, which have not changed since the last report. Molasses is selling in a routine way only, with no change in price.

Beans and Peas—The demand for all varieties of dried beans is dull, but the market is fairly steady under the circumstances. Prices show no change from the last report. Dried peas are also unchanged.

Olive Oil—Firmness in the market for olive oil has been accentuated by the recent decree in Spain, restricting the use of seed oils and thereby increasing the consumption of olive oil. To this advance in the cost of the oil in Spain must be added the difference in the value of the peseta, which is considerable, and these two items combined make the landed costs very much higher than they were at the beginning of the year.

Seeds and Spices—Arrivals of Lampung pepper during the past month have been small and goods afloat due in August amount to almost nothing. Although there has been no large buying of late a few cars are being taken out of the spot market every week, thereby reducing stocks. Recent quotations on cloves from Zanzibar remain unchanged. Spot and nearby prices are easy. In mustard seeds new crop positions have been active at present low levels.

Review of the Produce Market.

Apples—\$1.50 per bu. for Transparent.

Bananas—6½¢@7¢ per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.35
Light Red Kidney	-----	8.50
Dark Red Kidney	-----	8.00
Brown Swede	-----	5.00
Cranberry Beans	-----	8.00

Beets—Home grown, 25¢ per doz.

Butter—Last week the receipts of butter were light and the market rather quiet. This soon gave way to bearish news from outside markets and a light demand, causing a decline of about 1¢ per pound. This refers to fine creamery butter. Under grades are dull. Jobbers sell fresh packed at 38¢ and prints at 40¢. They pay 23¢ for packing stock.

Cabbage—Home grown commands \$1 per bu.

Cantaloupes—Are held this week as follows:

Arizona Jumbos	-----	\$3.25
Arizona Standards	-----	3.00
Arizona Ponys	-----	2.25
Rockyford Flats	-----	1.35
Indiana Flats	-----	1.00

Carrots—Home grown, 20¢ per doz. bunches.

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

Celery—Home grown brings 30¢@50¢ per doz.

Cherries—\$2 per 16 qt. crate for sour; \$2.25 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.

Eggs—Strictly fresh eggs continue scarce and are promptly cleaned up at arrival at full prices. In consequence the finest eggs have advanced about 1¢ per dozen during the week. Eggs not strictly fancy have been in excessive supply during the week. Local jobbers pay 27¢ for strictly fresh and hold candled at 29¢.

Egg Plant—\$2.50 per doz. for Florida.

Garlic—35¢ per string for Italian.

Grapes—Calif. Seedless, \$1.50 per crate.

Honey—25¢ for comb; 25¢ for strained.

Honey Ball Melons—\$2 per crate.

Honey Dew Melons—\$2.25 per crate for either 6, 8, 9 or 12.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$7.50
360 Red Ball	-----	7.50
300 Red Ball	-----	7.50

Lettuce—In good demand on the following basis:

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

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

Onions—Texas yellow, \$2.25; Texas white, \$2.50; Spanish, \$2 per crate; Iowa yellow, \$3 per 100 lb. bag.

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, 50¢ cheaper.

Peaches—Georgia Elbertas fetch \$2.75.

Pears—\$3 per crate.

Peppers—Green from Louisiana \$2.50 per hamper.

Plums—\$2.25 per crate.

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—\$3.50 for red and \$3.25 for black—16 qt. case.

Radishes—20¢ for outdoor grown.

Spinach—\$1 per bu. for home grown.

String Beans—\$1.50 per climax basket.

Tomatoes—Florida, 75¢ per 6 lb. basket; home grown hot house, \$1.50 for 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

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

Water Melons—50¢@60¢.

Wax Beans—\$1.75 per bu.

Whortleberries—\$4 per 16 qt. crate.

LIFE'S BEST GIFT.

It Is Neither Health, Wealth, Disposition, Nor Love.

During the past year, more than one person has asked me what I considered life's best gift, and some have expressed their ideas as to what life's best gift might be. One or two have spoken of health; one or two of wealth; one or two of disposition; one or two of love.

Health, of course, is a glorious gift. To have a healthy body that you never have to think about except to glory in, is a very wonderful thing indeed. And yet there have been healthy people who have been very unhealthy citizens; and there still are. While a healthy body may give a wonderful superstructure to a man's life, it also conveys a power that may be misused. We know of people in history—perhaps we know some within the radius of our own experience, who are physically healthy, and yet are unhealthy citizens—animals, not men or women; creatures whose health makes for their own unhappiness and for the unhappiness of others. Also, we know, or know of, firm souls who have taken their very infirm bodies and made them the servants of all. St. Paul did that; Pasteur did that. Do you realize that Pasteur had shock after shock while still comparatively a young man? Yet he went on making his great contribution to humanity. The same is true of Herbert Spencer, who never could work more than an hour or two at a time, so sick was he all his days. The same is true of Robert Louis Stevenson and many another one you could mention, as well as many people we know who are unheralded. So health can be an agent either for hell or heaven, depending on the person.

The same thing is true of wealth. Wealth can be a help or a hindrance, as we all know very well. It can make a fool or a beast of a man, or a wise and generous servant of his fellowmen. It can be an agent either for heaven or hell.

Turn to disposition. I think one of the most beautiful things ever said of any man was what Mark Twain said of the late Henry H. Rogers. He said that, "Although his spirit was often heavily burdened, it never cast a shadow." Disposition comes nearer to being the best gift. An evil or unhappy disposition is about the most terrible thing in the world. It destroys peace of mind, it causes injustice to others, and finally affects the individual himself to an extent bordering on insanity. It is the cause of selfish acts,—makes one self-centered, and is suicidal, through its own reaction; while what is called a good disposition is a mighty help in such a world as this. It often clarifies the murk from certain days, precipitates the cloudiness in other days—and yet wisdom does not come by disposition. A man may have the gift of a good disposition and be entirely superficial, unacquainted with the hard, wrenching and hurting facts of life—needing the cold water of common sense. In the words of Shakespeare, "Our disposi-

tions can be shaken by thoughts beyond the reaches of our souls." Colonel Ingersoll was one of the sweetest men in his home who ever lived; one of the fairest, sunniest dispositions,—but there were thoughts beyond the reaches of his soul. He could never come and see the glory and power and truth of life beyond death, and though of fair and happy disposition, still he must have left those he loved with a wonderful memory, but not with a great hope. Why! even love itself, even the "charity" of Paul faileth in that it "falters on life's great altar stairs that slope through darkness up to God," if it is without the knowledge which passeth all the understanding of the world, if it fails to fill us with the conviction that life is the master of death.

Therefore, to me, life's greatest gift is man's ability to dream of a better life, both here in this world and in what we think of as the next. Think of what it means—this fact that man, among all the creatures of the world, is "set to the future with inviolable springs."

It is this divine discontent with things as they are and with ourselves as we are. It is man's power to dream of a better life, and with God's help, to create that better life which is man's best gift. I trust you realize that no animal on the face of the earth ever either dreamed of bettering, or tried to better, his life, or the conditions of his living,—but man does, and it is this which gives meaning, and the only real meaning and purpose to life and wealth and health and disposition and love and all other conditions and qualities of man.

Stop and think how, from the very dawn of humanity (picture it to yourself, dramatize it to yourself, for it is the greatest drama in all the world), from the very beginning, hundreds of thousands of years ago, man, ignorant, weak, surrounded by obstacles that it did not seem humanly possible he could overcome, very brutal, quite blind, groping his way,—how, in the face of all that, from the very dawn, he has dreamed of a better life right here on this earth. He has always dreamed a better physical life, a better mental life, more wisdom, more knowledge, a better moral life, more character, more self-control,—a better spiritual life, a moral life, glowing and burning with spiritual promise. And also, from the very dawn of life (again dramatize it), in the face of constant and continuous death, in the presence of all the dead bodies of every generation that ever has been, man has had the divine audacity to dream of a life beyond this which he saw, this death taking the life out of the bodies of his loved ones.

No physical fact in all this universe is as stubborn, as real, as glorious, as this gift of the dream to man. Face to face with ignorance and superstition and obscurantism, he has dreamed of wisdom and of knowledge. Face to face with evil all around him and inside of himself, pulling him down, he has dreamed of goodness. Face to face with all the hideousness of life

(and the world is still full of it), he has dreamed, and he still dreams of beauty. Face to face with all the cruelty of man to man, he has dreamed of loving-kindness. Face to face with injustice, he has dreamed of justice and righteousness and life. Face to face with fear and hate, he has dreamed of trustfulness of confidence and love. He dreams of bettering not only himself, but society, and following the dream there has come the striving, the overcoming, the picking oneself up again and going on and becoming; for it is not so much—we need still to be reminded of it—"not so much what we gain or lose as what we become, that makes our lives a failure or a success." Just as the effect of water poured on the roots of the tree are seen up there in the branches and the fruit, so the effects of the spiritual waters of dreaming bring forth the fruits of happiness and character.

So too, the effects of this power to dream are seen in nations as in individuals. Catch the substance of the words that we use so often "where there is no vision," that is, where there is no dream of a better condition of affairs—"the people cast off restraint." Then look at your own country and question very seriously what is the matter, for the meat of those words is just as true to-day here as it ever was in ancient days, in Babylon or Jerusalem or any other ancient city. They are as true and as fraught with warning. True, the average man is better, and the average man is infinitely "better off" than the average man was in ancient days. I have little patience with those who compare these days with the ancient days to the detriment of these days! The trouble with the people who do this is that they are blinded by the great beaconlights of history. They were better men, those beacon-lights. They were great men—but do not let the light of their example blind you to the condition of the average man in those earlier centuries of the world. The condition then was such that only a few could even have time or courage to dream, let alone better their own conditions,—while to-day the conditions are such that the many can dream, if they will, and the many are infinitely better off, and they can, if they will, be free from the ancient burdens and become better men and women.

But even now, long since the dawn of humanity, we live in a day when the sun of civilization, in any real sense, is but just breaking through the mists of early morning, the mists that are still about us, which have come from the past night of barbarism and savagery. To-day, in this country, the forces of prosperity, of authority, and of conservatism are in the saddle. And I ask you where is there in this country to-day, in any broad and gripping sense, any vision of a better life—any vision not of bettering our bodies, but our very selves? Can you find it in the pulpits, by and large, over the land? I cannot. Can you find it in education, by and large, over the land? I cannot. Can you find it in the market-places? No. On the stage? Hardly. Can you find it in art? In spas-

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modic attempts at self-expression, perhaps. Any real reformation, any real renaissance of vision since the war, I cannot see. The vision among us is "as a book that is sealed," and "the prophets find no vision from God, but from man." With too many people, "All is vanity," and with too many other people all is just right as it is, and with neither sort can you find any real vision—a vision which impels against the evils of the time and which inspires toward better days. We look down on the year 924 as on the Dark Ages. Let us realize that a thousand years hence so will people look down on the year 1924! Let us be humble!

Turn, now, to the individual. Would you give up—put the question to yourself—would you give up for anything you can imagine your ability to dream of a better life here and hereafter? Can you think of anything for which you would sell that ability? If you can, you are preparing yourself to enter through the gate over which was written the words, "Leave hope behind, all ye who enter here." Sometimes, of course, we do not want to dream; we do not want to be unsettled. Dreams make us uncomfortable, as we compare things as they are and ourselves as we are with things as they should be and with ourselves as we should be. But these dreams of better times are part and parcel of our humanity, and if we give them up, we cease to be human. Think of what a world it would be if we should give up the Christmas Dream for this world, or the Easter Hope for the next world!

But we should not let our dreams of what we would be make us unhappy. God does not give humanity happiness, he gives us the dream, and leaves it for us to accomplish. The old Roman, Seneca, said: "We have no hope of Heaven here but at a distance"; and it is true. In the Old Testament are the words, "He that soweth in tears shall reap in joy." Or the same thought is found in these other words,—"Though he goeth on his way weeping, bearing forth the seed, he shall come again with joy, bringing his sheaves with him." You see, it is always the "shall" that is emphasized—the future; a happier time to come. A happier time shall come, if we carry and plant and cultivate and harvest the seeds of our dreams. But if we despair, if we give up, if we no longer want, no longer care, no longer believe that we can fulfill our dreams, then are we not only disobedient to the heavenly vision but are the most unhappy of mortals.

While weeping may endure for a night, while sorrows and evils are for a time, joy cometh in the morning, if, looking not at the things which are seen but at the things which are unseen and eternal, we find and recognize among them this best gift of God to man, the power to dream of a better life than that which now is—better here in our own generation and in the generations to come, and better there beyond that which men call "Death." That power is proof of the ability of man to work with God in making his dreams come true.

Maxwell Savage.

A Good Listener.

The man at the counter cannot possibly visit the factories where everything he sells is made or there go into the endless considerations and details. But there comes a man right to his establishment regularly who, without loss of time or expense on his part, can give him the sum-total of his observations and experience, can answer the questions which conditions in his locality must emphasize and leave unburdened by the considerations which may always be foreign to his situation. Do you take advantage of this opportunity? Are you a good listener then?

A New Mechanical "Pull Toy."

A new mechanical "pull toy" to retail at \$1 will be placed on the mar-

ket next week by a well-known toy concern. It is made entirely of brilliantly lithographed metal, and is in the form of a platform on wheels about ten inches long. On one end of this platform is a small merry-go-round, and on the other is a clown poised with a hammer in front of a bell. When the toy is pulled along the floor by the child the merry-go-round begins revolving, and the clown strikes the bell. Thus both "action and noise" are provided for the tot's amusement. A special feature is the use of rubber-tired wheels, which extend slightly beyond the base of the toy, this preventing the scratching of furniture. The wholesale price is \$8 a dozen.

Many a man fails as a liar because he lacks the necessary technique.

The action of French war veterans in formally expressing to Ambassador Herrick regret for the mutilation of an American shaft in Paris should be considered as an earnest of intrinsic good feeling on their part for their American brothers-in-arms. We can hope this incident is more expressive of the average French citizen's sentiments toward the United States than the unrestrained hostilities of irresponsible agitators in the streets of Paris toward American tourists. International complications are slow in affecting good will among citizens of two friendly nations, despite the outbursts of those whose patriotism is largely predicated upon political considerations.

Laughter is the best liver medicine on the market.



*Only as our
candies excel for
the price asked
do we hope to ob-
tain your interest
and merit your con-
tinued patronage*



**A. R. WALKER CANDY
CORPORATION**
Dweseo, Michigan

RUNNING ON THE ROCKS.

Almost the last thing some retailers think of when they are falling behind in their payments to creditors is to take an inventory and find out where their business stands. Many times an inventory will show that poor buying policies have been pursued and that the shelves must be cleared of certain goods at a sacrifice.

When a retailer is being crowded for payments, his first instinct is to justify himself to his creditors. He looks uneasily at the flock of bills pierced on a spike which frequently constitutes his accounts payable ledger, and sadly tells himself and his creditors that the season was backward, or that the weather was too hot or cold. He makes small payments on account and then sits in his chair waiting for an improvement in the weather to bring trade to his store. Rarely does he take an inventory which would enable him to designate certain goods for mark downs that are in danger of becoming unseasonable. If he is pressed very hard for payments, he holds a general sale, sacrificing desirable merchandise with the undesirable, because he does not know how his business stands.

Successful stores nowadays maintain continuous inventory systems, so that they know exactly how many items of each style of goods they are carrying in stock from day to day. On the other hand, many unsuccessful retailers never take an inventory. Others take stock but once a year. Two inventories a year should be the minimum for small stores.

By maintaining continuous inventories a merchant is able to get rid of his seasonable goods at fair prices. The retailer who keeps himself in the dark as to the condition of his stock is frequently compelled to sell at a loss, or to face the alternative of carrying the goods for a year.

Another fault of most small stores is that they are reluctant to clear out bad merchandise at a loss. As a result they sometimes carry goods not only one year but two or three. Sometimes these goods are kept on display in the hope that they will find a purchaser. One wholesaler recently said that it would be better for the retailer to give such goods away, or to bury them in his cellar than to make such stubborn efforts to dispose of them along with desirable goods. A compromise would be to segregate the bad goods and dispose of them at a separate counter.

One of the chief reasons for the accumulation of undesirable goods on the shelves is the policy of storekeepers to buy from too many wholesalers. In this they are occasionally motivated by credit considerations. They may be reluctant to reorder goods from the wholesaler from whom they originally bought without paying for the first order, and money may be coming in slowly. When a new salesman offers them a similar style they buy it to avoid the embarrassment of reordering from the first wholesaler. The retailer then faces the problem of getting his customers to buy the unfamiliar goods.

Occasionally a retailer will open a

new account because of a slight price concession which a wholesaler grants him. This price concession frequently does not compensate for the loss of confidence by shoppers when they find that they are unable to purchase the goods to which they have become accustomed.

Sometimes a retailer will buy from a wholesaler because of friendship. In other cases the salesman has sought an order for a long time and finally catches the retailer in a weak moment and shames him into "giving him a show."

As a result, most retailers do business with far too many houses. They acquire miscellaneous and poorly balanced stocks of goods as the years go by. The retailers invariably value these at cost, but many credit men would shudder if they knew what the stock was really worth. If the retailer confined his purchases to a few houses selling well-known goods he could watch his stock more closely, would meet with less sales resistance and would speed up his turnover. One eminently successful Grand Rapids merchant who turns over his stock eight times a year confines his purchases to but nineteen wholesalers.

While retailers should carefully watch their stocks of goods to prevent odds and ends from gradually accumulating, they ought not to assume that all of their purchases should be of the cautious, hand-to-mouth type. Frequently hand-to-mouth buying may lead to the mid-season purchase of poor substitutes for popular merchandise because the retailer failed to cover himself on the goods at the beginning of the season. If a retailer carefully budgets the various departments of his store in placing advance orders, and buys only from firms selling standard merchandise, he can cover his requirements for a season with greater confidence, and can thus avoid some of the evils of piecemeal purchases.

The trouble with most retailers is that they do not study their business and lay plans. They do not read the trade papers to learn conditions in the merchandise markets. They do not study the class of people whom they serve and try to discover what their preferences are. In short, they are not good merchants.

FALSE TO HER PLEDGES.

Although official Germany agreed not to arm or drill any men for war until the last penny of war indemnity was paid, she now has 5,000,000 men armed with rifles and is drilling them every night in the week, including Sunday. Here is a matter for the Allies to think about in these days of disarmament diplomacy. Germany undoubtedly expects protests from foreign sources, for in defense of the authority granted the Reichsbanner, organized for the defense of the republic, to acquire 3,000,000 rifles and the arming of 2,000,000 members of the United Fatherland Societies, Minister of Justice Bell points to the presence of 85,000 Allied troops in the Rhineland. This Fatherland organization is a monarchistic group, with ideals and political principles directly opposed to

those of the Reichsbanner. Those responsible for such wide distribution of the means of war are not as wise as those elements of the German population which, in fear of civil strife, are constantly urging a government ban on the carrying of rifles. Dr. Bell's attempted defense scarcely explains the motive for such armament. The Allies may well regard this move with suspicion, because it indicates the definite intention of Germany to invade France at the earliest possible moment, thus precipitating another war which may be as disastrous to the world as the kaiser's war was.

LINCOLN'S LETTERS.

Robert T. Lincoln left an invaluable heritage to the Nation in a collection of letters belonging to his father. They are sealed in the Congressional Library and under agreement will not be exhibited until 1947. Sufficient is known of them, however, and of many state papers included in the bequest to induce historians to regard them as of great importance. Undoubtedly there is matter in them which will throw new light on the numerous crises of Lincoln's career, especially during the period of the war.

Many of Lincoln's letters have been published. John Hay, one of the numerous Lincoln biographers, whose intimate study of the former President gives him high position, with Lord Charnwood and others, published a large number in an addition to his "Life." But the care exercised to delay inspection of the correspondence on file in Washington until a time when it is unlikely the contents will prove either annoying, embarrassing or otherwise objectionable or unduly important in connection with then current affairs leaves the impression that the exchanges between Lincoln and his Cabinet officers—Stanton, Seward, Chase and others—here and abroad will be a valuable addition to the history of the Lincoln period not contained in the books.

DUTY OF THE CITIZEN.

Senator Reed of Missouri says the man who contaminates the liberty of the ballot is "worse than any murderer." Other men also have placed election crimes in the category of serious offenses against the public interest.

The Senator's language is characteristically strong. His thought, however, is worthy of consideration. The late Cardinal Gibbons, reviewing our modern civilization in one of the most thoughtful of his works, devoted a chapter to the national evils traceable to the operations of election crooks and uttered the solemn warning that the American people are lax in attention to civil duty. He wrote both as a churchman and a political philosopher and what he said is applicable to political conditions as they have been revealed recently.

There is not enough political thinking among the average men and women of the country. No one more keenly realizes the truth of this than the man who debauches elections.

Luck breaks better if you hold onto your old job until you see which way to jump.

In the eight years since the war Americans have given more than \$300,000,000 in voluntary contributions for the promotion of higher education. This sum has facilitated the development of 150 colleges and universities. But there is a conspicuous gap in this effort. Not a single college for negroes has an endowment of \$1,000,000. Even Fisk University, the oldest and one of the best managed institutions of learning in the country, internationally known as the introducer of jubilee songs, is still struggling along with pitifully inadequate resources. With the rush of negroes from the rural districts to the cities the need for trained leadership has become acute. Colored men and women who can at once lead and serve their race as doctors, teachers, ministers, business men, social workers and so on are far too few. It would be difficult to find a way of putting money to a better use than by devoting it to the completion of the million-dollar endowment which the friends of Fisk University are endeavoring to raise—the first such endowment for a negro institution of higher learning.

Mussolini has undertaken probably the most difficult task of his career thus far in attempting to crush individual political judgment and opinion. He would reduce his followers to the status of automatons, without convictions, except in Fascism, and without opinions, prejudices or conjectures. "There must be silence in the ranks," he says. The dictator attempts to halt the natural operations of the mind and the will. "Nothing but Fascism" is his philosophy. He seeks to restrain a natural law which since the beginning of governmental institutions has promoted party spirit and party strife. When despotic authority seeks to control eternal forces the power vested in it by temporal necessities is not only checked by defeat but it is weakened in public opinion and its administration of affairs. Mussolini will find that the Black Shirts en masse will approve his principles, but his interdicts will not halt the endless tide of Italian talk or the never-ceasing political agitation of the human kind everywhere.

Turkish Rugs are in way of renouncing their old political allegiance. Turkey for centuries constituted the greatest rug market in the world. Before the war there were 14,000 looms in the country with 70,000 workers. A majority of these were Greeks and Armenians. Thousands fled from Turkey to Greece after the Smyrna disaster. Many thousands more were victims of the program that called for exchange of populations between Greece and Turkey. As a consequence, there remain in Turkey only about 5500 looms with 25,000 weavers, while Greece already has 5,000 machines employing 20,000. Greece, moreover, is in a better commercial position than Turkey and the exchange value of the drachma favors foreign buyers. International politics has wrought many curious changes—few more curious than the one which may make Athens the rug capital of the world.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Until July 9 of this year it has been impossible for several years to get a decent bed or a decent meal at any public house in Niles. I make this statement advisedly on the authority of a half dozen of the leading citizens of that city whom I met at the Four Flags Hotel last Saturday evening.

On the date named the new hotel financed by the business men of Niles and managed by C. L. Holden threw open its doors to the public. Twenty-two days later I inscribed my name on the register of the hotel and was surprised to find things running as smoothly as though the hotel had been running twenty-two weeks or twenty-two months.

This condition is, of course, due solely to the remarkable managerial ability of Mr. Holden, who has been engaged in the hotel business so long that he knows how to select capable men and women in every department of hotel work. As a result, the house-keeping is about as near perfection as it is possible to attain in this world, the foods are good, the cooking is superb and the service is excellent. Add to these essential features a restful atmosphere created by Mr. and Mrs. Holden, in keeping with the beautiful surroundings, and the guest at the Four Flags has every reason to regard himself especially favored.

The Four Flags was erected on the former location of the Pike Hotel, which functioned so long that it had ceased to represent the progressive spirit of the city. It contains 78 sleeping rooms, thirty of which have private baths, and is in every way a credit to the city and a source of pride to the men who made such an undertaking possible. Usually accomplishments of this kind embody fatal defects, due to village narrowness and small town prejudices, but the Four Flags Hotel appears to be deficient in but one essential—an electric sign in front or on top of the building to guide the stranger who comes to Niles for the first time. The directors were very fortunate in the selection of a manager. If they had raked the country over with a fine tooth comb, I do not think they could have found a more capable manager than C. L. Holden, who has friends enough among the hotel patrons of America to make the fortune of any hotel.

One of the most interesting features of the hotel is the kitchen, which is equipped with the most modern appliances used in the art of cookery. Electricity is used altogether for cooking.

I had not been in Niles long before I was grabbed off by T. Willard Ready and taken to his country home, where I was shown one of the finest collections of rare and expensive bric-a-brac it has ever been my good fortune to inspect. It comprises the choicest portion of the famous Pillsbury collection, assembled from the exhibits made by foreign nations at the world's fair in Chicago in 1893. It includes rare specimens from China, Japan, Vienna, Bohemia, Persia, Bur-

mah, France, Italy and Spain. It comprises paintings, etchings, linens, draperies, hangings, rugs, vases, chairs, book cases, beds and dressers, pedestals, etc. The collection is so priceless in value that it is a matter of regret and apprehension that it is not housed in a fire proof structure.

Through the kindness of Mr. Holden, I had the pleasure of meeting many of the leading business men of Niles, all of whom insisted that the opening of the new hotel would mark the entrance of the city on a new era of growth and progress and that the next five years would record more advancement along material lines than any decade in the past. The city is beautifully situated and the presence of many attractive homes gives evidence of the progressive and artistic spirit of her people.

I could see one thing, however, and that is that the big men of Niles have not been in the habit of pulling together in the past, but have pulled apart, as is almost invariably the case in small cities, where classes, cliques and clans are permitted to interfere with the development of towns along utilitarian lines. Nowhere is the St. Joe River more beautiful than at Niles, yet very little has been done to utilize the wonderful resource which God has thus placed at the disposal of the Niles people. The object lesson they have received in the construction of the Four Flags Hotel ought to induce them to cast aside local prejudices and long-time antagonisms and join hands in making Niles one of the most beautiful cities in the country. A first step in that direction would be the employment of a municipal landscape architect to lay out a comprehensive plan for the beautification of the city along reasonable lines—and then work to that plan. Mr. Ready, who insisted that the hotel should be constructed along high grade lines and carried his ideas into execution with an iron hand, could give the people of Niles another object lesson that would be sure to result to his ultimate advantage by tearing up the survey he has made of his new addition on the Cassopolis road and have a new plat made along the lines of the Ottawa Hills addition to Grand Rapids. It may not be possible to change the narrow streets which were established when Niles was a village and laid out her thoroughfares along Indian trails and cow paths, but she can do much, even at this late date, to bring about improvements and innovations which will entitle the city to the designation of Niles the Beautiful.

En route to Niles down M 11 we met more cars from Illinois than all other states combined. I was surprised to note how prone the Illinois drivers were to hog more than their share of the road. I failed to detect a motor officer, either going or returning. It is exceedingly unfortunate that such a habit should be permitted to be fostered by so many drivers, because such abuse of the road cannot fail to result in many serious accidents before the resort season is over.

A year ago every other car I met on M 11, going in either direction, was occupied by tin can tourists. This year

the proportion has shrunk to one in twenty. What is the reason for the change? I give it up.

The roadside stands down M 11 and along M 58 are very numerous this year, but most of them are jokes. Instead of selling the products from their orchards, gardens and dairies, the owners are handling watermelons and Elberta peaches from Georgia, vile concoctions in the shape of soft drinks from nearby cities and highly colored confectionery which does not look very inviting from a sanitary standpoint. Many of these caterers permit the grounds in the vicinity of their stands to become littered with containers, rejected foods, orange and banana skins and other refuse which pollute the atmosphere for rods in all directions. Instead of serving the public in an acceptable manner, many of these stands are a menace to the health and happiness of the passing traveler.

At South Haven Saturday I met a most novel experience. Just before I started for Niles Saturday morning Harry Meyer, jobber of Holland goods on Logan street, called at my office and asked my advice regarding an account he had against Charles Gerber, of South Haven, who recently turned the remnants of his grocery stock over to a lawyer named Frederick C. Cogshall. I told him I would be in South Haven within two hours and would call on the attorney and undertake to familiarize myself with the situation, so as to advise him understandingly. Immediately on reaching South Haven I called on Mr. Cogshall, who told me that the liabilities were about \$7,000 and that the assets would not exceed \$1,700. I asked him if he had a list of the creditors and was told he had. I asked him if I could see the list, but he refused me the privilege. I told him that such refusal was the first one I had received in the forty-three years I had published the Tradesman. He told me there always had to be a first time and that his refusal was final. I learned from other sources that Gerber had been engaged in business only eighteen months and that the failure was a deliberate swindle, carefully planned and executed by Gerber and his attorney. I do not know who Gerber's attorney was, but if I was a creditor in the case, I would lose no time in putting Gerber in bankruptcy, because there are surface indications which lead me to the belief that such disposition of the matter would land Gerber behind the bars for obtaining goods under false pretenses, even though no more serious charges could be sustained.

A singular feature of the case is the refusal of Mr. Cogshall to furnish a list of the creditors while at the same time he is asking the creditors to recompense him for his connection with the transaction. If I was interested in the estate, he is the last man I would employ to represent me.

E. A. Stowe.

Vast Industrial Growth Affords Wide Range of Securities.

As a direct result of the vast industrial growth of the United States in the last quarter century investors have a proportionately wider range of

stocks and bonds from which to choose in finding employment for their surplus funds. By the same token, the problem of placing one's funds to obtain the greatest possible benefits has shown equal growth and is responsible for the need to-day of more scientific investing.

Just as every ailment of the human body requires different treatment, so the needs of every investors must be diagnosed and the proper investments purchased if their desires are to be satisfied.

Investment banking houses and many other financial institutions have recognized this situation for years and have bent every effort toward meeting it in the most satisfactory manner. They have employed large forces of experts to see that the needs of their clients are properly filled.

Perhaps few institutions have made greater efforts along these lines or have met with greater success than the William R. Compton Company. This concern has prepared for distribution among its clients various booklets designed to help in the selection of investments. It has also prepared a questionnaire which when filled out is of material aid in helping the investor to determine for himself at any time what types of securities to purchase and whether his general investment position is sound.

In its questionnaire seven basic enquiries are made. These are subdivided in such a manner as to go into every minute detail. The seven enquiries are as follows:

- (1) What is your principal objective in investing?
- (2) How are your securities divided among the main classes of investments?
- (3) Have you had your security holdings reviewed recently by a competent investment authority in order to anticipate the favorable or adverse affects of changing conditions upon general classes or specific issues of securities?
- (4) How are your holdings balanced with regard to character, type, maturity and stability of price?
- (5) What callable bonds do you own?
- (6) Considering the present Federal tax rate upon your taxable income, what yield must you receive on a taxable security to give a net return equivalent to the yield on a tax-free security giving 4, 4¼, 4½, 4¾, 5 and 5¼ per cent?
- (7) How much will your present estate and inheritance taxes, not including fees, waivers and administration costs?

The foregoing questions are all relevant and tend to show some of the various factors which should be considered either in selecting new securities for investment or in revising those already owned.

"Contrary to a belief widely held among those of large and moderate incomes," says a Compton circular, "investing money is not a simple task which any individual of good judgment and intelligence can best perform singlehanded."

[Copyrighted, 1926]

SHOE MARKET

Signatures Which Help To Build Up a Business.

Believe it or not, some years ago there was a store in Augusta, Georgia, owned by Mr. Getem and Mr. Cheatham. The former's initial was I; the latter's U. The concern's signature contained every letter of both men's initials and name—"I. Getem & U. Cheatham." The firm labored under this handicap for several years, until finally the owners laid aside whatever personal vanity they had and changed the name to something that sounded much better and lent itself to a more salable signature.

But odd and suggestive names are not the only ones that are oppressive to growing business. It is easy for a shoe store to permit even a name that has selling qualities to go along hampering growth, merely because the method of writing the name—affixing the "signature" to advertisements, letterheads, wrapping paper and so on—has been neglected.

The signature of a shoe store is its trademark, and there is no disputing the value of a trademark when it is properly exploited. There are some we see in advertisements that are valued at millions of dollars. The trademark or signature of the retail shoe store is just as important, locally, as the manufacturer's trademark is nationally. The store which neglects to exploit its signature as its trademark is neglecting an important phase of business building.

The serious part of this neglect is, the store pays for the advertising it may get from an attractive selling signature, whether it gets that advertising or not; for a poor signature utilizes as much space in the advertisement or on the letterhead as a good one.

An examination of a large number of shoe store signatures proves that the most common error in designing a signature that is a sales asset is that the owners have tried to design something "different," and in so doing they effect the "different" aspect but at the expense of readability. The average store owner who has considered his signature at all wants to get away from just ordinary black-face type such as anyone may use. In his effort to get away from plain type he hits upon the script form of signature. It is different, in a manner, yet it is so common in the pages of the average newspaper nowadays that the average script signature fails to attract the attention that even clean type will create.

Script has been used so much for the "different" effect that it creates that it is now rather ordinary. The only difference to be noted in the script used by a number of different advertisers in the same newspaper is often limited to the difference in the letters used to write the name. Script signatures are no more original and attractive nowadays than ordinary type, unless they embody a radical departure.

And a radical departure is likely to lead the advertiser into other dangerous cross currents. The radical sig-

nature is often very difficult to read; in fact, that is another objection to the average script signature. Above all things, a trademark or signature must be easily read.

Long ago it was decided that the store which was so situated that its first floor was some three or four steps above the sidewalk was greatly handicapped, for the reason that people did not want to exert themselves in getting up the steps and into the store. It is human nature to be lazy, and the present keen competition for the patronage of the average citizen is inducive to still greater laziness when it comes to his buying. The average shoe merchant would not think of handicapping his store to the extent of placing it three steps above the sidewalk or making it otherwise difficult for persons to enter and to buy; yet it is a common thing to see a shoe store running a signature in its advertisements—the only mark of identification—that must be strained at to read. The public is no more going to strain to identify a certain advertisement than it is to get into the store that is built up several feet from the street level.

One shoe man whose signature was very difficult to read explained, when the matter was mentioned to him, that it made no material difference, because everybody in town knew the signature as his by now, anyway. Yet he was wrong, for nowadays even the small towns have newcomers every week who are casting about for stores in which to buy their shoes and hosiery. That is about the same argument that used to be put up by old-fashioned merchants when asked to advertise. They did not need advertising, because everyone in town knew where they were and what they sold, anyway. One idea is about as plausible as the other.

Another common error noted in shoe store signatures is that the merchant sometimes attempts to feature a name of several words in the signature. This is uncalled for except in a few rare instances. Where a store is known as the Smith Shoe Company, or some other name equally as commonplace it is, of course, essential that the signature contain something more than the word Smith, for doubtless there are other Smiths in the city engaged in business.

All that is necessary in designing a trademark that produces a maximum of business is that it tell enough at a glance of the reader to tell beyond a doubt that it is this specific store and none other that is doing the advertising.

The Guarantee Shoe Company of San Antonio, Texas, is an excellent example of what may be done with a signature. "Guarantee" is the only word noted when glancing at the bottom of this store's advertisements. It is not necessary to stress anything more, for the Guarantee is synonymous with shoes in Southwest Texas. The signature is script, but of a style that is freshly original and still easily read. Guarantee is a word that is easily recognized, even though the style were difficult to read. Common words are read with ease in some styles of script

or type that would greatly handicap proper names because of the latter being unfamiliar words.

In the same city Frank Bros. use a signature that is at once recognized as an asset. The two words are used wherever the store's advertisements appear, and a black, hand-lettered type is used. Nothing fancy, yet it is pleasing to the eye, instantly recognized, easily spoken and therefore a selling asset.

The Imperial Shoe Store in New Orleans has a signature that is equally as good as either the Guarantee or Frank Bros., though it differs radically from both. It is hand-lettered and black with the exception of a tiny white line in the center of each letter section to make it distinct from ordinary black type. Only the word "Imperial" is featured, for Imperial in New Orleans is the equivalent of a shoe store. The words "Shoe Store" are negligibly small and appear directly under the lead word.

For simplicity of design, yet being an unusually attractive signature and a distinctly prominent sales asset, note the form of the average I. Miller signature. It is an ordinary name, yet the initial and its long association with shoes make it unnecessary to associate the word "shoes" prominently in the signature. The fewer words involved in a signature the better, so long as it tells what the advertiser has to sell.

Hanan & Sons has a signature that never fails to build good will and indirect business, for it is simplicity itself, being clean, shaded, handcut type

that is original because of its freshness.

You often see a shoe store owned by two, three or four partners, each apparently desirous of having his name featured in the signature. It usually happens that at least one of these names is long and difficult to pronounce. At once a prospective customer is brought in contact with a mental hazard when he sees such a signature and tries to fix it in his mind. It can't be done easily, and the public does not exert itself over advertisements. In such instances the firm could relieve itself of a serious sales handicap by either centering upon a single name that is easily read and pronounced, or adopting some common noun and calling the store by that name—any noun that is easily pronounced and simply written.

If you want Profits
Stock
Mileage Laces
Fabric Tip
QUALITY
GUARANTEED
SERVICE

**BEN KRAUSE
Company**

20 S. Ionia Ave. Grand Rapids, Mich.

**Michigan Shoe Dealers
Mutual Fire Insurance Company
LANSING, MICHIGAN**

PROMPT ADJUSTMENTS

Write

**L. H. BAKER, Secy-Treas. LANSING, MICH.
P. O. Box 549**

**The 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.

Price Your Goods and Let People Decide.

Grandville, Aug. 3.—Merchandising without advertising would be a very dull business. Printer's ink seems to be an open sesame to the advancement of mercantile fortunes, and yet all advertising does not pay. There are various conditions under which it works as a handicap.

The merchant who advertises right, and who rightly advertises, usually rakes in the shekels for which they are all striving.

There are some methods of using printer's ink which seem successful, and yet that success is a puzzle to the ordinary citizen. For instance:

An agent handed the writer a circular on which an article of modern household necessity was described in glowing language. The utensil was illustrated in various positions, and much ink distributed telling of the utter folly of trying to keep house without it.

Despite the fact that the article was so glowingly pictured, and the place of sale prominently placarded, there was no mention of price.

Why not the price made known? Was the proprietor of this household necessity fearful of frightening away a potential customer because of the great expense? Perhaps this was true, and yet how many would be attracted to go out of their way to look at an article to which its owner had not the courage to tell what it was selling for?

Certainly I would never do this.

A merchant who fears to quote prices is not the one best for the public to patronize. The quoting of prices has an attraction about it which moves men to step in and look an article over; not pricing the same rather tends to rebuff examination. If this is true why such methods of advertising?

Well, it may not be true. Perhaps a majority of the public rather dotes on mystery and finds food for thought in the fact that the article advertised may be way down beyond his fondest expectations. Very few, however, would go many blocks to make this discovery, and besides, if he did, and the price was up far beyond his expectations, he would ever after harbor a disgust for the advertiser that would seem to do more harm than good.

At any rate it is always safe to quote prices, and I believe the most successful merchants find this to be a fact.

There are merchants and merchants. Those who continually fill pages of newspapers with advertisements telling of the splendid goods they offer and assuring the public with a little friendly tap on the shoulder that, although you need pay only a small amount on the day of purchase, the same can be paid for on weekly installments, and mind you, you get them at the lowest cash price.

How can this be true? Is it possible for a merchant to sell a suit of clothes on the weekly payment plan, at perhaps a dollar a week, as cheaply as he could sell that same suit for cash in hand? It is not reasonable to suppose any such thing. Then what are we to think of such methods of advertising? There are numerous stores doing this sort of business, and that they prosper is evident from their continuing in business year after year.

If a merchant can sell as cheaply doing a credit business as one who draws his cash at each sale of an article, then the man or woman who pays cash right along is being cheated. Cash in hand is certainly far better for the seller than a wait of six months to get that last installment.

Now how are we ordinary folks apt to look at this? If one cannot make better bargains for cash what is the use of paying cash? None whatever. Hold your shekels until the last moment: make the other fellow wait.

There are a good many kinks and quirks to this merchandising business,

and sometimes I think it would take a Philadelphia lawyer to straighten out the knotty problems involved and get at a right solution of it all.

I am inclined to believe that the public has much to learn before it can understand that long credits are as good as immediate cash.

We admit that advertising pays else there would not be so much of it done, yet in every instance this is not so. Merchants sometimes fail, even those who are given to advertising. In fact, one merchant the writer knew well was never content without advertising his goods through word of mouth as much better than his neighbor's. He could not do this with printer's ink, of course, and word of mouth advertising his neighbor's shortcomings proved in this instance the very worst sort of advertising; worse, if possible, than filling columns of praise of an article on sale and not giving a hint of its price which is so often done.

People want bargains and they want those bargains made so plain the seller is not ashamed to put a price upon them, therefore I say price your goods, bargains or otherwise, and let the people decide.

It is always up to the people anyhow, and fair prices oft times brings the trade when nothing else will.

A dollar down and a dollar a week attracts some and may be good advertising, but how about the cash customer? Has he no rights in this matter? It would seem that he ought to have, and it is for the one who pays cash that I would speak a good word and ask the favorable consideration of the merchant.

I am sure that the cash buyer appreciates real bargains, and that he appreciates pricing of goods in advertising so that it is not necessary to go to the store to find out. What do you think? Old Timer.

Melvin Grocer Says He Is Not a Scrapper.

Melvin, Aug. 2.—I wish to correct some of the statements that Mr. Drake made. In the first place I did not call him a greedy druggist. He says he was informed I voted against electricity. He was wrongly informed, for my wife and I both voted to bond the village so we might get electricity from the Great Lakes Power Co. We also did the same for good roads. I have always been in favor of improvements for the village. I have served as village clerk for eight years until I resigned a few years ago and know what the people are in favor of or can afford to do. It is true I did consider well before I imposed such a big burden or tax on the people, for they are all poor, just like myself, not rich like Mr. Drake, who says he lost \$1,200. I lost less than \$100. The exact amount is \$91.69, which is a lot to lose when you consider a man of my age, 63 years old, and have been afflicted with rheumatism and walked over fifty years on crutches. All this time I have always been self supporting and paid my honest debts, 100 cents on the dollar. I have always given freely to the support of the Gospel all my life. As to my store, the stock consists of groceries and a small stock of dry goods. I do not sell tobacco of any kind. The only thing in the drug line I do sell is a small stock of candy which Mr. Drake had to tell me about.

I believe Mr. Cummings has it correct as to a licensed drug store and his general write up is good common sense. In my write up of to-day I do not wish to misrepresent or to throw out any insinuations. My friends and neighbors all know that I am no scrapper, but if driven into a corner or compelled to I will stand up for my own rights every time.

Your valuable Tradesman will always be found on our counter.

John Stanley.

Think you are better than you are, then live up to your "think."

WORDEN GROCER COMPANY

THE PROMPT SHIPPERS

Another Quaker Leader

QUAKER

EVAPORATED MILK

The Milk for Every Meal

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Customers Know This Brand

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver



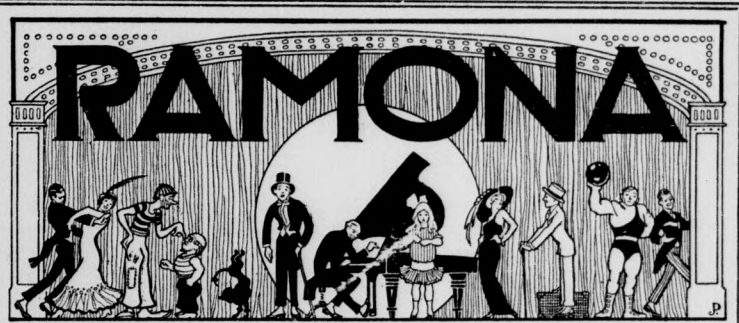
A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers;

HOLLAND RUSK CO., Inc.
Holland, Michigan



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

FINANCIAL

Selling Out of Line With Most Other Securities.

Joint stock land bank bonds to-day offer excellent investment opportunities. Yields obtainable on such bonds are unquestionably larger than on most securities enjoying a similar rating.

Although not guaranteed by the United States Government, the issuance of joint stock land bank bonds is under such strict supervision by Governmental authorities that even the most careful investors need have no fear of their safety.

Joint stock land banks were formed to enable the farmers to draw on the credit resources of the country as a whole. It can readily be seen that the farmers could not go to the large investment centers individually for loans. It is also easily understood that oftentimes local bankers were unable to provide sufficient credit facilities for such a large industry, particularly since all savings banks are required by law to diversify their investment holdings.

The joint stock land banks, therefore, perform an important function in acting as a medium through which the credit resources of the country are made available to the farmer and through which investors may place their surplus funds in unusually high-grade securities.

At present prices joint stock land bank bonds yield from 4.25 per cent. to about 4.65 per cent. This, being a tax-exempt return, is equivalent to a taxable return of from 4.91 per cent. to 5.43 per cent., which is materially higher than the current yields on the better grade railroad and public utility bonds.

C. F. Childs & Co., recognized authorities on all classes of Government securities, has taken occasion in its latest investment circular to explain the comparatively wide range of returns on joint stock land bank bonds. It says:

"The differences now prevailing in the market value of bonds of one bank compared with bonds of another bank are not the result of differences in underlying security. The bonds of the older 'joint' banks, having been known to investors for a longer period of time, command a measure of popularity not yet enjoyed by banks which have been organized and chartered at more recent dates.

"Similarly, certain classes of investors attach unnecessary importance to the size of some of the banks. They regard banks with a large capital as being preferable. They overlook the proportionately larger liabilities of larger banks. Furthermore, preferences and personal prejudices as to territory, irrespective of whether or not they are justified, have been beneficial to some banks and detrimental to others and reflected accordingly in the quoted market of some bond issues.

"Ownership and reputation of management have considerably influenced the market valuation of various 'joint' bank issues. The bank operating in an investment field where its owners and managers are well known has a distinct advantage over the bank operat-

ing in a region of few investors, however capable and well known its owners and managers may be in its own territory.

"Joint banks which operate in prosperous investment localities and benefit by the propaganda of local bank officers have been able to market their issues locally at higher prices than banks which must of necessity sell their issues to investors far away who select them on their technical investment merits.

"Obviously, the investment dealer in metropolitan financial centers is an important factor in managing the market for the bonds of various banks operating in territories where there are few investors. If the dealer does not possess adequate facilities for a vigorous popularization campaign and broad distribution, the credit level of the issuing bank will suffer. It is safe to assume that a dealer unable to secure satisfactory primary distribution will be unable to maintain the broad secondary market which is demanded by the average conservative investor.

"Therefore, present comparative market prices may be regarded not as the result of anybody's unctuous claim to having made a careful analysis of the security behind each bank's bonds, but as a result of a combination of contemporaneous conditions or circumstances over which the 'joint' banks have no control whatever."

[Copyrighted, 1926]

New Things in Waste Baskets.

Several new oval decorated metal waste baskets are now being offered to the department store trade by a manufacturer of this merchandise. They are decorated with novel tapestry, floral spray, Spanish and bouquet designs, in which not less than six colors are used, and have a dull gold finish on the interior. The floral spray and Spanish effects show the use of borders, but the other two designs are of the all-over variety. The baskets are offered to retail at \$1 to \$1.25 each, and each comes packed in an individual carton. This not only permits them to be stocked in their original containers, thus protecting them from dirt and damage, but also makes it unnecessary to repack them when they are delivered to the ultimate purchasers by the retail store. They are said to be of particular interest to stores operating art embroidery, interior decoration, housefurnishing and "gift shop" departments.

Unusual Things in Ash Trays.

Viking ships and sailing vessels, which have been in use this season for interior decoration, are now being shown in smaller sizes and equipped to serve as ash trays. They come in two sizes. The larger is made with wheels, which gives the "ship" a rolling effect and also makes it easier to handle when in use. A stand for a box of matches is concealed behind the forward sail, and a holder for a lighted cigar or cigarette is attached to one of the sides. The "ships" are made of steel and are touched here and there with black to give them a more realistic effect. They are priced at \$30 a dozen for the larger sizes and at \$15 a dozen for the smaller.

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

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,500,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Kent State Bank

"The Home for Savings"

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

Earnings Statements More Than Fulfill Expectations.

All sorts of index schemes have been devised by which we may measure at any given time the prosperity of the country but what more direct evidence do we want than the earnings reports that are now appearing daily?

In the statements of leading industrial, railroad and public utility companies may be seen the flower of a prosperity that is as full as can be asked. The business forecasts for 1926 were all, it now is plain, modest in their claims for the new year. Earnings in the representative industries have met the expectations of the most optimistic prophets and more. Conservative calculations have been revised upward and, rightly or wrongly, the prophets are beginning to reckon what the present calendar year may do on the basis of the first six months.

Wealthy individuals, big institutions and prominent speculators for two months have been buying stocks that represent the better class of industrial enterprises. Justification for this somewhat surprising volume of buying may be found. Wall Street authorities now are careful to point out, in the greatly improved earnings now being published.

General Motors, a stock that sold as low as 113 this year, has been pushed higher and higher by the persistent claim of market students that notwithstanding its great rise here was an issue that deserved better prices on the basis of its pure earning power. Certainly it would appear that these predictions were correct for now we learn that the corporation during the first six months alone earned \$17.33 on each of its 5,800 shares. That is enough to cover the \$7 dividend requirements for the whole year more than twice. Likewise the Steel Corporation more than covered its dividend requirements for the common stock in the first six months. Railroad earnings have shown up better than expected and probably the June net from operations will cross the \$100,000,000 mark as against the very excellent total of \$91,000,000 a year ago.

With 5,800,000 common shares outstanding the General Motors Corporation stock improves \$5,800,000 in market value for every point gained in the stock. Yesterday's advance of over 7 points thus added in excess of \$40,000,000 market value during the day.

By its spectacular climb to 180 or thereabouts the General Motors Corporation has come to represent a greater market value than any other industrial common stock not excepting the United States Steel Corporation which for so many years led in that respect. At present levels the common shares of the General Motors Corporation represent a value in excess of a billion dollars.

Paul Willard Garrett.
[Copyrighted, 1926]

Good Times Places United States Near Lead.

Under the able direction of Wesley C. Mitchell, the National Bureau of Economic Research, Inc., has studied the business cycle in seventeen leading

countries and its findings soon will be compiled and published by Willard L. Thorp.

The new work will show that the United States between 1790 and 1926 enjoyed one and one-half years of prosperity for each year of depression. Canada is the only nation that presented a better record so that the two North American countries lead the nations of the world in the proportion of years of prosperity to years of depression. Austria, China and Brazil show the shortest periods of prosperity to their periods of depression.

Of the seventeen countries eleven in the past have been prosperous more than half of the time. Those in which business is good more often than bad are Canada, United States, England, France, Australia, Sweden, Netherlands, India, Argentina, Japan and Germany. The names appear in the order of their degree of prosperity.

On the other hand six countries since 1790 have been in the throes of depression most of the time, these being Italy, South Africa, Russia, China, Austria and Brazil. The poorest record is that presented for Brazil where only .45 of a year of prosperity has occurred for each year of depression.

"Recurrence of depression, revival, prosperity and recession, time after time in land after land, may be the chief conclusion drawn from the experience packed into our annals," Wesley C. Mitchell will say in his introduction to the Thorp book, "but a second conclusion is that no two recurrences in all the array seem precisely alike.

"Business cycles differ in their duration of their component phases; they differ in industrial and geographical scope; they differ in intensity; they differ in the features which attain prominence; they differ in the quickness and the uniformity with which they sweep from one country to another."

From what already is known of the forthcoming study it will go a long way in providing not only to the academic but to the business world a background of the mechanics of the business cycle that heretofore has not been available. In recent years business men have become more alert to the value of such studies and that should make the new book a popular one.

Paul Willard Garrett.

[Copyrighted, 1926]

Look at It This Way.

A dandy trade bringer is available to the average retailer although seldom used by one.

Merely give out street car tickets with purchases reaching a certain total. You will attract new trade, do it inexpensively, save your customers on their weekly expenses and at the same time cost you no more than for trading stamps or other inducements.

With cumulative purchases amounting to \$10, a suggestion is to give tickets good for 5 or 10 rides. For memorandum of purchases, use coupon books, cash register slips or a card where different amounts are to be punched, which customer is to present when the total of \$10 has been accumulated or recorded.



Main Office

Cor. MONROE and IONIA

Branches

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

The Bank
Where you feel
at Home

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

OUR OBLIGATION

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

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

On this basis, may we serve you?

"The Bank Where You
Feel At Home"

Grand Rapids Savings Bank

OFFICERS

WILLIAM ALDEN SMITH, Chairman of the Board
CHARLES W. GARFIELD, Chairman Ex. Com.
GILBERT L. DAANE, President
ARTHUR M. GODWIN, Vice Pres. ORRIN B. DAVENPORT, Asst. Cashier
EARLE D. ALBERTSON, Vice Pres. and Cashier HARRY J. PROCTER, Asst. Cashier
EARL C. JOHNSON, Vice President J. FRED OLTMAN, Asst. Cashier
TONY NOORDIEWIER, Asst. Cashier

Integrity Is Not Ability

Men having unlimited confidence in the integrity of their wives or close friends are prone to confuse integrity with ability.

The administration of estates is a special line of work of which the average man's wife or friend has very little occasion to know the details.

The proper administration of your estate is too important a matter to experiment upon.

There are many ways by which you can express your confidence in your wife without burdening her with responsibility in your Will.

Our service, at the same cost, will give your estate the benefit of our experience, efficiency, permanency and responsibility.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Ritzema Store, Grand Rapids.
Humboldt Redwood Co., Detroit.
Missouri Valley Bridge & Iron Co., Detroit.
Ann Arbor Lumber Co., Ltd., Ann Arbor.
New Haven Elgin Creamery Co., New Haven.
Farmers' Meat Market, Chesaning.
W. B. Jarvis Co., Grand Rapids.
Saver & Co., Inc., Detroit.
Oberteuffer & Thomas, Inc., Detroit.
Schmied Coal & Lumber Co., Detroit.
Triangle Motion Sign Co., Detroit.
Maynes Operating Co., Inc., Lansing.
Bay City Coaster Co., Inc., Bay City.
Butte Falls Lumber Co., Kalamazoo.
Detroit Real Estate Auction Exchange, Detroit.
Sandusky Lumber & Coal Co., Sandusky.
Pontiac Tile & Brick Co., Flint.
Detroit School of Lettering, Detroit.
F. W. Elson Co., Grand Rapids.
Nagy Land Corp., Detroit.
Cooper Garage, Detroit.
Henry H. Cross Co., Detroit.
Holton Manufacturing Co., Holton.
Hapton Piano Co., South Haven.
Michigan Plastic Products Co., Saginaw.
Grand Rapids Bean Co., Grand Rapids.
Schroeder-Casper Co., Detroit.
Lake City Elevator Co., Lake City.
Fairgrove Farmers' Co-Operative Elevator Co., Fairgrove.
Hub Store Co., Muskegon Heights.
Otsego Hotel Co., Jackson.
Percival Block Co., Port Huron.
Pantlind Style Shop, Grand Rapids.
St. Clair Heights Garage Co., Detroit.
Veneer Reproduction Co., Detroit.
Brin-Marshall Furniture Co., Detroit.

Aluminum Ware Sales Feature.

A specially-priced item that is said to be attracting considerable interest is being offered by one of the aluminum ware concerns. It is a fourteen-quart lipped preserving kettle equipped with a high-domed cover. The offering of the kettle as a retail sales feature is said to be particularly timely, with the preserving season directly ahead. The retail merchandising value of the special price lies in helping the sale of other aluminum ware, including dippers, colanders, etc. The kettles may also be used for general cooking, being more than ample, for instance, for boiling a ham. A short while ago the kettles, with covers, were priced at \$15.75 per dozen wholesale. The manufacturer, to develop the item as a feature, is now quoting 95 cents for each kettle, with or without cover, or \$11.40 a dozen.

Novelties Lead in Apparel.

Novelties of all kinds mark the new Fall lines of apparel for young girls. Combinations of cloth and silk are among the season's popular models, and embroidery is used to some extent. Jersey for school frocks is much in evidence. It is seen not only in the darker colors, but also in such light shades as coral sand, which has been so popular this summer. Most of the jersey garments are two-piece models, having skirts attached to bodice tops and "jumpers" of finger-tip length. Some modifications of the coat dress are also shown in plaid woollens.

The Mystery.

One of our customers is a merchant who thinks, eats and sleeps in terms of business. His business interests him more than anything else in the

world. One night, according to the story, his wife discovered him standing over his baby's crib. She saw in his face rapture, doubt, admiration, despair, ecstasy, incredulity.

Naturally, she was touched at this somewhat unusual parental attitude, so with glistening eyes she arose and slipped her arms around him.

"A penny for your thoughts," she said in a voice tremulous with tenderness.

Startled into consciousness, he blurted out: "For the life of me, I can't see how anybody can make a crib like that for \$3.49."

To Stage Short-Wear Shows.

Fashion shows featuring apparel for women of small stature are to be staged at a number of prominent Middle Western retail stores under the auspices of the Affiliated Specialists in Dresses for Short Women. The first of these exhibits will be put on early in September, the cities to be visited including Pittsburgh, Cleveland, Detroit, St. Louis and Minneapolis. The shows will be held in the ready-to-wear department of a selected store in each city, mannikins and garments being provided by the Association. In each instance a morning and afternoon show will be given, and in two of the stores they will be repeated on the following day.

Early Demand For Men's Mufflers.

A tendency on the part of retailers to place fairly good early orders for men's mufflers is commented upon in the wholesale markets. The anticipation is traced to the offering of considerable merchandise at prices which will permit very attractive retail quotations. While the cashmere or silk muffler is being offered for the better-class trade, volume business is again expected in the woolen kind, either in plain or fancy versions. All-wool Scotch mufflers are particularly well regarded. Wholesale prices are such that these may be retailed at about \$1.95.

Offers Novel Sewing Case.

A novel sewing case, the top section of which is equipped with a clock that keeps good time, is among the unusual things that are now offered here. It resembles a regular mantel clock, both as to shape and size. The case rests on a base having four tiny knobs, and when the top is lifted off a full equipment of sewing materials is found. The case comes in several shapes, including semi-ovals, fancy pyramid tops and squares, and a number of colors. The colors run to the pastel shades, but all of the cases are finished off at the edges with gold borders. They wholesale at \$30 a dozen.

Definition of a Gentleman.

A man who is clean both inside and outside; who neither looks up to the rich nor down to the poor; who can lose without squealing and win without bragging; who is considerate of women, children and old people; who is too brave to lie, too generous to cheat, and who takes his share of the world and lets other people have theirs.

THE OLD NATIONAL BANK

Why is the Old National growing? Simply because Grand Rapids people know that it offers both safety and friendliness!

A Bank for Everybody

MONROE AT PEARL

NO BRANCHES

Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

GRAND RAPIDS

Chicago

Detroit

First National Bank Bldg. Telephones Citizens 4212 Main 656

Congress Building

We own and offer

Iowa Southern Utilities Company
First Refunding 5½% Gold Bonds
Series of 1925

We recommend these bonds for investment

Price 97½ to yield about 5.70%

Michigan Bond & Investment Co.
INVESTMENT SECURITIES

10th Floor Grand Rapids National Bank Building
GRAND RAPIDS

Mr. Stowe Says

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

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

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

Merchants' Creditors Association of U. S.

208-210 McCamley Bldg., Battle Creek, Michigan

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



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.

Slate Shingles Hinder Fighting.

A fire in the Country Club of Detroit again demonstrates the fact that too much confidence must not be placed in so-called "fire-proof" construction.

The building insured for \$315,000 was of fire resistive construction. One section was of one story equivalent to two, and the other sections of two stories. The walls were of brick and stucco finish; reinforced concrete frame and floors; joisted roof partly on exposed steel trusses; tile partition; tile stair hall open at floors; wooden interior trim. The following protection was available; Village department with hydrants along nearby boulevard and a few on premises of risk; good access; vertical pipe and hose supplied from main; chemicals fairly well distributed; watchman on approved portable clock.

Fire of unknown origin was first discovered in the roof over the dummy elevator of the kitchen and traveled North into the large wooden roof of the otherwise fireproof lounging and ball room section at about the center of the property. The fire department responded promptly but found the water pressure deficient. It was 40 to 50 minutes before sufficient water was in play to effectively check the progress of the fire.

There was not sufficient water during the early stages of the fire to effectively cool the large unprotected steel members supporting the wooden ball room roof, and they buckled and collapsed, crashing through the fireproof floor, taking along a portion of the adjoining section which suffered more from collapse than from the actual fire.

The report of the National Inspection Company of Chicago states:

"The heavy ornamental slate shingles, while of value from an exposure standpoint, were very detrimental to department action, as the fire lodged in the roof and could not be fought effectively from the outside until broken through. Furthermore, the slate shingles made an unusually heavy roof, which contributed to the collapse."—Fireman's Fund Record.

Regulates Gas Heaters.

A comprehensive ordinance to regulate the installation and venting of gas heating appliances will be in effect in Los Angeles shortly, according to a recent report. There is a great deal of opposition to many of the features included in the proposed ordinance, but on the whole, the City Council was inclined to support the report of the committee appointed by Mayor George E. Cryer nearly eighteen months ago.

There is said to be about 500,000 heating appliances in use in Los Angeles, a great number of which are obsolete and dangerous. Some time ago the city suffered an epidemic of gas poisoning cases, and consequently this stirred the community to provide safeguards to users of all kinds of gas appliances and water heaters. The terms of the proposed ordinance will be more or less similar to those of many cities. The Board of Public Utilities will pass on heaters before they are approved for use. Gas ap-

pliance dealers and mechanics will be licensed and permits will be required for installation.

Large scale storage tests have been made on charcoal briquettes at the Ford Motor Co. plant at Iron Mountain. This charcoal is made from hard wood waste, by means of a continuous retort process and is then crushed and made into briquette form by means of a binding composition. Storage tests were made in large bins, 10 feet cube filled with briquettes; varying the conditions of moisture and ventilation. During a series of tests lasting a couple of weeks, these briquettes showed no tendency to spontaneous heating or ignition. As a result of these tests it has been practicable to permit the shipment of these briquettes without being classed as an Inflammable Solid as is the charcoal from which they are made.

Exit Lights.

Green lights instead of red over fire and emergency theater exits will be the rule in the next two years, according to Eidney J. Williams, chairman of the Safety to Life Committee, who attended the annual meeting of the National Fire Protection Association in Atlantic City recently. States and cities will change their laws, directing the use of green lights, according to Williams. The reason for change is that red is regarded as a signal of danger, while green is as generally regarded as a safety flash.

Uses Radio.

C. V. Lane, Michigan State Fire Marshal, is taking advantage of the radio in spreading farm prevention educational information. Smoking in barns, careless use of matches, spontaneous ignition, burning of rubbish, paint-soiled clothing or oily rags, careless use of gasoline in cans, tractors and gasoline engines, careless use of kerosene lanterns and lamps, unscreened threshing equipment and defective flues were cited as greatest fire hazards on the farm by Mr. Lane in a talk from a Detroit station.

Kalamazoo Joins.

Kalamazoo is believed to be the first city in Michigan to pass an ordinance fixing the cost of extinguishing fires upon those who disobey fire prevention orders. On the back of the inspection order blank used by the Kalamazoo fire department is a copy of the liability ordinance. There are more cities in Texas having such an ordinance than in any other single state. Cincinnati is believed to be the first city in the country actually to win a case in court founded upon the ordinance.

Take Fire To Department.

A Pere Marquette railroad crew accomplished the "impossible" by bringing the fire to the fire department.

A torch fuse set a box car afire a few miles from Benton Harbor and high wind whipped the flames. An engine was sent out from town and hooked to the blazing car. The fire was soon extinguished when the "comet" reached the Benton Harbor yards.

100% PROTECTION

Net Cost 70% of Stock Co. Premiums

OUR RECORD FOR 16 YEARS

The Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENF, SECRETARY-TREASURER

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.

GRAND RAPIDS,

MICHIGAN

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.

GREEN & MORRISON—Michigan State Agents

EASTERN MICHIGAN HOTELS.

Peculiarities of Some of the Old Timers.

Marietta, Ohio, Aug. 2—I recall wheezing up into the Thumb section some thirty years ago over the P. M. Railroad into Harbor Beach. It was early winter, snow in volume, trains delayed, and the thermometer down around zero. Upon enquiry of various traveling men which hotel to stop at—and there were a goodly number headed for the same destination—I was told it was a 50-50 proposition which hotel to go to. Some favoring one hotel, others preferred another. It was a case of going to one hotel and then wish you had gone to the other. Not that the Dow and Wilson hotels there at that time were any worse than the average hotels in a town like Harbor Beach, but they were certainly no better. At that time we selected the Dow. It is still there, to-day, we would say the best hotel there. It has been enlarged since the days I mentioned, a very large and homey veranda along the entire front of three stories, each floor. It is a frame building, built many years ago. Chas. Dow conducted the place for many years, but there have been several proprietorships since. Hot and cold running water, with some baths, have been added, electric lights, steam heat, etc., and the old Dow is very presentable indeed. It has a nice lawn in front, is painted a restful white, is very well furnished and is being conducted in a satisfactory manner.

The Wilson House stood in the middle of a block, was also built of wood, and as we recall in the days of long ago, was not nearly so good a house as the Dow in its construction. Fee Dow conducted the Wilson for some years. I believe he was a cousin of Charles Dow, of the Dow House. For a time the Wilson House was closed up as a hotel and turned into a furniture store on the ground floor, with some offices above. Many of us older fellows will remember Bert. Springsted, who bought and re-opened the Wilson as a hotel and conducted it for some years as such. Bert was a good fellow and conducted a very good hotel and as we recall gave the Dow a good run for the money; but business was never any too good up in that section. Summer business was better, but even that was limited. Auto travel by many of the boys on the road have changed conditions there very much. Bert, let loose in due time and is now a very successful small town storekeeper at Pt. Sanilac. The Wilson is still there, but does not look any too good to the writer. It is conducted by a lady whom we were unable to locate.

Many of the older boys will also recall C. B. Clark, who at one time conducted the Dow. Clark was a real good country landlord. I visited the Dow when he was there, and while the place was heated by stoves, wash bowl and pitcher, etc., I recall a very pleasant day and night there. Mr. Clark retired several years ago, quite an old man, and now lives with a son at Vassar, who is a banker there.

As a summer resort Harbor Beach has never met the expectations of those most interested years ago. While it has many advantages, it seems to attract only about so many each year. Since the change to auto traveling, the short stay patronage has been better, and even now a new lease of life is taking place and Harbor Beach may come into its own greater than ever.

The Harbor Beach Club, originated by Geo. J. Jenks in 1895, met with success from the start. Private in the extreme, the club house is ideal, the grounds have been wonderfully kept up, the cottages are mighty fine; the golf course is par excellent and year after year the same people, largely families, are in evidence there. One thing which leads the writer to believe this section of the Thumb is go-

ing to improve in all ways is the coming of the VanDyke Highway out of Detroit to Bad Axe and on through in due time to Pt. Austin and Pt. Aux Barques. It will shorten the distance fully forty miles rather than via Port Huron and up through Lexington and Pt. Sanilac. An excellent golf course has been laid out just East of Bad Axe and another one is under way up near Pt. Austin. While the lake shore is most attractive all the way from Pt. Huron to Harbor Beach, when one gets above Forrester, there is nothing to overcome the vicinity of the upper Thumb. From a commercial point of view, we believe even that will improve in this section and the entire Thumb will become a playground as never before.

I believe I am safe in saying that Monroe and the Park Hotel there received about the first early benefits of auto traveling patronage of any smaller inland city of the State. Not only that, but there are hundreds of the older boys on the road who will recall the Park Hotel as one of the very best in Southern Michigan years and years ago. C. B. Southworth, proprietor here, has been at the helm for going on forty years. I believe his father and mother were there before him. At any even C. B. has played the game on the level all these years, keeping the Park right up to snuff in every particular, meeting with success at every hand, his name revered as an old time landlord. The original Park was about sixty rooms. Some twenty years ago an addition of about the same number of rooms was added; these were made the most modern of these days, the older part revamped in keeping; new furniture installed throughout; the dining room made one of the most attractive, lobby just as homey as home itself; in short, Michigan could lay claim to one of the best smaller city hotels in the Park.

Meals have always been excellent at the Park. Years ago midday and evening meals were 50c; later raised to 75c and worth much more. We believe Sunday dinner there now is \$1, while we were unable to partake of any of these, dare say Mr. Southworth gives same values as ever. His American plan rate has always been very reasonable. He still conducts the hotel on that plan.

The Park never neglected the commercial boys, even with the extra patronage he received from the auto people, because one of the first hard surfaced roads in the State passed through Monroe from Toledo to Detroit.

Chick service at the Park has never been in evidence. There are never any extra bell boys or porters around. Most every one carries his own grip up stairs. There is no elevator. Even ice water is always ready for you to carry to your rooms if you so desire. Years ago some of us used to marvel how Mr. Southworth got away with this. With the commercial boys it became a part of their staying there. They seemed to like it and many a good laugh I have heard in connection with it. As touring patronage began to come to the Park some of us watched with interest how this service, or rather lack of service, would work out. And it has been surprising to see how kindly even a stranger will take to the modus operandi. If a protest came, either Mr. Southworth was right there to explain or some faithful clerk and matters were soon most pleasantly adjusted. Should some over exacting patron demand extra attention some employee would give the customary bell boy service, but, as a whole, such has never prevailed at the Park.

The Park Hotel never had a bar and yet made money in the days long ago. This hotel was distinctive as a place with no booze and yet conducted in a top notch manner.

Mr. Southworth is well to do. He has an excellent home in the city and a summer home down on Lake Erie. He takes life easy and yet on our re-

cent visit there he showed most conclusively the most painstaking attention to keep the Park Hotel in its over enviable reputation.

Mr. Southworth was the first vice-president of the present Michigan Hotel Association and was very valuable to the writer when this organization was set in motion in 1914. He has a lovely family; one daughter married and the son-in-law, right hand bower in the Park management. One son, now in Europe, is studying for a doctor.

All in all, we consider the Park Hotel one of the outstanding bright lights of smaller city hotels of Michigan for more than fifty years and Proprietor Southworth a living example of honesty, uprightness and good hotel keeping—a pattern that many others could profit by in following as near as possible.

I will never forget as long as a kind Providence allows me to think and remember my first visit to Dundee, thirty-two years ago. It was here I found at that time a town "divided against itself" in connection with the hotel situation. Since then I have found other cities or villages where there was a decided feeling of the citizens for some particular hotel, but never have met a situation which resembled that I encountered at Dundee in 1894.

There were two hotels there, the National and the Pocklington, located directly opposite each other on the main street as one entered from the Ann Arbor Railroad depot. The National Hotel was the older of the two, having been erected along in the early 1870's, a three-story brick. This hotel had been operated by many proprietors and at the time of my visit was very well conducted, as hotels went in those days, by Chamberlain & Ferguson. Along the middle of the 1880's, John Pocklington erected the hotel bearing his name and conducted the same for possibly thirty years, when he passed on. The property fell into the hands of his son, who conducted it for a time, and it was then closed and stands to-day, with first floor occupied with business places, the upstairs with cob webs over the windows—a sad memory of years gone by.

If there was any great difference between the two hotels thirty-two years ago, it was hard to distinguish, although I feel that the National had a better reputation most of the time. They were both just common small town taverns; in those days it was generally the fellow who served the best meal at 50c which carried the better reputation. Neither hotel there in those days were extremely famous for foods, although I had to own up when I was engaged in the "divide" that the Pocklington was the best. John Pocklington was a character and thought he was conducting the best hotel of its nature in Michigan and you could not convince him otherwise. Both hotels had bars and it was a question which place could inveigle the most nickles and dimes out of patrons. Where or when the divide or feud between the hotels started, no one seems to be just positive. Even why it was started is a mystery. Some contend that Dundee did not need the Pocklington, and yet the builder was able to win over his share of friends among the town folks in behalf of his place. The contest went merrily on. One side of the street and half way around the square were for the National and the other side of the street and square were for the Pocklington. The feud became so bitter along in the years I have mentioned that if a guest at the National attempted to sell merchants of the Pocklington side, he was told without mincing words that if he desired to do business to move over. This was true under reverse conditions. I know this, for on my first business trip there I stopped at the National and was forced to move over to the Pocklington to do business with a certain business house on that street. I

have no idea how Proprietor Pocklington treated the average guest who was forced to come to him under circumstances as I did, but he certainly "threw the hooks" into me on the occasion mentioned at first, and after he had done this, he proved quite a good fellow.

This condition continued for a good many years. I recall one time being there when a new man on the road with dry goods stopped at the Pocklington. He had five sample trunks and was in hopes of doing business with a merchant on the National side of town. To do so, he was forced to move, trunks and all. Later it was said the merchant moved the location of his store to the Pocklington side of the city, and was just as strong for that hotel as he had been for the National. It was a great fight for many years, but with the outgoing of the Pocklington, the feud died a natural death. Many of the old time boys on the road will bear me out with the truth of these facts thirty to forty years ago.

The National Hotel is now conducted by C. B. Dean, a Dundee boy who has been in charge ten years. The hotel looks just as it did the first time I stayed there. It is still a wash bowl and pitcher hotel; steam heat, electric lights, but the same old dining room, lobby, etc. The same old stairs; the same old pictures on some of the walls. Still American plan, \$3 per day, meals, 75c, how good or how bad I do not know, as my recent visit there did not permit our staying over.

Possibly all Tradesman readers do not know, but many of the old-time boys will recall how hard it was to get a decent drink of water at Dundee years ago. The same condition prevails. It is sulphur water everywhere; occasionally they find a clear well, but not in sufficient quantities to supply the city's needs. A drug store soda fountain proprietor told me he often had to send to Toledo or other nearby places to get water enough to supply his wants on his fountain. Some day money is going into Dundee and a new Mt. Clemens or St. Joseph will be created.

Those of the old timers on the road who visited Dundee—and really the place used to be greatly favored—will be pleased to know that Charlie Dutton, he of livery fame years ago, who also used to run a bus to depots, carry baggage and "livery" us to neighboring places, is still in the land of the living at Dundee, looking hale and hearty. He is retired, so to speak, and the Old Dobbin and carriages for which he was famous have had to get out of the way of the on rushing autos. Reno G. Hoag.

Offers New Heel Protector.

A new type of heel protector for women who drive automobiles has been put on the market by a well-known specialty concern. It is offered in patent leather, tan calf and a variety of fancy leathers and in the Cuban and Louis heel styles. The patent leather and tan calf protectors wholesale at \$7 a dozen pairs, with the prices of fancy leathers slightly higher. The protector is molded to fit snugly to the back of the shoe and attracts so little attention when in use that it may be worn while shopping or on other occasions when the wearer is out of the car for a time. It is attached by slipping the heel through a silk goring at the bottom of the protector and by slipping a small metal hook over the top of the shoe. This hook is attached to the top of the protector by a short loop of the goring so arranged as to make it automatically adjustable. The device is meant for sale in notion departments.

ORDER OUT OF CHAOS.

Receiver Making Good in Worden Grocer Company.

The Michigan Trust Company has issued the following letter to the stockholders and creditors of the Worden Grocer Company:

Grand Rapids, July 31—On February 9, 1926 we were appointed Receiver of the Worden Grocer Company by the United States Court and, in order that you may be informed as to the condition of that Company, we enclose herewith statements prepared by Lawrence Scudder & Company, Certified Public Accountants, showing the financial condition of the company at that time, and also as of June 30. We also enclose statement as of June 30 of the Worden Realty Company, (98½ per cent. of the outstanding capital stock of which is owned by the Worden Grocer Company). According to the enclosed statements the operation of the business has shown a profit, and the deficit has been decreased during that period \$6,009.14. The operating overhead has been reduced approximately \$90,000 as compared with a year ago, with a marked increase in sales, and the profit shown was made the last six weeks prior to June 30.

The amount owing the Kent Storage Company, whose stock of groceries was bought by the Worden Grocer Company, solely for the advantage of the business in charge of the Receiver, was on June 30, \$117,349.49, and has been reduced by payment of \$40,000. The amount now owing them, \$77,349.49, will be paid, according to the purchase agreement, within the next four months.

All bills for merchandise bought for the business of the Worden Grocer Company, have been paid and discounted. No money has been borrowed by the Receiver. The operation of the business under the receivership has proved that under proper management the business can be conducted at a profit. Due to unusual conditions existing in this business at the commencement of the receivership, large and extraordinary expenses, amounting approximately to \$9,000, were entailed

in straightening out its affairs, and all such items have been paid and charged as expense prior to June 30. The business is now on a paying basis. From now on, having re-established the credit of the company and having made a showing at the end of five months, which we think is very favorable we are fully convinced that it is to the best advantage of everyone concerned to continue the business.

We are endeavoring to convert some of the real estate of the Worden Realty Company into cash in order that a dividend may be paid to creditors as soon as possible.

On September 30 another inventory will be taken and statements prepared and sent out to creditors and stockholders, showing the result of operations for the three months, it being our intention to keep creditors and stockholders fully advised from time to time. Frederick W. Stevens, Pres.

WORDEN GROCER COMPANY
The Michigan Trust Company, Receiver
Statement of Financial Condition
As at February 9, 1926
(date of commencement of receivership)

Assets	
Cash on hand and in banks	\$ 10,941.01
Notes receivable	10,301.65
Accounts receivable	166,147.57
Merchandise inventory	172,811.91

Total current assets	\$360,202.14
Investment Worden Realty Company	\$348,450.00
Fixed Assets	41,879.95
Other Assets (G. W. Rouse Accounts)	210,138.60

Total Assets	\$960,670.69
Liabilities and Net Worth	
Claims payable	\$472,159.38
Worden Realty Company	1,767.89
Accrued taxes and expenses	12,031.18
Dividends payable	1,808.80

Total	\$487,767.25
Net Worth	
Preferred Stock	\$693,793.33
Common Stock	405,041.67

	1,098,835.00
Deficit	625,931.56
	472,903.44

Total Liabilities and Net Worth	\$960,670.69
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Prepared by Lawrence Scudder & Co., Accountants and Auditors, Grand Rapids, Michigan.

WORDEN REALTY COMPANY
The Michigan Trust Company, Receiver
Statement of Financial Condition
As at June 30, 1926

Assets	
Cash on hand and in banks	\$ 17,032.67
Notes receivable	10,301.65
Accounts receivable	218,037.70
Merchandise inventory	324,956.66

Total current assets	\$570,328.68
Investment—Worden Realty Company	\$348,450.00
Fixed Assets	47,427.41
Other assets (G. W. Rouse accounts)	199,026.01

Total assets	\$1,165,232.10
Liabilities and Net Worth	
Claims payable	\$472,159.38
Worden Realty Company	1,767.89
Dividends payable	1,808.80
Accounts payable (under receivership)	
Kent Stor. Co.	\$117,349.49
Other	93,233.96
	210,583.45

Total Current Liabilities	\$686,319.52
Net Worth	
Preferred Stock	\$693,793.33
Common Stock	405,041.67

	\$1,098,835.00
Deficit	619,922.42
	478,912.58

Total liabilities and net worth \$1,165,232.10
Prepared by Lawrence Scudder & Co., Accountants and Auditors, Grand Rapids, Michigan.

WORDEN REALTY COMPANY
Statement of Financial Condition
As at June 30, 1926

Assets	
Cash in banks	\$19,980.19
Accounts receivable—Worden Grocer Company	1,767.89

Total current assets	\$21,748.08
Fixed Assets—Properties	
Grand Rapids	\$308,500.00
Lansing	156,479.05
Battle Creek	97,571.35
Kalamazoo	22,112.03

	\$584,662.43
Less reserve for depreciation	58,955.47
	\$525,706.96
Uramortized bond discount	6,991.66

Total assets	\$554,446.70
Liabilities and Net Worth	
Accrued pro-rata interest on bonds	\$ 1,405.00
First Mortgage 6% gold bonds	220,000.00

Total liabilities	\$221,405.00
Net Worth	
Preferred Stock	\$165,900.00
Common Stock	188,450.00

	\$354,350.00
Deficit	21,308.30
	\$333,041.70

Total liabilities and net worth \$554,446.70
Prepared by Lawrence Scudder & Co., Accountants and Auditors, Grand Rapids, Michigan.

Believes in Live and Let Live.

Walkerville, Aug. 2—Your publication always has so much good in each issue that the next is at hand before business has allowed me to digest the contents and I have to take time on Sunday and holidays to keep up.

By the way, what brings me to write is the article entitled "How to Bring a Greedy Druggist to Time," which appeared in your issue of July 21.

Mr. Stanley certainly has a just complaint or kick, but my opinion is that there are just as many "greedy" grocers and other merchants butting in on the drug business in small towns as there are grasping and unprofessional druggists. I have personal knowledge of where the patents were purchased from a grocer (who wished to retail same) and later he restocked with the more staple patents; and I do not see any way to prevent such. As the owner of a store selling patents and package drugs I could also stock goods the grocer and dry goods merchant sells and give them away for that matter. My conclusions are, to enjoy life in and out of business and handle the line you are in to the best of your ability and forget about "how the other fellow runs his," for that is entirely his own affair. Of course, there are many ways to retaliate, but will it get one anywhere? It sometimes reminds me of an organization that of late has had a great growth in members. I have had the pleasure of reading the platform or what they claim to stand for and found same to be above any criticism; but, if one has to judge the organization by the acts of the members or supposed members, it would be a verdict of the darkest hue—and so it is with some merchants and the business they conduct.

The one and only remedy is to get the Michigan Tradesman into the store and home of every merchant, regardless of what and how many lines he carries—the reflection will show him his own mistake, to the end of better stores in every section.

Emerson L. Bunting.

Sentence Sermon.

Nature keeps the reverent frame
With which her years began;
And all her signs and voices shame
The prayerless heart of man.
John G. Whittier.

DEL MONTE Crushed PINEAPPLE

Special Summer advertising now running

We are now running more DEL MONTE Crushed Pineapple advertising than ever before. It is appearing this summer in a big list of women's magazines and *The Saturday Evening Post*—with a combined circulation of fifteen million copies.

This is entirely distinct from our regular advertising on DEL MONTE Fruits. It is also in addition to the strong campaign of the Association of Hawaiian Pineapple Canners—which, in itself, is educating millions of women to the many uses of this product.

Already, DEL MONTE Crushed Pineapple has the largest sale of any single brand of crushed pineapple on the market. Why not take advantage of the turnover it offers? Concentrate on DEL MONTE—and get the full selling force back of this popular brand.

CALIFORNIA PACKING CORPORATION
San Francisco, California



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.

Straw Parasols Being Offered.

Quite the newest in sun parasols of the more expensive type are those fashioned of high-grade colored Italian straw. The aim of the manufacturers has been to produce parasols that match costumes exactly and that, at the same time, are artistic and odd. They possess the two latter qualities to the extent that they are also being used for home decoration. The straw used is raffia visca or tagle, and it is so woven that the sun's rays cannot penetrate it. The frame, which is about twenty-four inches long, is bamboo and metal, while the handle is of fancy galalith, equipped with silk rope. Motifs of different character are worked into the tops of the parasols, which are offered either fringed or unfringed. All fashionable colors are obtainable. The parasols, which are available for both immediate and Winter resort season deliveries, wholesale at \$8.50 each.

Will Watch August Rug Sales.

The progress of the sales of rugs and carpets, furniture and other household merchandise that are held every August by most of the prominent retail stores throughout the country will be watched this year with special interest by leading factors in the floor coverings industry. Upon the success of these sales will depend to no little extent the amount of business that will be done by rug and carpet manufacturers during the remainder of the Fall wholesale season. This is due to the fact that retailers have bought quite heavily for the sales, and that failure to move the goods will leave their stocks in such a condition as to preclude active purchasing of additional merchandise. Business with first hands in the local trade has been quiet for several weeks, but the jobbers have been getting some orders for merchandise intended for retail sales purposes.

Fall Neckwear Lines Ready.

Many lines of women's neckwear for the Fall trade are ready now, and business is being booked on them. Novelty, according to a bulletin of the United Neckwear League of America, will be a big item for the new season. Among them are the short boas that have just made their appearance. They are made of ostrich feathers in pastel colors, and are so shaped that they fit closely around the wearer's throat and tie with a ribbon. Another novelty is the expansion of fabric scarfs into evening shawls or wraps. They are made with a large center square of lame, or metal cloth, edged with crepe de chine. The lame centers are figured with pastel colors, while the crepe edges are of black or some contrasting shade.

Made-Up Bow Tie Selling Well.

One of the noticeable things about the retail turnover of men's neckwear is the expansion in sales of the made-

up bow tie. A large number of consumers like to wear bow ties, but either do not care to fashion the knot every day or else do not know how to tie the present fancy knot in vogue. Their problem, they find, is solved by the made-up tie, which requires only the fastening of the elastic around the neck. Manufacturers, because of the increased demand, have found it profitable to use better silks in these ties which now retail from 50 cents to \$1.50. The big butterfly shape is said to be selling well, but interest is also shown in the smaller bow effects developed in many patterns of printed silk.

Foreign Toy Competition Small.

Although toy manufacturers have been complaining about the dilatory tactics employed by buyers, they are said to have very little to fear from foreign competition. Illustrative of the present condition is the statement by the buyer for one well-known store here. He said he made his usual trip abroad this year, but that his purchases will amount only to about 10 per cent. of his total commitments. He found prices on the other side too high and there was also a decided lack of merchandise that had an appeal for the American consumer. He added that, in his opinion, a general sales ratio of 10 to 1 between domestic and foreign toys would prevail during the coming holiday season.

Slip-On Gloves Being Featured.

Slip-on styles in tailored effects and types embodying sport ideas are coming to the fore in women's gloves for Fall. The six-button length is the favored one in the slip-on gloves, according to importers here, while the wrist glove with buckle is stressed in sports merchandise. These effects are now featured in kid, suede, doeskin, chamois suede and the heavier double-thread material. Many of the models are designed to be worn puffed out at the wrist, this representing the newest fad in glove wear. For "dressy" wear a good call continues for gloves with the fancy French cuff. Novelty styles generally are expected to sell well for the holiday season.

Cashmere Mufflers Show Promise.

Mufflers of imported cashmere are expected to have a good "run" during the coming Fall. One of the latest offerings of them is in the shape known as "Highland squares." These are thirty-two inches square and, by joining two ends of the square and folding it in the middle, a very suitable scarf is formed. Most of the mufflers are white, but tan, gray and blue shades are also available. Varied stripe, dot and figured patterns in contrasting effects are worked out on the white or colored grounds. Wholesale prices are such that the mufflers may be profitably retailed from \$3 to \$3.50 each. They are guaranteed washable.

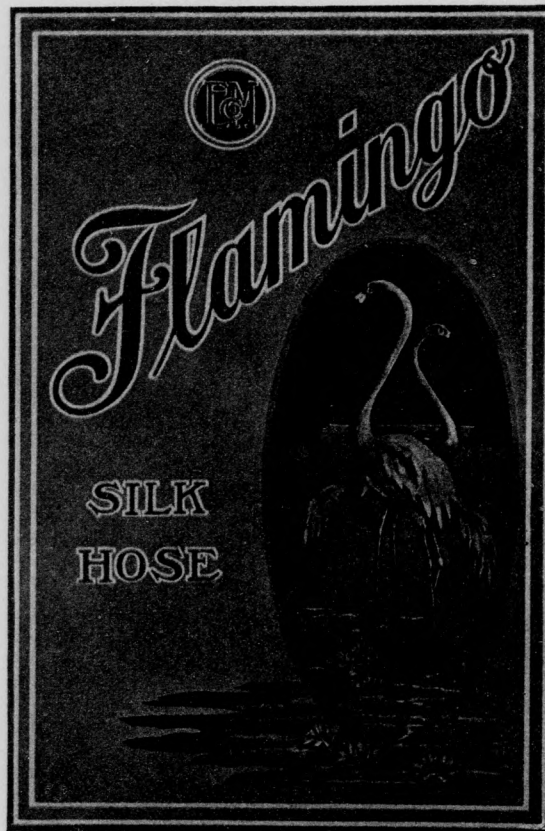
For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

Popular Priced Hosiery

Guaranteed for Satisfaction



Flamingo Hosiery is controlled entirely by us, and is manufactured by the largest manufacturer of silk hosiery in the world. In style, coloring and value there is no better. Each pair is guaranteed to give satisfaction or we will replace.

1260—Ladies' 10-strand, pure silk hose, 260 spring needle, with mercerized ravel-stop top. Colors Black, White, Gun Metal, Neutral, French Nude, Peach, Champagne, Harvest, Atmosphere, Beige **\$8.00 Doz.**

1270—Ladies' pure silk faced hose. Rayon reinforcement. 22-inch boot, mercerized ravel-stop top. Colors same as No. 1260 **\$7.75 Doz.**

1150—Men's 12-strand, pure silk sox. Double sole, reinforced heel and toe. Colors Black, Cordovan, Navy, Suede, French Tan, Champagne **\$5.75 Doz.**

Sales of silk hosiery are a very material part of the sales of every dry goods store. If your sales in silk hosiery are not as large as they should be, secure a bigger business, a larger turn-over, a smaller inventory, by joining the Flamingo distributors.



EDSON, MOORE & COMPANY

1702-1722 West Fort Street

DETROIT

New Things in Millinery.

Apart from the note of startling originality which is embodied in the new African turban by Agnes, the millinery mode is largely influenced by effective fabric contrasts and fresh invasions of brilliant color. The Agnes turban, having received immediate recognition in France, is found to possess qualities of practical adaptability to American tastes considerably beyond early expectations, according to a bulletin issued recently by the Retail Millinery Association.

"A leading designer," continues the bulletin, "says that the softening of the line of the skull cap or bandeau section is, in the main, the key to his adaptations. In a series of dining and dancing turbans he presents tinted metal laces of fine patterns in combination with richly toned velvets, the lace being easily adjusted in a flattering line as the bandeau. The velvet upper and back section can also be manipulated to conform to the wearer's requirements in a higher or wider line. The use of metal fabrics, embroideries and appliques have already been accepted as wearable de luxe versions of this novel headgear.

"At the Lido, Venice, this turban was recently worn at the dinner hour. It was draped by hand, and brilliantly decorated chiffon scarfs were bound closely about the head. The long ends of these scarfs were coiled in ropes that circled the back, conforming exactly to the Agnes contour.

"The ensemble note, which continues to advance steadily, brings about a use of baby calf in the black and white, negre and white, and tan and white spottings. It is utilized for exclusive hats of supple draped lines bound with grosgrain ribbon. These are accompanied by scarfs of ribbon with the calf applied as decorative ends, as well as by purses, umbrella handles and collars of kidskin pumps that also feature the calf. The toning of ribbons reaches new levels, as many as ten shades of one color being utilized for scarf and hat sets.

"Scarlet, a new purple, all of the purple reds, bois de rose brown, a tone close to aubergine (eggplant), the dahlia shades, a new beige and the entire autumn leaf range are 'last words' in colors in the exclusive field, in both formal and sports modes."

Don't Take Their Own Medicine.

One of the reasons why members of the millinery trade, especially retail buyers, apparently do not succeed better in boosting business through the increased sale of seasonable merchandise is that they do not take their own medicine. In other words, they do not wear seasonable hats themselves. In a recent trip through local showrooms it was noted that twelve of fourteen women buyers wore small felt hats which will be in style again this Fall, despite the fact that a great deal of effort has been made in some branches of the industry to popularize large hats. The thirteenth buyer in the number observed wore a hat that defied description beyond the fact that it was small and was not made of felt, while the fourteenth wore a large chapeau

with a satin crown and brim of straw. With buyers wearing Fall hats themselves, consumers cannot be blamed if they soon follow suit.

Underwear Buying Slows Down.

With the first flush of interest in 1927 lines of lightweight underwear passed, buying has slowed down here to a noticeable degree. In the business that has been done so far, nainsooks have shown up best. The better grades of these goods have done especially well, from all accounts, due to the growing vogue for novelties. Lightweight ribbed goods have been in fair demand, with those cut along the so-called athletic lines doing better in some quarters than the more conservative types of this underwear. Balbriggans have apparently got the poorest start of all. Reports of the general buying done so far do not put the volume purchased as high as manufacturers and selling agents would like to see it, but there is a feeling among the latter that a marked improvement will be seen in the course of the next few weeks.

Seamless Hosiery Sales Gaining.

Continued moderate improvement in business on the general run of seamless hosiery remains the only feature of the current market, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers. Mill agents who expected a flood of orders this month have been disappointed, while others are inclined to look on the improvement noted as a forerunner of something better in the near future. Buyers have shopped around carefully for the most part and have bought in a cautious way for Fall. So far, however, they have shown practically no interest in Spring lines aside from infants' socks and seven-eighths goods. Yet total sales for the month have in most instances been satisfactory.

Much Use of Fur Trimmings.

Indications are that the use of fur trimmings on women's coats this Fall will easily equal or exceed that of any past Fall season in recent years. The recent developments in pelt trimmings include huge mushroom collars, shawl collars, and full-length tuxedo shawl collars, as well as border furs cut in intricate scroll and crescent effects. Fur pockets are shown on practically all of the better-grade garments. Krimmer and krimmer-dyed caracul are the outstanding furs being used, as are badger, wolf, beaver, squirrel and civet cat. Many of the cloth coats are fur lined this season, the fur being mainly German kid dyed to imitate leopard, civet cat, chipmunk, etc.

Favor "U" Neck in Sweaters.

The "U" type of neck in both coat and slip-over styles is favored by buyers in their early purchases of women's fancy sweaters for fall. Garments of brushed mohair and the so-called zephyr type are well to the fore in the merchandise being ordered. Solid colors are frequently specified, but buyers' interest is said to be centered mainly in novelty stripe and plaid combinations. Merchandise to retail from \$5 to \$7.50 is in active demand for early shipment.

What the Bumper is to the Car Sidewall Protection is to the Tire

Sidewall Protection

adds extra miles of life to Corduroy Tires. Ribbs of live rubber guard against curbstone wear, defy ruts and jolts and permit easy flexing. Not a mere claim, but an actual visible improvement. Investigate these advantages. Let your next tire be a Corduroy Cord.

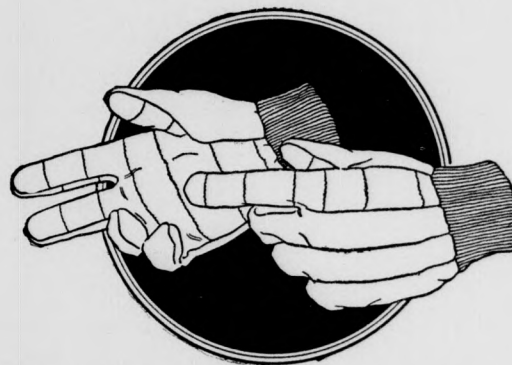
CORDUROY TIRE Co.
Grand Rapids, Michigan



Corduroy Cords Sidewall Protection

Added Reinforcement—An Original Patented and Visible PLUS feature

"Mansfield" Double Palm CANVAS GLOVES



Dependable-- Wear Twice as Long

Each pair is branded "Mansfield." We brand and guarantee this glove absolutely, so "Mansfield" Double Palms have to be right: Made Knit Wrist, Gauntlet and Band Wrist. Each dozen is boxed in card board container. Retail for 25c, 30c and 35c. Distributed by Jobbers everywhere.

Manufactured Exclusively by

THE OHIO TEXTILE PRODUCTS CO.

MANSFIELD, OHIO

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.

On the Quiet Reaches of the Sacramento River.

Written for the Tradesman.

To sit on rocks, to muse o'er flood and fell,

To slowly trace the forest's shady scene,
To climb the trackless mountain and unseen,

Where foot of man hath ne'er or rarely been—

This is not solitude.

But mid the throng, the crowd, the crush of men,

To see, to hear, to feel and to possess,
And roam along this world's dreary denizen

With none to bless us, none whom we can bless—

This is to be alone—

This, this is solitude.

What makes a poet? Is it rhyme, jingle, the mere music of words strung in cadences? No. Not for a minute. But the man who can express profound, eternal truth in musical words, condensed and concentrated so the utmost significance is distilled therefrom—he is a poet. And if to all this he have the faculty of speaking in a language comprehensible to his average fellow man, he is a great poet. Byron, more than Milton, belongs to the first class. Shakespeare to the second, rarer, greater poets.

If you look at any ordinary map of Central and Northern California you will readily find a thick black thread which runs generally in a Northwesterly direction from San Francisco Bay to Sacramento. It is labeled Sacramento River. But if you seek to navigate the stream, apparently so straight and well defined, you will discover that that is something else again.

You will, in fact, find yourself seeking out your way through an interminable, apparently inextricable, labyrinth of by-ways, sloughs, flats; and you must not only have a perfect chart, but must know how to read it, so you pick up your buoys, beacons, lights in succession and recognize each accurately. For a landsman it is plenty experience, and one feels much like an old salt once he has accomplished the feat of a first passage of this stream.

Another thing that surprises all greenhorns, none more than those who have lived on the banks of San Francisco Bay all their lives, is the turbulence of that landlocked body of apparently quiet, sheltered and docile water. For, speaking strictly, the Bay is seldom any better than moderately rough. The indications are for "light to moderate Westerly winds." Well, what do you call light or moderate? And "Westerly" may run into a compass direction most surprising to one unfamiliar with winds, waves and "points." Lastly, the wind a seaman would call "a cap-fu" seems like a stiff blow to a landsman. What a seaman calls a breeze, you'd call a storm. What he'd say was a stiff breeze, you'd call a hurricane—and think that worse could hardly happen.

So this is written on one of the quiet reaches of the Sacramento known as Steamboat Slough, and we got here by easy stages. We left Sausalito—about Northwestward across the Straits from San Francisco—with

a breeze offshore following us that many advised us not to try that day. (That was Saturday, July 17). But our boat is a sturdy cruiser, and, besides, if one is to await wind and tide on all occasions, one will never get anywhere. So we started.

In salt waters, tides must be taken into account—especially on the Bay where much of the water is shallow when the tide is low. We had the rising tide with us. That is needful, for otherwise we should buck both tide and current up the river and, as an old salt said to me, "You might better stay at anchor than waste gasoline that way."

As we rounded California Point heading in toward San Quentin, we found the waters quiet, and there being plenty of depth, we kept in toward the Western shore, under Mount Tamalpais the Beautiful, and had a delightful afternoon's run. Our plan had been to stop over night in San Rafael Creek, for it is pleasant to sleep the first night out weaving at the anchor cable. But when Red Rock was abeam, we decided we could hardly better conditions for the run across San Pablo Bay, so we went right on.

Reaching the region of Vallejo, the little town that sort of feeds on the Navy Yards at Mare Island, we entered the quiet of Carquinez Straits, where the town of Crocket and the California Hawaiian Sugar Refinery—the largest in the world—is located. (I forgot to say, or to remind you, that Russ Warden and other high grade grocers, live and do business in San Rafael). Crocket is a model town, like so many company towns are these days—model conditions, model schools, recreations, homes, amid profusion of flowers; surely an ideal spot to work and rear a family.

So on to the shelter of Army Point, a place surprisingly quiet, seeing the wind blows stiffly off the heights to the Northwestward. It blows so high that boats find peaceful shelter under it, inshore. There we anchored, finding two boats already on the grounds, lying the night almost as if in a landlocked harbor.

Next stop was Pittsburgh, a place ludicrously named, considering the contrast between it and the Pennsylvania town. True, there is a steel works and a rubber tire factory, and I believe one or two other industries; but it is a tiny place, originally given over to Italian fishermen and still largely dominated by fishing. But we found shelter under a wharf where the West wind fanned by did not disturb us.

Then came the long run of about thirty-five miles up the Sacramento, which, above Pittsburgh, is fairly clearly defined—if you have a good chart. For it is always easy to mistake the sloughs and go wandering off into hidden reaches of the delta. But we did not mistake our way once. So, after about four hours of putting, rhythmically, steadily, easily, up and around, close to island shores, following the tree-bordered windings of the narrow river, the tide with us, making it almost still waters, passing most alluring private landing places

THE IMPORTANCE OF FLEISCHMANN'S YEAST TO THE GROCER

1. It enables a grocer to render a service to his customers.
2. It makes regular and frequent customers.
3. It makes healthy customers who buy more goods.

"No wonder we grocers are such boosters for Fleischmann's Yeast."—Mr. 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

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

MEAT DEALER

with cottages hidden behind the foliage, we arrived at our destination—Peck's ranch at the Northern junction of the Sacramento and Steamboat slough.

There seems to be a fatality for us in the name of Peck. One of our guiding points on the North shore of Long Island Sound ten years ago was Peck's Light, located on Peck's Reef; and here we find our resting place where Peck's Ranch touches the river. Here the Slough runs deep inshore for a considerable distance, so we tie up within a few feet of the bank, our foreground a dense mass of green vines, with lofty trees overhead and the highway on the levee above us. Steamboats of moderate size, mostly freighters plying the rivers with the fruit and other produce of this land of prodigal abundance, pass us any old time of day or night; but the Snail is a husky boat and rolls practically not at all in the wakes. So the sleeping is wonderful, the surroundings charming beyond my poor words to tell.

Just at the junction of the rivers is a gentle sandy beach, with a new steel drawbridge of the jack-knife pattern overhead. There we disport ourselves, kids of all ages absorbing violet rays to the limit and having fun with no limit whatever. The bridge man loves to talk, for his life is like that of the lighthousekeeper—lonely and lacking in excitement. He also buys our milk and cream for us daily from his friend, the milkman.

I have a friend who has just been to New York for his first visit. He wrote from there, and he repeats it now, that New York is a real town. Well, that's true. New York is all right, if that is your point of view—and if you have plenty of money; for without money New York is the coldest, most lonely place there is. But here is peace, good will, companionship, mutual helpfulness and the great outdoors. Two weeks passes as if it were a day. When we have to go we shall look back as long as we can see this place and "wave our lily hands," wondering wistfully whether we shall ever have a holiday like this again.

Paul Findlay.

The Retired Butcher and Young Proprietor.

"I might as well close up the shop and go away for a rest," said Young Proprietor, as he looked up for a moment from his whittling. "There isn't enough business to keep me busy more than an hour or two a day, and there won't be anything doing until the summer is over."

"So you have surrendered to General Humidity and Major Summer?" observed Mr. Old Timer, who was gently moving a palm-leaf fan. "If you say there isn't much business, and that there isn't going to be any, and make no effort to put pep into things, it is certain that what you say is true. But if you determine to stir things up your business will greatly improve. You probably do need a rest—everybody should have some time for rest and recreation during the heated term, but after such a rest for a week or two,

you ought to have a lot of pep, and if you've got that and use it, business will come."

Young Proprietor yawned. He sank deeper into his chair, until he seemed to be sitting on the end of his spine. Finally he summed up enough gumption to ask:

"Yeh. Suppose I come back with this pep you speak about, how am I to use it so that people will come here and buy?"

"Well, for one thing," said Mr. Old Timer, "you should move your ready-to-eat counter nearer the door and nearer the center of the shop, so that people who come into the market would have to see it, and in such a way that people passing by could get a glimpse of its contents. Then you should have a refrigerated display window with a tempting lot of prepared foods in it, and some attractive signs, such as 'Let us do your cooking,' or 'Eat our prepared foods and keep cool.'"

"Another good plan would be to send out circular letters to all the people in the neighborhood telling them about your prepared foods, with a list of them and the price of each."

"You can't expect to keep things booming if you don't do a lot of booming yourself."

The words "boom" and "booming" aroused Young Proprietor from the doze into which he had fallen, and he looked around quizzically. Then he said:

"Oh, yes, you were talking about rest and vacation. I think I'll take your advice and go away."

At which the old gentleman took his departure without another word. The day's conversation was over.

Advocates Education Instead of Compulsion.

Kalamazoo, Aug. 2—I have read several articles in the Tradesman in regard to compulsory Sunday closing for grocery stores and do not believe it can ever be accomplished by legislation, unless at the same time all other business houses are included. This might be a good thing for most grocers, for if people could not buy gas, oil and tires on Sunday they might have some money to apply on their grocery bills on Monday.

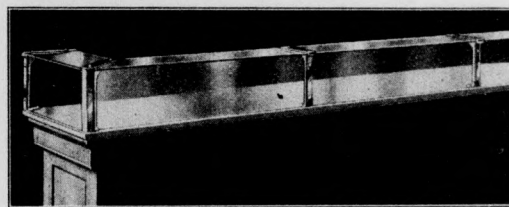
I believe better results would be obtained by a campaign of education directed against Sunday buying than to spend the same amount of effort trying to get the few grocers who are open on Sunday to stop their Sunday selling. When I bought my present store, three and a half years ago, it had been kept open day and night, Sundays and holidays. I promptly announced a change from that policy to the present closing time of 6 p. m. and closed on Sundays and holidays, and I might add that the people who kicked the most soon became my best customers, and business is as good as it was before under the long hours. I believe if the average grocer will tend to his business six days a week, he won't have time or inclination to care whether the other fellow stays open five or seven days a week.

Geo. H. Engemann.

P. S. The only time I stayed open on a holiday I was trimmed by a bad check man for \$45. Never again.

Preventable fire is a waste—absolute waste; with proper care it need not be. Don't let responsibility for anything like this fall upon your shoulders.

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

PEACHES CANTALOUPE

These seasonable fruits, along with all year 'round "Yellow Kid" Bananas, are the leaders now.

Arrivals are liberal, quality excellent and prices reasonable.

Order plenty now. Write, wire or phone us.

The Vinkemulder Company
GRAND RAPIDS, MICHIGAN

You Know These Products!

These Are the Shredded Wheat Products—You Know Them

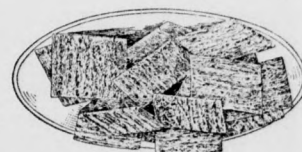
**SHREDDED
WHEAT BISCUIT**
The Whole Wheat Cereal

TRISCUIT
*Shredded Wheat in
Wafer Form*

You have sold them for many years—your customers know them—always pure, always clean, always the same high quality. We make no other food product. Only two food products to stock—sells every day—moves quickly.



Shredded Wheat



Triscuit

The Shredded Wheat Co.

Niagara Falls, N. Y.

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.

Suggestions For the Hardware Dealer in August.

Written for the Tradesman.

In August, the hardware dealer will find confronting him the familiar problem whether to carry over broken lines and odd lots of seasonable goods to another year, or whether to clear them out.

With the end of July, the seasonable demand will have materially slackened. Such people as have not by this time purchased hot weather lines, such as hammocks, refrigerators, ice cream freezers, screen doors and the like, will now commence to argue, that, having got along thus far without these goods, they can better afford to worry along until next season rather than tie up a lot of money for a few weeks' use.

It may in some communities be possible, even this late, to sell these lines at regular prices. To do this in the first week of August, the dealer has to be decidedly pushful and energetic, and, perhaps, lucky. But whatever can be done in the first week of August, by the middle of the month the real selling season for hot weather goods will be definitely past. The average man who hasn't bought hot weather goods by that time will not buy them in 1926—that is, unless there are special price inducements to compensate him for the limited use he will have of these articles in the fog-end of the season.

"When in doubt whether to sell goods or to carry them over, by all means sell" is a good business axiom at such a juncture. Where goods are carried over from one season to another, there is sure to be a certain amount of depreciation, with resultant loss. Then, too, the dealer loses the interest on his investment. A lot of money is tied up in temporarily unsalable goods; and this money is often needed to buy saleable goods for the fall and Christmas trade.

The quick turn-over is the keystone of mercantile success at all times. Right now it is good business to clean out the odds and ends of hot weather stock, and get in the money. So, toward the middle of August—perhaps earlier—a midsummer clearing sale will be timely.

The usual objection to such a sale is that it involves price cutting. The term "price cutting" is correctly applicable to a cut in the normal price under normal conditions. But it is recognized by business men generally that a bargain sale is a horse of another color. It represents merely the liquidation of a certain loss what is inevitable if the goods are carried over.

On the one hand you have the prospective selling value of the goods a year hence. Against this you can offset such items as depreciation; loss of interest on investment; storage charges; loss incurred through inability,

for lack of ready money, to handle your fall and Christmas business on the scale you desire—and when you deduct the total of these items from the prospective selling value of the article, you get a pretty exact idea of what the article ought to sell for right now, with the close of the season only a few weeks in the future.

This deduction from the regular prices compensates the purchaser for the fact that he is tying up money in goods for which, owing to the lateness of the season, he can secure only a limited use.

Before launching a midsummer clearing sale it may be worth while, this first week or ten days of August, to take a look over your stock and find out how the seasonable lines are selling. Do what you can, by energetic pushing, to get rid of these lines. When you have sized up the hot-weather goods in stock, when you are able to estimate the probable quantity of left-over goods, you will be in a position to tell whether or not it will pay you to put on a special midsummer sale and turn these odds and ends of stock into cash.

There is one point to especially remember. If you do decide to put on a midsummer clearing sale, make it worth while. Make it striking enough to attract attention to your store and advertise your business.

Play up the sale. Take advantage of the sale not merely to get rid of odds and ends of stock, but to bring new customers into your store. Advertise it freely, get out dodgers and circulars, put on some special and striking window displays, and—cut your prices to a figure that will pull the customers into the store, in spite of the hot weather.

If necessary, continue this sale until the end of August. Try to have something doing every day. It is often a good idea to feature new specials from time to time; instead of making a broadside of everything at the start. This latter method makes a striking effect at the time but the public interest gradually peters out; while it is possible, by introducing a succession of striking specials, to maintain interest from start to finish.

In advertising such a sale, price is the feature to be stressed. And make your prices specific.

Quite often the dealer undertaking a special sale advertises "Ten per cent. reduction on everything in the store," or "Everything offered at slaughter prices."

Such phrases represent mere generalities. Where, as in some cases, reduction of "10 to 50 per cent." are advertised, the customer is apt to mutter, "Ten per cent. on the things I want and 50 per cent. on the things I don't want." And where you advertise percentages, the customer has got to figure every article mentally to know how much he is saving.

It pays to make it easy for the customer. If for instance, you advertise a 50 cent aluminum utensil for 39 cents—if you describe the article, name the original price, and name the sale price—the customer knows at a glance just what that item in your

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

CEL-O-GLASS

Write for Circular

FOSTER, STEVENS & COMPANY

Grand Rapids, Michigan

10% off on time payments 15% off for cash on our Sample line of **Gibson Refrigerators**. We have number 124-125 and 126 in stock.

Also a number of smaller used boxes.

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

advertisement means to him. It is, not general, but specific; it is, not evasive, but direct.

You don't have to put on a sale, quote specific price reductions throughout. Show your specific price reductions in your window display. Study the methods of the dry goods merchants with whom business is just one sale after another. In preparing your advertising "copy" try to give, along with the name of the article and the specific price quotation, a few words of vivid description that will make the average reader want to possess that article. That's the sort of advertising that attracts customers, and especially women customers.

Your special sale should be more than a special sale, however; more than a mere clearing out of goods that are becoming unseasonable. Use your sale to bridge the gap between the summer and fall trade. Feature your sale specials in newspaper advertising and window display, but at the same time show your regular lines also—at regular prices.

Some dealers feel compelled to cut on everything. This is unnecessary. Cut, and cut deeply if need be, on the goods you want to clear out. But maintain your prices on regular lines; demonstrate these lines; and when people come for bargains, try to interest them in the regular lines as well, in anticipation of the fall trade. Get your salespeople enthused over the idea of selling other things besides the specials.

The special sale if properly featured will inevitably bring a lot of new customers to your store. You are wasting an opportunity if you make no effort to convert these casual purchasers into steady customers. Try, tactfully, to get their names and addresses. Where goods have to be delivered, this information is often available without asking for it; but make a special effort to get it in every case.

It is especially desirable to get a line on stove prospects, paint prospects, people interested in electrical devices and in aluminum. Newcomers to the community are also attracted by special sales; and it is good business to get personally in touch with these. Get as many names and addresses as you can. They will form a good mailing list for use in a follow-up advertising campaign aimed to induce these people to become regular customers.

It is this form of activity which will make your special sale largely profitable. The mere clearing out of odds and ends of stock is a minor matter, compared with the securing of an added list of permanent customers.

Victor Lauriston.

The Shortest Way There.

The railroad surveyor who plans just where and how the new line of twin steel ribbons shall go will tell you that the old bromide about the longest way around oftentimes being the shortest way there, is very much true. If he chose the shortest route, he would have a railroad with impossible curves and grades.

We were reminded of the opposite sort of tactics the other day when the

papers told of misdirected efforts toward economy when somebody decided to save \$75 a month at the port of New York by cutting the customs office off from a telegraph ticker service which theretofore had enabled it to know almost exactly when incoming liners would dock. As a result, at least \$450 was lost almost the first day when ninety customs inspectors had to wait five hours for the arrival of one boat at her dock behind her schedule, a happening not at all infrequent.

The misdirected short-cuts and the mistaken economies of merchandising are quite as useless and serious. One dealer decided not to change his window display more than twice a month because it takes so much time for one or two of his clerks. Another retailer never takes an inventory because it will be a waste of time, whereas his competitor has installed a system which furnished him a perpetual inventory, so that he knows just what is on his shelves at the end of any day. And the former wonders why the latter is making such progress. A third so-called merchandiser prefers to hire the cheapest sort of clerks who are most indifferent in the service they give to customers, knowing not that investigations have shown that the greatest cause for losing retail trade is the indifference of clerks. And so it goes. Dozens of other instances might be mentioned.

To be worth while, economies must of course prove themselves worth while in the long run. There are comparatively few moves in life which show up their true worth instantly. They require the perspective of time to emphasize their real values. Advertising, quick turn-over, inventories, scientific stock arrangements and the like do not seem economies the day they are determined upon and started, but they almost always do from the viewpoint of your old Father Time.

Washington announces international tests to be conducted with radio signals in the fall to detect the movement of the earth's crust and to determine still more precisely the position of various points on the earth's surface. At the same time the Smithsonian Institution and the National Geographic Society are sending an expedition to Southwest Africa for important mountain top experiments in the radiation of solar heat, of which that region has plenty. Thus it will be seen that the same agency which supplies music for a dance hundreds of miles away from the musicians, or spellbinds an international audience with an address or a bedtime story, has serious duties to perform for the advancement of science.

All the wild ideas of unbalanced agitators the world over in their ignorant and pitiable quest for happiness through revolution, confiscation of property, and crime, cannot overthrow the eternal truth that the one route to happiness through property or government is over the broad and open highway of service. And service always means industry, thrift, respect for authority, and recognition of the rights of others.



MI-OLA

SO GOOD

The Family Drink
Simply add Sugar
and Water

HARRY MEYER

816-20 Logan St.
Grand Rapids, Michigan



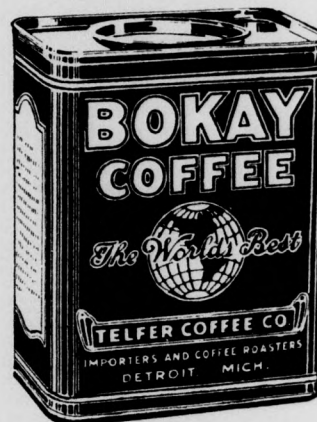
SIDNEY ELEVATORS

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

Ferris Coffee House

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

DELICIOUS



A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment
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JOHN L. LYNCH SALES CO.
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GRAND RAPIDS, 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 Mayonaisse
Shortening
HONEY—Horse Radish
OTHER SPECIALTIES

Quality-Service-Cooperation

King Bee

Butter Milk

Egg Mash

18% Protein

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

Manufactured by
HENDERSON MILLING
COMPANY
Grand Rapids, Mich.

"The reliable firm."

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

COMMERCIAL TRAVELER

Charging For Double Occupancy of Rooms.

Glen Lake, Aug. 3—Last week, in my mention of the vacation trip of Charley Taggart, of Hotel Morton, Grand Rapids, I should have said that during his absence his estimable wife is acting as the executive head of the establishment, which is an additional reason why Charley may enjoy his vacation without worry, for Mrs. T. most assuredly has the minutia of the establishment in her head as well as at her finger's ends. On previous occasions I have stolen Charley to make an invasion of some rural hotel and he has always found the lamps trimmed and burning when he returned.

I want to acknowledge a brief but pleasant visit from Mrs. Charlotte Copeland, who prepares the statements for the board of directors of the Morton, and like the notable Riley "who ran the hotel" does it "darned well." This charming individual just dotes on Glen Lake and expresses the wish that if she is not waited away like Elijah, her final resting place may be Sleeping Bear. Such a possibility looks, however, some distance away. In the meantime she is doubly welcome to enjoy it in reality at any time.

And while I am acknowledging I gladly include in the list Mrs. Fern Coriell, of the Post Tavern, Battle Creek, who is official reporter for the Michigan Hotel Association, and who is responsible for the very comprehensive and interesting write up of the recent trip of the hotel men from Bay City to Mackinac Island, which appeared in the official Bulletin of the Association, issued last week. It may be interesting to know that this report was printed just as received, which publishers will understand is "saying a mouthful."

There are still copies left of the Michigan hotel laws, issued by John A. Anderson, President, Hotel Harrington, Port Huron.

The other day I came in contact with Sam Westgate, who does evangelistic work for the C. W. Mills Paper Co., of Grand Rapids, and notwithstanding the hard life he leads dispensing money among hotel men and making explanation to his house about the orders he is going to get on his next trip, his shadow is certainly not growing less. Sam for many years passed me much change—on the \$2 American plan—when I was operating that kind of a hotel, but he had a most atrocious habit of sneaking into town, into my hotel, and then querying vociferously about "boasted service." I remember he slipped in one time when I was having a controversy with an unhappy guest, and so accentuated the situation, that I was compelled to take to the tall timbers. However, his house seems to think he is all right, and have for many years, so why should he be deprived of the means of a livelihood.

It is quite noticeable that touring camps this season are not being as liberally patronized as heretofore.

There are two reasons for this. In the first place in most cases a nominal charge is being made for these accommodations, and, secondly, the police authorities have been giving the "combing" process and separating the sheep from the goats, as it were, eliminating many of the crooks who are touring the country and practicing their nefarious trade under the guise of resorting.

The tourist camp will eventually be eliminated for the reason that the tax-paying public, who have been holding the sack are pretty well fed up on the proposition and have found few signs of appreciation on the part of those who have availed themselves of same. There will, for a time, remain a few "water tank" towns which aspire to greatness through notoriety given them by auto hoboes, but they, too, will learn their lesson in time, and then the tourist who goes away from home to

rest will find it more available and economical to pay for it.

Mr. Michael, of St. Paul, has sent me this communication, and as it certainly entitled to consideration, I am offering it here:

"What are hotel accommodations worth?"

"Is the hotel industry coming to the old basis of the confidence man and clairvoyant—the get what you can basis—or will the hotel industry base its charges upon cost of production, the same as any other legitimate industry?"

"Granting the existence of the law of supply and demand, are gingham, shoes, groceries or hotel accommodations worth twice as much in July as in January? And if my wife occupies a hotel room with me, does it cost the hotel twice as much as if I occupy the same room alone? Is the cost of production any higher?"

"I am now and have been a traveling salesman for eleven years. During that time I have bought many commodities, generally knowing something about their cost of production. During the time I have bought much hotel accommodation, but know nothing about the cost of production. I do not, however, think men who buy a commodity the year around should pay more for that commodity at a season when the cost of production is really lower."

"I do not think it costs a hotel twice as much to accommodate me because I have my wife with me. Yet the New Ludington, at Escanaba, charged me \$2 for a \$1 room, last week."

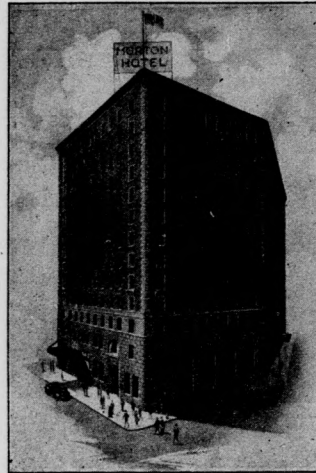
"So many other hotels have done exactly the same thing that it has become impossible for me to take my wife on trips with me. If hotels charged the single hotel room rate for men with their wives they would get double revenue on their dining rooms and thus legitimately increase their profits. Until I took a trip across a part of your State, I never thought of patronizing anything but first-class hotels."

"What do you think of this?"

The query advanced by Mr. Michael is a much talked of problem among hotel men whenever they meet, but, as is suggested by the gentleman, the majority of the profession feel that it should be treated individually, as in many cases, conditions must necessarily guide the actions of the interested parties. The cost of hotel accommodations might easily be classed with the shoes and groceries. The market does fluctuate, but the hotel man is not in a position to adjust his rates continually. Perhaps he figures that during the resort season when he is paying top notch wages, and everybody who produces anything is holding him up, he is entitled to advance his rates to meet the advanced costs. The merchant at holiday time places on his harvest and demands prices in keeping with the exigencies of the case. After that period he advertises bargain sales.

Some hotel men feel that after shoveling snow and coal all winter to keep their home fires burning for the traveler, they also have a "holiday time" due them, but I have not heard of many cases where rates have been advanced, appreciably on account of resort trade. But in defense of such as feel they are justified in getting better rates, when there is a demand for their accommodations, I should say from my personal observation that the cost of hotel operation is not lower in summer than in winter. Meat and poultry always soars sky high just as soon as the summer rush begins, and this also applies to all manner of produce. But the whole problem rests on the well-established law of supply and demand, and the merchant does not advertise sales when his trade is brisk.

So far as charging for double occupancy for rooms is concerned, I might say I do not believe any hotel could exist without double occupancy, and I do not see why the commercial traveler should receive any special consideration, over any other individual



Morton Hotel

YOU are cordially invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service.

400 Rooms—400 Baths
Rates \$1.50, \$2, \$2.50 and up per day.

Menus in English
WILLIAM C. TAGGART, Manager

The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fireproof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms—Rates \$2.50 and up with bath.

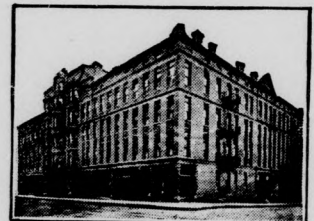


CODY HOTEL

IN THE HEART OF THE CITY
Division and Fulton

RATES { \$1.50 up without bath
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION



In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

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.

HOTEL CHIPPEWA

European Plan
MANISTEE, MICH.

HENRY M. NELSON, Manager
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN, Mgr.

who pays the price. Some hotels make a concession in their charges for entertaining the wives of traveling men, but to say that it costs nothing to maintain hotels for double occupancy would certainly be erroneous. One might just as well assert that it costs nothing to maintain a room that is not occupied at all, because no change of linen is required.

If you are lucky enough to catch up with a landlord who, through mistaken ideas of hospitality, compliments your wife's bill, you are playing on velvet, but the other fellow is clearly within his rights if he does not view the situation from the same point. I think, however, most hotels make a concession in the double rate for rooms.

Frank S. Verbeck.

Late News From the Head of Lake Charlevoix.

Charlevoix, Aug. 3.—T. C. Lindenthal, of H. M. Lindenthal & Sons, wholesale clothiers, Chicago, stopping at the Elston cottage, make the following remark about trade: "The coming months will show a marked improvement for retail clothiers. The opening of the educational season will produce consumers of discriminating taste in style and quality fabrics, particularly among the college students. The four piece suits are waning, mainly on account of inferior quality of make and style and three piece garments are again in favor. With the better dresser this is mainly due to the ability of the retail merchants to replace his merchandise from week to week, instead, as before, every six months. This affords better selections and avoids the necessity of stock reducing sales. Quality in appearance and style is again a predominant factor."

The city of Charlevoix has let a contract for the construction of five slip piers on Round Lake to berth craft up to 80 feet in length. Construction is to commence the morning of August 4. These piers are for the use of any craft from other ports which have occasion to call at Charlevoix on business or pleasure. Heretofore visiting boats have had to take their chances on finding dockage facilities, which are apt to be taxed heavily in the summer season. It is the city's gesture of hospitality to its nautical visitors.

L. Winternitz.

From Lumbering To Resorting.

Boyne City, Aug. 3.—Boyne City has had so far a very satisfactory season from resort trade. While our neighboring communities are complaining of a shortage of patrons, this place has had rather an increase than decrease. Only during the past three or four years has Boyne City made any serious attempt to attract this trade. We were too busy cutting up the big trees and making lumber and pig iron. Now the trees are gone we are trying to make the people of the prairies see that our hills, lakes and streams are the givers of health and happiness and they are coming. That is all we want. If they come, they stay. We have made service our basic thought and our customers seem to appreciate the attitude.

Crops are looking good around here. Our hay crop is the heaviest we have had in years and the few cherry orchards are dead loaded with a superior yield. Corn, potatoes and beans, though a little slow, are looking good. We need rain very much, but a heavy storm now would be bad for the fruit. It is reported that we are much better off in this regard than further South. Here is hoping that we will receive our share of water before any serious damage occurs.

Charles T. McCutcheon.

The Same Is True Elsewhere.

Referring to the failure of the Girard Grocery Co., at Philadelphia, which the manager is alleged to have looted to the extent of \$700,000, the editor of

the Grocery World—himself a lawyer—remarks:

Meanwhile all sorts of plans are being considered. One of them arises out of the legal responsibility of the Girard directors, who as they claim and most people believe, were honestly ignorant of the condition of the business. There are a great many legal decisions on the responsibility of corporate directors. They all agree that a director is there to direct and if by reason of too little curiosity, or too little interest, or too little energy in directing, the officers or agents of the business wreck it, the directors are legally responsible to the stockholders, even though they really did not know what was going on. If the stockholders go after the directors on this theory I don't see how they could lose.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 2.—The elevator which serves the Home State Bank for Savings played the directors a shabby trick after their meeting this week. It stuck at the bottom of the basement, where there is no regular opening. Fortunately, a hole about 18 inches square was left in the brick wall, through which the directors and two lady passengers were hauled, none the worse for wear, but somewhat ruffled in temper and decidedly impatient over the delayed enforced imprisonment. Some of the directors insist that it will be a cold day when they fail to use the stairs in mounting to the directors' room hereafter.

Gus Bronson, of Waupaca, Wis., who sold shoes in the Upper Peninsula for over fifty years, died a few days ago at the Wisconsin Veterans' Home at Waupaca, where he spent the past few months. He made his last trip about the first of the year.

To Induce Sleep.

Napoleon's method of overcoming wakefulness is reported to have been as follows: Imagine the inside of the head as a circular room, the walls of which are lined from floor to ceiling with small file drawers. In each drawer are thoughts. When sleep will not come, Napoleon fancied it was because these drawers were continually opening out into the room and projecting their contents, or thoughts, on his mind. To induce sleep he used to keep these drawers in their places. The mental effort used in pushing back the drawers brought the desired unconsciousness to him in a short time.

Didn't Like Strangers.

In the middle of the night came the sound of several persons moving in the lower parts of the house, and Mr. and Mrs. Timson, who had awakened at precisely the same moment, listened in fear and trembling to the noise from below.

At last Mrs. Timson spoke:

"George," said Mrs. Timson witheringly, "don't tell me you're afraid to face them!"

"Afraid?" came the dubious answer. "Afraid, of course not; but you know how I do detest meeting perfect strangers."

It Won't Last.

"I don't like these shoes," said a customer, "because the soles are too thick."

"Is that the only objection?" blandly asked the shopkeeper.

"Yes," was the reply.

"Then, sir if you take the shoes, I can assure you that objection will gradually wear away."

NILES, MICH.

The Four Flags Hotel NOW OPEN

80 Rooms—50 Baths
30 Rooms with Private Toilets

"You will like it"

C. L. Holden, 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.

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

HOTEL HERMITAGE European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

HOTEL RICKMAN KALAMAZOO, MICH.

One Block from Union Station

Rates, \$1.50 per day up.

JOHN EHRMAN, Manager

HOTEL KERNS

Largest Hotel in Lansing

30 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up

E. S. RICHARDSON, Proprietor

HOTEL BROWNING

GRAND RAPIDS

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away.

150 Fireproof
Rooms

Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

Attend a School Whose Reputation Will Help Yours.

This school is chartered by the state as a Class A College and is fully accredited by the National Association of Accredited Commercial Schools. It is one of the largest and best schools in the United States. Out-of-town students who are unfamiliar with the place our school holds in business and education are invited to write for information to any of our city officials, to ministers, attorneys, judges, school superintendents or principals, or prominent business firms.

This school welcomes the fullest investigation. It will pay you to get your training at the leading school.

WRITE, PHONE, OR CALL
FOR INFORMATION

Fall term, August 30

DAVENPORT-McLACHLAN INSTITUTE
Grand Rapids, Mich.



M. E. Davenport, President



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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigian

HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST

Eat at the Cafeteria it is Cheaper

FLOYD MATHER, Mgr.

Columbia Hotel KALAMAZOO

Good Place To Tie To

WESTERN HOTEL BIG RAPIDS, MICH.

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

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.

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.

Drug Topics Briefly Discussed By a Druggist.

When a pin loses its head it is practically worthless and when a man loses his head, if he happens to be in the dispensing department of a drug shop, he is not only worthless but dangerous as well.

In the advertising pamphlet of a high-class pharmacy, doing business with a very select and discriminating class of customers, I note the following line, "Intelligent Service — Old Fashioned Courtesy." It would seem that with those two things always on tap a drug store would be pretty certain to be a success.

It might be well for some retail druggists who are so quiet and unobtrusive that they are seemingly afraid to advertise, to bear in mind that some philosophical chap once said, "Business is like the smallpox, if you want to catch it you must expose yourself to it."

It is quite astonishing how the sale of many articles for masculine use can be stimulated by keeping them on, or adjacent to, the cigar case; shaving creams, styptic sticks, lather brushes, pocket combs, safety razors and blades, nail clippers, in fact most anything used by he-men will sell easily and steadily if kept where the male of the species can't help seeing them when he comes in to purchase smokes.

One of the most useful and satisfactory floorings that can be used in window dressing is a good quality of wall paper, either solid colors or small figured, fairly heavy and not too light in color. For covering the floor of the window, also for back and side panels where needed, it is cheaper, more durable and better for the purpose than crepe paper.

Recently a firm of retail druggists styling themselves "Prescription Specialists," issued a very attractive little booklet advertising their business; the final paragraph was about prices and stated, "Our prescription prices are based on the cost of ingredients used, plus a nominal charge for our time and skill in the work of compounding." Shades of Dr. Galen! When bricklayers, plumbers and plasterers demand—and get—upwards of two dollars per hour for their time, why under the sun, moon and stars should any capable pharmacist devote his time, skill and knowledge in any such responsible work as prescription compounding and only make a "nominal charge" for the same?

Some years ago there was considerable merriment caused in theatrical circles by an advertisement in one of the leading dramatic papers, inserted by the manager of a bunch of troupers playing "under canvas" out in the wild and woolly West. The advertisement was direct and to the point and succinctly stated, "Wanted: Soubrette. Must be able to sing and dance and know how to cook." That the show

business is not the only one where versatility is indispensable is indicated by the following advertisement that recently appeared in the "Male Help Wanted" column of a morning paper in a small Eastern city, "Pharmacist: Must be registered, good soda dispenser and ride a bicycle."

The way a good many retail druggists fill their show windows with proprietaries and run themselves ragged in boosting the sale of these goods, that they sell at such prices that the margin of profit realized on them in many cases won't pay half their actual overhead expenses, makes one feel like asking them "how come?" and the old story comes to mind about the legendary apple woman of Ol' Lunnion who confided to a sympathetic patron that she lost a farthing on each apple she sold. Quite naturally her customer was amazed to hear it and when he exhibited surprise and confessed his inability to understand how she ever made a living doing business on such an economically unsound basis, good old Apple Mary sought to quiet his fears with this rather naive explanation, "Lord luv ye Sir, I makes out orlright; Ye See Sir it's this wye, I sells lots of 'em."

Strolling downtown the other evening with a retired pharmacist we came across a pretty good looking drug store with a big fountain, and the night being rather warm we went inside and lined up before the marble bar. My companion ordered a glass of plain carbonated water and, being thirsty I followed suit, the order had to be repeated three times before Valentino's under-study across the counter could get it through his patent-leather thatch to whatever he keeps in his attic to think with, after three tries at it he gave us a pitying look and said, "Oh yeah, ye mean vichy water doncha?" He then proceeded to draw two glasses of what was intended for carbonated water but the carbonation was so poor and weak that by the time the glasses were set before us it was almost as flat as ditch water, it was just almost as warm too, it was pretty poor stuff and we intimated as much to the dispenser who enquired, "Wassa matter with ut." On being informed that it was flat and warm, the "Sheik" offered to, "Putta pica ice in it," however as it was carbonated water we wanted, not ice water, we paid the check and left. As we wended our way home the retired pharmacist queried, "How do they do it and get away with it?" And I had to confess that I didn't know the answer.

They do say that "Nobody loves a fat man" and I guess we all hate a complaining customer. Very often we are inclined to get peeved when someone comes in with a complaint and while it is thoroughly human feel that way, when it comes right down to a matter of business it is all wrong, for we really should welcome the "kicking" customer with open arms, provided he or she really has a "kick" coming. Many a good customer has been lost because they had a grievance, or thought they had which amounts to the same thing, and in-

stead of coming back and stating the cause of their dissatisfaction, simply went elsewhere the next time they need drug store merchandise. While this sort of thing is hardly just and fair, about equivalent to condemning the accused without trial, nevertheless there are a lot of folks just like that and though disgruntled or dissatisfied they hesitate about making a complaint, so that the proprietor of the store, although he be ever so innocent of any sin of omission or commission and in all probability only too glad to do anything in reason to right a wrong, rectify an error and conciliate the offended one, never gets a chance to do so, simply loses a customer without ever knowing why. So, looking at the matter in this light, we should be thankful for the customer who comes back and registers a complaint when any article purchased has not given satisfactory service or if they have any other grievance. If we receive the complaint in the right spirit, use a little diplomacy and satisfactorily adjust the matter, the chances are that we have double-riveted that customer to our store.

Prescott R. Loveland, Ph.G.

Straw Hat Cleaners.

These are now usually put up in the form of powder contained in little envelopes. This powder is frequently oxalic or tartaric acid; the latter is to be preferred on account of its non-poisonous character. One dram is to be put up in each package. Other powdery mixtures for the same purpose are the following:

Powders.

- | | |
|----------------------|-------|
| 1. Sodium bisulphite | 5 oz. |
| Tartaric acid | 1 oz. |
| Borax | ½ oz. |

Mix and put up in packages of half an ounce each. The directions for use are to moisten a small quantity of the powder with water and apply this with a wetted tooth brush to the hat.

2. Potassium oxalate, or a mixture of equal parts of potassium bitartrate and oxalic acid may be used for this purpose.

3. Sodium perborate is also an excellent hat bleach and cleaner. In using, add about a teaspoonful to 2 fluid ounces of warm water, sponge the hat with this liquid, rubbing in thoroughly, then wipe off with a sponge that has been dipped in the solution and then squeezed out. Then apply a weak solution of oxalic or tartaric acid, which is to be allowed to remain for a short time when it is to be washed off and the hat allowed to dry.

Liquids.

4. Simplest method is to brush well with dilute ammonia water or weak solution of potassa, then a liberal application of hydrogen peroxid. This is easier to use and is said to be more satisfactory than bleaching with sulphur.

5. Sodium dioxid (or peroxid) may also be used as a hat bleach, first washing with a solution in warm water, then wiping repeatedly with the same solution to which more and more oxalic acid has been added until the liquid is decidedly acid. The alkaline solution will make the straw yellow

but as acid is added to the liquid the light color will be restored. Finally, rinse the hat with clear water, and dry it.

Asthma Cigarettes.

We have had no practical experience with the manufacture of asthma cigarettes, but the following formulas have been recommended for the purpose:

1. Steep cartridge paper in a solution of 4 ounces of potassium nitrate to 1 pint of water to which has been added ½ ounce of simple tincture of benzoin, and dry. This prepared paper is then made into cigarette tubes which are usually covered with cigarette paper, and the tubes filled with a mixture such as the following:

- | | |
|----------------------|---------|
| Lobelia Leaves | 2 ozs. |
| Coltsfoot Leaves | 4 ozs. |
| Stramonium Leaves | 4 ozs. |
| Black Tea | 1 oz. |
| Oil of Anise | 5 mins. |
| 2. Belladonna Leaves | 5 Gms. |
| Stramonium Leaves | 5 Gms. |
| Digitalis Leaves | 5 Gms. |
| Sage Leaves | 5 Gms. |

are extracted with

Hot Water 1000 Gms.
and to the filtrate are added:

- | | |
|---------------------|---------|
| Potassium Nitrate | 75 Gms. |
| Tincture of Benzoin | 40 Gms. |

Into this liquid thin sheets of blotting paper, are immersed one after another, where they are left for 24 hours, after which they are dried and cut up into sheets of the desired size, which are made into cigarettes.

How to Improve on Show Card Legibility.

Contrary to popular impression—and to much that gets into print—black letters on a white background do not furnish show-cards of the greatest legibility. Such a grouping is fifth on the list, a recent study by investigators showing that easy-to-read color combinations line up as follows:

- (1) Black letters on yellow paper.
- (2) Green letters on white paper.
- (3) Blue letters on white paper.
- (4) White letters on blue paper.
- (5) Black letters on white paper.
- (6) Yellow letters on black paper.
- (7) White letters on red paper.
- (8) White letters on green paper.
- (9) White letters on black paper.
- (10) Red letters on yellow paper.

Black letters on yellow paper are used exclusively for show-card purposes by many large department stores.

Coloring Electric Light Bulbs.

Dissolve any desired aniline dye (according to the color wanted) in alcohol, making a strong solution, then mix this about twice its volume of collodion. The dye used must be perfectly soluble in the alcohol and collodion as otherwise the coloring of the globes will be opaque. In using, immerse the globes in the liquid, then withdraw them, and turn them about so that the coating will be even. Then allow to dry, which takes place very quickly. If a heavier coating is desired, the globes must be dipped again in the liquid.

When a man's wife is his affinity, his desire to attend out-of-town conventions is reduced to nil.

Polishes For Aluminum.

M. Mouray in Henley's Formulary recommends the use of an emulsion of equal parts of rum and olive oil, made by shaking these liquids together in a bottle. When a burnishing stone is used, the peculiar black streaks first appearing should not cause vexation, since they do not injure the metal in the least, and may be removed with a woolen rag. The object in question may also be brightened in potash lye, in which case, however, care must be taken not to have the lye too strong. For cleaning purposes benzol has been found best.

2. Aluminum is susceptible of taking a beautiful polish, but it is not white like that of silver or nickel, rather slightly bluish, like tin. The shade can be improved. First, the grease is to be removed from the object with pumice stone. Then, for polishing, use is made of an emery paste mingled with tallow, forming cakes which are rubbed on the polishing brushes. Finally, rouge powder is employed with oil of turpentine.

Control and defense of the Panama Canal would be questions of the utmost importance to the welfare of this Nation in the event of international complications of serious aspect. The new commercial treaty recently signed between the United States and the Republic of Panama wisely provides for co-operation between both parties for

protection of the Canal. It is stipulated that in the event of war between America and a foreign Power Panama, which by reason of the Canal would assume the position of an important factor, will automatically consider herself in a state of war as an ally of the United States. Military co-operation for the protection of the Canal is provided for in detail covering the operation of naval and air craft. As a purely defensive measure this section of the treaty represents judicious statesmanship.

The United States Government is considering the lifting of the embargo on arms shipments into Mexico. This was imposed to save the Obregon government from possible overthrow by the De la Huerta revolution in 1924, and, with arms sold to Mexico, did save Obregon from a very probable defeat. This was on January 7, 1924. A few months later Ambassador Warren urged the removal of the embargo, but this was not done. Unquestionably it has strengthened Calles, the successor of Obregon, and probably helped greatly in quieting the country. At present the Mexican situation is very tense—so tense, in fact, that the removal of the embargo deserves and doubtless will have the most careful consideration before any change is made.

Some men expand under the impetus of responsibility; others merely swell.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50 @ 75	Benzoin	2 10
Boric (Xtal)	15 @ 35	Elgeron	9 00 @ 25	Benzoin Comp'd	2 55
Carbolic	34 @ 40	Eucalyptus	1 25 @ 50	Buchu	2 55
Citric	50 @ 65	Hemlock, pure	1 75 @ 20	Cantharides	2 85
Muriatic	3 1/2 @ 15	Juniper Berries	4 50 @ 75	Capsicum	2 20
Nitric	9 @ 15	Juniper Wood	1 50 @ 75	Catechu	1 75
Oxalic	15 @ 25	Lard, extra	1 55 @ 65	Cinchona	2 10
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 140	Colchicum	1 80
Tartaric	40 @ 50	Lavendar Flow	7 50 @ 75	Cubebs	2 00
Ammonia		Lavendar Gar'n	8 50 @ 25	Digitalis	1 80
Water, 26 deg.	08 @ 14	Lemon	4 00 @ 45	Gentian	1 35
Water, 18 deg.	07 @ 13	Linseed, raw, bbl.	@ 97	Ginger, D. S.	1 30
Water, 14 deg.	08 @ 11	Linseed, boiled, bbl.	@ 100	Guaiac	2 20
Carbonate	20 @ 25	Linseed, bld. less	1 04 @ 17	Guaiac, Ammon.	2 00
Chloride (Gran.)	09 @ 20	Linseed, rw. less	1 07 @ 15	Iodine	@ 95
Balsams		Mustard, artifi. ox.	@ 20	Iodine, Coloreless	@ 1 50
Copaiba	85 @ 1 25	Neatsfoot	1 35 @ 1 50	Iron, Clo.	@ 1 45
Fir (Canada)	2 55 @ 30	Olive, pure	3 75 @ 50	Kino	@ 1 50
Fir (Oregon)	85 @ 1 00	Olive, Malaga	2 75 @ 3 00	Myrrh	@ 2 50
Peru	1 00 @ 1 25	Olive, Malaga, green	2 75 @ 3 00	Nux Vomica	@ 1 55
Tolu	2 25 @ 2 50	Orange, Sweet	2 50 @ 2 25	Opium	@ 2 50
Barks		Origanum, pure	@ 2 50	Opium, Camp.	@ 85
Cassia (ordinary)	25 @ 30	Origanum, com'l	1 00 @ 20	Opium, Deodora'd	@ 2 50
Cassia (Saigon)	50 @ 60	Pennyroyal	4 00 @ 45	Rhubarb	@ 1 70
Sassafras (pw. 50c)	@ 50	Peppermint	22 50 @ 22 75	Paints	
Soap Cut (powd.)	15 @ 25	Rose, pure	13 50 @ 14 00	Lead, red dry	15 1/4 @ 15 1/2
Berries		Rosemary Flows	1 25 @ 1 50	Lead, white dry	15 1/4 @ 15 1/2
Cubeb	@ 1 00	Sandalwood, E.	@ 10 50 @ 10 75	Lead, white oil	15 1/4 @ 15 1/2
Flsh	@ 25	I.	10 50 @ 10 75	Ochre, yellow bbl.	@ 2 40
Juniper	10 @ 20	Sassafras, true	1 75 @ 2 00	Ochre, yellow less	3 @ 6
Prickly Ash	@ 1 25	Sassafras, arti'l	75 @ 1 00	Red Venet'n Am.	3 1/2 @ 7
Extracts		Spearment	10 50 @ 10 75	Red Venet'n Eng.	4 @ 8
Licorice	60 @ 65	Sperm	1 50 @ 1 75	Putty	5 @ 8
Licorice, powd.	50 @ 60	Tansy	10 00 @ 10 25	Whiting, bbl.	@ 4 1/2
Flowers		Tar USP	65 @ 75	Whiting	5 1/2 @ 10
Arnica	@ 20	Turpentine, bbl.	@ 98	L. H. P. Prep.	2 05 @ 2 25
Chamomile (Ged.)	@ 45	Turpentine, less	1 05 @ 1 18	Rogers Prep.	3 05 @ 3 25
Chamomile Rom.	@ 40	Wintergreen, leaf	6 00 @ 6 25	Miscellaneous	
Gums		Wintergreen, sweet	3 00 @ 3 25	Acetanilid	47 @ 55
Acacia, 1st	50 @ 55	Wintergreen, art	60 @ 1 00	Alum	08 @ 12
Acacia, 2nd	45 @ 50	Worm seed	9 00 @ 9 25	Alum, powd. and	09 @ 15
Acacia, Sorts	20 @ 25	Wormwood	9 00 @ 9 25	ground	
Acacia, Powdered	35 @ 40	Potassium		Bismuth, Subni-	3 87 @ 4 07
Aloes (Barb Pow)	25 @ 30	Bicarbonate	35 @ 40	trate	
Aloes (Cape Pow)	25 @ 30	Bichromate	15 @ 25	Borax xtal or	07 @ 12
Aloes (Soc. Pow.)	65 @ 70	Bromide	69 @ 85	powdered	07 @ 12
Asafoetida	50 @ 60	Bromide	54 @ 71	Cantharades, po.	1 75 @ 2 00
Pow.	75 @ 1 00	Chlorate, gran'd.	23 @ 30	Calomel	2 10 @ 2 30
Camphor	1 05 @ 1 10	Chlorate, powd.	@ 25	Capsicum, pow'd	48 @ 55
Guaiac	@ 90	or Xtal	16 @ 25	Carmine	7 00 @ 7 50
Guaiac, pow'd	@ 1 00	Cyanide	30 @ 90	Cassia Buds	35 @ 40
Kino	@ 1 10	Iodide	4 66 @ 4 85	Cloves	50 @ 55
Kino, powdered	@ 1 20	Iodine	4 66 @ 4 85	Chalk Prepared	14 @ 16
Myrrh	@ 60	Permanganate	20 @ 30	Choloroform	51 @ 60
Myrrh, powdered	@ 65	Prussiate, yellow	65 @ 75	Chloral Hydrate	1 35 @ 1 55
Opium, powd.	19 65 @ 19 92	Prussiate, red	@ 1 00	Cocaine	12 10 @ 12 80
Opium, gran.	19 65 @ 19 92	Sulphate	35 @ 40	Cocoa Butter	55 @ 75
Shellac	65 @ 80	Roots		Corks, list, less	40-10 %
Shellac Bleached	70 @ 85	Alkanet	30 @ 35	Copperas	2 1/2 @ 10
Tragacanth, pow.	@ 1 75	Blood, powdered	35 @ 40	Copperas, Powd.	4 @ 10
Tragacanth	1 75 @ 2 25	Calamus	35 @ 75	Corrosive Sublim	1 71 @ 1 92
Turpentine	@ 2 30	Elecampane, pwd	25 @ 30	Cream Tartar	31 @ 38
Insecticides		Gentian, powd.	20 @ 30	Cuttle bone	40 @ 50
Arsenic	08 @ 20	Ginger, African,	30 @ 35	Dextrine	6 @ 15
Blue Vitriol, bbl.	@ 07	powdered	30 @ 35	Dover's Powder	3 60 @ 4 00
Blue Vitriol, less	08 @ 15	Ginger, Jamaica,	60 @ 65	Emery, All Nos.	10 @ 15
Bordea. Mix Dry	13 @ 22	Ginger, Jamaica,	60 @ 65	Emery, Powdered	8 @ 10
Hellebore, White	18 @ 30	powdered	45 @ 50	Epsom Salts, bbls.	@ 2 00
Insect Powder	40 @ 55	Goldenseal, pow.	@ 8 50	Epsom Salts, less	3 1/2 @ 10
Lead Arsenate Po.	13 @ 31	Ipecac, powd.	@ 8 00	Ergot, powdered	@ 2 00
Lime and Sulphur	10 @ 23	Licorice	35 @ 40	Flake, White	15 @ 20
Dry	10 @ 23	Licorice, powd.	20 @ 30	Formaldehyde, lb.	12 1/2 @ 30
Paris Green	20 @ 37	Orris, powdered	30 @ 40	Gelatin	80 @ 90
Leaves		Poke, powdered	35 @ 40	Glassware, less 55 %	
Buchu	85 @ 1 00	Rhubarb, powd.	75 @ 1 00	Glassware, full case 60 %	
Buchu, powdered	@ 1 00	Rosinwood, powd.	@ 10	Glauber Salts, bbl.	@ 2 1/2
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.	@ 90	Glauber Salts less	04 @ 10
Sage, 1/4 loose	@ 40	ground	@ 90	Glue, Brown	21 @ 30
Sage, powdered	@ 35	Sarsaparilla Mexican,	32 @ 52	Glue, Brown Grd	15 @ 20
Senna, Alex.	50 @ 75	Squills	35 @ 40	Glue, white	27 1/2 @ 35
Senna, Tinn.	30 @ 35	Squills, powdered	60 @ 70	Glue, white grd.	25 @ 35
Senna, Tinn. pow.	25 @ 35	Tumeric, powd.	20 @ 25	Glycerine	36 @ 55
Uva Ursi	20 @ 25	Valerian, powd.	@ 75	Hops	70 @ 85
Oils		Seeds		Iodine	6 45 @ 6 90
Almonds, Bitter,		Anise	@ 35	Iodoform	7 35 @ 7 65
true	7 50 @ 7 75	Anise, powdered	35 @ 40	Lead Acetate	20 @ 20
Almonds, Bitter,		Bird, ls	13 @ 17	Mace	@ 1 50
artificial	3 00 @ 3 25	Canary	10 @ 16	Mace, powdered	@ 1 60
Almonds, Sweet,		Caraway, Po.	30 @ 25	Menthol	7 50 @ 8 00
true	1 50 @ 1 80	Cardamon	3 75 @ 4 00	Morphine	11 18 @ 11 92
Almonds, Sweet,		Coriander pow.	30 @ 25	Nux Vomica	@ 20
imitation	1 00 @ 1 25	Dill	15 @ 20	Nux Vomica, pow.	17 @ 25
Amber, crude	1 25 @ 1 50	Fennell	25 @ 40	Pepper black, pow.	40 @ 50
Amber, rectified	1 50 @ 1 75	Flax	08 @ 15	Pepper, White, pw.	50 @ 55
Anise	1 25 @ 1 50	Flax, ground	08 @ 15	Pitch, Burgudry	12 1/2 @ 20
Bergamont	10 00 @ 10 25	Foenugreek pow.	15 @ 25	Quassia	12 @ 15
Cajeput	1 50 @ 1 75	Hemp	8 @ 15	Quinine, 5 oz. cans	@ 59
Cassia	4 00 @ 4 25	Lobelia, powd.	@ 25	Rochelle Salts	30 @ 35
Castor	1 55 @ 1 80	Mustard, yellow	17 @ 25	Saccharine	@ 80
Cedar Leaf	1 75 @ 2 00	Mustard, black	20 @ 25	Salt Peter	11 @ 22
Citronella	1 25 @ 1 50	Poppy	15 @ 30	Seldits Mixture	40 @ 40
Cloves	3 00 @ 3 25	Quince	1 25 @ 1 50	Soap, green	15 @ 30
Cocunut	25 @ 35	Rape	15 @ 20	Soap mott cast.	22 1/2 @ 25
Cod Liver	1 65 @ 1 85	Sabadilla	38 @ 45	Soap, white castile	@ 13 50
Croton	3 00 @ 3 25	Sunflower	11 1/2 @ 15	case	
Tinctures		Worm, American	30 @ 40	less, per bar	@ 1 45
Aconite	@ 1 80	Worm, Levant	4 50 @ 4 75	Soda Ash	3 @ 10
Aloes	@ 1 45	Tinctures		Soda Bicarbonate	2 1/2 @ 10
Arnica	@ 1 10	Aconite	@ 1 80	Soda, Sal	02 1/2 @ 03
Asafoetida	@ 3 40	Aloes	@ 1 45	Spirits Camphor	@ 1 35



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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SPORTING GOODS

Baseball, Tennis, Golf Goods—Full Line

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Hats, Caps, Slippers, Water Wings, Ear Drums,
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Everything for the Fountain. If you have no catalogue
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Hazeltine & Perkins Drug Company

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Wholesale Only
MICHIGAN

Grand Rapids

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

Corn Syrup

DECLINED

Lamb

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 25
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

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

BEECH-NUT BRANDS.



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

BLUING

The Original

Condensed

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, 10 oz. ----- 3 05
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Branzen ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 2 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

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 ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

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

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Mince, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 3 50
Chicken Haddie, No. 1 1 75
Fish Flakes, small ----- 1 85
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 4, Star 2 90
Shrimp, 1 wet ----- 1 90
Sard's, 1/4 Oil, Ky ----- 6 10
Sardines, 1/4 Oil, k'less 5 25
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2s 2 80
Salmon, Red Alaska 4 25
Salmon, Med. Alaska 3 40
Salmon, Pink Alaska 1 95
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/2 Albocore ----- 95
Tuna, 1/2s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sil. 1 50

Beef, 3 1/2 oz. Qua. sil. 1 90
Beef, 5 oz., Qua. sil. 2 60
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, s 3 45
Chill Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbells, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 1 25
Fremont, No. 2 ----- 80
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 1 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 2 75
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 45
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 25
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut ----- 1 25
Beets, No. 2, stan. ----- 1 25
Corn, Ex. stan. No. 2 1 55
Corn, No. 2, Fan. 1 80
Corn, No. 10 ----- 8 00
Horn, No. 2 ----- 1 00
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. ----- 1 35
June ----- 1 35
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pimientos, 1/2, each ----- 12 1/2
Pimientos, 1/2, each ----- 27
Swt Potatoes, No. 2 1/2 2 25
Succotash, No. 2 1 40
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 05
Tomatoes, No. 2 glass 2 60
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 10 ----- 6 00

CATSUP.

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

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 New 1926 ----- 27
Sap Sago ----- 40
Brick ----- 29

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, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 25
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastelles No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Palms De Cafe ----- 2 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 18 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 2 40
Langues De Chats ----- 4 30

CHOCOLATE.

Baker, Caracas, 1/4s ----- 27
Baker, Caracas, 1/2s ----- 25

COCOANUT

Dunham's

15 lb. case, 1/4s and 1/2s 49
15 lb. case, 1/4s ----- 43
15 lb. case, 1/2s ----- 47

CLOTHES LINE.

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



COFFE ROASTED

1 lb. Package

Melrose ----- 37
Liberty ----- 29
Quaker ----- 44
Nedrow ----- 42
Morton House ----- 48
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
2 lb. tins ----- 1 47
Bokay ----- 42

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, 1/4 dz. 4 55
Blue Grass, Tall 4s ----- 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 10c ----- 75 00
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
Webster's ----- 37 50
Webster Cadillac ----- 95 00
Webster Knickerbocker 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Perlas ----- 90 00
Starlight P-Club ----- 1 35 00
Tiona ----- 30 00
Clint Ford ----- 25 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

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

Lozenges

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

Hard Goods

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

Cough Drops

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. Malloves 1 50
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Can., 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 ----- 38

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16

Apricots
Evaporated, Choice ----- 30
Evaporated, Fancy ----- 36
Evaporated, Slabs ----- 28

Citron
10 lb. box ----- 48

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Pearl

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

Raisins.

Seeded, bulk ----- 09 1/2
Thompson's s'dles blk 10 1/2
Thompson's seedless, 15 oz. ----- 12
Seeded, 15 oz. ----- 14

California Prunes

90@100, 25 lb. boxes ----- 20 85
60@70, 25 lb. boxes ----- 20 10
50@60, 25 lb. boxes ----- 20 12
40@50, 25 lb. boxes ----- 20 13
30@40, 25 lb. boxes ----- 20 14
20@30, 25 lb. boxes ----- 20 24

FARINACEOUS GOODS

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

Farina

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

Hominy

Pearl, 100 lb. sacks ----- 3 50

Macaroni

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

Pearl Barley

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

Peas

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

GELATINE



26 oz., 1 doz. case 6 00
 3 1/4 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. 26 1/2
 Wilson & Co.'s Brands
 Certified 25 1/4
 Nut 20
 Special Roll 25 1/4

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-lb 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. 2 1/2, 24 cans to case 6 20
 No. 1 1/2, 36 cans to case 5 15

Green Brer Rabbit
 No. 10, 6 cans to case 4 45
 No. 5, 12 cans to case 4 70
 No. 2 1/2, 24 cans to case 4 95
 No. 1 1/2, 36 cans to case 4 20

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

New Orleans
 Fancy Open Kettle 74
 Choice 62
 Fair 41

Half barrels 5c extra
Molasses in Cans
 Dove, 36, 2 lb. Wh. L. 5 60
 Dove, 24, 2 1/2 lb. Wh. L. 5 20
 Dove, 36, 2 lb. Black 4 30
 Dove, 24, 2 1/2 lb. Black 3 90
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS.
Whole
 Almonds, Terregona 30
 Brazil, New 25
 Fancy mixed 22
 Filberts, Sicily 28
 Peanuts, Virginia Raw 09 1/2
 Peanuts, Vir. roasted 10 1/2
 Peanuts, Jumbo, rstd 10 1/2
 Peanuts, Jumbo, rstd 11 1/2
 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. bags 11 1/2
 Filberts 32
 Pecans 1 10
 Walnuts 68

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
 5 1/2 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

1 1/2 31
 1 28 and 5 27

PEANUT BUTTER



Bel Car-Mo Brand
 8 oz., 2 doz. in case 5 10
 5 lb. pails, 6 in crate 12 20
 12 lb. pails 14 10
 50 lb. tins 25 10

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 39.3
 Atlantic Red Engine 21.2
 Winter Black 12.3

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

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. 2 1/2, 24 cans to case 6 20
 No. 1 1/2, 36 cans to case 5 15

Green Brer Rabbit
 No. 10, 6 cans to case 4 45
 No. 5, 12 cans to case 4 70
 No. 2 1/2, 24 cans to case 4 95
 No. 1 1/2, 36 cans to case 4 20

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

New Orleans
 Fancy Open Kettle 74
 Choice 62
 Fair 41

Half barrels 5c extra
Molasses in Cans
 Dove, 36, 2 lb. Wh. L. 5 60
 Dove, 24, 2 1/2 lb. Wh. L. 5 20
 Dove, 36, 2 lb. Black 4 30
 Dove, 24, 2 1/2 lb. Black 3 90
 Dove, 6, 10 lb. Blue L. 4 45
 Palmetto, 24, 2 1/2 lb. 5 25

NUTS.
Whole
 Almonds, Terregona 30
 Brazil, New 25
 Fancy mixed 22
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 Peanuts, Vir. roasted 10 1/2
 Peanuts, Jumbo, rstd 10 1/2
 Peanuts, Jumbo, rstd 11 1/2
 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. bags 11 1/2
 Filberts 32
 Pecans 1 10
 Walnuts 68

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, 600 8 25

Dill Pickles.
 800 Size, 15 gal. 10 00

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

PLAYING CARDS
 Battle Axe, per doz. 2 75
 Bicycle 4 75

POTASH
 Babbitt's, 2 doz. 2 75

FRESH MEATS
Beef
 Top Steers & Heif. @ 17 1/2
 Good Steers & H.F. 14 @ 16
 Med. Steers & H.F. 13 1/2 @ 15
 Com. Steers & H.F. 10 @ 12 1/2

Cows
 Top 14
 Good 13
 Medium 12
 Common 10

Veal.
 Top 20
 Good 19
 Medium 18

Lamb.
 Spring Lamb 30
 Good 28
 Medium 26
 Poor 23

Mutton.
 Good 14
 Medium 12 1/2
 Poor 10

Pork.

Light hogs 19
 Medium hogs 20
 Heavy hogs 18
 Loin, Med. 29
 Butts 27
 Shoulders 21 1/2
 Spareribs 17
 Neck bones 06

PROVISIONS

Barreled Pork
 Clear Back 34 50 @ 35 00
 Short Cut Clear 34 50 @ 35 00
Dry Salt Meats
 S P Bellies 28 00 @ 30 00

Lard

Pure in tierces 17
 60 lb. tubs advance 1 1/4
 50 lb. tubs advance 1 1/4
 20 lb. pails advance 3/4
 10 lb. pails advance 3/4
 5 lb. pails advance 1
 3 lb. pails advance 1
 Compound tierces 17
 Compound, tubs 17 1/2

Sausages

Bologna 15
 Liver 14
 Frankfurt 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
 1/2 bbls., 35 lbs. 2 50
 1/2 bbls., 35 lbs. 4 50
 1 bbl., 100 lbs. 10 00
 1 bbl., 100 lbs. 25 00
 Kits, 15 lbs. 1 75
 1/2 bbls., 40 lbs. 3 50
 3/4 bbls., 80 lbs. 5 00

Casings

Hogs, per lb. @ 63
 Beef, round set 20 @ 30
 Beef, middles, set @ 17 1/2
 Sheep, a skinn. 2 00 @ 2 25

RICE

Fancy Blue Rose 07 1/2
 Fancy Head 10 1/2
 Broken 05

ROLLED OATS

Silver Flake, 12 Fam. 2 25
 Quaker, 18 Regular 1 80
 Quaker, 12s Family 2 70
 Mothers, 12s, M'nun 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.
 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 2 1/2 lb. packages 2 40

COD FISH

Middles 15 1/2
 Tablets, 1/2 lb. Pure, 19 1/4
 Tablets, 1 lb. Pure 1 40
 doz. 1 40
 Wood boxes, Pure 29 1/4
 Whole Cod 11 1/2

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. 20 00
 K K K K, Norway 20 00
 8 lb. pails 1 40
 Cut Lunch 1 60
 Boned-10 lb. boxes 16

Lake Herring

1/2 bbl., 100 lbs. 6 50

Mackerel

Tubs, 100 lb. fancy 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

Blackline, per doz. 1 35
 Black Silk Liquid, dz. 1 40
 Black Silk Paste, doz. 1 25
 Enamaline Paste, doz. 1 35
 Enamaline Liquid, dz. 1 35
 E. Z. Liquid, per doz. 1 40
 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
 Stovoll, per doz. 3 00

SALT.

Colonial, 24, 2 lb. 95
 Colonial, 36-1 1/2 1 25
 Colonial, iodized, 24-2 00
 Med. No. 1 Bbls. 2 50
 Med. No. 1, 100 lb. lg. 83
 Farmer Spec., 70 lb. 90
 Packers Meat, 56 lb. 87
 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

A-Butter 4 09
 AA-Butter 4 09
 Plain, 50 lb. blks. 4 47
 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, 48-1 1/2 cs. 1 70
 Bags 550 lb. No. 1 med. 50
 Bags 25 lb. Cloth dairy 40
 Bags 50 lb. Cloth dairy 75
 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
 Flaks Naphtha, 100 box 5 50
 Grdina White Na. 10s 4 10
 Rub No More White Naphtha, 100 box 4 00
 Rub-No-More, yellow 5 00
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box 6 50
 Fairy, 100 box 5 75
 Jap Rose, 100 box 7 85
 Palm Olive, 144 box 11 00
 Lava, 100 box 4 90
 Octagon 6 35
 Lummo, 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
 Triply Soap, 100, 100, 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
 Climaine, 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, 1c 3 85
 Rub No More, 18 Lg. Spotless Cleanser, 48, 20 oz. 4 00
 Sanl Flush, 1 doz. 2 25
 Sapollo, 3 Joz. 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, Cochln @ 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 @ 40
 Cassia, Canton @ 25
 Ginger, Corkin @ 38
 Mustard @ 32
 Mace, Penang 1 30
 Pepper, Black @ 50
 Nutmegs @ 75
 Pepper, White @ 60
 Pepper, Cayenne @ 32
 Paprika, Spanish @ 42

Seasoning

Chilli Powder, 15c 1 35
 Celery Salt, 3 oz. 95
 Sage, 2 oz. 90
 Onion Salt 1 35
 Garlic 1 35
 Peneltz, 3 1/2 oz. 3 25
 Kitchen Bouquet 4 50
 Laurel Leaves 20
 Marjoram, 1 oz. 90
 Savory, 1 oz. 90
 Thyme, 1 oz. 90
 Turmeric, 2 1/2 oz. 90

STARCH

Corn
 Kingsford, 40 lbs. 11 1/4
 Powdered, bags 4 00
 Argo, 48, 1 lb. pkgs. 4 05
 Cream, 48-1 4 80
 Quaker, 48-1 07

Gloss

Argo, 48, 1 lb. pkgs. 4 05
 Argo, 12, 3 lb. pkgs. 2 95
 Argo, 8, 5 lb. pkgs. 3 35
 Silver Gloss, 48, 1s 11 1/4
 Elastic, 64 pkgs. 5 35
 Tiger, 48-1 3 50
 Tiger, 50 lbs. 06

CORN SYRUP.

Corn
 Blue Karo, No. 1 1/2 2 36
 Blue Karo, No. 5, 1 dz. 3 23
 Blue Karo, No. 10 3 03
 Red Karo, No. 1 1/2 2 64
 Red Karo, No. 5, 1 dz. 3 61
 Red Karo, No. 10 3 41

Int. Maple Flavor.

Orange, No. 1 1/2, 2 dz. 3 09
 Orange, No. 5, 1 doz. 4 19
 Orange, No. 10 3 99

Maple.

Green Label Karo, 5 19
Maple and Cane
 Mayflower, per gal. 1 55

Maple.

Michigan, per gal. 2 50
 Welch, per gal. 2 40

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. 2 30

TEA.

Japan.
 Medium 27 @ 33
 Choice 37 @ 47
 Fancy 54 @ 51
 No. 1 Nibbs 84
 1 lb. pkg. Sifting

Paul Gezon's Trip From Cadillac To St. Ignace.

St. Ignace, Aug. 2.—At Cadillac the first call was made upon James Johnston.

He reported business good and said he favored our proposed Sunday closing law. Mr. Johnston insists that the Association should employ a full time Secretary and with him the writer agrees, provided we can find the right man. Judging from the response to our efforts on this trip I believe we could use a field man all of the time. In Cadillac we called on W. D. Widgren, Curtis Market and National Grocer Co.

At Traverse City we found business good and prospects for a large cherry crop. Calls were made on our numerous members there and one new member secured, Unger Grocer Co.

The ride from Traverse City to Petoskey was a treat, with the fine roads and beautiful scenery.

En route we called at the stores of T. J. Hogan and A. P. Wilson and camped that night at Charlevoix at the city camping grounds, overlooking Lake Michigan. Called on our friend, Martin Block, and his brother, Block Grocer Co.

Petoskey has some fine stores and they reported tourist business slow in getting under way, but the town seemed to be well filled with resorters. We saw J. L. Ferris, an old member, and made calls on Steiner Grocery, Chat-taway Co. and Fochtman Bros.

Smith & Lake, at Bay View, had a hearty welcome for us and we called on our Vice-President, A. J. Faunce, at Harbor Springs.

On going North from Petoskey one should take the road through Harbor Springs if he wants a real scenic drive. For nearly twenty miles one travels a road that is above the lake and if one were to go over the banks it would be a sheer drop of 150 feet into the lake. The road, however, is excellent and we came through the town of Cross Village, an Indian town and which marks the site of the first church erected by Father Marquette.

Then across country to Levering and North to Mackinaw City, where we boarded the ferry for St. Ignace, called the "Gateway to the Northern Peninsula."

Our most delightful stay was at St. Ignace State Park among the wonderful spruce and balsam trees. The camp, while new, is very convenient and when work on it is completed, it promises to be one of the most popular in the State.

It was necessary to leave our car at St. Ignace while we ferried over to Mackinac Island. No automobiles are allowed on this Island. Only horses and bicycle wheel chairs are used.

It is claimed that this is the only place in the U. S. which bars automobiles and as the Government has pronounced the air of Mackinac Island the purest in the world, probably the absence of automobile gases contributes to the purity of the air.

It is claimed that there has never been a mosquito on the Island, as there are no marshes to breed them.

The Grand Hotel on Mackinac Island is the largest summer hotel in the world. The manager is making a bid for our 1928 convention and he invited me to look them over. It is a really wonderful place employing 400 people. It is on a high bluff overlooking the Straits of Mackinac and giving a wonderful view of the boats coming up from both Lake Michigan and Lake Huron.

Over fifty boats a day pass through these waters.

We enjoyed a carriage ride around the Island through the State Park, taking in Old Mission, Arch Rock and the Garrison built by the British in 1780.

I called on the three grocers on Mackinac Island and invited them to join our Association. Jas. Dowd & Sons signed up as members. They

complained that the big packers are soliciting orders from house to house for their hams and bacon. The Secretary promised to look into this matter.

If we could hold a convention on Mackinac Island I believe it would be an incentive to the Upper Peninsula grocers and meat dealers to join us. They would feel a closer contact with the Lower Peninsula merchants.

This hotel offers wonderful accommodations for any one who wants to spend a week or two in solid comfort and ease.

Paul Gezon,
Sec'y Retail Grocers & Gen. Merchants Ass'n.

All the Fools Aren't Women.

I wish to put in my cheer for courageous Martha Bates (the Kentucky girl who slapped a parson who condemned bobbed hair). It is time that the class of men who criticize and censure women for various things should be made to understand "where they get off." Neither bobbed hair nor short skirts meet with their approval, but women might return their criticism. There are long-haired men as well as bob-haired women. They may both be short on brains, but one has as much right to her tastes as the other without arrest or prosecution.

There is no good reason why a man should have the exclusive right to display his legs or his head or smoke cigarettes or run for Mayor of fool-town. Some women may deserve ridicule for their tastes and habits, but for every fool woman there is a man to match and they are the ones who blab their disapproval.

It is unbecoming for those who live in crystal palaces to heave rocks as large as the Rev. Arlie Brown and some others attempt to hurl, and it is good to note at least one case where they don't "get away with it."

Marietta Cross.

Style Trends in Women's Coats.

Recent style tendencies in women's high-grade coats favor the dolman sleeve and the blouse back. These give a broad appearance to the upper part of the figure, while the skirt of the garment is worn tightly wrapped around the hips and gives a slim appearance. While this style represents more or less of an extreme, the simple straightline wrap model is not neglected, as this type is too well liked by consumers to be discarded. In fact, some wholesalers believe the later demand will tend to stress the latter style, rather than the extreme versions.

Hides, Pelts and Furs.

Greer No. 1	07
Greer No. 2	06
Cured, No. 1	08
Cured, No. 2	07
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10 1/2
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11 1/4
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.

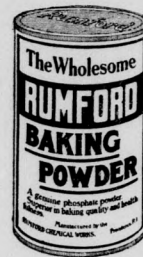
Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@30

Almost any woman feels flattered if you intimate that she would be a success as a vamp if she wanted to try.

PROFITS

RESULT FROM RUMFORD

The stability of Rumford has been reflected by the years of service it has rendered to the housewives of the country and the steady and fruitful source of profit it has been to the dealers.



Q 93 26

RUMFORD CHEMICAL WORKS
Providence, R.I.

QUALITY

Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour
Rowena Golden G. Meal Rowena Buckwheat Compound
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

HOWE, SNOW & BERTLES INCORPORATED

Underwriters and Distributors of
Investment Securities

GRAND RAPIDS

New York

Chicago

Detroit

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

GRAND RAPIDS LABEL CO.

Manufacturers of

GUMMED LABELS OF ALL KINDS
ADDRESS, ADVERTISING, EMBOSSED SEALS, ETC.

Write us for Quotations and Samples
GRAND RAPIDS

MICHIGAN

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes
501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

Dark Cooked Corned Beef.

We have been asked to tell the reason why corned beef sometimes turns black in cooking. Another way of putting this question would be, "Why does all corned beef not cook out bright?" Cuts from bulls that are normally black or dark will never cook out bright, no matter how well cured, and even bright cutting bull meat is tough and dry when cooked. This is mentioned here because fat bulls are used for beef and sold in some markets, but the custom of selling such meat in first-class shops is not general enough to be of commercial importance. Meat put in cure in a frozen or semi-frozen condition will not cure out right in color or other respects, but nearly every meat curer knows this and, except in cases of carelessness or neglect, it is not done. This narrows us down to what our enquirer refers to, except that we might mention that a few steers of high general quality show dark red in the meat, and quite a number of grass-fed steers do also, but as far as Government tests have shown, this meat may be tender and flavorful and the appearance is the only point against it. A point that might be made here is that no dark or black cutting meat will cure out bright. The bulk of corned beef that shows a dark center when cooked is perfectly good and, to those who know meat quality, fully as satisfactory as when red throughout when cooked. In the curing process, salt, sugar and one of the nitrates or nitrites are used, as well as good water. Sodium nitrate or potassium nitrate is general in use and recently the nitrites of both have been used with success. These give color to meat through a chemical reaction and are useful for no other purpose, not assisting the cure in any other way, according to best opinion. When used in small quantities they are not considered to any extent injurious to health, through too free use tends to make the meat hard. It is necessary, however, for the meat to remain in cure for two weeks or so if the color is to be present throughout the entire cut, unless curing solution that has been used on previous lots of meat is used. Under Government supervision this latter method is not allowed unless the solution is sterilized by heat, and most curing plants do not have the facilities to do this or do not care to do it for other reasons. Such pieces of beef as are cut from the plate and navel do not remain in cure long enough for the coloring chemical to do its best work because the demand for mild cured meat is quite general. If the meat tastes good, little concern should be given to corned beef dark in the center.

The Drug Store Restaurant.

A retail meat dealer met me in the wholesale market to-day and said that he heard that it is still possible to get a prescription filled in a down-town drug store. That joke did not go over my head, for I have taken lunch too often on top of a fountain stool not to realize what he was driving at. The versatility of the down-town drug store is a lesson to the vigorous and

ambitious, but a thorn in the side of the lazy and rut-bound. Two things may be learned to advantage from the modern department drug store and they are capacity business and quality. These two things have written more black figures at the end of the year and erased more losses than any other pair of twins known to modern industry. As red ink eliminators they have Goldie and Dusty backed off the boards and waving the white flag. Whether the owners and operators of drug store lunch rooms have been actuated or more modernly expressed, motivated, by interest in the health of their patrons as we find them, but it is not illogical to suppose that most of the mare really interested in the health of their patrons, for if we cannot safely look for sincere interest in health in drug stores we might as well give up the ghost without further struggle. At all events the food one buys in such lunch places is almost always as good as the operators know how to buy and prepare. Their sandwiches are fresh and tasty, the bread is soft and sweet and the filling is exceptionally palatable. They use plenty of meat in their sandwiches and they buy the best they can get. Buyers for such places consider price, of course, but they do not consider inferior quality. In other words, they buy the best obtainable at the lowest price possible. The rent and other overhead expenses of such centrally located places is usually high, but instead of spending a half hour bemoaning their high expense and low profits to every one with a receptive ear, they should get busy filling every nook with something to sell and keep busy selling. This is no tintended to be a drug store boost, but it is hoped that it may serve to stimulate retailers to the possibilities of their places and the kind of food the average consumer wants. Drug stores are more logical places for lunch counters than meat markets, but how about prepared meats, package foods and other logical things that can be handled at a profit?

Vinegar Standards Established.

The Secretary of Agriculture has adopted, for the guidance of officials in enforcing the Federal Food and Drug Act, amended definitions and standards for wine, vinegar, grape vinegar and malt vinegar upon recommendation of the Food Standards Committee. The text of the revised definitions and standards is as follows:

Wine vinegar (grape vinegar), is the product made by the alcoholic and subsequent acetous fermentations of the juice of grapes, and contains, in 100 cubic centimeters, not less than four grams of acetic acid.

Malt vinegar is the product made by the alcoholic and subsequent acetous fermentations, without distillation, of an infusion of barley malt or cereals, whose starch has been converted by malt, and contains, in 100 cubic centimeters, not less than four grams of acetic acid.

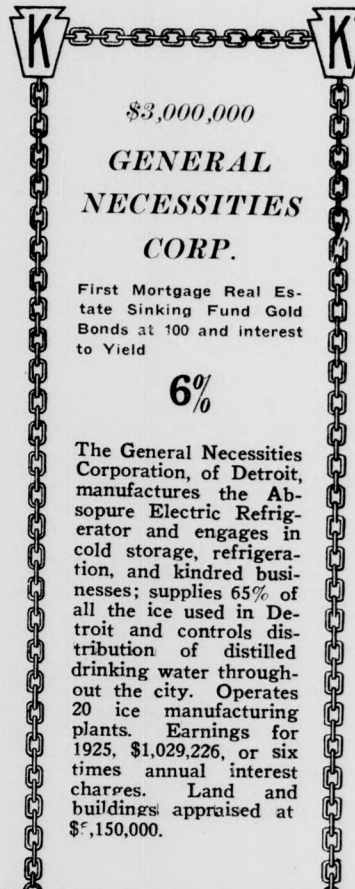
Worth Trying.

When the agent for the life insurance company paid Mrs. Stone the amount of insurance her husband had

carried, he asked her to take out a policy on her own life.

"I believe I will," she said, "my husband had such good luck with his."

To know what others are, study yourself.



\$3,000,000

**GENERAL
NECESSITIES
CORP.**

First Mortgage Real Estate Sinking Fund Gold Bonds at 100 and interest to Yield

6%

The General Necessities Corporation, of Detroit, manufactures the Absopure Electric Refrigerator and engages in cold storage, refrigeration, and kindred businesses; supplies 65% of all the ice used in Detroit and controls distribution of distilled drinking water throughout the city. Operates 20 ice manufacturing plants. Earnings for 1925, \$1,029,226, or six times annual interest charges. Land and buildings appraised at \$5,150,000.

A.E. KUSTERER & Co.
INVESTMENT BANKERS
AND BROKERS
MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

Henry Smith Floral Co., Inc.
52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 178

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

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—Stock of an old established men's clothing business, to close an estate. Write D. Healy Clark, Administrator, Caro, Mich. 341

FOR SALE—General store in good town. Stock and store will invoice at \$20,000. Good business reason for selling, going West. Tucker Bros., DeWitt, Mich. 342

FOR SALE—An established business for ten years in a 100 per cent location. Live Western Michigan city 15,000 population which is steadily increasing. Stock consists of dry goods, shoes and furnishings. Store 23x110 with basement, tile floor, five or ten year lease. Stock at present inventories \$10,000. Reason for selling, owner leaving city. Address No. 334, c/o Michigan Tradesman. 334

FOR RENT—Store building in a most desirable location, Muskegon Heights, Michigan. Can be used for any business. 24x112 with basement. Will give lease five to ten years. Apply Muskegon Heights Bazaar Co., Muskegon Heights, Mich. 335

For Sale—Dry goods and variety stock. Best location in Michigan. Town 10,000 population. Cash sale, no trade. Inventory about \$10,000. Address No. 336, c/o Michigan Tradesman. 336

FOR SALE—A REAL BARGAIN IN one of the best located general stores in Northern Wisconsin. Write for full particulars. Will consider partnership. Pound Mercantile Co., Pound, Wisconsin. 337

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

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, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

ARE YOU SELLING OUT?

Will pay highest amount in Cash for your entire or part of stock and fixtures of any description. Call or write Jack Kosofsky, 1235 W. Euclid Ave., Northway 5695, Detroit, Mich.

**FIRE AND
BURGLAR
PROOF****SAFES**

**Grand Rapids
Safe Co.**

Tradesman Building

Progress in Drive Against Fraudulent Advertising Claims.

The progress made by the Federal Trade Commission in checking misrepresentation in advertising is of first importance to all honest retailers. The Commission has been conducting a drive for a considerable period against misleading advertising in the form of trade names, cuts and slogans.

The last annual report of the Federal Trade Commission contained details of cases against many advertisers whose methods were considered unsatisfactory, misleading or downright dishonest. Among those which resulted in "cease and desist" orders being handed down against the advertiser were the following:

Naptha Soap—Prohibited use of the word "Naptha," or its equivalent, in describing soap containing kerosene, not naptha, or in describing soap containing no naptha when sold to the public, or in an amount of 1 per cent. or less by weight.

Fictitious Prices—Prohibited establishment or representation of any fake price intended to indicate value or customary prices in comparison with the sale price.

"Free" Offers—Prohibited representations that any part of a combination offer is "free" when the purchaser must pay for the whole or part of the combination in order to get the alleged gift.

English Broadcloth—Prohibited use of words "English Broadcloth" to describe garments unless they are made of broadcloth made in and imported from England.

Misuse of Trade Names—Prohibited use of word "wool," alone or in combination with such words as "nap" (as 'woolnap') to describe products containing no wool, unless other words aptly and conspicuously state that the product contains no wool whatsoever. This same principle may be applied to other lines and terms.

False Representations as to Prices—Prohibited false representations that the prices asked for merchandise are lower than previously asked for like merchandise. Also prohibited representations that commodities offered for sale at varying prices differ in quality and make according to the scale of prices when such is not a fact.

Direct From Factory to You—Prohibited use of this slogan to create an impression that savings are possible by

eliminating intermediate distributing agencies, unless merchandise so described is actually direct from factory to the public with actual savings, and unless the user of such slogan is a manufacturer.

Silk and Part Silk—"Silk" must not be used in any form, way or manner, to describe a product unless it is made entirely of silk derived from the cocoon of the silkworm. Where a fabric is only partly made of silk, the other material must be mentioned.

The great body of honest merchants profits by the efforts of the Federal Trade Commission in this direction for the obvious reason that every false claim or misrepresentation which is read by the public reduces the pulling power of all advertising. It is human to be skeptical of advertising claims after one has been fooled or disappointed a few times.

Cuban Pineapples.

The following statement regarding the pineapple season of the island of Cuba is taken from the Havana office of the Bureau of Foreign and Domestic Commerce:

The pineapple season has just come to a close and because of the low price being offered in the United States for the Cuban product and because of the interruptions from the railroad strike, exportation decreased noticeably from that of the preceding season. From the producing section served by the United Railways of Havana, it is reported that total exportations amounted to 2,486 cars, nearly 200 less than during the preceding season.

Common Business Errors.

1. Neglecting to get receipts when bills are paid in cash.
2. Neglecting to keep receipts where they can be located.
3. Neglecting to check up items in current bills.
4. Inability to keep check book balanced.
5. Too easy optimism in starting credit accounts.
6. Carelessness in handling of valuable business papers.
7. Signing documents without first knowing their contents.
8. Tendency to establish living expenses which would exceed income and eat into savings.
9. Tendency to invest money on dangerous hearsay, without proper knowledge of facts.

The end doesn't justify meanness.

You Can Call Battle Creek by Long Distance for 35c

from

GRAND RAPIDS

AFTER 8:30 P. M.

Here are the rates:

DAY

4:30 A. M. to 8:30 P. M.

"Anyone" call ----- 45c

"Particular Person" call ---- 65c

NIGHT

AFTER 8:30 P. M.

"Anyone" call ----- 35c

"Particular Person" call ---- 65c

"Anyone" call means that central needs only to get any person who answers at a given number—while a "Particular Person" call means that central will have to locate a particular person at the number given. This takes more time and therefore costs more.

"Anyone" calls save money.



MICHIGAN BELL TELEPHONE
COMPANY

One System

One Policy

Universal Service

Don't Say Bread
— Say
HOLSUM

The
Flavor is Roasted
In!

WHITE HOUSE Coffee

Good Coffee • Good Will • Good Sales!

DWINELL-WRIGHT COMPANY
Boston Chicago Portsmouth, Va.



GROUND
WHITE HOUSE
COFFEE
DWINELL-WRIGHT COMPANY
ONE POUND NET

A LITTLE Story about a BIG Fair



Mark *Labor Day Week*—Sept. 5th-11th—big on your calendar and in your memory. For it's the week of the Greater MICHIGAN STATE FAIR, at Detroit.

Everyone's going to the Fair this year—Michigan's great agricultural exposition—of equal interest to city man and farmer.

A few of the high spots tell the story of this bigger, better Fair that will make history! Prizes totaling \$134,000—new competitions, buildings and exhibits—thrilling harness events, sanctioned A.A.A. auto races—free fireworks—the best in amusements—a new and greater Fair.

You'll enjoy every bit of this splendid program!

The Greater Michigan State Fair Is YOUR FAIR



Follow the Arrows
—the Safety way—
to the Fair Grounds
Detroit

Attend it! Sept. 5th to 11th

Reduced Rates On ALL Railroads



THE GOODRICH WAY

"Operating Steamships Every Day in the Year"

DOUBLE DAILY SERVICE

Muskegon-Grand Haven
Electric Via Grand Haven

LEAVE GRAND RAPIDS

8:40 P. M. G. R. TIME

Day Boat Every Saturday

Leave Gd. Haven 10:30 A. M.

Michigan Electric Railway
Lines Via Holland

LEAVE GRAND RAPIDS

8:00 P. M. G. R. TIME

Day Boat Every Saturday

Leave Holland 9 A. M.

FARE FROM GRAND RAPIDS \$4.20

ROUND TRIP \$7.30

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

SAVE MONEY — Travel the Cool, Clean, Comfortable Way

Ticket sold to all points South and West

Reservations on Detroit, Cleveland and Buffalo Steamers

Vacation Trips on All Great Lakes Steamers.

Four Ticket Offices for Your Convenience as Follows:

Muskegon Electric
156 Ottawa Ave.
Dial 80223

PANTLIND
LOBBY

Michigan Electric
Rear Hotel Pantlind
Dial 93445

GOODRICH CITY OFFICE

PEARL AND OTTAWA

WITH CONSOLIDATED RAILROAD TICKET OFFICE

W. S. NIXON, Gen'l Agt.

DIAL—88428—62343

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**

AND ASSOCIATED COMPANIES



Combined Assets of Group

\$33,389,609.28

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

BEECH-NUT PEANUT BUTTER



Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY
"Foods and Confections of Finest Flavor"
CANAJOHARIE NEW YORK

Which Would You Rather Sell?

? || ONE MATCH
OR
TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for thirteen cents—the best match and the safest match to take into your home. They are better value than ordinary matches at five or six cents per box."

Your percentage of profit on Diamond Matches is larger than on ordinary matches, and your total profit on Diamond Matches—two boxes for thirteen cents—is much larger than on one box of ordinary matches at five or six cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH COMPANY

With the Price Established

through the manufacturers' advertising--

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same Price

25 ounces for 25c

for over 35 years

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

*Millions of Ponnns Used
by Our Government*