

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 11, 1926

Number 2238

THE SONGS OF BY-GONE DAYS



*A-down the years they come to me
From out the crypts of time,
With half forgott en melody
And faintly falling rhyme.
With here and there a broken chord
A missing word or phrase,
But sweet as angels' whispers are—
The songs of bygone days.*

*Old tunes touch hidden chords in hearts
Long mute with age or pain,
And give us for a fleeting space
Lost faith and hope again.
Within yon cloudlands far away,
Where swell the hymns of praise,
God grant the angels sometimes sing
The songs of bygone days.*

SARAH BEAUMONT KENNEDY



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]

MICHIGAN TRADESMAN

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Number 2238

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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in advance.

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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.

SCOURGE THE VULTURES.

The Tradesman hopes to see the creditors of Charles Gerber, the South Haven grocer who recently failed, probe the matter to the bottom. If they do this they will undoubtedly find that Gerber is a crook; that the lawyer who engineered the steal is an arrant rascal; that a considerable amount of stock is probably secreted somewhere which will turn up in the hands of Gerber or some of his confederates as soon as the situation quiets down.

No merchant can honestly acquire \$7,000 indebtedness and have only a few hundred dollars in stock to show for it in a few short months. If he had a particle of honesty in his make-up he would have turned the stock over to his creditors when he saw things were going against him and given them an opportunity to salvage all they could from the wreckage. Instead of pursuing such a course, Gerber continued the business until there was little if anything left for the creditors. If the gouging lawyers will have snuffed themselves with the proceeds of the remnants left on the shelves.

In China a man who fails under such circumstances has his head cut off. It would not be a bad idea if we in this country adopted a similar custom. It might result in lessening the large number of dishonest failures which are the curse of trade and a source of great loss to wholesale houses which are not quite as careful as they should be in extending credit to men of questionable responsibility.

In Bermuda in 1911 there was but one man in jail out of a population of 18,000. This man had been a merchant and failed, paying his creditors only a few cents on the dollar. Some years afterward a relative left him a considerable sum of money which would have been sufficient to pay his obligations in full and leave him a comfortable sum. Instead of meeting

his obligations in man fashion, he spent the money in riotous living. For this he was tried and condemned to spend an indeterminate time in prison. Bermuda is only a small colony of Great Britain, but when it comes to handling defaulters and bankrupts she is quite as successful as the mother country and can set the Great Republic an example which this country would do well to follow.

Treating other people's money and goods as though they were your own is getting to be altogether too common and should be restrained by reasonable legislation and drastic action by the courts and the officers of the law.

WORD-OF-MOUTH PUBLICITY.

Word-of-mouth advertising is one of the oldest forms of publicity. The retailer needs it in his business every day and would like to get more of it, but the right kind is hard to get. He can make what the public says about his store either favorable or unfavorable, according to the kind of establishment he keeps. If this word-of-mouth advertising is favorable, trade will come to him. If it is not, business suffers.

The retailer's employes are a part of the public. Each of them has his or her circle of relatives and acquaintances. The word-of-mouth advertising of employes can be directed along the right lines. It can be increased, and it can be keyed, if so desired, to prove that it brings worth while results.

An anniversary sale is a good time to make a special effort in this direction. Certainly the firm's birthday is a proper occasion for building up employes' support to its highest point. Most stores exercise considerable care at such a time to stimulate their salespeople to exceptional efforts, but do not take into consideration the volume-producing possibilities of their non-selling employes. A good plan is to try to make every employe a sales promoter, and by his or her word-of-mouth advertising help to create business for the anniversary events.

If the retailer regards only the salespeople as sellers, he is utilizing only half of his sales possibilities. In most stores that give complete service to the customer it takes an average of nearly two non-selling people to back up each salesperson. Why should these non-selling employes not be made use of in building business?

But, it may be asked, what can a night watchman, elevator operator, inspectress or driver do to make sales? Our answer is they can do a great deal. Each of them, however humble, has his or her friends and relatives who are all in the market for something. If a merchant starts a word-of-mouth campaign through his selling

workers and asks each of them to pass the word along to ten of their friends he will be advertised to a large number of people.

MILLIONS FOR EDUCATION.

More than 700,000 students are enrolled in the 900 colleges, universities and professional schools of this country. The men number 450,000, and the women 250,000. These figures are made public by Dr. Frank M. Phillips, chief of the Statistical Division of the Bureau of Education, who places the total of productive funds of these institutions at over \$800,000,000. Despite this impressive sum, the largest source of income is not endowment but what it has always been—student fees. These ran to over \$80,000,000, which is twice the amount of income from productive funds, although student aid is given on a larger scale than ever before. Government appropriations—Federal, state or city—are mainly for current expenses, while private benefactions are mainly for endowment. This is a natural difference since the state universities are maintained by regular appropriations from the state treasury.

SAFETY IN NUMBERS.

It is precisely in the herd, taken as a herd, that one finds the principal basis for a decent faith in mankind. You may write any number of novels about men who have pirated and cheated their way to success. Yet the actuarial figures show only one person in 6,800 fails to pay his bills. The average man may not impress the casual observer as challenging in health and joy and zest of life the contemporaries of Pericles or Leonardo da Vinci. But the insurance companies write billions of dollars of new business every year and are not bankrupt; and within less than a generation the death rate in the United States and in Great Britain has been brought down from well above 20 per 100,000 to 12 per 100,000.

After laying down the principle that reconciling marriage and a profession is the chief problem for educated women of to-day, the International Federation of University Women, now in session at Amsterdam, proceeded to discuss the subject seriously. It was contended that women have as much right to pursue a career as men, but that the only way in which this can be brought about is by training husbands to share equally in the work of the nursery and kitchen. Naturally, the subject was introduced by an American woman and left the Northern Continental European women somewhat breathless. But kitchen work is not entirely new to Frenchmen and many robust Englishmen and Americans, Aristocratic Frenchmen

have been wont to boast of their ability as chefs. The outdoor life that Americans and Englishmen love so much has taught many of them how to prepare food properly in the wilderness. To induce them to accept as an everyday duty work which they now regard as fun is something else. That may happen in time, but it is doubtful if maternal fears will ever permit a woman to allow her husband, however well educated, to run the nursery in his own way. There are some things a man cannot be trained to do.

Estimating how many angels could dance on the point of a needle had its difficulties for medieval debaters, but it was not much harder than the problem of drawing a line between offensive and defensive armaments with which the experts are wrestling at Geneva. They have solved it tentatively, at least, by framing a definition and then specifying armaments which are to be regarded as defensive and armaments which are to be regarded as offensive. Even with this careful arrangement of pigeonholes, it is necessary to warn all parties concerned that a kind of armament which is normally defensive may become unmistakably offensive. A vessel of low power, incapable of cruising beyond a narrow area along the national coast line, is nevertheless a formidable offensive weapon if the coast line of its Government adjoins the coast line of another country or an important trade route. To define a purely defensive or offensive armament is like defining contraband. Some definitions cannot be permanent. They have to be revised to meet changing conditions or else they become so ill-fitting as to be ignored altogether. Frank acceptance of this fact will save a good many acrimonious disputes.

Battles of long ago are worth remembering now and then. Most people who read the dispatch from Shanghai saying that cholera and the heat there are claiming 1000 victims daily will take comfort in the belief that such an epidemic could not happen here. But it is interesting to recall that in 1832 New York City was panic-stricken during July and early August over the deaths from cholera and the heat. Those who could fled the town. The number of deaths rose to 104 in a single day. As late as the early nineties we had a bad cholera scare and all sorts of experts reminded the town of the earlier epidemic. We have gone a long ways in our scientific treatment of such outbreaks. To-day New York hasn't the slightest fear of a cholera epidemic. There are some things which we have managed to do well.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

It is the old, old story—ever new and novel to the victim who bites. Late Friday evening a well-dressed man called at Bert's Tire Shop, 29 Lagrave street, and purchased two tires for \$23, which were to be delivered to the office of the National Cash Register Co. the next morning. He handed out a check for \$50 purporting to be drawn to the order of Gregory T. Harris. The signature was accompanied by a rubber stamp reading National Cash Register Co. The tire man cheerfully handed out \$27 in change, but when he came to deliver the tires the next morning he was told that no one by the name of Harris was employed at the local branch of the National Cash Register Co. and that the check was a forgery. The same kind and denomination of checks and the same scheme resulted in the crook securing \$23 at the Standard Tire Co. and \$22 of Perkins & Waters. He made a similar attempt to do business with the Auto Trim Co., without result.

The same chap evidently invaded Kalamazoo the same day he made his killing in Grand Rapids, judging by the following item from the Kalamazoo Gazette of Aug. 8:

A warning that a man giving his name as Fred E. Dawson is passing fraudulent checks in Kalamazoo was issued Saturday by Sheriff Jerome S. Borden.

Two checks bearing the name of the Burroughs Adding Machine Co. and countersigned with the name M. W. Meyers, salesman, were passed by the man Friday, Sheriff Borden announced. The checks were each for \$50.

Dawson is described as about 32 years old, six feet tall, and weighing 160 pounds. He is smooth shaven and dark complexioned, with a long slender face. He is said to be a good dresser.

The above description tallies exactly with the appearance of the man who secured \$72 in Grand Rapids within the space of thirty minutes. Merchants generally should be on the lookout for this chap, no matter whom he may purport to represent or whose checks he may have undertaken to imitate by the employment of rubber stamps which he probably carries with him in large number.

A manufacturer of textiles was recently brought to trial in Paris for manslaughter as the result of the death of a young man whose scarf exploded when he stopped to ignite a cigarette with a match. He was badly burned about the neck and chest and the autopsy showed that his lungs had been seared by the flames from the chemical composition of the scarf. Investigation by chemists proved that the scarf was composed of "cotton and non-denitrated artificial silk," the latter a product of trinitric cellulose, a dangerous explosive. It was stated that the manufacturer, possibly in order to cut production costs, had woven this non-denitrated fiber not with wool, which is safe, but with cotton and sold the finished product without warning

his customers that it was inflammable. While it seems quite unlikely that such a practice would be indulged in by other manufacturers, it is not unreasonable or foolish to warn Tradesman readers that they should guard against acceptance of merchandise of this character no matter what its source. If such goods should slip by and accidents similar to the one described above should occur, the merchant might be exposed to serious prosecution.

Kalamazoo banks have sent out a warning that a man, representing himself as a bank employe has been approaching bank customers in the residence districts and requesting deposits. The matter was brought to the attention of the Kalamazoo National Bank when a woman called the bookkeeper and asked if her account was over-drawn. When told that she still had a substantial balance in the bank, she said that a man had presented himself at her door, stating that he was from her bank. He intimated that her account was over-drawn, and requested a deposit at once to cover the overdraft. Other banks were notified. It is not the custom of Kalamazoo banks to send out solicitors for deposits.

The Treasury Department describes five new counterfeits in its circular letter 580, just issued, as follows: A \$1 silver certificate, series 1923, back plate number indistinct; \$5 Federal Reserve note. Federal Reserve Bank of Dallas, Texas, check letter "G" face plate No. 151, back plate number not discernible; \$10 gold certificate, series 1922, check letter "B" face plate No. 351; \$20 Federal Reserve note, Federal Reserve Bank of Dallas, Texas, check letter "B" face plate number indistinct, back plate No. 793, and \$20 Federal Reserve note, Federal Reserve Bank of San Francisco, check letter "A" face plate No. 1.

Buffalo, N. Y., Aug. 9—A doctor who had for years carried on a very successful and extensive practice in an Ontario town recently died. He had been greatly respected in his own neighborhood and must have been "no fool" in most departments of his life to achieve the position that he did.

The widow asked a banker to look over the securities left in the estate. The banker found 12,462 shares in 15 mining, seven oil, and five industrial companies. These shares were represented by 40 certificates. Thus far the banker has been able to realize \$6 on the total investment with a possibility of raising this sum to \$20 if certain speculators can be induced to take a chance on the shares of two companies which still show perceptible signs of life. For all this the doctor, over a 30-year period, had paid \$60,000 in cold cash. Granted that he was above the average in intelligence, still this shows that in this one department of placing his money, he needed a guardian. When he made his first false move of investing without investigation in a far away mining company he was lost. His name went down on the sucker lists which are passed around from one high pressure promoter to another, and he was advertised far and wide as one of the large number of honest hard-working individuals who can be induced to hope and trust largely without being too exacting in the matter of asking for profit.

Better Business Bureau.

Thinks the Colored Man Is Being Double Crossed.

Glen Lake, Aug. 10—Without an active interest in politics I derive more or less of the joys of excitement attending the manipulation of same.

For instance, the other day Congressman Upshaw, of Georgia, defended the recent action of his own state legislature in taking away the last vestige of equal right from the negro, except, possibly the doubtful privilege of voting—a function which never develops, for the reason that the will of the colored race, as expressed by his ballot, never gets beyond the ignis fatuus stage.

Congressman Upshaw stands out in bas relief as a patriot and strong for the latter day—constitution. Disrespect for the eighteenth amendment peevish him much. In his own state they have had prohibition for forty years, and the reason that there is more moonshining and bootlegging going on there is because the white folks down there "admit" they are strong for the law—especially when it comes to enforcing it against the colored race.

Traffic in mint juleps still goes merrily on in that state. You find it everywhere, and in many instances, quite openly, especially among the "First families." Uncle Sam exhibits great confidence in the administration of law in Congressman Upshaw's halliwick, and conveniently stays out of the game.

But that is not what I am going to talk about, but I am just wondering about the welfare of the negro, who, according to the constitution of the United States, is not and for a half century has not been a mere chattel. Certain rights, common to us all, have been guaranteed by the constitution.

We have all been more or less careless about the problem of equal rights, until now we are approaching a condition which may in time become embarrassing to its sponsor, the Republican party, more so even than the farm problem and a dozen other affairs which fill the great newspapers daily.

Up to a few years ago negroes were considered safely and reliably Republican under any and all circumstances. Then they broke loose, and it was "hell bent for election." Through fancied grievances or neglect, they started out "scalp hunting" and they brought home the bacon, as certain U. S. Senators from New York, New Jersey and Delaware know to their own discomfiture.

Of course, the negro problem is no new issue, but in the good old days Congress took pains to guard the interests of the negro because he was an appreciable asset to the Republican party. It was an idea purely theoretical that the law would eventually work itself out, and the "Ohio idea"—so-called—embodied a theory that letting well enough alone was not so bad. The negro, in his own environment, didn't expect anything, and the negro at large was not so fully versed as to the wrongs of his race, so the colored contingent kept on voting the Republican ticket and the Democrats confined their efforts toward minimizing the distastefulness of the results.

The first beacon fire of discontent was lighted in 1921 during the Harding administration. The Republican platform in 1920 had guaranteed anti-lynching law, guaranteeing to the negro the same rights in court that his white brother enjoyed. The Republican House possibly did its share toward redeeming the party's platform pledge, but the Republican Senate sidetracked the measure. Hence a desire for reprisal against the Senate, and it incubated.

Additionally, negroes were discriminated against in Federal employment and the gradual attempt to segregate the race, especially at the ceremonies

attending the dedication of the Lincoln memorial, set fire to the mass, a virtual throwing of the monkey wrench into the gear box. To enforce segregation at the services in honor of their emancipator and to have this discrimination enforced by the Republican party, was like pouring gasoline upon riotous flames. It was the last straw.

Now the negro is no feeble minded product. Intermixing of the races has developed great intellectual possibilities, and he is proceeding to administer his affairs after the same notions as the white folks. He has been aroused from his inertia, has organized himself, financed himself, and has displayed unusual intelligence in every move on the checker board. The Association for the Advancement of the Negro Race maintains a speaking bureau and distributes an abundance of literature. It operates in conjunction with the American Negro Press Association, which serves over 200 newspapers, many of which are ably edited and are a visible power in their communities as well as Nationally. Several have a circulation in excess of 100,000 and their greatest influence is wielded in Republican strongholds. Through all these mediums the negroes have been advised of the hostile attitude of the Republican party, and while it may be a case of "biting off his own nose to spite his face," he, too, gets a thrill in seeing the results of a little activity in his own party and votes just exactly opposite from the "dope" sheet prepared by his former allies.

Now, to make matters worse, the Democrats, in Republican strongholds only, are giving the negro a few crumbs from the table. He begins to realize that independence for "revenue only" might hatch out something for him, and while he still remembers that the Republican House tried to redeem the pledge of 1920, the Senate has never had any notion of so doing.

Certain negro leaders are now putting forth the claim that they were given specific promises by the Coolidge managers in the last election that the conditions they complained of would be remedied and that these promises have also been disregarded. He is still discriminated against in Federal jobs, the failure of the anti-lynching bill, and the President signed what is called the "Jim Crow" bill excluding colored folks from the privileges of the bathing beaches in the District of Columbia, an action pronounced by leading lawyers of both races as a direct violation of the fifteenth amendment. Also the U. S. Supreme Court has "doubled in brass" by claiming to uphold the National Constitution, and at the same time refused relief against legislation which would prevent the negro from buying property or living in white residential districts.

Of course, we of the white race know (?) that courts are non-political, but it is a case of the negro not knowing, and now some of their newly discovered Democratic allies—always in Republican strongholds—tell them all about it.

Briefly the negro has had all the "apple sauce" he really hankers after and he is organizing and financing and promulgating and he is preparing certain aspirants in the Republican organization for a dose of bromo seltzer the "morning after."

Now, insincere as Congressman Upshaw seems to be from surface indications, he is not going to drop his bread butter side down. He can howl for respect for the Constitution when he is enjoying the emoluments provided him by the Anti-Saloon League, and when it comes to treating those individuals who get curious about his constitutional antecedents, can he himself to the realm which waxes luxuriant with foliage.

But the white man—because he is a

"good" white man—will enjoy his toddy undisturbed in Georgia, and the good Democrat will tell the negro—in Republican strongholds only—how he is being cheated by the bad Republicans. Frank S. Verbeck.

Late News From the Head of Lake Charlevoix.

Charlevoix, Aug. 10—Park avenue is a very nice residential street and at its end there is a park which extends as far as the auto camp and down to Lake Michigan.

G. W. Lusk said to me the other day: "Charlevoix would have one of the finest parks in Northern Michigan with some small improvements such as good roads through the park, a string of lights along the road, some cement steps down the hill and the small brush and some large unsightly trees removed from the grounds."

M. Zunder, of Chicago, and his wife are at the Elston cottage. Mr. Zunder is an old time Grand Rapids resident, a son of the old celebrated Louis Zunder, who was a well-known citizen of Grand Rapids. Mr. Zunder is at present at the Larkin department store, 47th and Ashland avenue, Chicago, as manager and shoe buyer of this store, which position he has held for the past twenty-three years. This department store is the largest one on the Southwest side. The shoe business of today is like the millinery business, as every color imaginable is now represented in the shoe line to suit most every taste. Mr. Zunder recalls the Michigan Tradesman of forty years ago and enjoys reading same when opportunity presents itself.

Nate Guettala, of Chicago, is a guest at the Elston cottage and in one of my conversations with him I enquired what he thought of Chicago business property as an investment, he having specialized in this class of real estate for many years. He says that it offers opportunities far beyond the anticipation of the uninitiated. He exemplified by saying that anyone who formerly was acquainted there and returned after an absence of ten years would be amazed at the change that has occurred. Let them wander over our downtown district looking for old landmarks and in many places would be found larger and higher structures of modern imposing types, housing a population equaling as much if not more than many of our smaller country communities. In the outlying business section the same condition would be noted in the newer type of structures commensurate with the district, with the civic improvements noticeable everywhere and the continuous business activity. Chicago is consistently and substantially growing in population each year and as density of population is one of the factors that develops real estate values it demonstrates that Chicago business property as an investment offers the opportunity of increasing values and income far beyond the expectation of the buyer of to-day. If past history continues and Chicago doubles its population every twenty-five years, it is apparent that business property is staple and low priced at this time.

Roy Harris, owner of the Harris Egg Ranch two miles South of Charlevoix on M 11, is not only doing a large poultry and egg business, but in a recent hatching of about a hundred ducks was unusually surprised to find one who is going to enter the pawnbroker's business. Instead of having three golden balls he has three golden legs. The third leg seems to be fully developed and normal and will be used as a steering gear in swimming. The Harris egg ranch has recently built modern buildings and installed modern equipment under the supervision of the State College. He has a flock of about eight hundred single comb, white leghorn hens.

Mr. and Mrs. Hutchinson, of Haines City, Florida, have purchased one of the lake front lots at Boulder Park

and are planning on erecting a summer home there at once.

Wm. F. Mahar and family, of Grand Rapids, are visiting in Charlevoix for a couple of weeks.

The history of Charlevoix is painted on the side of one of the prominent buildings on Bridge street in connection with the real estate sign of Earl A. Young and is creating a great deal of favorable comment.

L. Winternitz.

Slack Season in Flotation of New Capital Issues.

It is an interesting commentary on the financial markets that at a season of unusual activity in stocks interest in the new capital flotations runs low. This week is distinguished for the facts that it has presented the liveliest mid-summer market in the history of the Stock Exchange and the smallest volume of new bond issues for any period this year to date.

Increased activity in stocks usually lessens for the time the interest in bonds but the dearth of new issues must be explained in large part, of course, by the season of year. When salesmen and investors are away on vacation borrowers see no advantage, other things being equal, in pressing their demand for new capital.

Absence from the city would not be so effective an argument for delays in new financing, however, if prospective borrowers entertained any very serious doubts as to what the future price of money might be.

Apparently the finance committees of the country's borrowing companies feel that funds will still be available in abundance this autumn and that no danger exists of greatly increased money rates. If the banking institutions did not have faith in the future money market they would now be more active in endeavoring to persuade industry to take advantage of the present favorable conditions for obtaining funds.

Another thing is that the majority of our public utilities, industrial concerns and railroads in need of financing have already taken advantage of the ease in money to obtain funds. The leading power and light companies not only have financed various expansion programs in anticipation of future growth but at various periods in the last two or three years have gradually been replacing their high-coupon obligations with offerings of issues that bear lower interest rates.

As European affairs improve and it becomes possible to market securities here on a basis more favorable to the borrower the demand for loans from that quarter will increase. Plans now in the making also indicate a greater volume of financing by domestic corporations in future months than has appeared this summer.

Paul Willard Garrett.

[Copyrighted, 1926.]

A Matter of Anatomy.

Mother—You were very naughty to disobey me, and I have punished you to impress it on your mind.

Son—Mummy, aren't you mistaken in regard to the position of my mind?

Out of our 117,000,000 people, not more than one-tenth of one per cent. are indispensable.

WORDEN GROCER COMPANY
THE PROMPT SHIPPERS

A Big Winner

QUAKER COFFEE
HOT FROM THE POT
SATISFIES

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

Makes customers repeat

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

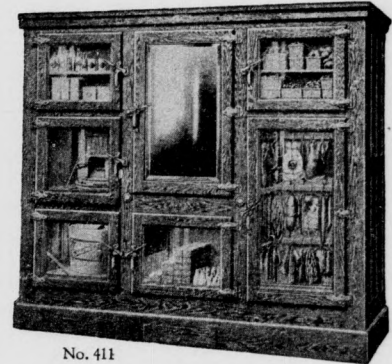
Ottawa at Weston

Grand Rapids

The Michigan Trust Company Receiver

Look for the McCray Name Plate

You'll find it on the refrigerator equipment in the better stores, markets, hotels, hospitals, restaurants, florist shops and in homes. This name plate gives positive assurance of foods kept pure, fresh and wholesome.



No. 411

This Favorite McCray

model meets the needs of thousands of food dealers exactly. Ample storage space, convenient to serve customers, attractive display, economical operation, handsome appearance, and enduring satisfaction.

Send for catalog illustrating McCray models for every purpose—sizes and styles for every need.

McCray Refrigerator Sales Corporation

639 Lake St.

Kendallville, Ind.

Salesrooms in all Principal Cities

Detroit Salesroom—36 E. Elizabeth St.

Grand Rapids Salesroom—20 W. Fulton St.

Kalamazoo Salesroom, 324 W. Main St.

MCCRAY
REFRIGERATORS
—for all purposes—

MOVEMENTS OF MERCHANTS.

Kibbie—The Casco Produce Co. has changed its name to the Kibbie Fruit & Produce Co.

Kalamazoo—Fred Wallenkamp succeeds F. A. Conklin in the grocery business at 1709 Reed street.

Kalamazoo—Mrs. Grace Burmania has opened the Burmania China Shop at 420 South Burdick street.

Kalamazoo—The Solomon Agar Co. has changed its name to the Economy Drug Co., 162 East Main street.

McBain—The McBain Grain Co. has opened a lumber yard in connection with its grain and produce business.

Detroit—The Detroit Piano Co., 7408 Woodward avenue, has changed its name to the F. M. Ramsdell Music Co.

Detroit—The Super Tool Co., Equity building, 430 Griswold street, has changed its name to the Edwards Tool Co.

Detroit—The Guaranty Trust Co., 606 Woodward avenue, has increased its capital stock from \$300,000 to \$750,000.

Lake Ann—The Lake Ann Lumber Co. has opened a retail lumber business in connection with its other business.

Bridgeman—The Baldwin-Whitten-Ackerman Nurseries, has changed its name to the O. A. D. Baldwin Nursery Co.

Detroit—J. W. Wilson & Sons Creamery Co., 740 24th street, has changed its name to the Wilson Creamery Co.

Detroit—The Bacon-Burke Co., 1326 East Congress street, has changed its name to the Detroit Ladder & Distributing Co.

Ravenna—The First State Bank of Ravenna, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed.

DeWitt—Caryl Gall has taken possession of the Norris & Eldridge hardware stock which he recently purchased and will add new lines to the stock.

Kalamazoo—A. W. Smith, veteran Muskegon hotel man, has purchased the Library Park hotel, 321 South Burdick street, taking immediate possession.

Detroit—The Bond Shirt Shops, 1236 Randolph street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Harold Bates, autos, parts, etc., has merged his business into a stock company with an authorized capital of \$25,000, \$10,020, of which has been subscribed and paid in in cash.

Kalamazoo—Cornelius H. Weessies, grocer and meat dealer at the corner of Church and Sarah streets, has sold his stock and store building to John Van Dyke, who has taken possession.

Pontiac—The Sandwich Shop, 148 North Saginaw street, has been incorporated with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and \$3,000 paid in in cash.

Saginaw—The Fordney Petroleum Co., Merrill building, has been incorporated with an authorized capital stock of \$100,000, \$33,000 of which has

been subscribed and \$11,000 paid in in cash.

Lansing—The Breisch Co., dealer in grain and beans, has foundations in for a new office building. The company has two elevators at Lansing, one at DeWitt and is completing a fourth at Laingsburg.

Saginaw—The Third Avenue Pharmacy, 800 North Third avenue, has been incorporated with an authorized capital stock of \$2,000, of which amount \$1,100 has been subscribed and paid in in cash.

Benton Harbor—Millburg Growers' Exchange, Millburg station, has been incorporated to deal in farm products, with an authorized capital stock of \$40,000, of which amount \$11,150 has been subscribed and \$9,800 paid in in cash.

Saginaw—The Hanson & Wylie Timber Co., 1100 South Niagara street, has been incorporated with an authorized capital stock of \$500,000, of which amount \$442,000 has been subscribed and paid in, \$2,049.58 in cash and \$439,950.42 in property.

Mt. Clemens—The Brown-Harrison Gown Shop has merged its business into a stock company under the style of the Harrison Brown Gown Shop, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—A. J. Cutler has merged his wholesale and retail jewelry business into a stock company under the style of A. J. Cutler & Co., 510 Metropolitan building, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—Cohn & Zilber, Inc., 226 Gratiot avenue, has been incorporated to deal in wearing apparel for men, women and children, with an authorized capital stock of \$40,000, of which amount \$20,000 has been subscribed and paid in, \$1,397.83 in cash and \$18,602.17 in property.

Romeo—The Romeo Savings Bank has completed plans for erection of a new building which will occupy the present site and adjoining property. Bond-Hubbard Co., of Chicago, will erect the building and operations have been started. The structure will be built of buff Indiana limestone with a polished granite base. The first floor will be 25 feet high and above this will be the mezzanine floor where will be the director's room, store room, vice-president's office, customers' room. A large working space is being provided for on the first floor and large romoy vaults to take care of the increased business. The building will be modern in all the structure and equipment. The bank building will extend to a depth of 84 feet with a frontage of 45 feet.

Manufacturing Matters.

Muskegon—The West Michigan Steel Foundry Co. will build a \$15,000 addition to its plant to house its alloy steel department.

Jackson—The Jackson Heating Co. has been organized to manufacture an oil heater invented and perfected by Joseph Kuenze, of this city.

New Troy—Marx & Marc, of Chicago, have bought thirty-five acres at this place and have plans to build a \$25,000 factory for manufacture of band instruments.

Flint—The Flint Structural Steel Co., Division Road, has been incorporated with an authorized capital stock of \$150,000, of which amount \$144,500 has been subscribed and paid in.

Charlotte—The Wilcox Radio Co., a new organization in Charlotte, has opened a factory with a weekly production of thirty radios. The concern manufactures the Wilcox Cathedral Six and the Wilcox Cathedral Junior

Detroit—The Michigan Health Foods Co., 3609 Gratiot avenue, has been incorporated to manufacture and sell food products; with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Muskegon—The Fire Detector Co., fire and burglar alarms, 991 West Western avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed, \$950 paid in in cash and \$550 in property.

Benton Harbor—Three new Benton Harbor industries are getting under way. The newest is the Consolidated Boilers, which has just turned out its first completed boiler. The other two industries having prospects for a busy fall and winter are the Double Drive Truck Co. and the Jones Gear Co.

Detroit—The Standard Motor Truck Co. announces a new one ton six-cylinder truck known as the Fisher Junior Express which is a companion model to the Fisher Fast Freight 1½ ton chassis. The Junior Express is powered with a Continental six-cylinder motor, spiral bevel gear rear axle and is equipped with balloon type truck tires.

Benton Harbor—The Ross-Carrier Co. is just now completing the busiest six months in its history. The company is turning out a new type of lumber carrier that is being well received by the trade and in addition is opening up new territory in distant parts of the globe. It expects shortly to be shipping machines to New Zealand and South America.

Hudson—The four Lenawee county canning plants formerly owned by the Detroit Commerce Co., have been purchased by Libby, McNiel & Libby, of Chicago. The plants are located at Ridgeway, Hudson, Onsted and Addison and used exclusively for salting pickles. Libby, McNiel & Libby have established a district office at the Addison plant. The four plants have a combined capacity of 20,000 bushels of cucumbers annually, and at present the cukes are placed in salt brine and shipped to the company's plant in Chicago, where they are packed for the wholesale market.

Bad Axe—The Michigan Squash Products Co. is the title of a new manufacturing concern at Bad Axe. It was promoted by Ex-county Treasurer, Fred Rapson, and the capital stock is \$10,000, mostly held, so far, by farmers in the vicinity. The idea

and patent rights for this new company come from the American Squash Products Co., at Spokane, Wash. There the squash are bought from farmers at \$40 per ton. After the squash are treated in their natural state, by patented process, they are sold to grocers and dealers at \$140 per ton. The treating process eliminates all water and acids from the squash and hardens the shell so that they will keep, it is claimed, for a year under proper storage conditions if not cut open. After being cut they remain edible for six weeks. The grocer sells the squash in an apparently natural state just as it comes from the fields. The Michigan Co., just organized in Bad Axe, contracted last spring for thirty-four acres and most of this acreage was planted. For this company exclusive rights have been secured to manufacture and sell in five states—Michigan, Wisconsin, Illinois, Ohio and Indiana.

Few Cloth Coats Are Offered.

Cloth coats are not figuring to the extent expected in the women's ready-to-wear sales now being staged by retailers. While in the past two years cloth coats, as well as fur, were offered to the public, this year fur coats predominate by far. This is due in part to the strike in the coat industry, but it also reflects the judgment of the retailers that, while it pays to feature fur coat sales, it is not profitable to "play up" the cloth garments. This is traced mainly to the consumer psychology, which makes possible the successful offering of high-priced fur coats in August, while Fall cloth coats, in order to have a good turnover during that month, must be almost of the bargain variety.

Colored Voiles Are Wanted.

Plain colored voiles and rayons are in greatest demand in wash goods at the moment. The demand for dots has receded to such an extent, according to the market letter of the National Wholesale Dry Goods Association that in many cases they are being offered at reductions for clearance. Silk and cotton crepes continue in fair demand, and there is an apparent call for cotton pongees and English prints. Small prints, in the opinion of many, will remain in high favor. Challie voiles and challie-finished poplins are outstanding items for Fall, with the call for prints predominant. Considerable optimism regarding the coming season is expressed by wholesalers.

New Type of "Department Store."

New York, Aug. 9.—In order to save time and provide greater convenience for the public, a local concern has applied the group service principle to the business of repairing. Realizing that repair shops are scattered and frequently located in out-of-the-way places, which means the loss of time and energy in getting to them, the concern in question has grouped a number of such shops under one roof on a street near the shopping district. It calls the enterprise a "department store for repairs." Many types of merchandise are repaired by the "store," among them being shoes, hats, men's and women's clothing, shirts, watches and other jewelry, curtains, draperies, umbrellas and fountain pens.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.45c and beet granulated at 6¼c.

Tea—Primary market news governing the tea markets was again of a generally bullish character. The decline of 4,750,000 pounds in production of teas during the month of July in India was perhaps the outstanding statistical event and it was believed would lead to a resumption of the upward move in fermented teas at this week's auction sales. Last week cables reported slightly higher prices at Calcutta, Colombo and London. An active covering movement developed during the week in Formosa teas, which were advanced to a basis of 26@27c per pound.

Coffee—The market has had a dull week. In spite of this there has been some firm advices from Brazil regarding the condition of the Rio and Santos crops. Buyers are taking coffee from hand to mouth, not knowing exactly what the market is going to do. The general tendency of the week has been downward, although not a great deal. Possibly all grades of Rio and Santos, green and in a large way, are ¼ of a cent lower for the week. Milds show no change. The jobbing market for roasted coffee is unchanged, with a fair demand.

Canned Vegetables—Buying of future vegetables has not gotten under way to any marked extent and until the goods are actually in cans, furnishing buyers with definite data on probable outturns, it is likely that they will continue to stay out of the market. There are many conjectures as to the size of the probable tomato pack, with some well informed authorities convinced the pack will not outturn better than 50 per cent. of normal. While it is too early to secure any comprehensive data on the outcome of the pea packs, the best opinion seems to be that the country's total output will be several million cases below the output of a year ago, and the surprising feature of the market to date has been its steadiness in the face of so formidable a shortage.

Dried Fruits—Business in the dried fruit branch of the wholesale grocery markets continues in restricted volume, buyers preferring in a majority of instances to hold off until they can have definite assurances that values have become stabilized at these levels. The impending opening of California prunes is interesting. Since old crop supplies are pretty well cleared, the new crop will come on an empty market. If opening levels for the new crop are at or near the levels of a year ago it is likely that a broad market may develop. Orders for raisins have been coming through in moderate volume with fairly good sales reported of the seedless varieties. Buying of the new crop raisins from the association as well as from independent packers has continued to reach fairly satisfactory totals. No heavy movement has developed in apricots to date but the market is not heavily supplied with Blenheims or Northerns and holds steady in consequence.

Canned Fish—New pack Alaska salmon, meaning pinks, has been in some demand during the week, but business is sluggish because the pack is expected to be pretty heavy and buyers are gambling with the future. High-grade salmon, meaning Chinook, is wanted and firm. Maine sardines are dull at the recent advance. Other tinned fish remain about unchanged. The market is steady to firm on most things and the demand is good.

Salt Fish—As the summer wanes the trade are beginning to take interest in mackerel for the fall trade. A considerable business has been done in shore mackerel for early fall shipment. Prices are ruling generally lower than last year. The market for Norway and Irish mackerel is somewhat unsettled and uncertain, as it is depending on the size of our catch, which will have an immediate bearing on the price of imported mackerel. As this is being written the catch of shore mackerel seems to be falling off, with slightly higher prices.

Beans and Peas—Pea beans have firmed up a little since the last report and are selling a trifle better. The balance of the bean list is unchanged and very dull. Green and Scotch peas are also very dull.

Provisions—The situation in hog products during the week has been unsettled from day to day by varying reports from the hog centers. Latest reports are rather bullish, having an effect upon lard and other hog products. Eastern jobbing prices have not changed, as the demand has been very light for all varieties of hog products. Beef products have been fairly steady, with a very dull market.

Cheese—The market has had a fairly active week, with prices steady. Offerings of cheese have been fairly light during the week.

Syrup and Molasses—The demand for sugar syrup has been very fair during the week, considering the weather, and prices have been firm, with an actual shortage in high grades. Compound syrup is unclanged and fairly active. Molasses is wanted to some extent at unchanged prices.

Rice—A majority of buyers are awaiting new crop, pending which only odds and ends of offerings are being cleaned up here and there. Offers of foreigners have been limited.

Nuts—Most handlers of nuts in the shell as well as shelled nut meats had revised their views as to price upwards in the closing days of last week. There were conspicuous advances in shelled walnuts as well as in filberts. The upward revisions were in anticipation of a broad demand developing during the impending holidays. Brazil nuts were advanced to the point where the 1926 crop was held for 9c for medium washed, 10c for large medium washed, and 11½c for large washed Manaos.

Review of the Produce Market.

Apples—\$1.25 per bu. for Transparents and Red Astrachans.
Bananas—6½@7c per lb.
Blackberries—\$3 pr 16 qt. crate.
Beets—\$1 per bu.
Butter—The demand for butter dur-

ing the past week has been very fair, without material change. Fine creamery butter has been continuously wanted, however, and is in a strong position. Under grades are dull, without particular change during the week, as it was a buyer's market on these grades. Jobbers sell fresh packed at 38c and prints at 40c. They pay 23c for packing stock.

Cabbage—Home grown commands \$1.25 per bu.

Cantaloupes—Are held this week as follows:

Arizona Jumbos	-----	\$4.00
Arizona Standards	-----	3.50
Arizona Ponys	-----	2.25
Rockyford Flats	-----	1.25
Indiana Flats	-----	1.25

Carrots—Home grown, \$1 per bu.
Cauliflower—Illinois, \$2 per crate of 9 to 14 heads.

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

Cherries—\$2 per 16 qt. crate for sour; \$3 for sweet.

Cocoanuts—\$1 per doz.

Cucumbers—\$1.25 per doz. for home grown hot house; Illinois hot house commands \$2 for 2 doz. box of fancy.

Eggs—The hot weather has again reduced the percentage of fine fresh eggs during the week. Receipts were heavy, but mostly poor stuff. On account of this condition fine fresh eggs have advanced possible 1c per dozen since the last report. Local jobbers hold candled at 30c.

Egg Plant—\$2 per doz. for Illinois stock.

Garlic—35c per string for Italian.

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

Honey—25c for comb; 25c 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	-----	7.00
300 Red Ball	-----	7.00

Lettuce—In good demand on the following basis:

California Iceberg 4s, per bu.	-----	\$5.00
Garden grown leaf, per bu.	-----	75

Onions—Home grown, \$3 per crate; Spanish, \$2 per crate; Iowa yellow, \$3.25 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, 50c cheaper.

Peaches—Georgia Elbertas fetch \$2@2.25 per bu.

Pears—\$3.25 per crate.

Peppers—Green from Louisiana \$2.50 per hamper.

Plums—\$2.25 per crate.
Potatoes—Home grown, \$1.50 per bu.; Virginia Cobblers, \$5 per bbl.

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—20c for outdoor grown.
Spinach—\$1 per bu. for home grown.

String Beans—\$1.50 per climax basket.

Tomatoes—Florida, 50c per 6 lb. basket; home grown hot house, \$1.40 for 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

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

Water Melons—50@60c.
Wax Beans—\$1.75 per bu.

Whortleberries—\$4 per 16 qt. crate.

Spartan Mothers, of the Present Day.

Even with modern highly restricted family membership, mothers who are employed outside of the home feel the clutch of old traditions strong upon them. There have been symposiums of professional women who are also mothers, in which the dominant tone is one of defeat. Out of their earnings they can hire the best nursing talent available, the best medical care, the best schools, the best that is to be had in substitute maternity. And yet these troubled women find themselves doing their work with only half their minds and somewhat less than half their hearts. The rest of mind and heart is at home or at boarding school with the children. The answer, therefore, is not in the size of the home. It is just as easy to be unhappy away from one child as from four. And it is just as easy to be happy. There are rare women who have found a career compatible with a large family. The problem is a personal one.

New Fixtures Are Selling.

The shower stand for displaying colored handkerchiefs is the type of retail store fixture very much in demand at present. Eight handkerchiefs may be displayed on each section of the fixture, which is able to carry nine sections. In this way up to six dozen handkerchiefs may be conveniently displayed within a small space. The fixture wholesales at \$4. Small heads, known as "poupees," for the display of millinery, scarfs or choker necklaces are also said to be selling well. These heads are made of colored paper mache and wholesale from \$5 up. An innovation in "costumers" features ball-bearing, rubber-tired casters. The articles, which wholesale at \$25, move easily within a narrow space and will support a very heavy weight without toppling over.

Sure cure for a swelled head—find out what the rest of the boys think of you.

No man whose aim is only self scores a bull's-eye.

THE ICE AGE.

The Beginning of Michigan Was the Glacial Period

Written for the Tradesman.

Thinking of the present day in Michigan, as I walked one day I happened to meet an Indian, and there flashed the thought, "What before the Indian?"

Preglacial statements of parts of Michigan can be made with accuracy from the geological studies, but to undertake a preglacial statement of the State would embrace a combination of theories which include portions of which there has not been opportunities for study which might materially change present theories.

That the so-called ice age or glacial period of Michigan covered several centuries is unquestioned. The story told by what has been found in deep wells, mines and other excavations, as well as the geological surveys of Michigan, Northern Ohio, Indiana and Illinois, and most of Wisconsin, makes it very clear that there were at least five distinct periods between the ice coverings in this section. At least some of these periods were for many years, as proven by the remains of animals and plant life between the layers of glacial drift. In some sections of the State deposits in the drift indicate materials from a very wide range of sources. The Carnegie Public Library building of Howell well illustrates this. With the idea of making this building of typical local interest, stones were selected from each township in Livingston county of which Howell is the county seat. The wide range of their source is such that the class in geology of the University of Michigan often makes trips to this building to look them over. On the other hand, there are portions of the State where the formative parts of the drift which can be distinguished in these days are so nearly all from the same native source that the inference is conclusive. The depth of the glacial drift in Michigan runs as high as 300 feet or over in some places and, as a whole, the average thickness through Southern Michigan is at least among the deepest anywhere in the glacial region.

In the vicinity of Bay City, Cadillac, Gladwin, Gaylord, etc., there was a belt, approximately about forty miles in width, which was covered with the Labrador ice field. This region is close to if not the highest of the preglacial regions of the Lower Peninsula as shown by base rock. It is a peculiar coincidence or the result of a cause not yet perfectly located that this very region is known as the "snow belt" and has a longer snow season, a greater quantity of snow and a prevailing cooler temperature that regions further North.

There are many estimates as to the thickness of the ice and it must have varied at different periods. It advanced and receded, too, at various stages, and in some parts some of it must have taken a circular movement. The latter is especially true of a circular advance which swept around the Northern end of what is now Lake

Superior, coming into what is now the Upper Peninsula from the West.

In the vicinity of St. Ignace there are twelve points which extend very high above lake level—Castle Rock, Leaning Rock, Rabbit Back, Sugar Loaf Rock, etc.—and the peculiar thing is that the tops of all of these are upon an exact level with each other. When the ice commenced to melt, rivers and lakes were formed. Action of the moving bodies of ice, among these rivers and lakes, and brought about by the mass changes from melting, not only produced many changes in the final earth surface by deposits of what the ice had taken up in the localities from which it started, but the heavy grinding surfaces dug out and changed the preglacial conditions. While this was going on, quantities of pulverized rocks were intermingled with other substances of deposit. The result was the wonderful fertility of the Michigan soils which are at their best wherever glaciation was most complete.

The value of glaciation to the present generation in the improvement of soils is exemplified by Southern Ohio conditions and the poorer soils in the vicinity of Marietta, which is a little ways beyond the glacial territory. The same is true in Northwestern Dakota.

Among the greater lakes of the later glacial period was Lake Algonquin, whose Northern border is well marked near the Soo, on the Canadian side. The high places above referred to were, no doubt, shore lines connected with Lake Algonquin. In time, as the ice melted and conditions changed so that this Lake had gone out of existence, Lake Nipissing formed over much the same territory in most parts which are now in Michigan, but this Lake was over fifty feet above the present Lake levels. One arm is now Lake Michigan. About that time Lake Chicago was a part of the same location as the present Lake Michigan and there was a connection where Mackinac Straits now are. The high ridges in the city of St. Ignace, on the shore of Lake Michigan near Groscap, on Mackinac Island, etc., and the water markings on the side of St. Anthony's rock, in St. Ignace, are, no doubt, shore lines of glacier Lake Nipissing. These lines can be traced with intermissions and breaks, all the way to the vicinity of Detroit, but gradually descending in height until they are only about twenty feet high at the Southern end. About this time the outlet was from the Northeastern portion of Georgian Bay to the Northeast, in very much the same course as afterwards formed the entrance to Michigan from Montreal, via the Ottawa River, etc. Part of the time, too, glacial lake Nipissing had an outlet nearly where Chicago river now is.

About this time there occurred an uplift of some character commencing in the vicinity of a line drawn nearly East and West across the thumb North of Saginaw, and extending from there North. This uplift and the changing ice forced the water up against the Southeastern portion of what is now Lake Huron, causing two or three streams to break through, which

gradually worked their way to the present system. Lake Erie was, no doubt, practically where it is now before they arrived there. It is probably the oldest of the Great Lakes, except Superior, to assume practically the present shape, but it has had two or three periods of great rise of waters and has moved bodily Eastward to some extent. It has moved nearly twelve feet Eastward during the last hundred and fifty years.

The opening of this new outlet lowered the lake level about eight feet below the possibility of lowering the outlet from Georgian Bay and as the ice melted and the waters receded, there was formed the present Lake Nipissing, in Canada, with the watershed near that point. Two or three streams, none of them large, were formed thereabouts, to come this way, and the Ottawa River to flow from the lake Eastward to the St. Lawrence. The same lowering process sent Lake Michigan to its present form about eight feet too low to find a natural outlet through the Chicago River, and created a watershed in the vicinity of Chicago.

Lake Superior has always been a puzzler for geologists, but its present form was no doubt, in existence very soon after the receding of Lake Algonquin whose well-established banks supported it and have always held it since and now form the wonderful scenic attractions in many places in that region. The drainage was, no doubt, about where it is now, but when the waters of Lake Algonquin receded in that region this drainage was lowered twenty-one feet, forming the reason for the Soo rapids and other difficulties to navigation which have been conquered by the Soo locks.

These same elevations which supported Lake Superior formed a barrier against the ice in the glacial periods following Lake Algonquin, except in certain districts throughout the Upper Peninsula, and a like effect is noticeable in the land values for agricultural purposes. To illustrate: There is quite a district in the vicinity of Pickford, and another through the greater portion of Ontonagon county, where glacial drift is found, and where agriculture is carried on to a very high degree.

There are a number of very interesting scientific problems in the Lake Superior country in addition to the ones already stated. For example, a liberal estimate of the total rainfall for all the region in the slopes toward Lake Superior, together with the water which runs into that Lake from all its inlets, is far short of the water which regularly flows out of Lake Superior. Whence comes it?

In addition to the various ice flows which have affected Michigan there must have been another from North to South. Iron, coal and copper deposits, most of them small in quantity, but unquestionably of glacial formation, have been found in all parts of Southern Michigan and Northern Indiana. That they came from the Lake Superior region is unquestioned, but their irregularity of deposit, so far as known, has made it impossible to

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A. Riley Crittenden.

French Hats Are Novel.

Crown modeling continues to be the millinery feature that inspires interest on the part of both foreign and domestic modistes. Two-fabric workings that have greatly aided in the most approved handling of the new ease-of-line crowns are those of velvet backed by slipper satin and felt similarly reversed with velvet. The satin and velvet combination is proving a particularly satisfactory medium.

That Reboux's working of the tall modeled crown has practically revolutionized the development of semi-tailored styles is the view of a leading designer that is set forth in a bulletin issued yesterday by the Retail Millinery Association of America.

"A new advantage in brim treatments," continues the bulletin, "is that of the decorative use of a lace wire by Germaine Page, so applied as to be almost invisible as the edge of a brim of knife-blade thinness. Another point of interest in this newly arrived model is that it carries an ostrich flue innovation which is 'smocked' to the crown on an oblique line. It is both new and arresting.

"A Talbot creation, which proves the importance of the felt and velvet combination provides a self-adjustment of lines that is of value to all types of facial peculiarities. Velvet as adopted by Lewis and Maria Guy, in models just received here, reverts to more traditional handling of the manipulated crown. Marthe Regnier revives panne velvet for a medium-size up-rolling brim that shows three transparent insets of ostrich, achieved with light and fluent touch.

"The matched ostrich ruff accompanies all of these creations, submitted under the name of ostri-ruff ensembles. Uncurled flues of these accessories are presented in two, three and four tonings of bottle and light bottle green, toast brown, Peter Pan green, caprice (fuchsia-rose) and Cinderella gray.

"Small tips, which have been the least popular of all ostrich specialties for seasons past, are now brought forward by Maria Guy in the most delicate of pastel shades. They are mounted high against the crown of a new pastel gray velvet model showing a narrow brim."

Some Low-End Hosiery Is Active.

In view of the alarming statements that have been made regarding the degeneration of the low-end cotton hosiery business, it is particularly interesting to note, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, that a number of mills running largely on 176 needle half-hose are in an excellent position. One large mill is making more goods of this kind than ever before, and it has always been a large producer. This plant, and others like it, have maintained full-time operations for months. Another low-end mill, which has done considerable diversifying of its product, is, nevertheless, making and selling more 176 needle goods for men than ever.

New Standards For Peas and Gluten.

The Secretary of Agriculture has revoked definitions and standards for self-raising gluten flour, "diabetic" food and canned pea grades upon the recommendation of the food standards committee. The definitions and standards for these products had been previously adopted as a guidance for officials of the Department of Agriculture in enforcing the Federal Food and Drugs Act.

The food standards committee which consists of representatives of the Association of American Dairy, Food and Drug Officials, Association Official Agricultural Chemists and the United States Department of Agriculture recommended that the standard for self-raising gluten flour be revoked for the reason that there is now no commercial article corresponding to this definition.

The definition for "diabetic" food was recommended to be revoked for the reason that it is offered for the mitigation of disease and so falls more properly under the sections of the law pertaining to drugs. The definitions of canned pea grades are revoked for the reason that fruits and vegetables are now graded by the department under acts which more specifically cover grading than does the Federal Food and Drugs Act.

The texts of the revoked definitions and standards are as follows:

"Gluten flour, self-raising, is a gluten flour containing not more than 10 per cent. of moisture, and leavening agents with or without salt.

"Diabetic Food—Although most foods may be suitable under certain conditions for the use of persons suffering from the diabetes the term 'diabetic' as applied to food indicates a considerable lessening of the carbohydrates found in ordinary products of the same class, and this belief is fostered by many manufacturers on their labels and in their advertising literature.

"A 'diabetic' food contains not more than half as much glycogenic carbohydrates as the normal food of the same class. Any statement on the label which gives the impression that any single food in unlimited quantity is suitable for the diabetic patient is false and misleading.

"Canned Pea Grades—Fancy peas are young, succulent peas of fairly uniform size and color, unless declared to be ungraded for size, with reasonably clear liquor and free from flavor defects due to imperfect processing.

"Standard peas are less succulent peas than the 'fancy' grade, but green and of mellow consistence, of uniform size and color, unless declared to be ungraded for size, with reasonably clear liquor, though not necessarily free from sediment, and reasonably free from flavor defects due to imperfect processing.

"Sub-standard peas are peas that are overmature, though not fully ripened, or that lack in other respects the qualifications for the standard grade."

There was once a man who always signed his name with a rubber stamp. Now he never has occasion to use a signature.

HOW MANY Please?

If she says "one," it's because she doesn't know the goodness and convenience that BORDEN'S offers in dozens of daily uses. Tell her to use BORDEN'S in all her cooking — wherever the recipe calls for milk. Then sell her six cans at a time.



The Borden Company
NEW YORK, N.Y.

"Built First To Last"

We invite the public to
visit our mill and see
Reynolds Shingles being
made.

GRAND RAPIDS TRUST COMPANY,

Receiver for

H. M. REYNOLDS SHINGLE COMPANY

They Must Be Good

ACTIVITY INCREASING.

Further evidence that business conditions are generally favorable throughout the country, with an outlook for continued prosperity during the Autumn months, is proved by a statement by the Department of Commerce that business during the last week in July, as pictured by check payments, was more active than a year ago, with the total for the month also showing an increase over the same month last year.

The favorable situation was reflected also in a statement by the Post-office Department that postal receipts during July showed an increase of \$1,076,477, or 4.19 per cent. over those of July, 1925.

Fort Worth, Texas, led all cities in July in the percentage of increased receipts with 25.44 per cent. Baltimore was second, with an increase of 14.48 per cent., and Toledo, Ohio, third, with an increase of 13.92 per cent.

New York showed an increase of 3.61 per cent.

For the country as a whole there had been increases in postal receipts also in the three preceding months. In April the receipts were 6.08 per cent. greater than in April, 1925. In May the increase was 3.98 per cent. and in June 6.42 per cent. over June, 1925.

In its review of domestic business conditions for July the Department of Commerce gave numerous details to illustrate the increased activity. Building contracts awarded during the last week of the month, the Department states, were larger than in either the preceding week or the same week of last year, while for the month larger awards were indicated than during the same period of 1925.

Car loadings during the third week of the month were larger than in either the previous week or a year ago, while the production of crude petroleum during the last week continued to show increases over the previous weeks, the daily average output registering an increase over a year ago for the first time this year.

The production of bituminous coal during the third week was larger than in either the previous week or the corresponding week of 1925, while the production of beehive coke, although larger than a year ago, was smaller than in the preceding week.

The production of lumber during the third week was smaller than during either the previous week or the same week of last year.

Wholesale prices continued to decline, the average for the last week of the month being lower than at any time since Sept., 1924.

Loans and discounts of Federal Reserve member banks were smaller at the end of July than at any time during the month, but were larger than a year ago. Interest rates on call money averaged higher during the last week than in the previous week or the same week of last year, with time money rates showing corresponding increases.

Prices of stocks on the New York Stock Exchange continued to average higher both as compared with the preceding week and the corresponding

week of the past year. Business failures were more numerous than in the third week and a year ago, the total for all weeks in July being smaller, however, than in the same period of 1925.

JAPAN'S CHIEF CONCERN.

The close commercial ties between Japan and the United States, their joint interest in the fostering of trade relations with China, and particularly Japan's dependence on the American market, render war between the two nations extremely remote.

The basis of Japan's foreign policy is a pressing need for the cultivation of markets abroad. For Japan to lose a single foreign market, especially that of the United States would be ruinous. The diminution of influence of the military party in Japan is a healthy sign pointing in the direction of the strengthening of civilian influence.

Since the Washington conference Japan has retired from every bit of territory she gained by aggression during the war started by the kaiser, because she has become convinced that military force would lead to war.

Japan's growing dependence on foreign markets for her food supplies and raw materials, indicates that Japan's foreign policy is a direct outcome of her dependent economic condition. The recent industrial development of China, coincides with the increase in the capacity of the American market to absorb Japan's silk. The result has been that nine-tenths of the nation's raw silk, which is 42 per cent. of Japan's exports, comes to the United States.

Japan to-day finds herself in a singularly weak economic position despite a marvelous industrial growth. With a population growing at the estimated rate of 1 per cent. a year, these additional 750,000 new Japanese subjects are being fed on an ever increasing ratio of imported foodstuffs.

Japan, moreover, is singularly deficient in raw materials and must depend upon India, the United States and China for almost all her raw cotton, upon Australia for wool, upon China for hides and upon British Malaysia and the Dutch East Indies for rubber and sugar. Under such circumstances Japan is not only constantly menaced by this dependence upon foreign sources of raw materials but in all other exports except raw silk, her foreign markets are constantly subject to local industrial development such as threatened to remove China from her list of best customers.

Japan presents the anomaly of rapid industrial growth coupled with an increasingly difficult economic position. Her very economic existence depends upon a still more diligent pursuit of the same policies of economy at home and the still wider cultivation of markets abroad that has characterized the last few years of her economic history. That these economic facts are the basis of Japan's foreign policy, any one familiar with the trend of that policy in recent years cannot deny. The loss of any single important foreign market which now bolsters up

Japan's economic framework would be sufficient to throw the whole finely balanced structure into a singularly precarious position.

While the diminution of military influence in Japan has not been as rapid as might be wished, the desire of a large proportion of the civilian population, and especially the younger generation, to liberalize Japan is an indication of this tendency.

INDIAN CLAIMS.

No one who has pursued American history beyond the limitations of the school textbook can deny a measure of justice in Indian claims for land withdrawals, broken agreements and other acts of the white man in territory once owned by the Indian or ceded to him by the Government.

It is now estimated that such claims total more than \$100,000,000. It is very definitely known that the record of the administration of the affairs half a century ago is replete with scandal.

The Department of Justice has again brought the Indian claims to public attention by listing the number of suits on file. There are nineteen in which Indian tribes are plaintiffs, one in which a citizen is the plaintiff and two Indian tribes are defendants. One typical complaint is that the Government failed to educate Indian children as it had promised. Undoubtedly close examination of the briefs would reveal interesting historical detail. The department's action in making public the status of the suits is interesting. It could have added to this interest by indicating the course it proposes to pursue in respect to litigation which has been encumbering its files for generations.

LINE MUST BE DRAWN.

The embargo on the delivery of airplanes in Mexico by American firms has been lifted. The new order applies, of course, only to commercial craft. For the United States to aid Mexico in building a strong military air service would obviously be the height of unwisdom.

Yet this matter of international traffic in war materials presents complex issues and strange paradoxes. The other day the question was raised in the British Parliament whether the government was allowing British rifles to be sold to Turkey. The question was fully justified, in view of the close shave by which war between Great Britain and Turkey was averted last summer.

The picture of British soldiers being slain by British rifles in the hands of Turks might seem overdrawn, but no more so than that of French soldiers being slain by French rifles in the hands of Moroccan tribesmen—which was an actuality.

The United States wants a prosperous and independent Mexico. In some degree an effective Mexican army is a factor in the achievement of this condition. But helping to build up an army in Mexico which might become a menace to the peace of their neighbors would be mere folly.

No employer is so dumb that he doesn't appreciate loyalty.

SORE SPOTS ARE SOOTHED.

It is getting harder and harder to keep the farm revolt up to a fighting pitch this summer. Iowa, to be sure, has a congenital grouch. Wisconsin is peevish from force of political habit. The Dakotas are not altogether happy, but over most of the Midwest and Great Plains the farm sore spots are soothed for the moment by prospects of fairly good crops and prices to match. With a good wheat crop selling on the farm for about \$1.30 a bushel, there is a lull in the farm storm.

This may account for the very mild outgivings on the farm issue of Vice-President Dawes at Denver. Standing on the shelf of the Rockies and looking down across the Great Plains to the Midlands, General Dawes might have been moved to rip the Vice-President's shirt in favor of price-fixing.

He did nothing of the sort. Instead, he preached a precious little sermon on how the farmer was about to save himself by co-operating with American business and industry. If he keeps this up, he is bound to disappoint the George Pecks of Illinois, the "Bill" Hirths of Missouri and the Murphys and Monaghans of Minnesota. These leaders of revolt do not want the farmer to save himself or be saved by bankers, business men and industrialists. They want him saved by a law and a bonus in Washington.

They are also bound to view with distrust the meeting of bankers at the Illinois farm of ex-Governor Lowden to discuss the farm situation. Bankers, for the most part, inhabit cities and so do business men and industrialists. According to the formula of farm revolt, the cities are the terrible places of the world. The Wallaces of Iowa are veteran spokesmen of farm unrest. They announce in their farmers' publication:

Babylons, like New York and Chicago, are terrible. Such cities keep on growing, not because they serve any good purpose, but because they are possessed of a diseased habit. In reality, they are cancerous growths. The farmer is concerned because he is a more or less healthy cell in the same body which is supporting the cancer. The slower the growth of such cities as New York and Chicago, the longer-lived will be the United States.

This sort of dangerous and class-conscious propaganda, however, is pretty well confined to the sorer spots in the Corn Belt. While there is a feeling that the East has always had too great a voice in Washington and that the West has not been fairly treated, that feeling is not so violent in the Wheat States this summer. There are a good many signs, also, that the Corn Belt situation is getting steadily better.

Good crops and reasonably good prices, with a fairly even spread of farm prosperity, are taking a great deal of the wind out of several political mainsails. More than one political craft, headed hopefully toward the White House, is yawing, tacking, backing and filling and waiting for fresh breezes of unrest to speed it on its way. And, if the present calm continues for a season or so, a whole fleet of these hopeful little boats will stay just about where they are.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Ever since the Hotel Olds opened for business in Lansing, I have been anxious to test the hospitality of that establishment. The completion of M 16 from Lansing to Grand Rapids and the formal opening of that thoroughfare last Saturday gave me the opportunity I had craved. I am glad to be able to chronicle the fact that the hotel exceeds my expectations in every respect. The location (opposite the State Capitol) is ideal, the arrangement of the lobby, dining rooms and sleeping apartments is pretty near perfection, the appointments and decorations are superb, the service is efficient and the atmosphere all that could be desired. Every feature of the hotel gives evidence of the trained hand of George L. Crocker, who has certainly evolved one of the most complete and up-to-date hotels in the country.

The Hotel is so planned that the office, lobby and main dining room are on the second floor, the same as the Book-Cadillac at Detroit. This arrangement does away, to a large extent, with the town loafers who usually monopolize the best chairs in the office and make themselves so conspicuous that the regular guests of the house are deprived of much of the accommodations they pay for. Such an arrangement enables the hotel to indulge in beautiful carpets, upholstered furniture and artistic hangings which would be entirely out of place in an office on the street level. I cannot help feeling that the plan of creating a hotel for the sole use and benefit of the guests of the house will grow in popularity as its utility and economy come to be appreciated.

I was particularly struck with the manner in which the colored waiters were carefully trained to observe every motion of the guest and respond promptly to the slightest indication that assistance of any kind was in order. I could not help comparing this condition with the deplorable situation at another new hotel, about thirty miles from Grand Rapids, where white waiters from Chicago of an inferior character are employed. They are so poorly trained and so wretchedly instructed by the incompetent headwaiter that they literally throw the dishes at the guests and every movement speaks as clearly as spoken words could express the idea that the expected tip is the sole object of life with the cheap men who disgrace their calling and make the hotel where they are employed an object of contempt to all who appreciate good service in the dining room.

Lansing has done much in street improvements during the past year and appears to have many important public improvements under way at the present time. There are not as many new residences being erected as I expected to see, in view of the prosperity of many of her factories and manufacturing establishments, but I discovered few vacant houses and no indications of a backward movement.

Lansing and East Lansing are now

equipped with a very complete system of street signs, which are a source of much delight and satisfaction to the stranger who depends on the street corner signs in locating his customers and friends.

A singular feature I have always noted in Lansing is the way retail business slacks up when the Reo factory makes its annual fortnightly shut-down each summer. Last Saturday several suburban grocers told me their volume immediately dropped off 50 per cent. A hardware dealer on Washington avenue informed me that his sales shrunk 40 per cent. Perhaps it is well that this temporary depression in business should occur in order that merchants generally should be able to realize how much the Reo establishment means to the well being and prosperity of Lansing.

A E. Thomas has sold his grocery stock at 816 East Shiawassee street to Walker Behnke, who will continue the business at the same location. Mr. Thomas will devote all his time to his wholesale coffee business, which will be handled from the same location.

I found Portland merchants elated over the completion of M 16, because they feel that it will put the town on the map more securely than ever before. I think they are right in this, because it is a great thing for any town to be on the direct route of a National highway which is bound to play so important a part in the development of this country as M 16, which will soon be changed to U S 16, to conform to the plans of the Government.

I am naturally wondering what effect M 16 will have on Eagle. The town has been asleep so long I am afraid it would require a miracle or an earthquake to awaken it from the lethargy it has so long enjoyed.

It is exceedingly unfortunate, in my opinion, that the contractor who has created so many miles of remarkable cement pavement on M 16 should have opened the road to the public until the quarter mile gap at Pratt Lake, which will not be paved until next year, is made more available. Saturday and Sunday it was a mass of loose gravel overhung with a cloud of dust, a combination which it is hard for any traveler to excuse or palliate when he realizes how easy it would be for the contractor, with all the improved machinery at his disposal, to have rendered a delight instead of a scourge. I cannot understand how some men accomplish so much in a large way and then consent to impair or destroy the effect of their accomplishment by a small omission which could be so easily remedied.

Saturday evening I drove over to Mason, which I had not visited before in many years. I found the business streets lined with vehicles, showing very conclusively that Mason is a merry town on Saturday evening. Most of my customers were either out of town or were so busy waiting on customers when I called that I did not make myself known to them. I realize, of course, that I am sometimes creating a hardship for my customers in forcing myself on them during their

busiest afternoon of the week, but as it is the only time I feel that I should absent myself from the office, I take a chance of getting in a word edgewise during a lull in business. If there is no lull, I frequently make a mental inventory of the store and surroundings for future use and quietly retire without interrupting the close personal relations which should characterize any transaction between merchant and customer.

E. A. Stowe.

Fishing an Early Day Sport on the Muskegon River.

Grandville, Aug. 10—Fishing was great sport on the Muskegon long before the present Croton Dam was thought of.

Back in early lumbering days the sportive bass, big-mouthed catfish and pike flourished in all their original capacity. Boys not yet in their teens delighted in angling for these fish. A little brother of the writer who was always setting his hook at night, had some wonderful experiences with the finny denizens of the river.

In the summer time there were more fish caught on set lines than in any other manner. A catfish was seldom snared save on a night line. There were no fish or game laws to interfere at that time, both hunting and fishing being as free as water.

Croton was not then an especial fishing ground, since that was long before the present river dam which, by the way, has completely changed the face of nature in that locality. Nowadays fishing parties are continually forming for a spell of fly-casting at that resort.

The small boy in question hooked an unusually large catfish on his night line, and called the mill Sawyer to come to the rescue, the two of them landing a fish which tipped the scales at 45 pounds. Numerous catfish were caught of from fifteen to twenty-five pounds. I am not informed as to whether there are at this time many catfish in the Muskegon.

Pike, pickerel, black bass, rock bass and many smaller fish abounded in that early day, serving the purpose of food for the early settlers along and back from the river.

As for blue gills, chubs and horned dace they were plentiful, but were cast aside as too small to be valuable.

The largest Muskegon river fish was the sturgeon, known on the Hudson river as "Albany Beef." These were of very little use at that early day. Very few whites ever ate sturgeon, although the river at times swarmed with them. They were not biters of hooks, however, having a sucker mouth. Pike poles and gaff hooks served the purpose of capturing the sturgeon. Many of these fish weighed a hundred pounds and over.

I once saw one of these fish which was said to weigh 190 pounds. It was caught near Houghton Lake in the seventies. Surely some fish to swim in inland stream of the capacity of the Muskegon.

In later years there came a great diminishing of fish in the river, said to be caused by the great masses of sawlogs which were floated in the river every spring; also there was considerable sawdust floating in the water because of numerous sawmills on its banks, from Croton to Muskegon at the mouth. Young women were not averse to fishing in early settlement days, the sportive rock and black bass being their especial prey.

A small boy screamed for help one day as he drew to the surface a large pike. By the time the mill boss got there the line was snapped and the fish flopped back into deep water. This was followed by a cry of disappointment from the lad, who was extravagant in his expressions of the "biggest fish he ever saw."

"He got my hook too!" bewailed the boy who lost no time in getting another one from the nearby woods store. Believe it or not, on the following day this boy landed the fish which had taken his hook and a piece of the line. It is said that a fish fights shy of baited hook after once feeling the barbed point. On this occasion, however, I can vouch for the fact that Mr. Fish had a short memory.

Another boy had an experience setting his hook in the mouth of a small creek. After catching several bass and small pickerel on different nights, he one morning drew up his hook to find a big pickerel clinging to it, or rather to a large bass which it seemed had first got caught by swallowing the baited hook. Then along came the pickerel and made a rush for the bass which was far too large for even his big mouth to swallow. The boy lost the pickerel but got the bass.

In early spring nets were constantly in evidence, and wagon loads of not only suckers but other fish were snared. Wagon loads of fish all the way from Newaygo traversed the sand roads to Muskegon, where they disposed of their wares at prices that today would seem ridiculously small.

Since the passing of the lumber industry other species of the finny tribe have appeared in the rivers, more particularly the steelhead, which was wholly unknown to Muskegon waters until a comparatively recent date.

The lakes and rivers of Michigan are indeed, reservoirs of fish for the delectation of thousands of Isaac Waltons from all parts of Uncle Sam's domain.

One small lake a few miles West of Grant, had once a reputation second to none as a home for perch.

Sixty and seventy years ago it was a resort also for deer which came to its waters to drink, and while thus engaged many of the red deer fell victims to the rifle of the Indian and prowling white man.

The method of hunting the deer was with canoe and jack at night. The deer coming down along the licks to the edge of the water was startled by the sudden glare of the fat pine torch, and while staring in open eyed astonishment, fell an easy victim to the hunter's bullet.

A boy friend and the writer once caught from this lake fifty-two perch in the space of one hour. We did our fishing from two logs lashed together with basswood withes peeled for the purpose.

Old Timer.

Shows Special Misses' Hosiery.

With an eye on the approach of the school season, a hosiery concern is now offering to the trade a style of plaid sport hose for the young girl who wants a fitted stocking, but one that is not shaped quite so much as her mother's. It is made in a combination of rayon and wool, and also in lisle and rayon. For dress wear the same concern is offering a line of semi-full-fashioned hose in a wide range of colors. These are made in both all-silk and combination effects, in sizes from 8 to 10. Although they are not shaped so much as the full-fashioned hose, they embody all the other features of the latter, including the seamed foot. The silk stockings range from \$12 up, while the others start at \$8.

What To Call Her.

A young chap, just married, was undecided as to what to call his mother-in-law so asked an older friend, long married, how he did it.

"Oh, that was easy," the friend replied. "I just called mine 'Say' the first year, and after that it was 'Grandma.'"

SHOE MARKET

Story For Traveling Men and Other Shoemen.

This is a story of what is probably one of the largest single sales of women's shoes this year by a road salesman, under difficult circumstances. For good business and ethical reasons the identity of the salesman and the buyer cannot be given, but the story loses none of its interest because of that fact.

The salesman is one of the most successful in the trade. He has sold shoes in a big way for nearly 40 years, and always to large operators. A few years ago he quit the game because he had become tired at the age of something over 70 years. He then took a two years' vacation in world travel. When he returned to this country a few months ago he had a desire to do some work to occupy his time. So he looked over the field and found a group of strictly craftsmen bench shoemakers who were making shoes of the highest possible grade, but who knew nothing of how to market their product, or to finance a business of any volume.

Having confidence in the ability of these workers to produce shoes second to none, this salesman set out to market all the shoes they could make and to market them in such a way that the financing of the business would be taken care of automatically.

For social reasons he visited a city he had not been in for more than 20 years. It is one of the large cities of the country and has many first class shoe stores. These stores he visited, renewing old friendships and sizing up the prospects for selling shoes. He found he could probably sell some shoes to all of them in the ordinary way, a few shoes here and there. But this way was not his way because it involved a closer application to detail than he was willing to give.

Finally he decided to concentrate on one prospect, whose business and manner of operating fitted into this problem. He went to work on this prospect and was successful in selling him strictly on the merit of the proposition as to quality, service, exclusiveness, and in competition with other similar grades. In exactly fourteen days from his arrival in that city he had a contract to supply this merchant with 200 pairs of bench-made shoes per week for one year, or 10,400 pairs for the year at an aggregate cost of \$96,000.

This salesman is 76 years old. The story should furnish inspiration for thousands of traveling men of less years, from the obvious moral, that there is always room for the man who will get out of the beaten path and pursue his vocation with a high-minded campaign of selling something a merchant can be convinced he wants and must have. This has been the system of all our really great shoe salesmen of the last decade.

There is to-day, more than ever before, a golden opportunity for the salesman who can nearest approach selling "certainties" to his customers rather than "guesses." Too many

salesmen hop on to the prevailing spasm of the moment and oversell it to their customers. Happy is the salesman who on his next visit finds all sold the shoes that he took orders for on his last trip.—Shoe Retailer.

Appealing To the Children.

As we have frequently told you, the surest way to appeal to children is to have little presents for them from time to time. If you intend to go after children's shoe business in dead earnest this Fall you will find it a big advantage to have a supply of little gifts to present to the youngsters who come to your store for their shoes.

Such gifts need not be expensive to serve their purpose. An ordinary wood top, or a cheap knife will delight any boy, and balloons, whistles, sheets of transfer pictures, and other such novelties always make a big hit with the youngsters.

Don't wait until September to lay in a stock of such things. Do it in August, when you'll presumably have more time. Or, next time you go to the city to buy spend a little time in looking up some little novelties.

When "the gang" hears that you gave Bill a knife when his mother brought him in to buy his school shoes every single one of them is going to insist on getting his shoes where Bill does! Try it and see for yourself.

How Lots of Money Is Made.

It sometimes appears that those selling unnecessary articles—goods that people can get along without—fare better than those who deal in necessities. The leading shoe merchant in a thriving city of 40,000 though he has a large investment, and must pay a big rent, has difficulty in showing a clear profit of \$10,000 a year. In the outskirts of the same city a man with a little store only about twelve feet square, with a trifling rental, sells soft drinks, cigarettes, candy, ice cream, toy balloons, automobile pennants and similar articles. His entire investment is never \$1,000 at any one time and yet he says he is making nearly \$1,000 a month.

An Inexpensive Advertisement.

Football season will arrive soon after September first. A handy pocket card, bearing on one side a neat little schedule of the local school's games, and on the other your advertisement will get many a reading between September 1 and Thanksgiving day.

Such a card is good advertising for you, and quite inexpensive. The football schedule is no doubt all arranged now. Why not prepare such a card some August day when business is not rushing, and turn it over to your printer. Then you'll have them all ready for distribution when school begins.

Why Not?

If felt slippers can be successfully sold in midsummer why wouldn't a sale of galoshes, at an interesting price be feasible in August? You could well afford to take a short profit to get a quick turn, and we believe a bargain price would appeal to enough women to make a short, snappy sale well worth while.

Hides, Pelts and Furs.

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

Pelts.

Lambs	50@75
Shearlings	10@25c

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

To some men life is a continual vacation; they work and love their work. To others life is constant drudgery; they loaf and love nothing.

"MILEAGE"

Means

Good Shoe Laces

Good Rubber Heels

Good Heel-Grippers

MILEAGE

BEN KRAUSE
Company

20 S. Ionia Ave. Grand Rapids, Mich.

The Firestone Franchise on rubber footwear may be open in your territory

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

Herold-Bertsch Shoe Co. Grand Rapids, Mich.

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE CO.

Organized for
SERVICE
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We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business



For Information Write to

L. H. Baker, Secretary-Treasurer

LANSING, MICHIGAN

Manifest Destiny of the Mexican Nation.

Grandville, Aug. 10—The religious-political upheaval in Mexico is but another manifestation of the instability of affairs when politics and religion come together for a showdown.

What is termed Mexicanizing a government is about the lowest condition any people can get into, and that is what would have come to this country had some of our long-haired reformers had their way. Lucky for America that our citizenship in general is founded on common sense and that a large majority of the people are too firmly rooted in constitutional guarantees to be easily influenced.

Catholic Mexico is at present quarrelling with their own religion, and one scarcely knows where to place them.

No doubt that church has good cause to rail at Calles in his interpretation of the law. The United States has been appealed to, and yet it would be an untenable position for us to interfere in any of the home affairs of our sister republic.

These continual irritations down there serve to strengthen the contention of our best Americans that Mexico properly should be a part of this great republic, and the sooner this is admitted and the sooner acted upon the better for all concerned, more especially for the peoples South of the Rio Grande.

Manifest destiny points the way. Mexico should become a part of the American Union, and in time the empire North of us will, by the same token, drop into our National embrace, thus the whole of North America will come under one government, the great American republic, than which no other nation on the globe can approach it in the magnitude of its grandeur.

In the early days some of the Southern leaders of political thought in this country avowed the purpose of annexing Cuba and other islands to the United States, the purpose then being to furnish more territory for the spread of African slavery. This was "manifest destiny," declared its advocates, and but for the war of the rebellion might possibly have been in time brought about.

Slowly as time passes these geographical conditions are bound to change, and the day when Mexico becomes a state in this Union, that day will see the dawning of a new era in that forsaken country.

"Oh," says one, "you will only be annexing a lot of trouble by bringing old Mexico under the aegis of the American flag."

People thought that when the Colonies declared for a separate nation in 1776. The inhabitants of Mexico are subject to despotic government even though nominally a republic. Once under the stars and stripes there would be a different story to tell, and the everlasting border troubles would be eliminated.

A securing of the greatest good to the greatest number is the corner stone of intelligent democratic government. That fact does not exist in old Mexico to-day. She is an offshoot of Spanish civilization which has never functioned well in any part of the earth.

Government by Anglo Saxon peoples has more nearly reached the ideal than has any other in the world. Britain and America, so far as their government and people are concerned, are nearer in accord than any other collection of inhabitants on the globe.

Canada is destined to become an important factor in the world's scheme of existence, and by coalescing with the United States—becoming Yankeeized, so to speak—she will the sooner arrive at her proper place in the world's growth and advancement.

It will require a longer time, of course, to Americanize Mexico, but once that country throws off the yoke

of religious intolerance and becomes a member of the American Union, the change for the better will begin and improve more rapidly with the passage of time.

It is a wonder that statesmen on either side of the Rio Grande do not broach this subject of annexation. It is bound to be one of the all absorbing questions of the near future, and the first American political party to put this in its creed will win both praise and followers that will astonish the natives.

By annexation Mexico has nothing to lose and everything to gain.

At the same time the United States will be taking another important step in advance that was not dreamed of by the old fogies of the past.

Those who think the United States has fulfilled her territorial destiny may need to be spurred into intelligent action. There is always dead timber hanging on to the outer edges of national advancement, which needs must be cut adrift for the good of the Nation at large. This driftwood of obstruction will not cut much figure when the jewels of our great nationality come to be gathered in.

And Canada?

There is no question but that our Northern neighbor will come in time to see the light and offer no objection to becoming a part of the great American Union.

Tariffs and various annoying revenue features of to-day will then be solved to the satisfaction of all the people of this continent. When the day of union comes there will be such rejoicing, such glad hosannas go up as to cast in the shade all the shouting and boisterous rejoicing the Sesquicentennial can stir up. It is coming, this sealing of Mexico and Canada in solemn wedlock to the great American Union. Old Timer.

Good Orders For Straw Hats.

A satisfactory business is being booked by straw hat salesmen now on the road with 1927 lines. Retailers are said to be receiving the wider brim sennits very well. The outstanding styles for next year feature crowns from $3\frac{3}{8}$ to $3\frac{1}{2}$ inches high, with brims from $2\frac{3}{4}$ to $2\frac{3}{4}$ inches wide. Fancy bands are again emphasized. Prices on the new lines of hats are unchanged from those of this year. Following the greater demand this Summer for body hats such as leghorns and Panamas, and the shortage of them, retailers are inclined to place somewhat larger orders for these varieties. As a result they are expected to have an even larger demand next year as "extra" hats for sports and resort wear.

Dress Sales Should Be Helped.

Commenting on the outlook for high-grade merchandise during the coming Fall, a well-known dress manufacturer asserts that present prospects are unusually bright. The continued rise in stock prices in Wall Street will make for much freer spending of money in the larger cities, he holds, and sales of the extensive type of dresses will benefit from it. This business, if it develops as expected, should not only increase the turnover of this kind of merchandise but should be a factor in assisting the "trade up" movement that is about to be started. Sales of popular-priced dresses, the manufacturer in question believes, will also benefit from the prosperous condition of most sections of the country.

81% of the representative New England Doctors



who answered the question, "Which type of baking powder do you consider most healthful?" replied, "Cream of Tartar." The Dietitians agree, adding that it gives the best results.

Because ROYAL is the perfect cream of tartar baking powder, the best grocers are quick to recommend it.

ROYAL BAKING POWDER

Absolutely Pure

Made with cream of tartar, derived from grapes.

SUGAR—

the cheapest food we eat

A ton of coal, at ten dollars, that is 50% slate and ash is twenty-dollar coal. A ton, at fifteen, that is all heat and energy costs less and produces more.

We eat for three things—tissue building, waste repair and energy—and the greatest of these is energy.

No single cell of the human body can live an instant without fuel. Sugar is 100% pure fuel, no waste clinkers, slag or slate. It is the most readily assimilated and quickly utilized food known. The human system absorbs it immediately. Fatigue vanishes. Endurance hardens. The body glows with warmth.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Domino Syrup

FINANCIAL

DEPENDENT AMERICA.

Unknown World Which Ties Us To Mankind.

We are all brought up on superlatives of this kind, and we have come to accept them because without thinking, without seeing the truth as it is, other nations accept them and so do we. We can quote from as distinguished an author as Mr. Bertrand Russell, in which he said, "America is self-supporting in all the necessities of peace and war. Both industry and agriculture could be preserved in almost complete efficiency without commerce with any other continent."

A man on the street said to my secretary, "The United States can get along without the help of any other nation." And I have no doubt that most of the men in the street would think that is true.

A man on the appropriations committee of the House of Representatives said to me one day, "What do we trade abroad for? Why don't we trade at home just by ourselves?" And the head of one of the greatest banks in the country only a few years ago announced that because our foreign trade was but a small numerical proportion of our total business, therefore, it was quite negligible.

I want, therefore, to face this situation and to proclaim a definite negative to all those statements and perhaps to put my own thought into a clear-cut phrase for which you may hold me responsible and to say that not one of you lives through a single day or has done so during the last twenty years, or can do so, without calling upon every continent around the world for help. And to give specifications and to justify that statement, for if there is one thing that is more really true than another about American life to-day, it is that it is not a national life but a world life, a dependent life in which we call upon all the nations of the earth for help to live and that arises out of the very conditions from which these assertions of our separate power are made; it is the very fact of the richness of our life, the standard of living which makes it necessary for us to call upon the world for aid.

And to begin the specifications in detail, let me say this and endeavor to develop the statement later, that there is no such thing, speaking of origins now, speaking always of the origins of materials, that there is no such thing as an American pair of shoes; there is no such thing as an American hat; there is very little in the way of an American suit of clothing for a man; there is no such thing as an American carpet or piece of oil cloth; or of linoleum; there is no such thing as an American varnish for furniture and many other things of the kind, nor could we, for example, ship our greatest crop, our cotton crop, without the aid of India from whence comes every square foot of the bagging with which we cover our bales of cotton.

But to begin our discussion in de-

tail, we agree, I imagine, that one of our greatest industries, perhaps our greatest, is the steel industry, which we have carried to a higher degree of volume than any other nation in the world. Yet I venture to say that not a single steel mill in America could operate a week without the aid of the other continents, for there are many things it requires which we cannot produce here at home; and in evidence thereof I hold in my hand a letter from the President of the United States Steel Products Company in answer to my request for information on that theme, and he writes: "I take pleasure in enclosing the list which I have prepared of the importation of the elements entering into steel products." I am not going to read it to you, because I know you will want to lunch eventually, but I am going to show it to you and ask you to count the pages and ask you to know that they are typewritten pages and you can simply see how many there are. It is headed "Total United States imports of raw materials entering into the steel industry,"—one, two, three, four, five, six, seven, eight, nine, ten, eleven, twelve, thirteen, fourteen and one-half typewritten pages. That was in 1921. In 1924, I asked a confirmation of it and I received this letter, "The facts as to the imported materials entering into the steel industry remain substantially the same as when I sent you the list in my former letter." This is signed by E. P. Thomas, who, I am sure, must be well known to many of you.

Now, during the war, we had that question of steel forcibly thrust upon us. Let us apply it a little bit further in some of its more modern phases, and I ask you to note that the industrial world changes so fast that your ideas and mine of five years ago are perfectly worthless as regards bases of opinion to-day.

To illustrate that over a longer period, let me take the case of a word familiar to you all, the word "nickel." We pay a nickel in the subway, but if you said that to Abraham Lincoln he wouldn't have understood what you meant, for Abraham Lincoln had never heard of nickel, except as a curiosity; it didn't come into being, until seven years after Mr. Lincoln's death. And yet this which I hold in my hand which is the circular of buyers of one of the great nickel purchasers is three columns of close print and runs through sixteen pages. Nickel is not a United States production. We get it from Canada. We produce very little of it, a few hundred tons in the making of electrotype copper, but for ninety-eight per cent. of all we use we look to Canada, just as we do for asbestos. And therefore whenever you pay your subway fare in New York City you are doing it literally with the aid of Canada.

In the same we we multiplied by six during the war our output of manganese. Manganese is an essential to open hearth steel. The Bessemer process has gone out and all our rails and almost all our soft steel is now the open hearth variety. It requires manganese in its manufacture and we

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produce about one per cent. of what we require. We had in the war when our own capacity was multiplied by six, we had to get three hundred thousand tons a year from across the sea, and we were nervous about it because it came from Brazil down through a single track railroad through a German-speaking neighborhood. You remember the Germans had a cruiser off the coast of Brazil. It wasn't there for fun or by accident, but if she could have cut off the manganese supply of Sheffield and Pittsburgh it would have been difficult for us to proceed. Every rail on every American railroad is manufactured with the aid of manganese which comes from the Caucasus Mountains, from the Southern edge of Russia, or from Brazil or from Central Africa, and without the aid of those countries our steel mills would have to cease production in a very short time, or limit it to a few weeks per year.

Now take the case of Chromium, a metal with which, I imagine, few of you bankers think you have much to do. But you wouldn't have any one dollar, five dollar or ten dollar bills and your Bureau of Engraving in Washington would have to change its methods. Chromium is one of the metals which has come into alloy work of every kind and to-day the character of the steel industry is that we do not make much plain steel but more and more are turning over into the manufacture of alloy steels. For instance, every automobile and every locomotive is composed of alloy steels, and the metals in those steels come from all over the world and we don't produce them.

Chromium comes from Central Africa, from Rhodesia, or from a French Island in the South Pacific, New Caledonia, and, to some extent, from Cuba. Chromium is a chrome green that makes the greenback of the one dollar or five dollar bill, and Chromium is the metal used in the steel plate in the Bureau of Engraving on which the bill is printed. So we make the plates with which we print our money, and that same African metal ground up is the basis of the color printed on that plate itself. So everybody that passes a one dollar bill does it with the definite, practical aid of South Africa in the process, and without it we would have to use some other method of production.

Now, may I pass to something more intimately familiar in the form of a pair of shoes, and take as a record the month of July last year, a year ago, because that was a small month in the gathering of leather supplies. Long years ago the United States ceased to furnish hides and skins sufficient for its own use. We don't begin to furnish any one kind of skins in enough quantity for our own service. We drew in the month of July, hides from twenty-seven countries; calf skins from twenty-two; sheep and lambskins from twenty-nine; goat skins from thirty-one, and other skins from twenty-four. In other words, through that single rather dull month a year ago we drew skins and hides from sixty countries around the globe

to add to our own supply. On the average we produce half our calf skins, a little less than one-third our hides, all our goat skins, and nearly two-thirds of our sheep skins. And that is a situation increasing every day in our dependence upon the world for leather.

We are the greatest leather producers in the world, but we produce some of it wholly, and all of it partly, from foreign materials which we cannot furnish.

Now, let us pass, for instance, to as simple a thing as a man's felt hat. Each of us when we wear our winter hats carry the Australian rabbit problem upon our heads. We may not be conscious of the fact that we are relieving Australia of that dreadful pest, and New Zealand, too, but that is where our felt hats come from. There is no such thing as an American origin felt hat. The fur is chiefly of the Australian rabbit, but if you as bankers are guilty of the extravagance which you are too commonly feebly charged, you may buy a hat which is made of the skin of a little beaver in the Amazon River which your wives would understand better as Nutria, for they wear it and so do you. You don't always know it as well as they do.

There is no carpet in any home that is of American origin of raw materials. Carpet wool comes from China, and before the war from Russia. My authority is the President of the Hartford Bigelow Carpet Company and public records of the United States.

But perhaps as interesting an example of our dependence upon the world appears in two things as far apart as jute and sausages. Sausages of all things are domestic, are they not? There is one of the curiosities of commerce. We bring about a million miles of sausage casings from sixty or seventy countries every year to keep Chicago going. We don't begin to produce enough of the smaller sized casings to make the great American sausage. On the other hand, we produce more than we require of the large casings, such as used for German sausage. So that the curious fact is that here in the United States you are probably eating an Argentine or a Peruvian or South African or a Malay sausage casing at your breakfast table, while, on the other hand, when you go to Berlin and take liverwurst you are undoubtedly getting something that came straight from Chicago. Such is the curious characteristic of commerce in these present days.

These are but glimpses, gentlemen, into a world which is as yet but painfully unfamiliar to American minds. Let us go a step further. Enter into your kitchen, if your wife will allow you. Have you tinware in your kitchen, or have you passed away from tin ware and accepted aluminum? In the case of tin ware, be grateful to the Malay Peninsula that lets you have it, and look with some respect upon a can which has traveled 10,000 miles to meet you. Or, if it is aluminum remember that British Guiana is the source of the present supply. For both of those substances are not pro-

TIME

It has been said that "Time is the most valuable thing in the world and is the world's greatest capital asset." However, its value all lies in the use we make of it.

We all take the time to accumulate estates, but too few of us take the time to direct their proper disposition by making Wills.

The builder drafts plans, secures his material and completes the building to be used for the purpose for which it was constructed.

Too many people make the effort and accumulate the estate, but neglect to complete their work by executing that instrument which places their estate in condition to carry out the purpose for which it was intended.

An estate should be accumulated with a purpose and that purpose cannot be carried out unless you leave written instructions in the form of a Will.

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GRAND RAPIDS, MICHIGAN



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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.

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On this basis, may we serve you?

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OLDEST SAVINGS BANK IN WESTERN MICHIGAN

duced in sufficient quantities in the United States.

The little bug perforates the bark of the tree and the gum oozes out and hardens about his body and he perishes with his millions of fellows. The natives break off the twigs and break off also this hard gum gathered on them. It is melted, refined, spread out into pans, broken into shell-like pieces, hence shellac. It all comes from that little bug in the woods of India, and one of the chief official documents on the subject I hold in my hand and was a great curiosity to an American newspaper man, for it is the report of Syed Mehdi Hassan, Chemist in the Laboratory of the Department of Industries and Commerce of H's Excellency in India. We draw from there the mouth pieces of all our telephones, for example: all of your phonograph records; the varnish on this floor and on your furniture; the paint for the bottom of all the ships of the United States Navy, and one hundred other uses into which shellac goes. So when a British steamer with seven thousand tons took fire in the Mediterranean the price of shellac rose instantly in San Francisco, New York and Mexico, and all over the world, for the whole supply comes through that little bug of the woods of India.

Now, it would be easy to go on. In the brief time at my disposal I can only open the door, but I hope I have made it possible for you to see that there is a world here, almost an unknown world to our American thought a world which ties us to mankind, so that you in your domestic life and you in your office are the daily beneficiary of the labor of tens of thousands of your fellow creatures whom you never saw, whom you never heard, with whom you could not talk, whose ways would be extremely strange to you, but without whose constant toil on your behalf, your lives would be sadly shrivelled up. William C. Redfield.

Little Doing in Floor Coverings.

Very little is being done in the primary end of the local floor coverings trade at the moment, so far as getting business is concerned, and not much more of this kind of activity is seen among the jobbers. With August sales of carpets and rugs just getting really under way, retailers are far more concerned with selling than buying. Here and there some retail buying of prompt delivery goods to balance stocks is reported, but for the most part there is little disposition to look for anything approaching buying activity on the part of retailers until after Labor Day. By that time, it is expected, their stocks will be in such shape that they will be able easily to determine how much additional buying they will have to do to carry them through the Fall.

Jimmy Not To Blame.

Jimmy carried the following excuse to the teacher the next morning: "Please excuse Jimmy from being absent. He had a new baby brother. It was not his fault."

Electric wiring, badly hung,
Brings the Firemen on the run.

Leading Authorities Expect Recession in Building Operations.

In the opinion of many students of economic's the fundamental cause of this country's great industrial activity has been the huge volume of building. It should therefore be worth while for investors to consider the status of the building industry at present and to determine as nearly as possible the effect future operations will have on business of the country as a whole and on the earnings of companies individually.

For the first half of the current year the value of contracts awarded for building construction was \$3,389,000,000, according to the F. W. Dodge Corporation. This represents an increase of 10 per cent. compared with the first six months of last year, but the biggest percentage of this gain was recorded in the earlier months, June having shown a decline of 1 per cent. from the total of June, 1925.

Usually the last half of the year shows a recession in building operations. This, however, was not the case in the last six months of 1925, when the total was substantially in excess of the corresponding period of 1924. Leading authorities regard the industry as normal at the present time and expect it to continue so during the remainder of this year. As a result, they are of the opinion that total construction contracts awarded during the full year 1926 will show a fairly large drop compared with the full year 1925.

Dominick & Dominick, members of the New York Stock Exchange, discussing the outlook for the building industry and its probable effect on business, say in part:

"By virtue of the variety and quantity of the products which it needs, building construction affects all lines of business to a marked degree. Even when completed, the building creates a further market for equipment. This tremendous demand for materials of all kinds and for labor has been a stimulus to American industry.

"It seems probable that this stimulus will be of declining potency in the balance of this year and in 1927, without likelihood of any suddenly depressing effect.

"There is still a very large volume of actual work in progress to provide a market for materials, and, although the war deficiency in building has now been made up, the prosperity and higher standards of living of the American people will probably add considerably to the normal per capita consumption of space.

"The volume of business in reconstructing and improving suburban residences is very large this year, and this is not included in the figures for new contracts awarded.

"While the volume of building may decline somewhat from the present high figure, this recession will not continue below the point of normal building activity."

Any recession in building operations would probably be felt first by the railroads and the steel and cement companies.

[Copyrighted, 1926.]

\$25,000. Unicoi Co., Tenn., 5½% Highway bonds dated May 1, 1926, due May 1, 1956, Denomination \$1,000. interest May and Nov. 1 at Chemical National Bank, New York.

FINANCIAL STATEMENT

True Valuation	\$10,000,000.
Assessed Valuation	4,725,939.
Total Debt	\$614,000.
Notes	137,500.
Total Bonded Debt	751,500.

Population, 1920 Census 10,120
Opinion, Charles & Rutherford, St. Louis.

Price: 4.80 basis

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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.

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GRAND RAPIDS MICHIGAN

Washington Took Active Part in Volunteer Department.

According to our honored historians George Washington is supposed to be responsible for everything from cutting down his father's cherry tree to cooking waffles one Sunday morning for the entire Continental Army, but there are very few of us that realize that he was one of America's first firemen. In the year 1750 he was living at Mt. Vernon and joined the volunteer firemen of Alexandria, Va., which was but a few miles from his home. It is related that he was one of the foremost to assist in putting out fires, riding even from Mt. Vernon to be present at one. As Alexandria gradually increased in size, the prominent citizens began to organize protection against fire, and the town records show that they each agreed, out of "mutual friendship," to carry to every fire "two leather buckets and one great bag of oznaburg or wider linnen." This was a primitive colonial mode of extinguishing flames.

The watchmen were also enrolled as firemen, and sounded an alarm by sending forth a blast from a huge trumpet which they wore slung about their shoulders.

The Friendship Fire Company of Alexandria was organized in 1774 when Washington was a delegate to the Continental Congress, but the members of the new company evidently remembered his former services as a fireman, for at one of their first meetings they elected him an honorary member and forwarded to him a copy of the minutes. To show his appreciation of the compliment, he at once made a thorough inspection of the different kinds of fire engines in Philadelphia, and upon a second return there in 1775, he bought from one Gibbs a small fourth class engine for eighty pounds and ten shillings, and just before he set out for Boston to become Commander-in-Chief of the Continental Army he sent this little engine as a present to the Friendship Company.

Even after his retirement to Mt. Vernon, he continued to take active interest in the municipal affairs of Alexandria. It is related that in the last year of his life he was one day riding down Kings street when a fire broke out near the market. He was accompanied by his servant, also on horseback, and noticed that the Friendship Company engine was poorly manned though a crowd of well dressed idlers stood about. Riding up to the crowd he employed very vigorous language in rebuking their indifference at such a time. He ended by calling out "it is your business to lead in these matters," throwing the bridle of his horse to his servant, he leaped off and seized the brakes followed by a crowd that gave the engine such a shaking up as it never knew afterwards.

Dangerous Practice.

Chicken fanciers who mix gasoline with kerosene for use in brooder lamps are flirting with the coroner, and dealers who sell the mixed product, or advocate mixing, are courting

prosecution, said State Fire Marshal John G. Gamber, recently.

"Information has come to my office that the practice is quite common, at least in certain portions of the state," he said. "It is done with the idea of getting away from the soot which kerosene produces. Gasoline is a highly volatile liquid and is refined to-day primarily as motor fuel in automobiles. A spark from the spark plug is sufficient to explode a charge of gasoline gas in the motor cylinder and propel the automobile. Gasoline used in a brooder lamp will behave exactly the same way if any of its fumes reach the flame. There will be a flash back to the lamp and an explosion, throwing burning oil in every direction. Few persons caught in such a shower survive, and anything within its range is set afire. If a person wants to commit suicide he ought to choose a more humane way to do it."

The recent death of a woman in a brooder lamp explosion has caused the fire marshal to order a thorough investigation into the situation.

Short Circuit in Lamp Base.

On May 6 of this year in New Orleans, a flexible cord pendant in a bed room on the first floor of a rooming house over-heated and ignited the rubber insulation on cord for the entire distance between the socket and the ceiling rosette. The branch circuit was protected by one 6 ampere plug fuse, Merrill make "unapproved," and one 25 ampere of Bryant make "approved." The main fuses were 30 ampere cartridge type. Both plug fuses finally blew.

There evidently was poor contact between the cut-out base and the 6 ampere plug. The center contact and the screw terminal were partly melted by arcing. The current is supplied by a 3 wire direct current service. The occupant claimed that the drop light supplied a small incandescent lamp and there probably was a short circuit in the lamp base. The socket appeared to be in good condition. The sub-standard 6 ampere plug fuse evidently held an arc of sufficient resistance to keep the 25 ampere plug and 30 ampere cartridge fuses from blowing, until the over-load ignited the insulation on the No. 18 gauge flexible cord, but the 25 ampere plug fuse finally blew and opened the circuit. Practically no damage to the building or contents resulted.

Just thinking of preventing fire
Will never, never do;
Remove the trash and ill hung wire
And fix the faulty flue.

A horse has got a head, you know,
Yet must be guided with the reins;
A Match has got a head, also,
But you must furnish all the brains.

Don't use kerosene, benzine or
naptha in lighting fires or to quicken
a slow fire.

Don't use liquid polishes near open
lights. Many such compounds contain
volatile flammable oils.

Every privilege carries with it a
responsibility.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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THE UNIVERSITY CITY.

It Had No Good Hotels in Early Days.

Marietta, Ohio, Aug. 10—I went to the Old Cook House, now the Allene, as a combination clerk, porter, bar tender, etc., in the fall of 1893. E. T. McClure was proprietor then. He had come from Wisconsin or Missouri and been there for some years. He had a son, Roy, active with him.

What an old dump the Cook house was, even for those days. And what a business it did, at least four or five days a week, with the commercial boys. During commencement times and other University activities, sleeping on the fire escape was an expression often used. Two dollars per day, American plan, was the prevailing rate, with a few rooms at \$2.50 and they were mighty hard to sell at times. McClure was a hard fisted landlord. While there was always plenty to eat, it was none too good. He was a great producer of turkeys, often buying in the fall as many as 500; yet, as I recall the old place, they were never cooked right or served right. The old dining room was cold in appearance and the waitresses were indifferent. There was a great deal of dissatisfaction at the old Cook in those days. Interurban cars had not yet gotten in from Detroit, all trade coming in on the Michigan Central and Toledo, Ann Arbor & Northern, as it was then called. I can recall often having the old lumbering bus pull up to the door from the early morning trains from Detroit with fully twenty commercial men, and what a task to suit them, as many of the rooms were badly located, some of them badly furnished. While McClure kept his rooms clean, they were never really inviting. Three stories of sleeping rooms above lobby floor, no elevator; steam heat, such as it was, sometimes working. O. K. again not; wash bowl and pitcher, electric lights in most rooms, but all in all just an old house, not well conducted.

McClure was a plunger. While at the Cook, he tackled a hotel in Toledo. He sent me down there for a time, let loose of it; then sent me over to St. Joseph, where he had made another plunge, let loose of that, and finally let loose of the Cook, went over to Madison, Ill., conducted a hotel there for a time and died some years ago.

McClure had but few friends among the boys on the road. He gave in on nothing. He pushed his bar to the limit and let the college boys come in at times mash furniture, and smile at it, send a bill get the money, rub his hands, and think he was some landlord. I should observe due respect for the dead, but there were many of the boys of those days who had but little use for McClure. Roy was more clever. I understand he has developed into a solid business man of the Middle West.

The Cook House was built many years before my day. Think it had been in the estate of a family of Noolins for many years, but always leased out. After McClure, there were many proprietors. Probably as favorably known was Charlie Wheeler and later Vanderlip & Gale. Charlie Sanderson, big good natured cuss, had a fling with the Cook with Wheeler. He afterwards was at the Bay City Club and died near Chicago ten years ago. Even with seemingly good business all these years, the Cook was never, in my opinion, well conducted. This one or that one was an improvement, possibly to some extent, but never sufficient to meet with any general outbreak of enthusiasm.

A disastrous fire took place in the old hotel some twenty years ago. The Noolins rebuilt and remodeled and brought out of the old Cook quite a respectable building. It was equipped with running water, some private baths, and made far more desirable than ever before. The Noolins re-

named it the Allene and conducted it for several years. The Senior Noolin died, Mrs. Noolin with her son, Will, acted as proprietors until about eight years ago, when Dick Carsons took over the inside and obtained a good lease on the building. The Noolins conducted a very good hotel. Will was not a real good fellow, well met, but still the Allene met with much better favor than heretofore. Upon retiring, the Noolins went South. I was told on a recent visit to Ann Arbor Will had made wonderfully good in real estate.

As many of the old timers will recall, R. A. Carson was clerk for many years at the Cadillac at Detroit. He is an Ohio boy and was with the Swartz Brothers when they were at the Clarendon, at Zanesville, before coming to the Cadillac. Later, with Charlie Schantz, he was made manager of the Cadillac. Their career there was quite successful. Mr. Carsons was a popular clerk and equally as popular as a manager at the Cadillac. He has made a great success at the Allene. The inside has been wonderfully kept up, both in decorations and the furnishings. He maintains a mighty good feeding feature. Elevator and telephones have been installed. But few marks of the old Cook are left except outside walls, and even they are different in the rear, the rooms being all outside, light and attractive. I am sure those who knew Mr. Carsons at the Cadillac will rejoice at his success at Ann Arbor. He is really deserving of this.

In 1885, Michael Staebler, a hearty and prosperous German farmer near Ann Arbor, came to the city and caused to be erected a four-story brick building, and while not really started as a hotel, was converted into one the following year. This he conducted. It was called the Germaine. Its patronage was made up considerably of the boys on the road and considerable county patronage. The senior Staebler did not cater to the college patronage in any way. While in the opinion of the writer along in the early 1890's the Germaine was equally as good a hotel as the Cook, it did not receive the commercial patronage it deserved. It was a bit off location from the center of the city and court house square. It was not what might be termed a German hotel in those days, but the senior Staebler tried very hard to meet the requirements of a good \$2 American plan commercial hotel. With a very good bar, the house made money, not big money, but fair. The house was popular with those who patronized it. Mr. Staebler had other interests and as six boys grew older, all of whom he put through the University, he gave the hotel over to them. However, Mrs. Staebler always kept a watchful eye on the proceedings. A. H. Staebler, one of the boys, developed into the best hotel man of them all, and some twenty years ago took over the management. He is still there, a clever sort of fellow, with many friends. About that time the name Germaine was dropped and the hotel has since been called the Hotel American. It is still going, doing a very good business, with A. H. in charge. The dining room, quite famous for some years for good German dishes, was closed ten years ago and is now an automobile display room. The old bar, where in many a stein clinked to the tune of song and laughter, is an auto accessory room. Rates at the American are much less than at the Allene and considerable commercial patronage is enjoyed. The county trade is also very good.

One distinction of the Staebler family is that they lay claim to be the largest Masonic family in the world. Father and six sons, all have passed the chairs of the Blue Lodge and some of the boys have gone up through the various other branches of Masonry. If I am not mistaken, the

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Don't Say Bread

— Say

HOLSUM

Senior Staebler was in the Master's chair and raised either one or two of his boys in the Blue Lodge. Certainly a cherished honor to this old line German family. The Senior Staebler is still active in Ann Arbor in coal, real estate and other business.

Twenty years ago D. C. Whitney, he of opera house fame of Detroit, took over the property from the White estate, adjacent to the Whitney opera house, which he had conducted for years in Ann Arbor and converted it into a seventy-five room hotel. If my judgment is worth a cent, there was no call for another hotel in Ann Arbor at that time. Business was not bang up, day in and day out. True, the Cook House turned them away at times, and was not popular, but hotel business as a whole was very erratic. Mr. Whitney leased the hotel and it was furnished by one fellow, conducted for a time, sold out, and possibly half a dozen men had a fling at the Whitney. I have made mention of how "Hildy," of Pontiac, Bay City and Fremont, gave it a try, but none met with more than a passing success. Some of the rooms were not so good; in fact, quite bad. The dining room was placed in the basement and never did seem to get along. The bar made money and while no great amount of money was made, there was just short of a loss at most times.

Some twelve years ago Jim Murnan and Don. McIntire, both old time clerks at the Cook House and Allenel, took the lease, bought the furnishings and went to it. They have succeeded to a remarkable degree. The inner walls were changed, doing away with the inferior rooms in the rear; the dining room was brought up to the ground floor level; they both took hold and did great team work. They took advantage of the increasing touring business; kept their rates reasonable, and have been going good ever since they took hold. They have added much new furniture since assuming. The house has been kept in excellent repair and the Whitney has really come into its own after a mighty hard struggle. The house enjoys a mighty good commercial business for these days and Ann Arbor.

Jim Murnan and the writer were buddies during my days at the Cook House. He was a bar keeper then. We often slept in the same bed. In early days Jim and the writer hailed from LeRoy, N. Y., both good common Yankees, although, as the name implies, Jim has a good bit of Irish in him. As a clerk in the Allenel he was popular, so tying up with McIntire made a good running team.

Again I must appeal to the old boys in recalling the Hotel Arlington, of Ann Arbor, and its proprietor, George Haw. A little hotel of possibly twenty-five rooms, located on the corner of the square opposite the Cook House, slick and clean as a whistle. One of the wonderfully good smaller two dollar houses of those days. Meals excellent, rooms immaculate, lobby attractive, bar small but always well maintained. George Haw was a character; old school to some extent, but when he was your friend and when you could call him your friend, he would move heaven and the hot place to please. The little hotel was nearly always full of strictly commercial men, mostly the grip boys, as we termed them those days. He hated a theatrical patron worse than a toad hates a snake. He would not have them about; neither would he have any students about if he could help it. He wanted the commercial boys, catered to them exclusively and was most fortunate in having just about enough each day, year in and year out, to keep his delightful little place going. He made money, sold out to Joe Parker, some fifteen years ago, retired, lived easy for some time and passed to the Great Beyond five or six years ago.

The memory of George Haws will linger with many of us. He was easy to anger when crossed, and never gave in, whether right or wrong. But he conducted a mighty good hotel and was one of the most loyal men in the business to those boys upon the road who went to him. They were equally as loyal to him. His rates were always the same to everyone and worth all he asked.

Joe Parker, whom I have mentioned, conducted out on Main street a combination saloon and restaurant, a great hang out for college boys. It was considered he made lots of money. When he bought the Arlington, he renamed it the Catalpa Inn, this derived from a peculiar series of trees about the place. In short order all the fond memories of the Arlington was gone. The place became a mad house of riot and so-called fun for the college patronage. The bar was enlarged, the dainty old dining room was turned into a cabaret feature and many a wild party was staged there. The rooms were given over, some to drinking rooms and private dining rooms, with possibly a few still used for sleeping purposes.

Parker's career as long as liquor was legalized was big. In most cases his foods were excellent and it really was the show place of the city for such and a good time generally as accepted in such connections.

Parker has become an old man now, has had to give up the ship of activity, and is still living in Ann Arbor. One of his daughters is conducting a tea room with reasonable success.

The Arlington has been converted into commercial purposes, a sad picture of the days of Proprietor Haws and his years of labor to give the boys a clean and desirable small hotel. Peace be to his aches. He was a quaint cuss at the best, but he surely played the game on the level.

Reno G. Hoag.

Feature Metal Laces For Fall.

Metal effects in laces are said to be outstanding types for the coming Fall. While business is quiet at the moment, there has already been fair sampling of "metals" by the dress trade in widths up to 36 inches. Added confidence in the outlook for these laces is afforded by their fashion sponsorship by leading Persiaian couturieres. Antique gold is a leading color, with silver running second. Binche and Brittany laces are in favor for underwear. In the former stress is placed on medallions, fancy points, edgings, insertions and patterns outlined with lame thread. The latter are said to be washable. The Brittany laces are of the schiffli type and feature embroideries on net and patterns in silk or metal outlines. Ecrú is the outstanding shade.

Decorative Home Aquariums.

With home aquariums increasingly popular, an importer has brought from Germany new varieties that feature colored terra-cotta figures and decorations which serve as a background for the bowls. The central figure of the models now here is a gnome, but the entire range of fairy tale characters will soon be available. In one instance a gnome of fairly large proportions is standing over the fish bowl, with a pole and line on which he has hooked a fish. Other effects show the gnomes in sides of a castle wall or at a fountain. The aquariums come in various sizes and wholesale from \$2.75 for the smaller ones to \$10.75 for the larger.

RESPONSIBILITY



TOO MANY REALIZE, TOO LATE, that Responsibility is one factor in Trust Company service which would have saved them trouble and loss.

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Michigan Retail Dry Goods Association.
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Better Outlook For Wash Goods.

The demand that has developed for dress cotton as a result of the hot weather of the last two or three weeks has improved materially the outlook for these fabrics for next Spring. This is especially true of wash goods, which have been in much better request lately than in the previous several weeks. The result has been the disposal by converters and printers of a considerable quantity of goods that looked like "stickers," and the fact that many of them sold at special prices has not been the source of irritation to sellers that it is usually. Not only has the reduction of stocks been satisfactory to first hands, but the effect on the jobbers of the knowledge that accumulations no longer exist has been to increase their interest in Spring lines. While these lines will be shown later than usual this year, they are expected to move with much more snap than was thought probable a month or so ago.

Brings Out New Style Bar Pin.

A new type of bar pin, which serves the double purpose of being useful and ornamental, has lately been brought out by an Eastern concern. It is curved instead of being straight and flat, and is so made that the strands of a necklace will pass through it. It serves to hold the necklace in place, and being set with rhinestones, it is not unlike in appearance the handsome diamond pins usually worn to "show off" pearl necklaces. The new pin is finished at the ends either with large single rhinestones or with clusters of small, fine ones. Crystal is sometimes used for that purpose. It is made of an untarnishable white metal, which gives it something of the look of platinum, and wholesales at \$30 a dozen up, according to size. The smaller size is about an inch long, while the larger runs from an inch and a half to two inches in length.

Ship Decoration Vogue Continues.

The vogue of ship models for home decoration continues strong. With the lowering of prices of these items from their former high levels more stores throughout the country are handling them. The result is that sales are expected to be good throughout the Fall. Wholesalers' quotations are now such that a fairly good model, rigged by hand and finished well in the antique style, may be retailed from \$20 to \$25. Cheaper ones to retail under \$10 are also being produced in wood, but also in metal, in which the caravels of Columbus and the ships of the Pilgrims are faithfully reproduced.

Gingham Situation Interesting.

The gingham situation is more interesting than it has been for some time, chiefly because the demand for these goods is so uneven. While some styles are in such little favor that it is

almost impossible to dispose of them at any price, others have recently been in such active demand for prompt shipment that any mill accumulations which may have existed have been cleaned up. The increased demand has come from both the cutting-up trade and the jobbers and it is held to be indicative of the stronger position which gingham is going to assume this Fall. While the present situation is pleasing to manufacturers in some respects, especially in that it presages better business to come, it has elements of uncertainty that are somewhat disturbing. These have especially to do with the problem of production.

Has New Type of Evening Bag.

In line with the tendency to associate an article or costume accessory with a well-known actress, a combination evening bag and vanity case is now being shown that is named for an Austrian Countess who has made a profession of the stage. It consists of a powder box equipped with compact and sifter, lipstick holder and flat ring banding for a handkerchief. The box is made of metal with a dull gold finish. It is ornamented with a kind of lace design, is studded with colored stones and is finished with a tassel made of small gold-finished chains. The lipstick holder is separate and is joined to the chain handle, which is set with colored stones. The flat ring banding for the handkerchief is about an inch wide and of the same design as the compact and lipstick. The boxes wholesale at \$66 a dozen.

Textile Curtailment Grows.

The results obtained by curtailed production in the gray goods end of the cotton goods industry have encouraged similar action by mills in other parts of the trade and in the silk industry as well. Several of the gingham mills have cut down their output very substantially, and are running their looms only on such goods as jobbers show a disposition to buy in a sizable way. The production of wide sheetings also has been cut with a view to reducing existing accumulations, and in the heavier colored cottons there is a slowing down of output as well. The effect of this on jobbing buyers has been materially to increase their willingness to look ahead, although they do not yet seem willing to anticipate future needs to the extent the mills would like to see.

Neglige Buyers Are Active.

Manufacturers of negligees have been busier in the last week than for a long time. Fall lines of this merchandise, according to the United Underwear League of America, are elaborate and the favored materials include brocaded velvet, lace over chiffon, quilted silk and crepe-backed satin. Gold cloth and wide gold ribbons are being used this year, as they were last. Fringe is also used again to some extent. Black satin utility robes are shown with elaborate embroidery and gay linings, which are extended to form collars and cuffs. Crepe de chine breakfast coats, trimmed with "Val." lace, are also shown. As these are considered washable, they

have become somewhat of a staple in the trade.

Showing Novelties For Children.

Manufacturers of novelties for infants and children are now showing their lines for the coming season. While it is a little early for interest in holiday merchandise, they are also showing some Christmas toys. At present quite a good demand is reported for painted glass jars to hold medicine and various necessities for infants. These jars, which are wide-mouthed and decorated with hand-painted designs, are sold throughout the year, but the present demand for them is larger than usual. Another item that is attracting the interest of buyers is a stork made of papier mache. It comes in three sizes and is made for display purposes.

Novelties Lead in Pajamas.

Novelties have been strongly stressed in the Fall orders for men's pajamas which retailers have placed. The use of color and patterns that are "different" is a marked feature of the regular Fall lines and also of the holiday merchandise that will shortly be offered the stores. Broadcloth pajamas have been particularly well ordered, according to wholesalers. Pajamas with collars are said to have sold well, as have the regulation "V" and oval neck types. The duplex style of pajama coat, which affords either a low or high neck, has also met with considerable favor.

A small mind hates authority.

"Invisible" Tie For Umbrellas.

An innovation designed to replace the present dangling tie on umbrellas is being offered to manufacturers of this merchandise. The device, which is patented, consists of a snap-button "invisible" tie of self material, about four inches long, that runs along the edge of the umbrella fabric and is snapped to a small stud. When not in use, this type of tie cannot dangle, drip or get caught in the umbrella ribs. It is said by the inventor to represent a marked improvement over the ring type of tie now in common use.

Pleated Shirts For Fall.

In the higher-grade shirts pleated styles are expected to find considerable favor with the "better dresser" during the Fall. Several manufacturers are credited with having booked good orders for these varieties. With them, as well as with the negligee types, two colored collars to match are being supplied, indicating confidence in the continued vogue of novelty effects. The patterns in the new merchandise are diverse and include broad and narrow stripes and smalal figured effects in clusters.

Lawyers lose about half their cases, but rarely lose a fee.

For Quality, Price and Style

Weiner Cap Company

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We are distributors in this territory for

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GUARANTEED FAST COLOR CHALLIS

A New Fabric for Fall Sales

A fast color 31-32 inch Challis which you can guarantee to your customer to give satisfaction to the last day of its long life, for we stand back of every yard of Tinker Bell with the guarantee:

We will replace any garment made of Tinker Bell if it fades.

Although all cotton, this cloth has every appearance of an all-wool Challis.

Tinker Bell will make customers everlastingly glad they called on you. It is so serviceable, so beautiful, so dependable. Made by the producers of one of the big successes of the textile trade—PETER PAN.

Tinker Bell is just the right weight for school days and fall frocks. It will help your wash goods sales this fall, help you make more money, faster and easier.

EDSON, MOORE & COMPANY

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DETROIT

Lowest Commodity Price Level in Two Years.

Wholesale commodity prices have been declining for eight consecutive months, according both to the Bradstreet and Dun compilations, until the general average now stands at the lowest level in two years.

That the country should have falling prices in its period of greatest prosperity in recent years is an extraordinarily interesting phase of the present business cycle. Usually the movement of commodity prices reflects fairly closely the condition of trade: a rising trend in commodities ordinarily accompanies prosperity, and a downward trend depression. The rule does not work for 1926 or we would be compelled to conclude, from the fact that commodities have moved a little lower each month this year to date, that hard times are on. Distinctly good times, everybody knows, is stamped all over the business of the period.

Few are the individual dealers that will express satisfaction over a falling commodity movement since profits for them are swelled when in addition to their calculated gains may be included a speculative reward. A merchant may reckon that, given a stable wholesale price level, he can make a certain return. If the price of what he buys jumps after his date of purchase, of course, the merchant can widen his margin of profit somewhat by stiffening his own charges to prospective customers. That is why industry almost always prefers rising to falling prices and why such periods usually bring prosperity whereas it takes close figuring to prosper when the commodity trend is unfavorable.

But the adjustment in the commodity position has greatly helped the general state of trade by its aid in reducing somewhat the cost of living and in restoring a degree of stability to prices that had not been enjoyed since the outbreak of war.

That prices for so long have been receding at a time when the demand for goods was abnormally large very plainly suggests that supply is even greater than the demand.

Some commentators draw the conclusion that inventories in dangerous amounts are being accumulated. No evidence is at hand, however, that production has so far outrun consumption that industry faces any serious period of readjustment. As a matter of fact the distinguishing feature of the present business period has been that stocks of goods in the hands of dealers have been held down to modest levels.

Under the present system of hand-to-mouth ordering the manufacturer, perhaps, rather than the distributor, is the one that will suffer most if and when inventories are allowed to become excessive.

Paul Willard Garrett.
[Copyrighted, 1926]

The Liveliest Midsummer Market in History.

Nowhere in the history of Wall Street may be found a record of market recovery so sensational as the one begun ten weeks ago but which only

yesterday reached a point of activity so pronounced as to stir the imagination of people all over the country.

Prolonged and persistent strength in the market leaders usually attracts widespread buying from public quarters in the end but down to date activity in the great bull movement has been concentrated in a few stocks. Whether the country once more will enter the stock market and take up the shares the bull speculators so much want distributed is a question that the future will tell but small investors over the land very plainly now are more fascinated by the performances on the exchange, than they have been at any time since the March break.

In days gone by Steel common was looked upon as the market leader but even its recent spectacular climb to new peaks in its history has not given it so much prominence in the present market as its newest rival, General Motors. More than any other one influence the rise in this extraordinary stock is responsible for the fireworks that have drawn attention afresh to stocks.

At its best level of 213¾, General Motors yesterday had added just over 100 points to its position at the close of March at 113¾. These 100 points have been added, furthermore, under the stimulus of buying that at times has been almost frenzied. Three times within the last few days it has improved its net position for the trading session by as much as 12 points and, feeling that a total of \$35 a share will be earned on the stock this year, friends of the issue can scarcely restrain their enthusiasm.

That so rapid an accumulation of values in the stock market without corrective reactions cannot continue indefinitely must be evident but the puzzle in the present market is that activity has been confined to issues of quality. To date the rise has not spread to the numerous stocks of highly speculative order that featured the early 1926 upturn. The observation should not minimize the dangers of any market that advances so swiftly but certainly important distinctions must be made between trading in stocks of recognized earning merit and those still in the seasoning process.

Paul Willard Garrett.
[Copyrighted, 1926]

Light Felt Hats Not Popular.

Aside from the selling of men's lightweight felt hats by some of the better-class stores during recent weeks, not a great deal has been done toward further popularizing this type of headgear for general wear. The average retailer, according to views expressed here yesterday, is unwilling to feature these hats because of possible injurious effects to the sale of regular Fall-weight felts. It was pointed out that the lighter felts can be worn well into November, or even later, which would cut down by a considerable percentage the early buying of Fall hats. From the consumer standpoint, it was said, the general tendency is to regard the light hat as an extra one for sports or travel, and not as a substitute for the sennit or body hat for general wear.

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is well prepared to meet the present demand for

Satin Face Dress Silks



Richardson's Satin Charmeuse

is lovely in quality. It comes in all the latest season shades and is moderately priced.

Per Yard **\$1.85**

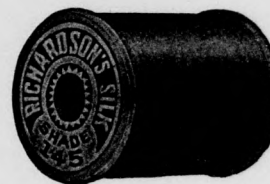
Richardson's Crepe Satins

are made for the woman who desires to be well dressed. It has a rich, mellow hand and its good weight allows it to drape delightfully. The colors are soft and beautiful.

Price per yard **\$2.35 and \$2.85**

Other Richardson Silk Fabrics Are—

- Taffeta
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A garment is well sewed when RICHARDSON'S SPOOL SILK is used. It is strong, free from imperfections and will stretch when other threads will break.

We have a silk thread shade to match any color in dress goods.

Color cards will be sent on request.

Richardson's Silk Threads are carried by most dry goods and notion jobbers.

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Great Lakes Fishing.

More than 100,000,000 pounds of fish have been taken from the waters of the Great Lakes annually for the past 50 years, the Bureau of Fisheries of the Department of Commerce states. The last census of the fishing industry showed that a high point was reached in 1922, when the yield was 140,000,000 pounds, valued at \$9,000,000. Lake Erie, although the second smallest of the Great Lakes, is by far the largest producer of fish, its output being about half the fish yield of all the Great Lakes combined. In 1922 the fish catch of Lake Erie amounted to 54,000,000 pounds, which was an increase of about 17,000,000 pounds over the figures given in the previous census of 1917. The latest reports from the Lake Erie fishing industry, however, indicate that production in 1925 and the Winter months of 1926 has fallen greatly below that of recent years. The causes leading to this decrease in production, the report points out, are difficult to determine. The pollution of the waters of the lake, which is practically unrestricted, and the intensive fishing which has been carried on are factors which probably have had some influence on the lessened output.

Germany Buys Less Cheese.

Although thus far in 1926 German importers have been buying slightly less butter and considerably less cheese than a year ago, the most recent imports of which there is record are bringing up the totals more nearly to those of last season. June imports of butter amounted in all to 18,078,000 pounds, against 16,507,388 pounds in May and 17,687,285 pounds in June of last year. This brings the total butter imports during the first half of this year to 97,006,589 pounds, or practically the same as during the first half of last year, when 98,077,363 pounds were imported. A similar comparison of cheese imports shows a 24 per cent. decline, the imports during the first five months of 1926 totaling 43,741,028 pounds, against 58,090,108 pounds in the same months of last year. The June figures are not yet available for imports of cheese. On the whole, however, recent German demand for dairy products appears to have been maintained in keeping with reports of generally improved buying power in Germany.

What Constitutes the "American Fisheries"?

Denying relief to the New England Fish Company, of New York, Judge Waite rules that certain salmon, frozen or packed in ice, was properly assessed for duty at 2 cents per pound under paragraph 717 of the 1922 tariff law. The importers protested against this assessment, claiming the fish to be entitled to free entry under paragraph 1630 of the same law, as the product of American fisheries. In overruling this claim Judge Waite states, in concluding his opinion, as follows:

"The collector reports that 'there seems to be no doubt but that the fish covered by the entries in question were taken by American vessels.' We hardly think this sufficient. To constitute an American fishery the vessel must be commanded by an American captain and the vessel must be of American registry. From the report of the collector in this case this may or may not have been the fact."

Dairy Exhibit at Philadelphia.

Flattering reports are brought back from Philadelphia as to the completeness and accuracy of the big dairy exhibit which has been installed at the Sesqui-Centennial by the U. S. Bureau of Dairy Industry. It is an exhibit of the historical development of dairying in the last fifty years. Events of each five year period are grouped into one group housed in a big glass front case, about 100 feet long, and the ten cases mounted en masse, making up a wall exhibit of one thousand feet of space. Every important event in the last 50 years of dairying is represented in some way, by picture, text, model, or product. The material assembled for the exhibit is regarded as of highly historic value, and will be carefully guarded for permanent exhibit purposes.

Crab Meat Production in 1925.

During 1925 there were exported from Yokohama about 1,509,800 dozen cans or bottles of crab meat, valued at about \$3,887,000. The yield of crab meat in 1925 was about twice that of any previous year. Crab meat is extensively used in Japan, but exports are about twice as great as the amount used for home consumption. Most of the exporting takes place from Yokohama. During the Spring of 1925, the price of the "fancy" grade of crab meat sold to exporters was about \$18.86 for a case of 96 tins. A recent conference is said to have fixed the price for this season at \$21.15 for a case of 96 tins, and \$18.80 for the 48 tin case.

Why Nail Punctures Kill.

All rusty nails, so the surgeons say, swarm with little bugs, so small that a million can sit on the head of a pin at one time.

When you step on a nail, the bugs—or germs, as they are commonly called—get into your blood and in forty-eight hours may go to your heart and cause lock jaw and death.

Every nail puncture starts infection. There is just one thing to do when you step on a nail—go to the doctor.

Better still, turn down the nail before you step on it.

Islands For Birds.

A reservation for the protection of native birds on two small islands located in the Pacific Ocean about 500 miles south of the Hawaiian Islands was recently authorized by an executive order. The Johnston Island reservation is about half a mile long and a quarter of a mile wide. The other, the Sand Island reservation, is about half as large. From time immemorial Johnston Island has been the breeding ground for thousands of water fowl.

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

**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

MEAT DEALER

High Lamb Quality at Low Cost.

In spite of the fact that cuts of lamb from the forequarter are taken as a second choice, in most cases they furnish meat that is highly desirable, both from the point of view of nutritive value and flavor. The preparation of such cuts is not difficult, provided it is properly understood and managed. Different methods must be employed when cooking different cuts of lamb, according to the part of the carcass they come from with consequent difference in tenderness. In some publications certain cuts of lamb meat are referred to as tough, or tougher than certain other cuts. As a matter of fact the word "tough" is not properly used in this connection when speaking about young lamb, for the meat from carcasses of animals of the bovine specie under one year old and grading good, choice or prime is never tough if properly cooked. When an animal of this specie passes beyond the twelve-month stage it is known as a yearling in the trade, and when a little older it is classed as mutton. The tenderness of the classes, yearling and mutton, depend a great deal on the way the animal was fed before slaughter as well as the extent of its age, and the better grades of mutton are not tough unless made that way through poor methods of cooking. There is considerable difference in method of preparation of lamb chops and lamb roast, but the flavor and nutritive value is not essentially different and one may be just as tender as the other. Habit is a powerful influence in life, and it exerts its power in meat selection as well as in other things and with expensive results in many cases. If you are not entirely in accord with what we say here, just try the following lamb dish and you will understand what we mean better. Incidentally, forequarter lamb meat is relatively cheap just at the present time. You may tell your butcher so, too. Baked stuffed shoulder of lamb. Have shoulder blade removed and fill the cavity with a stuffing made of the following: One cup of cracker crumbs, 4 tablespoons butter or other fat, $\frac{1}{4}$ cup boiling water, $\frac{1}{2}$ teaspoon salt, $\frac{1}{4}$ teaspoon pepper, a little sage or thyme if liked. Mix the seasoning with the dry crumbs and moisten with the butter and hot water. Place the prepared meat in the roasting pan. Rub drippings over the surface, sprinkle with pepper and salt, dredge with flour, and brown quickly in a hot oven. Pour half a cup of hot water over the meat, adjust the cover of the roaster closely, and cook two to three hours in a slow oven. No basting will be required. Serve with a sauce made by heating a half cup of chopped meat pickle of any sort with the gravy in the pan.

Truth in Meat Pictures.

We have pointed out on other occasions that terms are often used in advertisements that are certainly not underrating the merchandise and frequently overrating it. Such advertising is pure and simple misrepresentation when the goods do not measure up to what is said or implied. We are

very glad to say, however, that most meat pictures come as near to the real appearance of the meat produced as it is possible for pictures to come. The nearer they get to a true representation of the product pictured the better the picture is admitted to be by all in the industry who see it. When we open the pages of magazines we see pictured most appealing cuts of meat, presented in such surroundings that they at once stimulate the appetite, but seldom are they exaggerated at all, and if anything they fail to bring out all the desirable qualities of the meat they are trying to describe. A young lady was recently asked in our presence what appealed to her most in foods, and she at once replied, "frying meat." We believe the aroma of frying meat appeals strongly to most healthy persons, and yet that is one thing that cannot be printed into a picture. There is a process of picture making that brings out pictures in true colors to the smallest detail, but it has not yet been used in a general commercial way, due chiefly to cost. The usual meat picture that we see has had its colors brought out by artists who simulate the original as nearly as their skill permits. Naturally, an appealing meat cut is used as a subject to be photographed, but not better than the average of a high grade as a rule. We have known advertisers of hams, for instance, to select a ham for a picture that was not by any means as lean as might have been selected and yet have sufficient quality. It is understood, of course, that all meats sold in a shop where appealing pictures are shown do not measure up to the picture, but the average dealer has that quality for those who want it. The usual meat manufacturer frequently handles grades not so high as the grade he pictures, but he will furnish all of the grade shown that is required by his trade, and is anxious to do so. The Department of Agriculture hopes soon to release bulletins not only showing highest quality but lower quality as well, so they may furnish a means of making comparisons. This will be a valuable contribution.

Now Ash Trays Are Jeweled.

The vogue for jeweled ornamentation, which has been a feature of women's boudoir accessories, has now made itself felt in other types of merchandise. Ash trays, for instance, are now being offered with colored rhinestones as their chief decoration. Both men's and women's trays show this treatment. They come in sets of four, with frame and match holder, which is also jeweled. Both large and small sizes are available, the former wholesaling at \$4 each for the set of trays and frame. The small trays are priced at \$3 each. The frame is of nickel, copper or bronze finish.

How It Looked To Her.

A little girl went into a large store and had her first elevator ride.

"How did you like it?" asked her father.

"Why, it was so funny, daddy," answered the child. "We went into a little house, and the upstairs came down!"

MUELLER'S

"As a change from Potatoes"

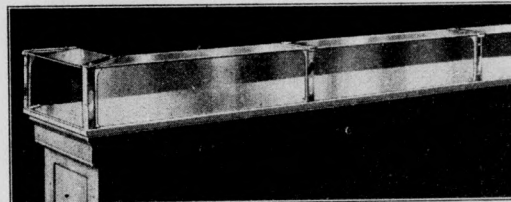
Remind your customers that it takes 25 to 30 minutes to peel and cook potatoes, plus the waste.

Mueller's Products cook in 9 minutes, and can be served in many simple, easy ways, just as potatoes—with butter, sauces, meat gravies, etc. They are higher in food value, and there is no waste.

Offer a special price on one dozen Mueller packages, assorted, and watch your sales grow. They buy potatoes by the bushel—why not Mueller's by the dozen?

C. F. MUELLER COMPANY
JERSEY CITY, N. J.

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 CANTALoupES

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

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 in Regard To Hardware Advertising.

Written for the Tradesman.

For the small town hardware dealer, there are at least four methods of advertising that can be used to advantage.

Of these, newspaper advertising perhaps comes first, though window display is almost equally valuable. Of less importance, though very useful, are advertising by fence and tree signs and posters, and the use of circulars and other direct by mail advertising, sent out usually by jobbers and manufacturers in connection with personal work on the part of the dealer himself.

Newspaper advertising is the medium most commonly used by the country merchant. It is quite often the advertising medium from which he derives the least benefit.

This is not because space in the local paper would not pay if properly filled with good reading matter; but is due almost solely to the fact that a lot of small town advertising in the newspapers is perfunctory.

A general merchant in a small town used to run a bit of an advertisement in the local weekly, something like this:

JOHN W. JONES

Dealer in Dry Goods, Notions, Hats and Caps, Boots and Shoes

That advertisement, so called, ran week in and week out, month in and month out, year in and year out. John W. Jones' father had used the identical wording before him. And the joke of it was, that John W. Jones himself had given up the handling of boots and shoes several years before.

A good many hardware dealers are so firmly convinced that "advertising pays" that they think any form of advertising copy will be profitable and will bring in business. Whereas the advertising space for which the dealer pays good money represents merely an opportunity to talk to a lot of people. Whether the opportunity is worth while depends on what the dealer says and how he says it.

When he is talking to a customer from the other side of the counter, the dealer recognizes the need of getting down to brass tacks, of getting and keeping on the good side of his customer, of emphasizing the strong points of the goods, of showing the customer what they will do for him and why it will pay him to buy, and so forth.

An advertising talk through the local newspaper is in no wise different. Except that it reaches a greater number of people. There is the same need of getting and keeping on the good side of the reader, of bringing out the strong selling points of the goods, of making the best showing possible—with this addition, that all these results must be accomplished in a few words and a limited space.

Advertising copy should be changed regularly. With the help he can secure from the jobbers and manufacturers in the way of valuable suggestions and good cuts to attract attention to his advertising, there is no excuse for the dealer running the same copy until it grows stale.

Make a study of your advertising space. Select cuts of the proper size and the right proportion. Think over the different lines you could and should advertise. Take a comprehensive view of your business. Your difficulty will be, not to find something to advertise, but to determine what lines you can afford to overlook or pass by for the moment.

It is a good rule to never advertise more than one line at a time. One particular line advertised at a time, and at the right time, will bring better results than calling attention to several different lines in the one advertisement.

Change your advertisement often. Never let it run more than two or three issues of the paper.

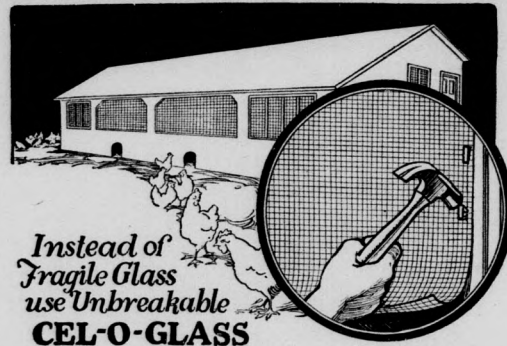
It is well to get all the help you can from the advertising experts of the jobbers and manufacturers. It is true that their ready-made advertisements hardly ever seem appropriate for your particular trade. They do not know how to appeal to a dealer's home people as the dealer himself does; especially if the dealer has studied his trade and knows the peculiarities and prejudices of his customers as he should.

The experts can give you some very valuable points as to the arrangement of advertising, the space required, the style of type to use, etc.; but when it comes to describing the good points of a certain plow to farmers, or the cooking qualities of a certain range to their wives, the local dealer is better prepared to write the advertisement than the outside expert, for the simple reason that he knows the people he is trying to reach.

Yet the ready-made advertisement is worth studying. It gives the dealer something to work from. There is much in the ready-made advertisement that you should know and that you might never otherwise secure. To this material add such points as your own plain common sense and practical knowledge of your local situation and customers may suggest; and you will have good advertising copy.

It is good policy to lay special stress on two or three guaranteed lines, and continually bring these before the public eye. This does not mean that you should devote your newspaper space to these two or three lines to the exclusion of all others; but it does mean that you should advertise them frequently, call attention to them in circulars, posters, etc., and identify your store with them. Thus, a small town dealer has one particular line of tools and cutlery, one particular line of paint and one particular line of household goods, that he is always advertising in some way. As a result of this persistent connection of the store with these three recognized lines the dealer has built up a substantial reputation for dependability.

Show window advertising is per-



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

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

haps the most direct and effective method of reaching the public. Small town dealers as a rule do not make as much use as they might of window displays. One point worth remembering in connection with window display is that, whether you use the window or not, you pay for it just the same. Your rent is fixed according to your location. Outside the window, you could get just as much—perhaps more—store space in other parts of town for less money. The difference between the rent of your store on Ma'n street and the rent of a building of the same size in the outskirts of your town represents what you pay for your store front location.

So you might as well make the most of your store front. Dealers to-day realize this more and more, and window displays are steadily improving in attractiveness and effectiveness. But there is still considerable room for improvement.

Some of the manufacturers are getting up attractive window trims and thereby helping the retailers. The trade papers are also giving many helpful suggestions.

The same idea should be carried out in window dressing as in newspaper advertising. Make your window display a talk to your customer. And make it a talk on one subject only. Concentrate your display on a single line.

Never crowd your windows with a conglomeration of different articles. One line at a time, well and attractively displayed, will prove much more effective.

I recall one small town window trim that attracted a lot of attention. The dealer had a very large window, and he wired it from floor to ceiling with poultry netting, covering the floor with leaves and grass. He put in a complete camper's outfit, consisting of tent, guns, hunting coats, caps, shells, cartridges, kettle and pan, pipe and tobacco, etc. He livened up the scene by borrowing pet squirrels and rabbits from friends. These were shown running through a forest of small transplanted trees. A pot hung on a tripod over some burnt wood and coals, an axe was stuck into a charred log, and a lantern in which an electric light was placed hung in the door of the tent. At night the display looked as if the fire had just gone out and the hunters turned in for the night. The display attracted the attention of every passer-by, and more than that, it was so widely talked of that people came from all parts of town to see it. In its stimulus to the sporting goods department it amply paid for the trouble and expense involved.

Of course it goes without saying that unless the windows are kept fresh looking and scrupulously clean they will repel rather than attract.

The use of fence and tree signs and posters, though common with small town merchants, is of doubtful value in many instances. Such material undoubtedly reaches a more extensive public, in these days of motoring, than formerly. At the same time, the motorist is traveling pretty fast and unless he slows to read the direction

signs he is not apt to pay much attention to advertising signs. There is, too, a certain prejudice against roadside publicity on aesthetic grounds. Then, too, there is little satisfaction in putting up expensive signs to have them shot to pieces or pelted with mud, as quite often happens.

Neat, attractive, well placed roadside signs do undoubtedly help business in many instances; but the cost is considerable, there is no assurance of permanence, and unless they are carefully and intelligently placed, they may do as much harm as good.

Printed matter supplied by manufacturers and jobbers, used in connection with the merchant's mailing list and handed out by his salespeople over the counter, is good advertising. It should of course be linked up with the store; every piece of advertising handed out should bear the dealer's name and address, even if it is only rubber-stamped.

A good method for distributing this material is to have a shelf divided into sections just under the wrapping counter, where this advertising matter can be so classified that the salesman can readily lay his hand on the particular booklet to suit his customer. Thus, there is no use handing the town customer material advertising a binder or cultivator. See that this material is handed out just where it will do the most good. And, above all, see that it is not relegated to some obscure corner to collect dust. Get this advertising matter promptly into circulation.

A factor in advertising the store is personal effort on the part of the dealer and his salespeople. Study the needs of your customers, with a view to making your store of service to them. Talk up the new lines you are introducing, and, instead of resting satisfied with selling the mere articles asked for, suggest other lines in which you think your customers will be interested.

Victor Lauriston.

Reptile Leathers in Handbags.

Both the underarm and pouch styles of women's handbags are in demand for the Fall. Reptilian effects in imported calf leather are featured in popular-priced bags, with those simulating lizard or crocodile skins being featured. High colors are the rule, with light blues, bright reds and the purple shades standing out. In some of the pouch bags there is a distinct trend toward the use of contrasting colors, the middle portion of the bag differing from the rest of it. Combinations of blue and gray, red and green, and tan and brown are the most frequently seen. Bags with the so-called "zipper" pull are also being offered.

It Depends.

"There are two sides to every question," proclaimed the sage. "Yes," said the fool, "and there are two sides to a sheet of fly paper, but it makes a big difference to the fly which side he chooses."

Occasionally give the deserving employe credit as well as cash.

Work is your chance to show what stuff you are made of.

An index of good storekeeping

After all, it is confidence in the label that leads your customers to buy so readily the sealed cans and cartons in which modern food products are packaged. The nationally known names which customers read as they glance at your shelves and counters are to them *an index of good storekeeping*. Carnation Milk belongs on that index—it is the world's largest-selling brand of evaporated milk.

Carnation Milk Products Company
833 Carnation Bldg., Oconomowoc, Wis.



© 1926, C. M. P. Co.

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

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

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

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

I. VAN WESTENBRUGGE
Grand Rapids - Muskegon
Distributor

Nucoa

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

King Bee

Butter Milk
Egg Mash
18% Protein

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

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

You Make
Satisfied Customers
when you sell
"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed Distributors.

COMMERCIAL TRAVELER

Resort Travel Not Up To Standard.

Glen Lake, August 10—H. A. Sage, Manager of the Hotel Clifford, Detroit, is also to be manager of the new Murray Hall, of that city, which is to be opened this week. This is a structure of 120 rooms, modern in construction and equipment, and well located. Mr. Sage is one of the younger generation of operators, but he has had experience, is popular, and will make his mark.

While the exact date has not been fixed it is a matter of fact that the next annual meeting of the Michigan Hotel Association will be held some time next month, at Hotel Harrington, Port Huron, the home of its President, John A. Anderson. The program will be comprehensive, but not so congested but what plenty of time will be allotted for each order of business.

At this meeting special attention will be given to the entertainment of hotel men's wives and families, an interesting exhibit of hotel equipment and quite likely a golf tournament, but the President has declared that nothing will be allowed to interfere with the business sessions.

Reno Hoag, an old time Michigan operator, well known to Association members, but now of the Hotel Lafayette, Marietta, Ohio, has been touring Michigan and writing up his old friends. An attempt ought to be made to lasso him and hold him for the September meeting, but, like the flea, Reno is hard to find when you want him. I want him to understand that this is his invitation to the Port Huron meeting and that so far as I am concerned, his repertoire of alibis will not get by.

The Parker Inn, at Albion, seems to be getting a good deal of highly desirable publicity, on account of its methods of meeting and treating its guests. Evidently the management is wise enough to know that hotel guests of to-day were not born yesterday and gives service which is satisfying.

A. B. Riley's Hotel Savoy, Detroit, is going up somewhat ahead of schedule time. It will be ready early this fall. Knowing Riley as I do, my prediction is that he will start something when he opens it.

Edward Swett, Jr., of the Pantlind staff, accompanied by his wife, was with me last week. Edward is proceeding with a course in hotel operation which will make him invaluable in later years. In other words, he is familiarizing himself with many features of hotel operation and making a record in one department before taking up the work of another. Some day he will undoubtedly take up the work of his father, Edward R., Sr., Occidental Hotel, Muskegon, and when he does he will be well qualified for the job. He aims to be something more than mere "hired help."

Mr. and Mrs. A. J. Lalonde, of Cheboygan, spent a few hours with me the other day. They operate Lalonde's Inn, a clean place and popular. Recently they added new rooms with modern conveniences and their table is highly pleasing.

Congressman J. C. McLaughlin, Muskegon, was over to the Lodge the other day to secure suggestions from the writer as to just what to do at Washington next winter. This year the Congressman promises to squeeze in for another term without much strenuous campaigning. So far as I know, no one is going to compete with him at the polls. He has earned his popularity squarely and I am glad to know that his constituents appreciate him.

The resort business for resort hotels this year has proven a frost. Some convenient hotels located on more traveled highways are reporting an excellent trade, but this fall there will be an increased demand for red ink in making ledger balances.

There are also a few resort hotels who cater to the old time "summer boarder" which have made a satisfactory showing, but there are also a few of them. Like all the rest, the summer boarder now possesses an auto, and he puts in his vacation in remodeling the car and "hitting the high spots." Rest is the last thing he thinks of, and he wouldn't recognize it anyhow.

The advent of the automobile for a few years stimulated the resort business, but with one or two motor cars in every family, and the wanderlust in every member of the family, there is going to be a hard proposition ahead to entertain the American public. They have "seen everything" and hanker for greener fields.

Years hence, after the airship has had its fling, there may be a revival of vacationing among the lakes and trees, but it is a problem that will have to work out automatically.

In a review of the situation, Field and Stream speaks of "estimates of the number of people who are touring the country. According to the papers, for instance, Detroit has already had say 2,304,218 tourists this summer. If anyone could safely estimate within 85 per cent. of the number of tourists really on the wing, they might well be considered wizards. Some communities who offer tourists' camps aim to keep some sort of tab on their visitors. At best they only guess at the number.

But Michigan will always have an attraction for summer people and a great many of them will come, so it is always best to have our lamps trimmed and continue to extend our hospitality. The older birds may be "cloyed" on our scenery and physical offerings, but generations yet to come will want to be shown. Frank S. Verbeck.

Business Changes at Howell.

Howell, Aug. 10—Harry Williams has the basement excavation completed for the new one-story brick building he is to erect under lease for the coming five years for a postoffice here. It is 40 x 60 feet in size and is to be ready for occupancy by November 15.

The moving of the postoffice to the corner of South Michigan and Sibley streets is already bearing fruit in a tendency that way. It is currently reported that the building occupied by Hoff & Smith, wholesale oil and gas men, is under negotiations for purchase by a chain store company which has been trying to find a satisfactory location here for some time past. The only empty store in town which is desirably located cannot be rented for over two years, as the present owners expect to occupy it themselves then, and the new company did not care to come under that stipulation.

H. J. Ludwig has sold his photograph studio to C. J. Nelson, of East Jordan, possession to change Aug. 15. Mr. Ludwig has done a good business here for the past ten years and has been a live wire in community affairs. He has also been a leader in county Y. M. C. A. work and the Methodist church, where he was superintendent of the Sunday school. He is to start a new studio in Albion.

R. E. Farst, of Owosso, has been appointed manager of the Donovan accessory store here, in place of Charlie Ellis, who has managed the store since it was established here.

A. R. Crittenden.

Very Tender.

"Yes, my boy, I reckon you can have her," sighed Old Man Hawkins to his daughter's suitor, "but take good keer of her for she's been riz kinder tender-like. Eight acres is all I ever ast her to plow between sun-up and dark. She can do light work such as well-digging and steer-brandin', but she aint' used to no rough stuff, so you'll have to be gentle with her."

HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS

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

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

In KALAMAZOO, MICHIGAN is the famous NEW BURDICK

In the Very Heart of the City Fireproof Construction

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

HOTEL CHIPPEWA

European Plan
MANISTEE, MICH.

HENRY M. NELSON, Manager

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



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine Luxurious Rooms
Turkish Baths ERNEST WELFAN

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$1.50, \$2, \$2.50 and up per day

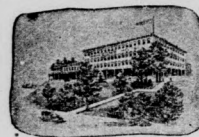
The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

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Hotel
Whitcomb
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THE LEADING COMMERCIAL
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SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
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CUSHMAN HOTEL

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The best is none too good for a tired
Commercial Traveler.
Try the CUSHMAN on your next trip
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Rates \$1.50 up

E. S. RICHARDSON, Proprietor

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

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.

HOME AGAIN.

Paul Gezon Back From 1,300 Mile Trip.

Grand Rapids, Aug. 10—The ride from St. Ignace to Sault Ste. Marie is a fine one. The roads are good, well marked and as one gets beyond the fire tower one realizes why this part of Michigan is called the "Cloverland." I have never seen such wonderful hay and at that time it was just being cut, which was at least three weeks later than Kent county.

We spent one entire day at the Soo and camped at their park that night. We saw them let a number of boats through the locks; in fact, they lock about 100 boats each day of the season and I was told they have put through as many as 145 in one day. Most vessels up here are ore boats from the copper and iron country or wheat boats from Duluth. To give an idea of the size of one of these 600 foot ore boats I was told they hold 250 carloads of ore. It is really a wonderful treat to sit and watch these giant ships raised and lowered twenty feet in only 15 minutes.

At the Soo we called on a former member, H. H. Eddy, who conducts a first-class store and also on P. T. McKinney.

I was surprised to find that, although the Northern Michigan merchants realize that it is value to have a grocer's association to look after legislation, etc., still they were not willing to share the small expense of maintaining such an association.

The distance from our usual meeting places probably has a great deal to do with this condition.

I called on merchants at Rudyard, Manistique, Escanaba and Menominee. This last named town has a peculiar problem. It lies just across the river from Marinette, Wisconsin, and while most of the people live in Marinette, they work in Menominee, with the result that the nice stores and most of the business are in the Wisconsin town. To my mind that is most undesirable for Menominee and they should get busy and try to remedy the situation.

At Cadillac, Traverse City, Sault Ste. Marie and Escanaba our party called on the National Grocer Co. branches and were warmly received.

We now entered Wisconsin and enjoyed a wonderful ride through the rich farming country. Farms looked well kept and the crops abundant; in fact, they are counting on bumper crops.

We continued the ride South through Milwaukee and Chicago and found the roads beautiful, with numerous views of our Lake Michigan.

At New Buffalo we again entered Michigan, but as my two weeks were nearly up, I could not make many calls upon the merchants, only promising our friend, A. L. Leonard, of Benton Harbor, that I would try to make a Southern trip soon and invite the merchants of these thriving towns to the South on M 11 to join us if they have not already done so.

This trip of 1,300 miles is one that anyone who wants to see Michigan should take. I was impressed by the quality of the folks who stop at the State camping grounds. Instead of traveling in fords, they ride in Buicks, Chandlers and other fine looking cars. At the Soo there were exactly 100 cars in camp and not ten were worth less than \$1,000.

I forgot to say that from Benton Harbor North we saw dozens of fine roadside stands and all were featuring local products, such as cherry cider, raspberries, etc. That is good advertising for this section.

Now I hope I have not tired the readers of the Michigan Tradesman

any more than we were tired when we arrived home, which was not at all. Paul Gezon.

Sec'y Retail Grocers and General Merchants Assn.

Successful Candidates For Registered Assistant Pharmacists' Examination.

- Charles Aumack, Detroit.
- Cecil A. Briggs, Grand Ledge.
- Geo. Brown, Detroit.
- Freeman H. Cahow, Ann Arbor.
- Irvin I. Cohen, Detroit.
- Reuben Cohen, Detroit.
- Gordon E. Copeland, Detroit.
- Carl F. Denner, Sebawaing.
- Harry Enkel, Detroit.
- Harold H. Finch, Dowagiac.
- Julius Fox, Detroit.
- Abraham H. Gaba, Detroit.
- Russell M. Harkness, Sarnia, Ont.
- Herman Jos. Heineman, Saginaw.
- Isadore Helfand, Detroit.
- Bernard Hencken, Detroit.
- Fred G. Holmes, Sandwich, Ont.
- Howard W. Houghtaling, Quincy.
- Hyman Kestenbaum, Detroit.
- Elmer F. W. LaBrenz, Bay City.
- Lewis H. Long, Detroit.
- Leighton W. McAmmond, Toronto, Ont.

- Milford A. McKeith, Sandusky.
- J. A. McLellan, Ingersoll, Ont.
- Harry W. Magee, Detroit.
- Morris Mellen, Detroit.
- Arthur W. Menerey, Yale.
- Hugh A. Miller, Detroit.
- Mac W. Neilson, Chatham, Ont.
- Wm. Norris, Sandwich, Ont.
- Russell Payne, Midland.

- Jacob M. Pincus, Detroit.
- Edward F. Price, Detroit.
- Ephraim Ralph, Detroit.
- Wm. C. Rose, Detroit.
- Herbert Samuelson, Detroit.
- Philip Shiener, Detroit.
- Morris Skolnick, Detroit.
- Asher Smith, Detroit.
- Mark D. Teaker, Ionia.
- Elton Thornton, Deckerville.
- Neal Visscher, Holland.
- Donald W. Wallace, Detroit.
- George W. Ward, Midland.
- Frank J. Willey, Detroit.
- Austin T. Williams, Detroit.
- Jules C. Aubry, Saginaw.
- James F. Breslin, Battle Creek.
- Harry F. Chandler, Jackson.
- Lawrence T. Courish, Detroit.
- Charles E. Crabb, Hillsdale.
- Anthony Dawidowicz, Detroit.
- Robt. T. Dowker, Charlotte.
- William L. Durkee, Lansing.
- Richard Early, Jr., Kalamazoo.
- Wm. Paul Halpin, Detroit.
- John C. Holt, Otsego.
- John Karagulis, Detroit.
- Meyer Klein, Detroit.
- Forrest E. Larrabee, Jackson.
- Vernon Mutch, Detroit.
- Dominic Nemeth, Detroit.
- Charles Schwartz, Detroit.
- John J. Simon, Detroit.
- Henry D. Walker, Detroit.
- Robt. L. Walker, Detroit.
- Irving Yarrows, Detroit.

Long Delay.

Wife—Do you know what day it is? It is twenty-five years ago to-day since we became engaged.

Absent-minded Professor — Why didn't you remind me before? It's high time we got married.

Port Huron Next Meeting Place.
The forty-fourth annual convention of the Michigan State Pharmaceutical Association, which was held at Bay City last week, was brought to a close with a banquet at Wenona beach Aug. 5. Port Huron was chosen as the 1927 meeting place.

Officers elected are as follows: President, D. W. Houser, Detroit; first vice-president, Howard Hurd, Flint; second vice-president, E. T. Webb, Casnovia; secretary, Robert Turrill, Crosswell; treasurer, E. C. Varnum, Jonesville; members of the executive board, Charles H. Frantz, Bay City, and George Moore, of Caro.

At the meeting of the Michigan Pharmaceutical Travelers' Association, which was held at the same time and place, Norman Williamson, of Battle Creek, was elected president. Others elected are: First vice-president, J. J. Wells, Detroit; second vice-president, Arch V. Cousin; third vice-president, Arthur Lampert, Grand Rapids; secretary-treasurer, N. S. Lawton, Grand Rapids; council, W. H. Martin, chairman, Detroit; Harry A. MacDonald, Detroit; Butler Treat, Detroit; John J. Dooley, Grand Rapids; George D. Wilcox, Lansing; R. Gale Ward, Indianapolis; A. W. Stevenson, Muskegon, and E. B. Bowers, Detroit.

Detroit Leaguers To Hold Initial Outing.

Detroit, Aug. 10—The Detroit branch of the National League of Commission Merchants will hold its first summer outing Wednesday, Aug. 18, at the Detroit Masonic Club. This is the initial event of this kind ever given and is planned for the entire produce trade of Detroit and families. Arrangements have been made to close the tracks and the stores at noon on the 18th so that the trade and their families can participate. It is hoped that quite a few of the conventionites returning from the annual meeting of the International Apple Shippers at Buffalo will stop off at Detroit to take part.

The sports of the day will include golf, baseball, tennis, bathing, fishing, sailing, cards and dancing, so that there will be amusement for all present. A dinner will be served at 7 o'clock.

The president of the local branch of the League is Philip Bloomgarden and he has appointed George L. Collins as general chairman of the event. Art Purse will be chairman of entertainment and Stewart C. Lockman will have charge of the golf.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 10—James H. Boland, who covered Western Michigan territory for ten years for the Valley City Milling Co., but who has been engaged in building operations at Glendale, Calif., for the past half dozen years, is in Grand Rapids for a few days, visiting friends. He brings encouraging news from William E. Sawyer, who is still ill, although he feels that he is gradually improving.

John J. Dooley, 311 Auburn avenue, has returned to his home from the Lindlahr Sanitarium, at Elmhurst, Ill., where he has been undergoing treatment for several months. Mr. Dooley is greatly improved in health, but he is not yet strong enough to resume his visits to his trade.

H. T. Stanton (Lee & Cady) was called to Fresno, Calif., last Wednesday by the death of his daughter, Mrs. Chase S. Osborn, Jr. Death occurred while he was en route to California. He is expected to return next Monday.

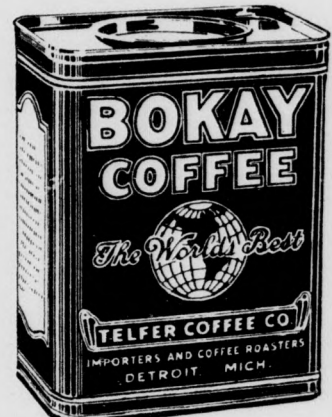
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Muskegon Michigan

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CLARE, MICHIGAN
Absolutely Fire Proof Sixty Rooms
All Modern Conveniences
RATES from \$1.50, Excellent Coffee Shop
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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

CODY HOTEL
GRAND RAPIDS
RATES { \$1.50 up without bath
 \$2.50 up with bath
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BOKAY COFFEE
The World's Best
TELFER COFFEE CO.
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DETROIT MICH.

Henry Smith Floral Co., Inc.
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PHONES: Citizens 65173, Bell Main 173

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

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.

The History of Biological Products.

The history of biological products is very closely associated with the development of the compound microscope. It was in the early eighties when Pasteur found that chicken cholera in France was due to a specific organism. This organism, when grown at the incubator temperature and held in storage for some days lost its virulence or strength, and did not thereafter destroy the life of chickens into which it was introduced. Further experimentation proved that a resistance was developed which protected the chickens and they could not thereafter be killed with fresh material. This was really the foundation of biological therapy in the prevention of disease. Later, working upon Anthrax, he demonstrated that through vaccination he could protect sheep against the very disastrous infection in certain parts of France. So successful were the results that Anthrax vaccination is now generally employed throughout the world wherever this disease may have appeared.

Possibly before the time of Pasteur, the fact that Jenner in 1799 employed cowpox for protecting human beings against smallpox led the way to a fuller appreciation of the necessity of employing some means of protecting human lives.

Little by little improvements were made, other diseases were attacked and Roux and von Behring developed diphtheria antitoxin which has taken from diphtheria the menace of an excessively high death rate. Diphtheria antitoxin has reduced the death rate from about 32 per cent. to 8 per cent. More recent work and the employment of a diphtheria toxin-antitoxin mixture for immunizing all susceptible children has further reduced the death rate and if employed consistently it is likely that diphtheria will be among the infections that are rarely seen.

Developing along the same line. Sir Almroth Wright demonstrated that the blood or serum of certain individuals so stimulated the white blood cells taken from any source that these white cells would act as warriors or scavengers and destroy the bacteria, thus protecting the individual against the infection. This finding was made use of in the development of a vaccine against typhoid fever. Typhoid vaccine during the late war protected the armies of the world, and typhoid, which in many previous wars had destroyed more lives than the bullets of the enemy, was rendered innocuous. Such is the advantage of biological therapy and the employment of modern means against infection.

A point that has not previously been mentioned is the work of Pasteur upon rabies, or hydrophobia. His experiments demonstrated an ability to overcome rabies infection in animals after injury had taken place following the bite of a rabid animal, whereas ani-

mals not so treated died within the usual period of time. It was Jupilee, a sheep herder who protected his flock against a rabid dog. So badly lacerated were his hands that there was imminent danger of his contracting rabies, or hydrophobia. Pasteur was urged to employ his new anti-rabic treatment, which he reluctantly undertook, with the result that Jupilee lived and was caretaker of the Pasteur Institute for many years thereafter, dying of natural causes about two years ago. Many persons owe their lives to the finding of Pasteur that rabies could be prevented even though a person had accidentally been injured by an animal suffering from this infection.

Many new advances have taken place in connection with the rabies treatment as now employed. When Sir David Semple working in India modified the treatment employed he killed virus so that the course of treatment instead of employing twenty-five doses was simplified and required only fourteen doses. In this new or Semple Rabies treatment all doses were the same, and thus a physician in applying the treatment was able to administer the initial dose to several persons even though one treatment only was available, and continue the treatments when the remainder was received from the manufacturer. This as you will readily see is an advantage to the pharmacist, for thereby he is enabled to carry in stock a single treatment and thus be assured of rendering the requisite service to his physicians.

Biological products make an attractive addition to the line of any pharmacist. Biological houses are anxious to secure the co-operation of a pharmacist specializing in prescriptions, for it is within such organizations that a more intimate knowledge is available of the various products that may be employed.

Physicians depend many times upon the suggestions of the pharmacist regarding some of the newer methods of treatment that may be employed. In this particular regard the druggist is able to offer an intelligent service providing he has a full knowledge of the biological products that may be available.

In connection with the hay fever problem, much greater relief can be afforded the patient at the present time than has prevailed in the past, the reason being that we now have a fuller knowledge of the plants that may be responsible for the attack, and we are also better fitted to give advice as to the exact antigen that should be employed to overcome symptoms that occur at a given season of the year.

It is first necessary for a physician to determine the exact time when the patient suffers. Having this it is a simple matter to decide the exact pollen that is responsible and then to apply the requisite treatment. Even after symptoms have appeared it is possible to afford a measure of relief and in this possibly the best course to pursue is the application by the physician of a graduated dose each twelve hours for the first six hours, and thereafter at twenty-four hour intervals.

Such a course will usually afford great relief at the sixth or eighth dose and after the twelfth dose symptoms will usually entirely disappear.

The profit that results to the druggist from a full knowledge of the biological products that should be employed in given cases, is dependent upon his knowledge of the line and the aid which he can give the physician. With such knowledge there is no doubt but that an ever increasing volume may be established and the purely business phase of the transaction prove entirely satisfactory to all parties concerned.

Charles H. Higgins.

Sunburn Preparations.

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

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

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

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

Arm Pit Deodorizer.

- | | |
|-------------------------|---------|
| Talcum | 8 ozs. |
| Starch | 2 ozs. |
| Oil of Eucalyptus | ½ dr. |
| Thymol | 10 grs. |
| Salicylic Acid | 60 grs. |

Mix the oil, acid and thymol intimately, add the talcum gradually and in divided portions, mixing well after each addition, then incorporate the starch, mix and sift.

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

Foot Powder.

The ordinary old-time foot powder is composed principally of some such base as talc and starch, together with a little boric or salicylic acid. A modification of this old formula is as follows:

- | | |
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| Salicylic Acid | 6 drs. |
| Boric Acid | 3 ozs. |
| Powdered Elm Bark | 1 oz. |
| Powdered Orris | 1 oz. |
| Talc | 36 ozs. |

Oxygen-liberating liquids and powders seem to be in favor for cleansing wounds and feet. A typical formula for such a powder is:

- | | |
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| Sodium Perborate | 3 ozs. |
| Zinc Peroxide | 2 ozs. |
| Talc | 15 ozs. |

Perspiration Deodorizing Cream.

The following formula has been recommended:

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|-------------------------|----------|
| White Wax | 8 ozs. |
| Liquid Petrolatum | 24 ozs. |
| Sodium Borate | 100 grs. |

- | | |
|----------------------|----------|
| Benzoic Acid | 20 grs. |
| Salicylic Acid | 400 grs. |
| Hot Water | 16 ozs. |

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

Mosquito Cones.

1. Powd. Charcoal 16 ozs.
 Nitrate Potassium 2 ozs.
 Carbolic Acid 1½ ozs.
 Insect Powder 8 ozs.
 Tragacanth Mucilage, a sufficient quantity.

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

2. Powd. Charcoal 16 ozs.
 Nitrate Potassium 2 ozs.
 Benzoin 4 ozs.
 Hard Tolu Balsam 2 ozs.
 Insect Powder 4 ozs.
 Tragacanth Mucilage, a sufficient quantity.

Freckles.

- | | |
|--------------------------|-------------|
| Ammoniated Mercury | 4.0 |
| Water | 0.5 |
| White Vaseline | q. s. 100.0 |

Another freckle cream is:
 Precipitated Sulphur 30
 Zinc Oxide 15
 Sweet Almond Oil 30
 Lanolin 25
 Triturate well in a warm mortar.

A liquid preparation is made as follows:
 Zinc Sulphocarbonate 5
 Glycerine q. s. 100
 Perfumes to suit.

Almond Sunburn Lotion.

- | | |
|-----------------------------------|---------|
| Almonds, Blanched | 1 dr. |
| Borax | 20 grs. |
| Tincture Benzoin | 50 min. |
| Orange Flower Water | 3½ ozs. |
| Solution of Hydrogen Perox. | ½ oz. |

Bruise the almonds, dissolve the borax in the orange flower water, and triturate the almonds with successive portions of the latter. Strain through muslin cloth, and add the tincture of benzoin and hydrogen peroxide.

Mosquito Powder.

1. Oil Eucalyptus 1 oz.
 Powdered Talcum 2 ozs.
 Powdered Starch 14 ozs.

This powder is to be rubbed into the exposed parts of the body to prevent the attack of the insect.

2. Oil Pennyroyal 4 ozs.
 Powdered Naphtalin 4 drs.
 Starch 16 drs.

Mix well and sift. This is to be used like the preceding.

Lemon Cold Cream.

- | | |
|------------------------------|----------|
| Cera alb. | |
| White Ceresin, of each | 12 oz. |
| Liquid Petrolatum | 1 gal. |
| Borax | 2 oz. |
| Hot Water | 2½ pints |
| Strained Lemon Juice | 3 oz. |
| Oil of Lemon | 3 oz. |

Oils of neroli and rose (artificial), 60 minims of each; oil soluble yellow, 3 grains.—"B. of Ph."

American Candy Popular.

So sharply have exports of American made confectionery, including chocolate and chewing gum, risen since pre-war times that those for 1925 showed an increase of 208 per cent. over that period. They increased about 20 per cent. in volume and value over similar exports in 1924. According to R. L. Purdon, head of the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce, the 1925 total was the largest of any post-war year since 1919, when exports were generally abnormal.

The United Kingdom again headed the list of foreign buyers of American confectionery last year, that market absorbing more than 5,300,000 pounds. Only a small part of this quantity,

roughly 5 per cent., was chocolate candy. Hard and gum candies predominated in British purchases. Canada, which came third with imports of nearly 2,000,000 pounds, also bought most heavily of hard candy and kinds other than chocolate. Only about 10 per cent. of the total consisted of chocolates.

Cuba, which took second place in the list of customer-countries, with purchases of about 2,275,000 pounds, went in strongly for chocolates. All but about 425,000 pounds of American candy brought into that country last year were chocolates.

The hardest working merchant we ever knew, failed. He never took time off to think.

WHOLESALE DRUG PRICE CURRENT

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

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

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

All kinds of Glass for Building Purposes

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Fenton Davis & Boyle

BONDS EXCLUSIVELY

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GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone 4212

Citizens 4212

Main 656

Congress Building



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

Made and Installed Only by AMERICAN METAL WEATHER STRIP CO. 144 Division Ave., North Citiz. Telephone 51-916 Grand Rapids, Mich.

Summer Specialties

Better Place Your Orders Now For

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

Window Brushes, Window Rubbers, Vacuum Bottles, Etc.

SHERWIN-WILLIAMS PAINTS Complete Line Everything They Make

SPORTING GOODS Baseball, Tennis, Golf Goods—Full Line

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

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

Hazeltine & Perkins Drug Company

Wholesale Only MICHIGAN Manistee Grand Rapids

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 3.—On this day was held the first meeting of creditors in the matter of Cal Wells, Bankrupt No. 2965. The bankrupt was present in person and represented by Linsey, Shivel & Smedley, attorneys. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The referee appointed C. W. Moore, trustee, and placed his bond at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of the Regent Theater Co. of Grand Rapids, Bankrupt No. 2958. The bankrupt corporation was not represented. Corwin & Norcross were present for petitioning creditors. Claims were proved. The Michigan Trust Company was named trustee, and the amount of its bond placed at \$1,000. The first meeting then adjourned to August 16.

On this day also was held the first meeting of creditors in the matter of William A. Ring, Bankrupt No. 2956. The bankrupt was present in person and represented by Dilley, Souter & Dilley. Creditors were present in person and represented by Robert S. Tubbs, attorney. Claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date and if the policies of insurance on the life of the bankrupt have not surrendered value over and above assigned interest the matter will be closed as a case without assets.

On this day also was held the first meeting of creditors in the matter of Henry Rasmussen, Bankrupt No. 2951. The bankrupt was present in person. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of Fred B. Hackett, Bankrupt No. 2964, the funds for the first meeting have been received and such meeting has been called for August 17.

In the matter of Bryan Withers, Bankrupt No. 2966, the funds for the first meeting have been received and such meeting has been called for August 17.

In the matter of D. Norman MacDonald, Bankrupt No. 2967, the first meeting of creditors has been called for August 17.

In the matter of Harry Epstein, Bankrupt No. 2952, the first meeting has been called for August 17.

In the matter of Percy Fritz, Bankrupt No. 2971, the funds for the first meeting have been received and such meeting has been called for August 18.

In the matter of Carl H. Bronn, doing business as Central Shoe Co., Bankrupt No. 2970, the funds for the first meeting have been received and such meeting has been called for August 18.

August 4. On this day was held the final meeting of creditors in the matter of Quincy Branch, doing business as Quincy Branch & Co., Bankrupt No. 2773. The bankrupt was not present or represented. The trustee was not present. Creditors were personally present. Claims were proved and allowed. Notice was given that objections would be filed to the discharge of the bankrupt. An order was made for the payment of expenses of administration and for the declaration and payment of a supplemental first and final dividend to creditors. The amount of the dividend has not been determined and upon the percentage being ascertained note of the amount will be made here.

On this day also was held the final meeting of creditors in the matter of Frank Wolfson, Bankrupt No. 2829. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. Various items of administration expense were considered and approved. An order for the payment of expenses of administration was made and for the declaration and payment of a final dividend to general creditors. The amount of the dividend has not been determined and upon the amount being ascertained note of the same will be given here. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Aug. 4. On this day was held the final meeting of creditors in the matter of Arthur H. Lord, Bankrupt No. 2624. The bankrupt was not present or represented. The trustee was not present. Claims were proved and allowed. Administration bills were approved and ordered paid. No objections were made to the discharge of the bankrupt. A first and final dividend to creditors was ordered paid, the amount of which has not been determined. When the amount of the dividend is determined note of the same will be made here.

On this day also was held the final meeting of creditors in the matter of Elsie L. Gilmore, Bankrupt No. 2846. The bankrupt was not present or represented.

The trustee was not present. Claims were proved and allowed. No objections were made to the discharge of the bankrupt. An order was made for the payment of expenses of administration as far as the funds on hand would permit. There will be no dividends for general creditors. The meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Aug. 5. On this day was held the first meeting of creditors in the matter of W. R. Goode, Bankrupt No. 2948. The bankrupt was present in person and by attorneys Patchin & Duncan. Petitioning creditors were present by Corwin & Norcross. Thomas D. Meggison was present for a secured creditor. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter in attendance. Ward B. Connine, of Traverse City, was named trustee, and his bond placed by the creditors at \$5,000. The first meeting of creditors then adjourned without date.

On this day also was held the first meeting of creditors in the matter of John J. Karpienia, Bankrupt No. 2959. The bankrupt was present in person and represented by Rodgers & Rodgers, attorneys for the bankrupt, and Boltwood & Boltwood and Travis, Merrick, Warner & Johnson were present for creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore was elected trustee and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Shupp & Andrus, etc., Bankrupt No. 2963. The bankrupts were present in person. Jewell, Face & Messinger and Jackson, Fitzgerald & Dalm were present for creditors. Certain creditors were present in person. Claims were proved and allowed. C. W. Moore was elected trustee and his bond placed at \$3,000. The meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Patrick Donahoe, Bankrupt No. 2962. The bankrupt was present in person and represented by Jackson, Fitzgerald & Dalm, attorneys. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court.

Aug. 6. We have to-day received the schedules, order of reference and adjudication in the matter of Chester Robertson, Bankrupt No. 2972. 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 \$369.65. 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:

Table listing creditors for Chester Robertson, Bankrupt No. 2972, including Mentor Stores, Grand Rapids (\$29.00), Thompson Lockerby Co., Grand Rapids (72.00), Industrial Mortgage & Investment Co., Grand Rapids (75.00), Perkins & Waters, Grand Rapids (85.00), Federated Agency, Grand Rapids (77.75), Mr. Green, Grand Rapids (30.00).

Aug. 6. We have to-day received the schedules, order of reference and adjudication in the matter of Murry T. Kepler, Bankrupt No. 2974. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor and his occupation is that of a laborer. The schedules show assets of \$450 of which the full interest is claimed as exempt, with liabilities of \$1,125.10. 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:

Table listing creditors for Murry T. Kepler, Bankrupt No. 2974, including W. S. Watt & Co., Benton Harbor (\$435.00), J. W. Lucas & Co., Benton Harbor (9.50), Dr. P. G. Hanna, St. Joseph (20.00), Commercial National Bank, St. Joseph (250.00), Joe Burns, Eau Claire (75.00), G. B. Scheler, Benton Harbor (75.00), H. C. Bookwalter, Sodus (89.35), Eau Claire Bank, Eau Claire (150.00), Shierk & Shierk, Benton Harbor (16.00).

We have to-day received the schedules, order of reference and adjudication in the matter of Adelbert G. Cusser, Bankrupt No. 2973. 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 merchant. The schedules show assets of \$4,100, of which \$500 is claimed as exempt, with liabilities of \$7,618.49. The first meeting will be called promptly and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table listing creditors for Adelbert G. Cusser, Bankrupt No. 2973, including City of Grand Rapids (unknown), Samuel Friedman, Grand Rapids (\$480.00), Fierst & Azelbaum, New York (\$21.97), G. R. Savins Bank, Grand Rapids (2,000.00), Industrial Bank, Grand Rapids (1,375.00).

Table listing creditors for Adelbert G. Cusser, Bankrupt No. 2973, including Press, Grand Rapids (97.50), Herald, Grand Rapids (94.40), Reliance Press, Grand Rapids (47.50), Wilma Cusser, Grand Rapids (180.00), U. S. Rubber Co., Chicago (76.48), Kiddie Togs Co., Cleveland (129.11), Israel-Goldberg Co., Cleveland (36.75), Jackie Kothas, Inc., New York (238.00), Lauer Mfg. Co., New York (189.25), Kal. Pant Co., Kalamazoo (191.00), Sheurman Bros., Des Moines, Ia. (57.00), Master Shirt & Blouse Co., Philadelphia (219.88), Kaynee Co., Cleveland (74.56), Pioneer Suspender Co., Philadelphia (32.00), Doniger Bros., New York (254.20), Sackman, New York (57.33), Hand Knit Hosiery Co., Shelbysgan, Wis. (57.50), Goodnight Robe Co., New York (150.00), Fenway Knitting Co., Warkfield, Mass. (56.00), Ganter & Mattern Co., San Francisco (104.26), M. P. Cohen Co., New York (174.86), Keller Knitting Co., Cleveland (226.52), Levy Strauss Co., Frankfurt (160.54), Varsity Underwear Co., Baltimore (36.88).

Table listing creditors for Adelbert G. Cusser, Bankrupt No. 2973, including Industrial Mortgage & Investment Co., Grand Rapids (\$75.00), Chas. Trankia & Co., Grand Rapids (16.78), Herpolsheimer Co., Grand Rapids (38.44), Paul Sketete & Sons, Grand Rapids (63.70), Pope & Heyboer, Grand Rapids (10.25), Arthur F. Crabb, Grand Rapids (5.50), Edwin C. Beebe, Grand Rapids (7.25), Chandler Motor Sales Co., Grand Rapids (24.02), R. C. Sackett, Grand Rapids (185.21), G. B. Battery Shop, Grand Rapids (15.50), Bennett Fuel & Ice Co., Grand Rapids (20.50), Security Storage & Transfer Co., Grand Rapids (3.50), Enterprise Elec. Co., Grand Rapids (1.40), Hoelzley Market, Grand Rapids (139.75), Daane & Witters Co., Grand Rapids (31.51), J. K. Thomson, Grand Rapids (24.00), Forbes & Belknap, Grand Rapids (21.00), Costlow's Clothing Co., Grand Rapids (10.00), Powers-Tyson Ptg. Co., Grand Rapids (113.26), Industrial Bank, Grand Rapids (320.00), Consumers Ice Co., Grand Rapids (3.67), G. R. Gas Light Co., Grand Rapids (3.75), Mich. Bell Tel. Co., Grand Rapids (8.04), Chandler Motor Sales Co., Grand Rapids (725.00), Berns Tire Shop, Grand Rapids (5.00), Dr. Warren, Grand Rapids (30.00), Young & Chaffee Furn. Co., Grand Rapids (18.75).

Aug. 6. We have to-day received the schedules, order of reference and adjudication in the matter of Nicholas Heyns, Bankrupt No. 2975. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$5,339.86, of which \$500 is claimed as exempt, with liabilities of \$8,050. 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:

Table listing creditors for Nicholas Heyns, Bankrupt No. 2975, including Wm. Heyns, Grand Rapids (\$1,000.00), General Motor Acceptance Co. (90.00), Martin Meester, Lansing, Ill. (1,000.00), G. R. Savings Bank, Grand Rapids (5,750.00), Industrial Bank, Grand Rapids (210.00).

We have to-day received the schedules, order of reference and adjudication in the matter of Deo. R. Scott, Bankrupt No. 2977. 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 laborer and lumber salesman. The schedules show assets of \$1,214, of which \$260 is claimed as exempt, with liabilities of \$1,607.15. The court has written for funds, and upon receipt of the same, the first meeting will be called, and note of the same made herein. The list of creditors of said bankrupt are as follows:

Table listing creditors for Deo. R. Scott, Bankrupt No. 2977, including A. M. Carpenter, Kalamazoo (\$28.22), Costlow's Clothing Co., Kalamazoo (52.00), First National Bank, Kalamazoo (738.00), Grove Dairy Co., Kalamazoo (36.00), Ray T. Parfet, Kalamazoo (207.00), Kalamazoo Citizens Loan & Investment Co., Kalamazoo (225.00), H. Kruijzen, Kalamazoo (135.00), Hapert Tire Co., Kalamazoo (1.43), S. C. McQueen, Kalamazoo (30.00), Doctor Nibbellink, Kalamazoo (18.00), Glenn Triestram Drug Co., Kalamazoo (3.50), Wilson & Danes, Kalamazoo (125.00), P. J. Weeninks, Kalamazoo (8.00).

Country Store Chain Planned by Ward & Co.

An experiment in super mail order salesmanship destined, if successful, to add large volumes of trade to the already increasing business of Montgomery Ward & Co. was announced last night by Theodore F. Merceles, president of the corporation.

Should the experiment come up to the expectations of its sponsors the plan will virtually throw the company into the establishment of a chain store system with branches in a thousand or more country towns and villages.

The first step in the experiment will be the opening of a merchandise display room on Aug. 14 in Marysville, Kans. This will be followed immediately with the opening of similar establishments in five other country hamlets. The initial purpose is to effect a direct personal contact with the customer which heretofore has never been attempted.

There will be a wide assortment of articles on display including farm implements, hardware, house furnishings, furniture, fencing, stoves and automobile supplies. Various motor car accessories including batteries, inner tubes and tires will be carried in stock for immediate delivery while the other merchandise will be on display with the idea of permitting the customer to examine the goods and judge the quality before ordering by mail. Should the plan prove successful it is probable the company will extend its stock for immediate delivery to an assortment of stock originally carried for exhibition purposes.

"This experiment may show a new way of extending our mail order business," said Mr. Merceles in connection with his formal announcement. "Certainly the opportunity to talk with our customers and get their criticisms and advice would be of great help in the selection of our merchandise and improving our service to our customers."

Shoe Sales Are Fairly Active.

Business in the local wholesale shoe district is fairly good at the moment. Retailers are beginning to cover their September requirements in an active way, and that month in the East is one of the best of the year with the retail trade. Fancy shoes continue to dominate the purchases of women's footwear, much of this fanciness being supplied by trimmings of reptile and other novelty leathers. Fancy oxfords for women are moving freely. In men's merchandise the active sale of black shoes is one of the features. If the month continues the way it has started, a tidy volume of business will be done by the wholesalers.

Parental Indulgence.

Eloping Bride—Here's a telegram from father! Bridegroom (eagerly)—What does the old chap say? "Do not come home and all will be forgiven."

She Knew.

"Where are you going, daughter?" "Down stairs to get some water." "In your night gown?" "No, in this pitcher."

The optimist is the fellow who takes the cold water thrown upon his proposition, heats it with enthusiasm, makes steam and pushes ahead.

Cheaper Meat Cuts.

The disposal of so-called cheaper meat cuts has always been a problem for retailers. Even in sections where affluence is absent a constant demand exists for steaks and chops with a strong week-end preference for roasts from the more expensive sections of the carcass. In the better residential sections it is considered almost impossible to sell forequarter meat, except oven roasts. Convenience, no doubt, is a deciding factor in this problem, and time devoted to preparing the meal is another strong influence. But the constant demand for these special cuts has forced their values up until such cuts of meat as lamb chops, first cut rib roasts and porterhouse steak may well be classed luxuries. The lack of attention given to the less popular cuts has forced their values down in relation to the advance of those more popular. The retailer in the exclusive section is forced to buy special cuts at relatively high prices to satisfy his customers. So it is not surprising that when high meat prices are discussed almost invariably the choicer cut prices are mentioned to illustrate the point at issue. In sections where whole carcasses are bought the retailer is interested in his average return rather than in what he receives for special cuts. If he finds a fair demand for chuck steaks, pot roasts, stewing meat, soup meat, etc., he can secure a fair price for it and it is not necessary for him to demand so much for the choice cuts. In other words, he can sell the carcass on a narrower price range than he otherwise could. When this is so a housewife can purchase a sirloin or porterhouse steak or similar cut for special occasions or at irregular intervals without feeling she is spending more than she can afford. There is a world of benefit to be found in a variety of meat cuts. Lower priced cuts possess practically the same nutritive value as the higher cost meat, and when properly cooked fully as much flavor and palatability. It requires somewhat longer time for preparation and perhaps a more comprehensive study of cooking, but the results to be obtained will pay the extra time and trouble.

Humor Has Its Rightful Place in Sales Contacts.

The funny salesman or the salesman who depends on the telling of funny stories for his success has long since gone into the discard. Nevertheless, there is a place for proper humor in sales conversations and sales contacts. A salesmanager tells about it as follows:

"Sticking strictly to business is a good plan for any salesman to follow, but don't forget that a little humor now and then is relished by the best of men. One of the unwritten rules in selling is never to argue religion or politics. That goes, even if you are on the best of terms with a customer.

"No one can dispute the value of a smile when dealing with a prospect; a smile suggests cheerfulness and cheerfulness suggests a complete confidence in oneself and one's goods. So there is some sound psychology in the smiling approach. From then on it is a

matter of getting down to business, but if during the course of the interview you can get the prospect to smile or laugh so much the better.

"An incident at a recent automobile show: A young lady after spending several hours looking over various makes of cars was still unable to make up her mind which one to buy. A salesman representing a smart little two-seater had her in hand, but he sensed he had a tough problem to handle; her mind was so confused with the many technicalities she had had thrown at her by the salesmen for other makes of cars. It was evident that she liked the two-seater and she finally asked, 'Has it got every modern improvement?'

"'Everything, madam,' he responded gallantly. 'The only thing it lacks is a beautiful owner.'

"He sold it. Humor at the right moment did it."

To Show Only Staples at First.

The general tendency to go slow in offering women's wear fabrics for Spring is shown by the announcement of one of the leading producers that it will confine its first showing to such staples as poret sheens and twills. On such fabrics, it is felt, the mills can go ahead safely at this time, but it is a different story when general lines, particularly ones of a novelty character, are considered. With much business yet to be placed in fabrics for the coming Fall season, the mills fail to see what can be accomplished by general Spring openings now. It is pointed out, in support of this position, that the cutters-up, probably more than ever before, are now adhering to the policy of covering their requirements as closely as possible to the time of selling the finished garments.

More Orders For Fall Neckwear.

Additional orders for men's Fall neckwear are reaching wholesalers, and the indications are that much of the delayed buying by retailers will be done within the next few weeks. Reports in the market here agree that for the most part the retail turnover of this merchandise during the Spring and early Summer was good and that there is not likely to be any disturbing carryover into the Fall. While there is still a marked tendency toward bright shades in ties for next season, the color effects have been toned down considerably when compared with last Fall and the early Spring. Bias stripes and small figured effects dominate in the patterns of cut silk merchandise, while in the knitted silk ties the trend is strongly toward ornate all-over jacquard designs.

Spanish Styles in Furniture.

Spanish styles dominate in the better grades of furniture, they being featured in dining and bedroom sets and occasional single pieces. In the woods used for this merchandise, rosewood and satinwood in novelty finishes are favored most. In popular-priced merchandise, which has received the bulk of the recent demand, walnut and combination woods continue to lead. In parlor sets the call for mohair upholstery continues strong, but there

is said to be increasing interest in sets featuring new imported pile brocades. Gay colors are the rule in the cushions. Particular favor is accorded mulberry and green, with taupe the preferred shade for the rest of the set. Buyers are operating very cautiously.

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—5 & 10c store and over good location and good business. Owner wants to leave town. Address No. 342, c/o Michigan Tradesman. 343

For Sale—Country store on M-54, post office in connection, doing a good net business per year. Cash or terms. Address Postmaster, Brohman, Mich. 344

WILL SELL OR EXCHANGE—Farm for grocery or rooming house. C. Jaquish, McBrides, Mich. 345

WHOLESALE AND RETAIL GASOLINE BUSINESS FOR SALE—One of the finest stations in Michigan, doing 200,000 gallons gasoline business a season. Business this year double over last, with chance for business to double next year. Address No. 346, c/o Michigan Tradesman, and owners will give all particulars. 346

FOR SALE—Hardware stock which will inventory about \$5,000. Building 40x40. Living rooms above. Ill health and must sell. Will allow a discount on goods on shelves. Freight allowed also. Business has been picking up this season on both hardware and implements. Address No. 347, c/o Michigan Tradesman. 347

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—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

FIRE AND BURGLAR PROOF

SAFES

GRAND RAPIDS SAFE CO.

Tradesman Building

Pay spot cash for clothing and furnishings 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 LEVINSON, Saginaw, Mich.

ARE YOU SELLING OUT?

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

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Nothing as Durable
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Warm in Winter—Cool in Summer
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GRANDE BRICK CO.,
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SAGINAW BRICK CO.,
Saginaw.
JACKSON-LANSING BRICK CO.,
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- 5 lb.,
- 1 lb.,
- 1/2 lb.,
- 1/4 lb.,
- Pkgs.

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FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

Tradesman Building

Does the Grocery Trade Want Price Protection?

The most interesting thing which came out of the New York State Retail Grocers' "Silver Jubilee" convention in New York City last week—in its broader interests for the trade—was the announcement of a complete change of front on the part of the friends of price maintenance.

For many years—perhaps twenty or more—the friends of protected prices have concentrated their battling for legalizing the principle upon Congress. From time to time there has been the Stephens bill, then the Stevens bill, then the Kelley bill and latterly the Capper-Kelley bill; all much alike and all aiming at the same end. They have been debated and all have failed of enactment.

On the one side lawmakers were afraid to permit anything that might tend to uphold prices, lest someone might accuse them of encouraging a "food trust." More likely they accepted the situation as an opportunity to crucify the grocer and specialty manufacturer on the cross of the high cost of living for the glorification of some Pilate politician seeking his own re-election or political preferment.

On the other hand, all these measures became so hedged about with plans for inspection of costs and profits and regulation by officials, that it presented to the grocery trade paternalistic phases which were worse in their consequences and more hobbling of free action than even the destruction of price cutting.

And in the end friends of price protection preferred the woes of which they knew to those they only apprehended. The last struggle, on the Capper-Kelley bill, proved the worst of all fiascoes of the so-called "Fair Trade League," and all hands were pretty well designated.

And now comes no less ardent a champion of price maintenance than Charles Wesley Dunn, counsel of the Specialty Manufacturers' Association, urging that Congress be allowed to "go hang" and that instead the friends of price protection endeavor to modify State legislation in the several states so as to permit price regulation by owners of specialties through agreement with their distributors, and then bring the various state laws into uniform agreement.

Mr. Dunn outlined the New York State Donnelly Act, for instance, to show that in all its interpretations by the higher courts it has never been found antagonistic to reasonable protection of competitive conditions on specialties or their sale. In fact, he finds that most of the things sought by price maintenance legislation are legal in the Empire State. Further, if farmers could be exempted from the operation of the anti-trust laws—as they were in New York—why might not specialties, he argues.

So he recommended that the retailers lay off Federal legislation and get busy in their own State. He believed that such a law would cover 95 per cent. of the transactions in the grocery trade—or could be made to by manufacturers setting up their sales

offices within the State. The same could be done by similar legislation and selling policies in other States. All transactions would be wholly intrastate and therefore independent of the Federal laws.

Coming from as important and significant a source as Mr. Dunn, this evidently means that manufacturers have changed their front. He asked the retailers to join, and they did so unanimously, even retaining Mr. Dunn as their counsel in the matter. In all probability other organizations interested in the plan will join in the new idea and next fall the new line of battle will be formed.

In the discussion, however, there cropped out a phase of development which has already been referred to in the Tradesman, to the effect some of the people who believe in price maintenance are not convinced that any such law is wholly desirable. All hands want to get protection against the price cutter, but in some phases of trade practice it occasionally turns out that one wants to be a price cutter himself.

For instance, the average retail grocer has learned that he can and often does beat the chain store at its own game of offering "drive bargains," which are a less offensive name for cut price campaigns. They have found that they can on a given day make price concessions that really bring in trade and can offer the chain stores effective competition. Manufacturers and jobbers have in many places been working with them to reduce prices temporarily for such advertising drives. A price maintenance law would probably prevent such recourse—at least if it was framed on the basis of the Capper-Kelley bill. A straight exempting law might work out more freely.

And again, manufacturers are not as enthusiastic as formerly for such a law. They feel that if the law permitted them to protect prices their distributors would compel them to. And they may not always want to.

After all, just how much does a manufacturer care what the distributor does with his goods if his playful tactics do not destroy their popularity in the channels of trade? The more goods the cut-price cutter sells the more the manufacturer must make and the better are they introduced. Cut price drives have a real advertising value for the manufacturer oftentimes.

So with this changed front on the part of retailers, manufacturers, and now on the part of legislation, the question of price maintenance takes on a brand new lease of life.

An Illusion of Youth.

When a young person comes to the realization that he must work for a living, and that if he ever is to enjoy the comforts and luxuries he sees possessed by others around him they must come as a result of his own efforts, the happiness he desires seems to be a long way off. Then he is likely to harbor a belief that comforts and luxuries mean happiness, and that work is a hateful condition of his life. The first of these beliefs is an illusion as

many a rich man knows, and the second is a delusion, as he presently learns when he gets into a vocation adapted to his particular talent.

Work is the great cure for men. Luxury is corroding when it has not been earned, and idleness the greatest true source of discontent. The young man who goes out in health to earn his living by his hands, his muscles, his thought, or all of them together may find his job irksome at first, but soon happiness comes to him, and the joy of service, when he finds himself of use in the world. He gets the habit of industry, increases his efficiency, and the world becomes a bright place in which to live.

Then, if to his industry he adds thrift another great joy comes to him—accumulation. It never comes to those who spend all they earn. But for those who save, and see their resources increase by saving, the sun shines on cloudy days and the illusion that only those who do not have to work for a living are fortunate, fades away. He has made a man of himself by honorable work and comes to know "an honest man's the noblest work of God."

Finds Apprentices are Needed in Industry.

The apprentice has a long history behind him but the Department of Manufacture of the Chamber of Commerce of the United States finds that he does not belong only to the past. It is of the opinion, on the contrary, that apprenticeship is more important to American industry than it has ever been before.

"But," it adds, "it must be adjusted to meet modern and changing conditions. Practical and logical plans are available for meeting these conditions. In order to be mutually successful, apprenticeship must produce results for both the employer and the apprentice."

The results of a survey of apprentice training are embodied in a report issued by the National Chamber, which analyzes the methods followed by many of the large corporations and plans applicable to small as well as large business institutions and industrial communities.

Most manufacturers, the Department concludes, believe in the general policy of apprentice training, although they may differ greatly on methods. They realize that apprenticeship in practically every form supplies a reservoir from which to fill vacancies in the supervisory force. It produces dependable, efficient and capable workmen, reduces labor turnover, supplies skilled artisans needed because of restricted immigration and produces men who are more valuable to themselves as well as to their employers.

Forty-nine Order Takers and One Salesman.

If salesmanship consists merely in giving the customer what he asks for without attempting to sell him other things for which he may have just as much need and be equally willing to buy, then a nickel-in-the-slot machine is a good salesman.

An experiment conducted recently

by the sales manager of the Fleischmann Yeast Co. is interesting in this connection. He gave fifty women five dollars each and told them to go to fifty different grocery stores and purchase one article—a loaf of bread, a package of breakfast food, sugar, coffee, or canned goods. If the clerk, having given them the articles asked for, failed to call some other article to their attention they were instructed to leave the store with their one purchase; but if the clerk suggested something else they were told to buy that also and to continue to buy as long as other goods were brought to their attention and the five dollars lasted.

Forty-nine of these women returned with only one purchase each and the other came back with several purchases but with more than three dollars of the original five still in her purse.

The next time a customer comes into your store try to sell him something besides the thing he asks for. Selling two articles to each customer instead of one is the easiest way of doubling the business.

Poem.

The shades of night were falling fast
When for a kiss he asked her.
She must have answered "yes" because
The shades came down still faster.

Aromatic Vinegar.

Gum camphor, 1 oz.; oil cloves, 1 dr.; oil cedrat, 40 gr.; oil lavender, 40 gr.; oil bergamot, 20 gr.; oil thyme, 20 gr.; oil cinnamon, 10 gr.; acetic acid (glacial), ½ lb. Mix.

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Lines Via Holland

LEAVE GRAND RAPIDS
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WITH CONSOLIDATED RAILROAD TICKET OFFICE

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Representing the

**MICHIGAN MILLERS MUTUAL
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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

White House COFFEE

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

DWINELL-WRIGHT CO.
Boston Chicago Portsmouth, Va.

LEE & CADY
Wholesale Distributors for Michigan Lower Peninsula

*The Flavor is
Roasted In!*

Nucoa

"The Food of the Future"

is so well known for its healthfulness, flavor and economy that particular housewives know and demand Nucoa. Grocers know and recommend it.

Don't miss the full page "Saturday Evening Post" ad of August 21st. Your customers won't.



THE BEST FOODS, INC.

New York

Chicago

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You Can Call
FLINT
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 ----- 70c
"Particular Person" call ---- 90c

NIGHT
AFTER 8:30 P. M.
"Anyone" call ----- 35c
"Particular Person" call ---- 90c

"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.



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One System One Policy Universal Service

Speed Up Sales

by featuring properly
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The manufacturers are creating the demand and saving your time through their advertising.

You realize maximum profit with a minimum of effort in selling

K C Baking Powder

Same Price
for over 35 years

25 ounces for 25c

Your customers know it is a *quality* product—that the price is *right*. Why ask them to pay War Profits?

It's up to you to show them that you have it.

Millions of Pounds Used
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