

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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EST. 1883

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 25, 1926

Number 2240



The Winds of Fate

*One ship drives East and another drives West
With the selfsame winds that blow.*

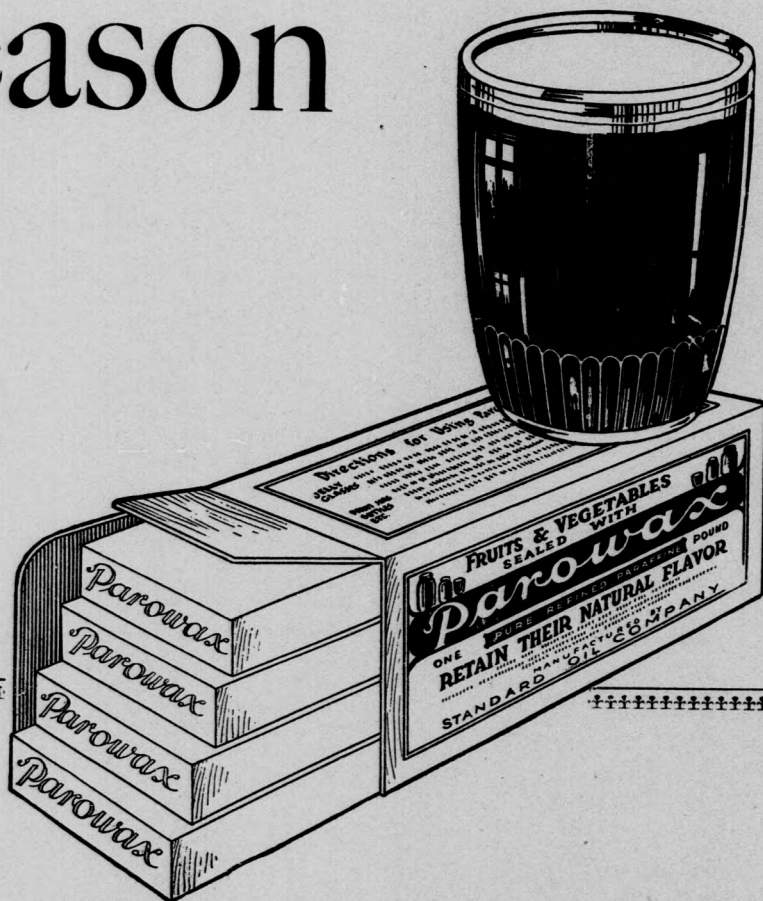
*'Tis the set of the sails,
And not the gales,
Which tell us the way to go.*

*Like the winds of the sea are the ways of fate:
As we journey along through life,*

*'Tis the set of a soul
That decides a goal,
And not the calm or the strife.*

ELLA WHEELER WILCOX

Parowax Season



THIS IS PAROWAX SEASON — the time of year when Parowax sales run the largest. For the housewives of the Middle West know that nothing else protects their preserves from mold and fermentation like an air tight seal of Parowax.

This year, the sale of Parowax is larger than ever before. Each year there is an increase in the number of women who use this modern way of preventing their preserves from spoiling.

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Standard Oil Company
[Indiana]

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Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 25, 1926

Number 2240

MICHIGAN TRADESMAN

(Unlike any other paper.)

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Published Weekly By

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Grand Rapids

E. A. STOWE, Editor.

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THE UNINTERESTED WEST.

There is, or was, a plan to raise \$100,000,000 from bankers, insurance companies and mortgage-loan concerns to finance farm co-operatives and thereby soothe farm unrest. The corn belt is not impressed thereby. It does not appeal to the price-fixer, and Western reactions are about as expected.

The corn belt committee is the general headquarters of farm revolt. Its chairman is William Hirth of Columbia, Mo., who speaks its mind about the proposed plan when he charges its real purpose is—

to supply a political soothing syrup that will tide the Republican party past the November elections rather than to deal fairly with this great question. Time and again the farm leaders have stated that what the farmers need is not a chance to go further into debt, but a price for their commodities that will enable them to pay off a part of the enormous debt they already owe. Since the close of the war farm values have shrunk to \$20,000,000,000, while the farm-mortgage debt has increased to the extent of \$8,000,000,000, and to throw an extra \$100,000,000 into the ravenous jaws of the situation would be like pouring water into a rathole.

The Missourian may mix his metaphors, jangle his facts and tangle his figures, but his meaning is plain. The farmer is no longer interested in loans and but little interested in co-operatives—he does want prices fixed, and that is what is wrong in the corn belt, where anything is wrong.

This same corn belt committee has it all figured out how the average Mid-West farmer gets a gross average income of only \$2548.40 a year, while his gross operating expenses are \$4646.-68. Therefore, his net loss is \$2120 a year. Furthermore, somebody must make good that loss.

Economically, the \$100,000,000 plan may or may not be sound. Politically, it is not worth a pewter dime. If the Administration wants to please the

corn belt committee, let it make arrangements to take from the consumer and taxpayer enough money to give \$2120 to each "average Mid-West farmer." Then it may have a real remedy. Nothing else will satisfy and there is no saying how long even this would keep the peace in the corn belt.

CONDITIONS IN COTTON.

Every little bit of rainfall that occurred in the growing districts served as a pretext for depressing cotton prices during the past week. This would not have been the case had there been any fairly fixed view as to the probable size of the crop. The yield was officially estimated, according to appearances on Aug. 1, at over 15,600,000 bales. The next estimate is to be issued at noon tomorrow and may show a greater or lesser total. Whatever the amount may be, however, it is conceded that there will be plenty of cotton available for all purposes, foreign and domestic, the carry over of 3,500,000 helping to assure this. If growing conditions continue favorable during this month and next, there is even the possibility of a record crop. This would mean 15 cent cotton. In Great Britain the spinners of yarns from American cotton have been dissatisfied for a long time because they were doing business at a loss. They have finally entered into an agreement to establish minimum prices which shall show a profit, and have bound themselves under a penalty to abide by the agreement. British makers of cotton piece goods would like to do the same, as much of their export business has been conducted at a loss simply to keep their foreign markets. In the local market trading in gray goods during the week was rather spotty, being influenced somewhat by the nearness of the Government's cotton estimate. There was a little softening in prices, but the quantities of goods disposed of were not large. Most of the sales were of spots or for nearby delivery. Some openings for wash goods for Spring occurred during the week. The offerings emphasize especially the finer fabrics calling for prices as high as a dollar a yard at wholesale. Belated sales of heavyweight underwear are still reported and some difficulty in getting deliveries may yet appear. Certain lines of hosiery are said to be moving well.

VAST SUMS FOR CHARITY.

Concrete evidence that the Nation's faith in the effectiveness of religion is profound is found in a compilation of contributions given last year to the leading denominations. According to an estimate by Dr. Luther E. Lovejoy, president of the United Stewardship Council of the Churches of Christ

in the United States and Canada, church workers contributed a total of \$648,000,000, of which Protestant groups gave \$363,600,000 and Catholic congregations \$168,000,000. Jews gave \$18,500,000 and miscellaneous organizations \$10,500,000. Much of this money was devoted to charitable purposes, including domestic and foreign missionary service. This generosity attests the constantly increasing power of spirituality as that force is applied to the everyday tasks of the church in the modern world.

If an ounce of prevention is worth a pound of cure, even when the cure works, how inestimably valuable it must be when there is no cure. This is precisely the situation with reference to nobody knows how many cases of blindness. Only recently has it been realized that many men and women who to-day are hopelessly blind might have escaped this dread misfortune if in childhood they could have attended a sight-saving class such as those that are gradually being established in this country. The progress of this agency—as important economically as appealing in a humanitarian way—is all too slow. Mrs. Winifred Hathaway, who is associate director of the National Committee for the Prevention of Blindness and who is credited with having brought this matter to the attention of a larger number of persons in this country than anybody else, points out that there are only 250 sight-saving classes in the United States, when there should be 5000 or more. Multitudes of children who have only partial vision are being sent to schools for the blind or are being deprived of education entirely because of their inability to keep up with the regular school classes. Here is another bit of evidence tending to show that we have hardly begun to grapple with the problem of education.

It takes all kinds of people to make a world. Some of them devote themselves to swimming the English Channel, others to mountain climbing or orchid hunting, polar expeditions or deep-sea diving. There are "desert rats" who never are happy unless they are knee-deep in hot sand. Then there are folks who have a yearning to sail across the Atlantic in such a ship as the Vikings used when they sailed to Greenland and others who want to sail around the world in a sail-rigged rowboat. One of these is about to set forth from New York City in a twenty-two footer. Maybe he will make it. Maybe he will not. Maybe it will take him three years. Maybe longer. He will be as lonely as a mountain hermit and lonelier than a sheep herder. There are people who are like that.

New State Park Now Ready For Resorters.

Boyer City, Aug. 24—Boyer City for many years has been advertising and bragging about the Young State Park. The original plat was given by Von Platon & Young, and to complete the site the Chamber of Commerce turned to and bought fifteen acres to bring the land out to the Boyer City-Charlevoix road. W. H. White was the moving factor in getting the original plat donated. After the State took over the site Mr. Kukerski was sent here to lay it out, because of the lay of the land and the diversity of the timber growing on the three terraces which rise gradually from Pine Lake. He made the road leading in and out to follow the bluffs. Each terrace is characterized by a different type of timber and the roads display to good advantage this characteristic. In a direct line from the high road to the lake it is a half mile, but by the park road, it is one and one-fourth miles in and one and one-half miles out, a total of almost three miles; and every rod is interesting and different.

When the park was opened, only the road into the beach was built. It has served the purpose after a manner, but it was never designed for a two-way road and the beauty of it was spoiled for the motorist because of its narrowness and sharp curves. Mighty interesting for all hands, especially the driver, but not conducive to the full enjoyment of the scenery.

This defect has been remedied. The road, which has been graded for many years, has at last been completed and last Sunday the host gathered to celebrate the event, so, that now our friends who come to take advantage of the unequalled attractions of the Young State park can drive in and out, admire the beauty of the driver and not have their hearts turning summersaults every few rods.

We are mightily pleased that this improvement has been put through and we appreciate the help of the State Park superintendent in giving us this relief, where so many other places are clamoring for money. While the park is not by any means complete, this is one of the most important and will contribute very much to making it still more popular.

Of course, those who want to go to nowhere in an awful hurry kick about the distance, but, fortunately the timber is so thick that cross trails are impossible or the place would look like a lot of rabbit runs in a swamp, as is exemplified at the entrance, an old meadow, where they have cut across until the effect is spoiled, with a net gain in distance of about two rods in a quarter of a mile.

Come up and see our new park.
Charles T. McCutcheon.

Mt. Pleasant—James Maxwell succeeds the C. & W. Cash Store in business.

Howell—P. T. Murningham succeeds B. W. Harford in the grocery business.

To have your eyes fixed on a job and fail to land it is not half so disgraceful as to lack the ambition to try for the job higher up. Failure may be due to things and conditions which may be overcome next time. Try again.

THE DECLINE OF LIFE.

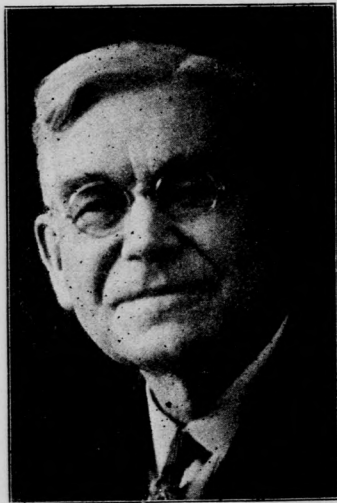
Preparations We Should All Make For That Period.

Written for the Tradesman.

A number of years ago while convalescing from a serious illness certain visions of life flitted before me with such reality and they seemed to me to be so worth while, some of them, that as I was propped up by fluffy pillows on my bed I asked for a pad and pencil and jotted some of them down and later turned them over to the editor of the Tradesman.

As a matter of friendship and confidence he thought it worth while to reproduce the notes in the columns of the Tradesman. To my utter astonishment I received more complimentary words from good friends concerning this contribution than for any other I ever turned over to the kindly offices of the Tradesman.

Now that I am again experiencing similar physical difficulties and I am on the mend, I recall with sincere pleasure and gratitude certain visions which have come to me during this



Charles W. Garfield.

illness which have to do with certain responsibilities in life and which, perhaps, were emphasized in my mind because of the physical disability.

It is, perhaps, an error to turn over a second time this type of observation to my friend, the editor of the Tradesman, but he will know whether it is wise to take into confidence other friends in any possible publicity that may be given my observations.

You know the story of Pericles in his masterful defense of Aspasia that he accompanied his wonderful pronouncements by a display of emotion. His old teacher, Socrates, in commenting upon it to Pericles, said, "Pericles wept and it was wonderful, but let him never repeat it." A wise teacher might advise me in a similar way concerning a second review of impressions made upon a mind during a period when life was at ebb-tide.

Most of our dreams at such times are poor stuff, but occasionally a thought comes to us which carries with it a responsibility which we are glad afterward to recall and act upon.

While watching the movements of an accomplished nurse and noting her

observations with regard to the preparations for sickness which had been made in our household, I recalled how little attention most people give to making plans for the inevitable sickness and death which comes to every family circle.

In spite of the philosophy of our good friends, the Christian Scientists, sickness is very real and death is inevitable. Death is as natural as birth. It is a part of the eternal plan and we do well to consider it with the same intelligent thought that we give to any important processes connected with living in this world.

I recall in my experiences the building of many houses in which the carrying in and out of a casket was utterly impracticable without despoiling the architecture of the building. As long as death is inevitable, why should people neglect to think about these practical affairs and thus avoid unnecessary anxiety or trouble on the part of the living?

The same thing is true in connection with the home accompaniments. We fill our houses with attractive things which will give us happiness when we are in the enjoyment of good health and we refuse so often in these acquirements to remember that sick days will come, when life is at ebb-tide, and preparations for events of this character are neglected.

As I lie in bed with all the comforts about me and the kindly attentions of thoughtful friends, I know how important is the tint of the walls, the character of the pictures which adorn them and what a delight it is to have windows in abundance, opening out upon beautiful landscapes which are restful and health giving.

Why not think of all these things in advance of illness which is sure to come and really have joy in making preparations that shall not only relieve anxieties of those in attendance but materially add to the skill of physicians and nurses in restoring good health? There are so many little things which can be arranged in advance which are wonderfully helpful in the care of the sick and in the restoration of good health.

In all these thoughts of proper and wise preparations for these exigences of life I have little sympathy with the theological pronouncements that find expression in such phrases as "Prepare to meet thy God" and "Accept salvation lest ye die in your sins," but I do emphasize in my mind the things which soften anguish and in the presence of illness and death add to the comforts of living and reduce friction and anxiety to their lowest terms.

A friend of mine having a considerable estate refused during his lifetime to think of death and its exigences and expended his energies in the acquirement of substance and in the reception and conveyance of happiness, utterly neglectful of what might occur if he should be suddenly taken away. He died without a will and those who knew him well and understood his wishes with regard to his material possessions were greatly grieved that, through this positive neglect, the ideas which he cherished could not be in any way fulfilled because of his unwilling-

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ness to face the inevitable and plan for those who should succeed him.

Another instance comes to my mind of a dear friend and his wife who not only gave serious attention to matters which should arise following the death of either of them, but they carefully planned having in mind that both of them might be taken away about the same time. Providence arranged that they should depart from this life the one closely following the other and the careful arrangement for this event enabled those charged with the duty of the settlement of the estates to carry out the wishes without friction and in a most satisfactory manner.

This illustrated to me the vital importance of recognizing the inevitable in life, facing it bravely, thoughtfully, and constructively so that care and anxiety on the part of successors shall be minimized and the anguish of parting softened and sweetened.

While cogitating upon these important life obligations my "Dove of Comfort" comes to the bedside and says, "Shall I read you something interesting and comforting?" and a ready acquiescence leads to the real enjoyment of one of Mrs. Cameron's stories about the good doctor who was a Scotch pastor of wonderful adaptability to the needs of his parishoners and who was constantly adding to the joys of those who were depressed, and giving appropriate and thoughtful counsel to those who were in anxiety and gentle words of courage to those who were depressed and discouraged, and always carrying upon a cushion of humor the most important lessons in life. The reading of these beautiful experiences and their results quieted my own anxieties and led to the wholesome desire that health and strength should be restored, so that I could in my own limited field carry out in some measure the beautiful, soothing, helpful, strengthening methods of the beloved doctor.

Then I glanced up at the lovely picture of the maiden sitting in her rocking chair and enjoying sweet thoughts engendered by a gift which she held in her hand and I fell off in sleep with a heart bubbling with gratitude over the thoughtful kindness and sweet neighborly expressions which had brought joy to my heart during the hours of illness and the spiritual depression accompanying a serious disability. My first thought upon awakening was the happy recollection of an event that naturally linked itself with the meditations which I have recorded. I will share it with you.

It was many years ago, after I had been ministering to a very aged man who was under my care and for whom it seemed very difficult to give any service that would soften the "decline of life."

As a child he did not like to go to school. He had led a very commonplace, hard working life. He had never learned to play. He did not enjoy reading. There was nothing in the way of diversion that I could suggest that would add to the joy of his life. It was a pathetic instance of the close of a life without preparation that would sweeten, make mellow, and glorify

when physical energies were at ebb-tide.

With this experience freshly in mind I drove in my carriage to our country school house. It was the noon hour. The children, ranging from seven to fifteen years, were scattered over the playgrounds. Some of them were boisterously enjoying active games. Others were sitting in groups, following the eating of the noonday lunch and having a good visit with each other, and still others engaged in bits of handiwork which had something to do with the school curriculum.

I drove alongside of the fence, and as I had done on other occasions, clapped my hands vigorously. Immediately the crowd of boys and girls surged toward the fence in delightful expectation. Some of the little ones climbed into the carriage and others, while petting the horse, looked up at me expecting some communication that would give them joy.

I said, "Children, I have no butterflies or beetles or pictures or stories to-day. I am going to talk to you about a sober subject; preparation for the Decline of Life." One boy turned his face partly away and said, "Shoot the decline of life." Another said, "Oh give us a good story," and still another under his breath, "What do we care for the decline of life? Tell us something fresh and new and good," and the little girls who had climbed into the carriage said, "Haven't you got anything nice to show us in the tin box?"

Interest in me was rapidly declining and I saw I was up against it. Who ever has tried to hold the interest of a lot of children on the playground when they were on the off side can understand that I was on my metal.

I said, "Children, who of you can tell me what I mean by the 'decline of life?'" Immediately hands went up and I asked several of them to tell me what was in their minds. One said when you are so old you don't care whether you live or die." A little girl said, "It means my grandmother, who sits in her rocking chair and knits and knits all day long." This awakened replies from many others who immediately told me about grandfathers and grandmothers and uncles and aunts who were old and some of them helpless and most of them wanting to pass on to the other life.

One boy said, "Uncle George is in the decline of life, that is to say, he can't work and is real old, but he is mighty nice to us children. He makes us kites and darts and all sorts of things to play with and as far as he can he plays with us, too." The children now were all interested in what each other was saying and I had command of the situation. I told them how certain it was that we are all going to be old and that it ought not to make us unhappy, but if we thought of it all right we could, even as children, have real joy in getting ready to have a beautiful "decline of life."

Then I told them how important it was to learn to love to read and enjoy all sorts of literature. I told them how important it was to learn to play all sorts of games so that there would be

(Continued on page 32)



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MOVEMENTS OF MERCHANTS.

Watton—The Watton Co-Operative Store has engaged in general trade.

Jones—Wirt M. Hazen, Inc., succeeds the Jones Lumber & Coal Co.

Fremont—Crandell & Ensing, Inc., has engaged in the boot and shoe business.

Schoolcraft—Wirt M. Hazen, Inc., succeeds the Schoolcraft Lumber & Coal Co. in business.

Centerville—Wirt M. Hazen, Inc., succeeds the Centerville Lumber & Coal Co. in business.

Detroit—The Lacs & Kohlenberg Furniture Co., 640 Gratiot avenue, has changed its name to the Lax Furniture Co.

Detroit—The Cope-Swift Co., Inc., 247 McDougall avenue, has increased its capital stock from \$100,000 to \$200,000.

Negaunee—Ray Connors has engaged in the lumber business, with business offices in the State Bank building.

Detroit—Randolph & Hortsman, Inc., 8896 Grand River avenue, has changed its name to the Standard Radio Electric Co.

Holland—The Ralph T. Hayden Co., 8-14 West 7th street, automobiles, parts, etc., and garage, has increased its capital stock from \$125,000 to \$300,000.

Grand Ledge—Creditors of the defunct Farmers & Merchants bank will receive an additional 20 per cent. dividend, making a total to creditors of 70 per cent.

Edwardsburg—Marion Rutherford, undertaker at Niles, has purchased the undertaking business of R. S. Carlisle and will conduct it in connection with his Niles business.

Detroit—The Lafayette Stores Corporation, 701 Lafayette building, has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in cash.

Hastings—P. Goldstein has sold his merchant tailoring business to William T. McCall of this city and Alfred G. McCall, of Detroit, who will continue the business under the style of McCall Bros.

Remus—The N. I. Torbeson drug stock has been sold to Geo. H. Carpenter, formerly engaged in the real estate business at Detroit. The new owner will continue the business at the same location.

Detroit—Bruner's Clothes, Inc., 12857 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$3,000 has been subscribed and paid in, \$2,000 in cash and \$1,000 in property.

Detroit—Walter Hagen Golf Products, Inc., 1521 First National Bank building, has been incorporated with an authorized capital stock of 50,000 shares at \$10 per share, \$3,000 being subscribed and \$1,000 paid in in cash.

Flint—The Flint Oil Burner Co., 1027 North Saginaw street, has been incorporated to deal in oil burners, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,500 paid in in cash.

Battle Creek—Friend & Krasner,

Ward Block building, has been incorporated to deal in jewelry, etc., with an authorized capital stock of \$3,000, all of which has been subscribed and paid in, \$500 in cash and \$2,500 in property.

Detroit—The T. W. Lloyd Co., 1232 Ford building, has been incorporated to conduct a general mercantile business, with an authorized capital stock of \$150,000, of which amount \$100,200 has been subscribed and \$100,000 paid in in property.

Sturgis—The Interstate Stages, Inc., of Detroit, operating a bus line between Detroit and Chicago, has purchased the Oakwood Tavern at Klinger lake, six miles west of the city and is remodeling it for the convenience of its patrons.

Muskegon—The K. & H. Drug Co., conducting a chain of retail pharmacies, with its main offices at 1129 Third street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$4,600 has been subscribed and \$2,100 paid in in cash.

Detroit—The Jefferson Radio & Electric Corporation, Jefferson avenue, has been incorporated with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$4,700 and 300 shares has been subscribed and \$1,500 paid in in cash.

Kalamazoo—Andrew G. Doorn, who resigned his position as department manager of Streng & Zimm Co. department store, has purchased the store building and stock of men's furnishings, etc., at 628 East avenue, of Mrs. Minnie Diechmann and will continue the business under his own name.

Lansing—The Spater & Walser Co., of Cleveland and Detroit, have leased the store at 207 South Washington avenue, remodeled it and now occupy it with a stock of men's furnishings, hats, caps, etc. The store is under the management of M. C. Lockwood and will be formally opened for business August 28.

Detroit—Hyman Grossman has merged his plumbing and heating business into a stock company under the style of the Grossman Plumbing Co., Inc., 1970 Gratiot avenue, with an authorized capital stock of \$3,000, of which amount \$1,800 has been subscribed and paid in, \$600 in cash and \$1,200 in property.

Monroe—National Stores, Inc., has been incorporated to deal in women's and children's wearing apparel, with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed, \$15,000 paid in in cash and \$15,000 in property. The business offices of the company are at 1306 Randolph street, Detroit.

Kalamazoo—The grocers and meat dealers of Kalamazoo will close their stores Thursday, Aug. 26, and will give themselves over to the annual picnic festivities. The picnic will be held at Ramona park, Long lake. Contests will be presented and prizes awarded to the winners. There will be a ball game. The evening will be given over to dancing.

Kalamazoo—Gilmore Brothers store, Kalamazoo's largest department store, celebrated the 45th anniversary of its

founding Aug. 20. The store was first opened Aug. 20, 1881. In keeping with the store's policy, no anniversary sale or similar merchandising event is being held in connection with the occasion. The Gilmore store was founded by John Gilmore who started in a modest way, and was, a few years later, joined by his brother, James Gilmore. An expansion program was started and the name of the store changed to Gilmore Brothers. From the very beginning the store has grown and its 45th birthday sees it established as one of the finest department stores in Michigan, the policies of which are watched and copied in merchandising circles the country over. The store now conducts its vast business from six floors, a basement store and a separate men's store. Although the original founders are deceased, the store still remains in the Gilmore family, and is directed by Stanley J. and Donald Gilmore, sons of James Gilmore.

Manufacturing Matters.

Charlotte—The Goodrich Manufacturing Co. has secured a fine contract with the Willys-Overland Co. for spot lights.

Detroit—The Drayer-Garman Co., 1414 East Fort street, manufacturer of tools, jigs and dies, has increased its capital stock from \$20,000 to \$50,000.

Lansing—The Harotto Appliances Co., 110 South Larch street, has been organized to manufacture and sell an oil-gas burner, adaptable for use in any type of furnace.

Detroit—The A. J. O'Brien Co., 505 Donovan building, has been incorporated to manufacture and deal in clay products, with an authorized capital stock of \$10,000, \$2,000 of which has been subscribed and paid in in cash.

Detroit—The Van Auken Sliding Seat Co., 1117 Seward street, has been incorporated with an authorized capital stock of \$3,000, of which amount \$2,600 has been subscribed and paid in, \$1,100 in cash and \$1,500 in property.

New Haven—The New Haven Foundry has been incorporated with an authorized capital stock of \$10,000 preferred and 5,000 shares at \$1 per share, of which amount \$3,000 and 300 shares has been subscribed and \$3,300 paid in in cash.

Rochester—Rudd & Stronach, a Chicago firm, has leased the C. C. Barnes paper mill here and will soon begin operations. The mill has been inoperative since the death of Mr. Barnes, three years ago. The leasees will make a high grade of blotting paper.

Detroit—E-Jat's Orange Shops of Michigan, Inc., 105½ Michigan avenue, has been incorporated to manufacture and sell fruit products, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$200 in cash and \$9,800 in property.

Detroit—The Whitman & Barnes Mfg. Co., 4835 Woodward avenue, has merged its business into a stock company under the style of the Whitman-Barnes-Detroit Corporation, with an authorized capital stock of 100,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Dowagiac—The Farrell Products Co., which for the last two years manufactured electric washing machines, has closed its doors. Officials of the company say that the factory is too far removed from the Chicago sales headquarters. Stockholders of Dowagiac have taken steps to prevent the shipment of any material or machines to Chicago.

Watervliet—Improvements, which will mean practically a complete new steam power plant at the Watervliet Paper Co. mills, for which contracts have been let, include a complete new steam power plant. The expansion program includes installation of three 600-horse power boilers of the latest type, to take the place of four old boilers totaling only 1,100-horse power.

Detroit—The V. R. Fuel Pump Corporation, 2-219 General Motors building, has been incorporated to manufacture machinery and automotive and marine accessories, with an authorized capital stock of \$50,000 preferred and 2,500 shares at \$10 per share, of which amount \$11,500 and 1,865 shares has been subscribed, \$3,330 paid in in cash and \$17,500 in property.

Jonesville—Charles C. White and Richard S. Varnum, president and assistant cashier respectively of the Grosvenor Savings Bank of Jonesville, have purchased controlling interest in the business of Carey Fixture Co., of Coldwater. The factory will be moved to Jonesville and will be conducted in the building formerly owned by the Universal Body Co. Store display fixtures and specialties of wood will be manufactured.

Menominee—A deal has been closed whereby the Bates Valve Bag Co., of Chicago will locate a factory in Menominee for the manufacture of paper bags, which are used for packing cement, hydrated lime and various other commodities. The company will occupy a building of reinforced concrete, 80 by 240 feet, modern, which is to be erected on the property of the Hoskin-Morainville Paper Co. The building will be ready within sixty days. The Bates Valve Bag Co. will employ fully fifty persons.

St. Johns—The St. Louis Portable Building Co. has orders for a four-room school building at North Lansing, for twelve voting booths in New York City, which makes a total of 126 booths for the metropolis, and for a carload of garages in New York. The St. Johns Foundry Co. continues to operate night and day and with over fifty men on the pay roll. Under the management of A. J. Manley this concern has gradually built up a fine business during the past year, or since it was re-organized after the discontinuance of the Industrial Foundry Co. The combined payrolls of these two industries is doing much to relieve the conditions in St. Johns when about 200 men were thrown out of employment after the Hayes Wheel Co. discontinued its St. Johns branch.

Rubber Goods For Mexico.

Mexico is an important market for American rubber goods.

Essential Features of the Grocery Staples.

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

Tea—Black teas have been particularly strong during the past week, meaning especially Ceylons, Indias and Javas. The primary markets in all these teas are up, and this has had an immediate reaction in this country. Formosa and Java teas are also wanted and low grades of Japans are possibly 2 cents a pound higher. The whole tone of the tea market is steady to firm. The consumptive demand is good. China green teas are following the general trend and are possibly 15 per cent. above last year.

Coffee—Early in the week Rio and Santos coffee of all grades was easier. Later the market steadied itself a little, but no material change occurred either way. The market is undoubtedly none too steady for the Rio and Santos list. There is no indication of any important movement either up or down. Milds are exactly where they were a week ago. The jobbing market for roasted coffee is unchanged and fairly active.

Canned Fruits—As to California fruits, pears have strengthened a little, but there is very little change anywhere else in the line.

Canned Vegetables—Excessive, or at least record breaking, packs of late years have given the distributor the idea that future buying is not necessary to secure adequate stocks for normal wants. Better bargains have been available after packing ended than on future contracts. Purchasing by samples, with competitive selling, has made many items more attractive as spots than as futures. The pea pack is over and there is every assurance that there will be enough to go around. Fancy peas are available in such volume that they are not in as much demand as the lower grades. Good standards are taken, but the buyer wants an inside price. No big business is passing. Tomatoes are going into the can, but there is no rush to cover outlets, which so far have been neglected. Most packers are not pressing sales and buyers are indifferent. Corn is also featureless.

Canned Fish—Chinook salmon is selling well, but Alaska Red, pink and chum salmon are dull. There is some disposition to cut the prices of Alaska salmon, but it has not boomed business very much. Maine sardines are dull. Spot white meat tuna shows an advancing tendency.

Dried Fruits—The week's chief event was the announcement of opening prices on California prunes on the lowest basis in ten years and below that expected by many buyers who looked for no better quotations than last year. The price appeared to be right but the best that has been done since Monday has been to book orders from the regular trade for early shipment, mostly for the first month after prunes move Eastward. When buying interest did not develop some brokers tried to get buyers to suggest ideas of values and assortments below opening which would be acceptable to the operator and to the packer. Doubt

was immediately cast upon the quotations of packers and doubt is no stimulant to buying something which will not be ready for shipment for several months. Buyers who have contracts for apricots, peaches and raisins bought earlier in the season see that they can duplicate their original purchases today at lower costs. The same thing may happen in prunes, especially if hungry sellers attack prices and try to lower them. Distributors are ready to merchandise but not to speculate and prunes, in view of what has happened, are something of a gamble. The dried fruit outlook is hopeful if some of the present handicaps are removed, chiefly that of too much selling competition. At present there is only a nominal demand for the various items, although in August last year there was a real boom in progress. Coming in a dull summer month, the trade last year thought that the early fall months would witness a brisk and continued demand which did not develop since the trade had bought ahead in August. This year July and August so far have been quiet months, but there has been a clean-up of stocks from grocers' shelves. Prices to the consumer are reasonable on most commodities, and the reverse of last year is in prospect. September and October bid fair to show a marked improvement in the market. The first step is to allow the buyer to seek the merchandise and to establish values through competitive bidding. Packers are not up a stump when they receive legitimate bids from merchants actually in the market, but when they get nibbles, merely to test out the sentiments of packers, they are as much at sea as buyers.

Beans and Peas—The demand for all varieties of dried beans is dull, without any change in prices for the week. Of dried peas the same can be said.

Cheese—Cheese has been quiet and steady during the past week. As the week closes, it is firm and up somewhat. The demand is fair for the season.

Nuts—Shelled walnuts are at record price levels and distribution is limited on this account and because of the scarcity of stocks which causes the present selling range. There are meager offerings and mostly in small parcels, with a shortage in sight until new crop comes in. Even then there is no present prospect of any cheap prices since the crop in France is one-third of normal. Shelled almonds are unsettled. Spot prices are also high, as there are only moderate working stocks, although with a good crop in prospect there are indications of a reaction later on. Hence the demand is hand-to-mouth. Filberts are quiet at the moment, but steady. Opening prices on domestic almonds in the shell are expected in early September from the leading packers, who have already booked s. a. p. contracts. The crop is early, which is welcomed, as the market is understocked with carryover. There are also moderate supplies of walnuts for the early fall trade.

Salt Fish—The demand for mackerel is better than it was some time ago, on account of the waning summer.

Buyers are coming into the market asking for future prices and everybody seems to expect that mackerel will be cheaper this fall than it was last. Prices are already quite attractive and it looks like a good fall season for mackerel and similar fish.

Syrup and Molasses—Molasses of the better grocery grades is about steady, with comparatively little demand during the past week. Sugar syrup is firm on account of light production. Compound syrup is fairly active, without change.

Provisions—The hog markets at primary points has had its ups and downs during the past week. Eastern jobbing prices, however, have been unchanged and the prices of the entire list, not only hog products, but beef products, remain practically unchanged.

Review of the Produce Market.

Apples—75c per bu. for Transparents, Duchess and Red Astrachans.
Bananas—6½@7c per lb.
Blackberries—\$3 per 16 qt. crate.
Beets—\$1 per bu.

Butter—The market has shown firmness during practically the entire week. This applies to fine creamery butter, advices on which from outside points have been firm, and the demand excellent. Jobbers sell fresh packed at 39c and prints at 41c. They pay 23c for packing stock.

Cabbage—Home grown commands \$1.25 per bu.
Cantaloupes—Benton Harbor Osage bring \$3 for large crate and \$2 for small crate.

Carrots—Home grown, \$1 per bu.
Cauliflower—Illinois, \$2.25 per crate of 9 to 14 heads.

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

Cocoanuts—\$1 per doz.
Cucumbers—75c per doz. for home grown; \$2 per bu.

Eggs—Fine fresh eggs are scarce and the market shows about 1c advance during the week. The hot weather has affected the supply very noticeably. Anything fine and fresh is scarce and wanted. Under grades of eggs are in excessive supply and can be bought on the buyer's own terms. Local jobbers pay 31c for strictly fresh stock.

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

Garlic—35c per string for Italian.
Grapes—Calif. Malaga, \$2.50; Tokay, \$2.25 per crate.

Honey—25c for comb; 25c for strained.

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

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.50
360 Red Ball ----- 6.00
300 Red Ball ----- 6.00

Lettuce—In good demand on the following basis:

California Iceberg 4s, per bu. ... \$6.00
Garden grown leaf, per bu. 1.00

Onions—Home grown, \$3 per 100 lb. sack; Spanish, \$2 per crate.

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

100 ----- \$6.00
126 ----- 6.00

176 ----- 6.00
150 ----- 6.00
200 ----- 6.00
216 ----- 6.00
252 ----- 6.00
288 ----- 6.00
344 ----- 6.00

Sunkist Red Ball, 50c cheaper.
Peaches—Illinois Elbertas fetch \$2.50 per bu.

Pears—\$3.25 per crate for Cal.; \$2.50 per bu. for Early home grown.

Peppers—Green from Louisiana, \$2 per hamper.

Plums—\$2.25 per crate for Cal.; \$2.25 per bu. for Early home grown.

Potatoes—Home grown, \$1.40 per bu.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ----- 23c
Light fowls ----- 20c
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. cases.

Radishes—20c for outdoor grown.

Spinach—\$1 per bu. for home grown.

String Beans—\$1.50 per climax basket.

Summer Squash—\$1.50 per bu.

Tomatoes—Home grown, \$1 for 10 lb. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 19@20c
Good ----- 18c
Medium ----- 15c
Poor ----- 12c

Water Melons—\$50@60c.

Wax Beans—\$1.75 per bu.

Whortleberries—\$3.50 per 16 qt. crate.

Women of the Nation, as represented by leaders who fought the long and difficult battle for the ballot, will gather at the Sesquicentennial Thursday. They will commemorate the sixth anniversary of the proclamation of the constitutional amendment extending the suffrage to women. As a political problem of international importance, the place of women in politics is still debated. Six years have not clearly demonstrated the effectiveness of the new voters in dealing with political problems and political principles. But the time has been too short for clear analysis. Nor can it be said that women of this country have not made a deep impression upon our politics. They have at least demonstrated ability in political thinking and political appraisal. They have not had sufficient time to master all the detail of political systems already old before their influences could be exerted upon them. But they have achieved greatly, not only in the basic victory of obtaining equal recognition in the suffrage, but in exhibiting a disposition to use it wisely in the common interest.

Cadillac—Paul Schaettle succeeds Edward Jackson in the grocery business.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Chicago has been the slowest city in the United States to avail itself of the advantage of a Better Business Bureau to protect her business men against frauds, cheats and questionable advertising, but the reproaches of thousands who have been repeatedly victimized by Chicago sharpers have finally influenced the Association of Commerce to create a Better Business Bureau and officer it with men who will undertake to put Chicago on a parity with other cities in this respect.

The jobber's dread of having his debtor thrown into bankruptcy is based on sad experience with the high cost of these proceedings, with the red tape, the long delays in the payment of dividends, which are usually miraculously small, and with the danger of mismanagement and collusion which are ever present. Jobbers, therefore, are prone to encourage the honest debtor who comes to them before it is too late, sparing them the losses and inconveniences of bankruptcies. Many business men have learned to put this premium on honesty through their education in credit ethics at meetings of credit men.

No creditor, however, should agree to a composition until some body such as a committee of creditors has investigated the debtor's assets and his character and ability. Then, on the basis of this investigation, the creditors should ask themselves these questions: First, is the debtor honest? Second, are his assets worth more than the amount he is offering to creditors? Third, has he the business ability to rehabilitate himself after the composition has been effected?

Frequently a debtor will attempt to club his creditors into signing the settlement agreement by threatening to file a bankruptcy petition, rather than agree to a thorough investigation of his affairs. It would pay business men in such cases, to insist that the merchant go into bankruptcy and then thoroughly to sift his affairs for evidences of fraud. Calling the debtor's bluff in a few such cases would have a wholesome effect on other merchants who think they can club creditors into signing composition agreements.

While business men cannot be blamed for shunning bankruptcies as far as possible, they should also be aware of the inadvisability of settling with debtors unless their affairs are investigated, owing to the possibility of sharp practice. Occasionally a debtor in good faith will offer an unsatisfactory settlement because he does not know the true status of his business. Recently, on the advice of his counsel, a debtor offered a 30 per cent. settlement. An investigation disclosed that he was thoroughly solvent, but that one of the departments of his business was eating up the profits of all the others. He paid 100 cents on the dollar to his creditors and is now making a success of his business.

Rarely does it happen that a debtor will offer such liberal terms to his creditors that he is unable to meet them. When this happens, it is usually not so much evidence of too much honesty on the part of the unfortunate merchant, as it is of his incompetence and his unworthiness of being allowed to continue in business. On this account, creditors should always consider whether the merchant's ability is such as to make him a success in business. If the man lacks the qualities of a merchant, it is better to allow him to wind up his affairs in bankruptcy than to permit him to settle in the vain hope of "evening up" on the money lost in the initial smash-up of the business.

Sometimes a creditors' committee can discover a leak which the debtor has overlooked that is causing all the difficulties. Accountants who are called in can also assist at times, although they are often too expensive. It is assuredly not a good policy to give debtors a clean slate and to turn them loose in business again, without first ascertaining whether the cause of the trouble has been remedied. Sometimes a new partner or additional capital is the sole remedy needed.

It is surprising how often it happens that the debtor is unwilling to ask for a settlement, and does so only at the earnest urging of the creditors. In fully 50 per cent. of these cases the debtor firmly insists that he is solvent, but that it is only the action of all the creditors in "jumping on his neck" at once that is causing his embarrassment. In these cases it is not that the debtor does not realize that he is sick, but his inability to see the seriousness of his malady. It takes a staff of accountants to convince some of these debtors that their illness is a fatal one.

In these cases the stubborn debtor is sometimes motivated by ignorance of his affairs, sometimes by pride or the forlorn hope that somehow he can struggle along. Often his life's savings are involved in the mess, and the smash-up of his fortune is almost like a funeral to him and his family. One of the great dangers to creditors is that the insolvent debtor will fall into the hands of an attorney who will manipulate the case into bankruptcy in order to obtain the fat fees invariably granted by the courts. In nearly every composition some creditor insists on being paid in full, and either refuses to sign the agreement or threatens to petition the debtor and cause him trouble. In these cases the creditor has a grievance—perhaps a promise broken by the debtor. In other cases the creditor is merely prejudiced against the debtor, and wishes to cause him trouble. In either event, those who countenance the buying off of these disgruntled creditors should realize that this constitutes preference, and that the composition is void in the eyes of the law. Too often an irregular composition is entered into after the debtor has visited his creditors with the agreement, and bought their consent to the document

on varying terms dependent on the kindness of each. To eliminate such bargaining an impartial body should as far as possible, undertake the collection of signatures for the composition.

Some retailers, after effecting one advantageous settlement with their creditors, grow overconfident and think that they have acquired a knowledge of high finance which will enable them to weather another storm. In this belief they are invariably mistaken, because one of the first questions asked by creditors' committees is: Did the debtor ever effect a previous settlement with creditors? If he did, he stands little chance of having his second settlement offer accepted. As indicated by the increasing number of settlements put through, however the danger is not that too great severity will be shown the debtor but that in their eagerness to escape the losses of a bankruptcy, the creditors will countenance all kinds of irregularities in a composition.

Spring Underwear Buying Lags.

Orders for Spring underwear are still being received slowly by manufacturers, who ascribe this lagging tendency to the effect of the recent Government cotton crop estimate. In some instances fair business has been booked on balbriggans and ribbed goods for both men and women. In the main, however, orders have been of the sample variety, for jobbers seem fearful of a drop in cotton prices and are consequently unwilling to stock up. Manufacturers, however, say that their prices are attractive enough now, and that in many cases they have discounted any possible drop in cotton prices by the new low underwear levels.

Await Ribbon Orders For Fall.

With few exceptions, neither jobbers nor retailers have as yet placed any substantial business in ribbons for Fall. Some of the novelty ribbons have been ordered to some extent, but the situation in staples continues quiet. The demand from the millinery trade has been the "bright spot," the hat manufacturers supplying a fairly good call for grosgrain and velvet ribbons. Moires are not as active as they were. In novelty merchandise attention is centered on varied metallic brocade effects. Chain stores have been sending in small, but steady repeat orders for staple satin merchandise, in widths up to five inches.

Raincoats Feature Much Color.

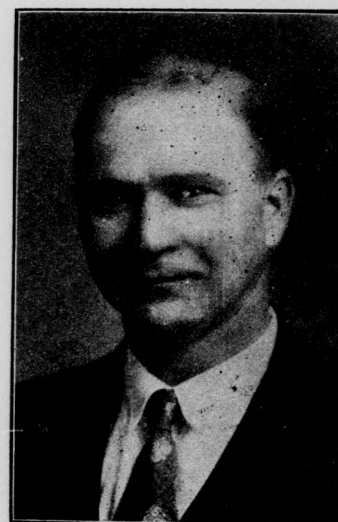
In raincoats for girls and women, those of colored rubber in bright shades are being stressed for the Fall. They are shown in solid color or novelty patterns, including plaid and monogram effects. In those for girls a face with so-called "goo-goo" eyes is frequently drawn on the back of the garment. In the more expensive merchandise lightweight coats of oil treated or rubberized silk are featured. Some of these garments have a weight of only ten ounces. Oiled slickers are now in most demand for men, together with a lightweight type made of thin gray rubber.

MEN OF MARK.

Harry Meyer, Jobber of Holland Foods and Delicacies.

Harry Meyer was born in Wester Emden, Groningen, Netherlands, July 15, 1878. His mother died when he was two years old and two years later the father and four children came to Grand Rapids, where they located at the corner of Logan and Charles streets.

Harry attended the parochial schools as a child and later on the public schools until he had completed the eighth grade. He then started on a business career, working six weeks in the Leonard Refrigerator Co. Concluding that mercantile pursuits were more to his liking, he secured employment with Charles Holtman, who was then conducting a butter and egg wagon and handling general merchandise. Three years later he resigned to take a clerkship in the grocery store of E. J. Herrick. Two years later he resign-



Harry Meyer.

ed his job with Mr. Herrick to enter the employ of Frank Van Deven on Wealthy street. He continued this connection six and a half years, when he formed a co-partnership with H. Hamstra under the style of H. Hamstra & Co. to engage in the business of handling Holland goods at wholesale. This co-partnership continued eleven years, when Mr. Hamstra decided to locate in Chicago and Mr. Meyer engaged in the same line of business at 818 Logan street. He has continued the business with marked success and now keeps on the road three men besides himself.

Mr. Meyer was married in 1902 to Bertha Heethuis, of Muskegon. They have six children, four boys and two girls, and live in their own home at 836 Thomas street.

Mr. Meyer is a member of the Sherman street Christian Reformed church. He has no other fraternal relations.

Mr. Meyer attributes his success to hard work and to keeping continually at his business from early morning until late at night.

The Best Boss doesn't boss; he inspires.

\$1,650,000
Pantlind Hotel Company
 (Closed Issue)
5½%
First Mortgage (Fee) Sinking Fund Gold Bonds

Dated August 1, 1926

Due August 1, 1946

Coupon bonds in denominations of \$1,000 and \$500, payable principal and interest (August 1 and February 1), at Grand Rapids Trust Company, Grand Rapids, and Security Trust Company, Detroit, without deduction of the normal Federal Income Tax up to 2%. These bonds are registerable as to principal at the Grand Rapids Trust Company, Grand Rapids. Redeemable as a whole or any part upon any interest payment date on 60 days' notice at 103 and accrued interest on or before August 1, 1931; at 102 for the next ten years up to and including August 1, 1941; at 101 for the next five years up to and including February 1, 1946.

THE GRAND RAPIDS TRUST COMPANY, Grand Rapids, Michigan, Trustee

The following is a summary of a letter addressed to the bankers by Mr. Fred Z. Pantlind, President of the Company:

PROPERTY: The Pantlind Hotel began operations twenty-four years ago under the management of the Pantlind family, which successfully operates it today. The present handsome eleven-story structure, erected in 1913, with an addition built four years ago, occupies an entire city block in the heart of the business district of Grand Rapids. It is one of the most complete hotel units in the country, representing the finest in modern hotel construction, furnishings and service, providing all facilities offered by the largest metropolitan hotels, such as ball room, club rooms, public and private dining rooms, grille, cafeteria and fountain room.

The Pantlind Hotel, which has gained a national reputation, has been a great contributing factor in the industrial development of Grand Rapids, known throughout the world as "The Furniture City."

Modern exhibition buildings, located immediately adjacent to the hotel, provide permanent display rooms for many furniture manufacturers. On the ground floor of the hotel building, fronting on Monroe Avenue, are located the Kent State Bank and six shops, commanding high rentals because of the desirable location. The Old National Bank Building is situated at the corner of Monroe and Pearl Streets, the first two floors being occupied by the Old National Bank and the upper nine floors being leased to the Pantlind Hotel Company on very favorable terms.

SECURITY: These bonds, in the opinion of counsel, are a direct obligation of the company and are secured by a first closed mortgage on the land and building, appraised at \$4,007,885.20 by the Grand Rapids Trust Company, the values being determined by Mr. Charles Remington and Mr. David Wolf, directors of the Grand Rapids Trust Company, as follows:

Land	-----	\$1,390,000.00
Building	-----	2,617,885.20

Exclusive of shops, stores, banking rooms, club rooms, ball room and restaurants, there are 650 rooms, thus making the bonded debt of the company \$2500 per room, an exceedingly conservative figure compared with other hotels of the same high character. The value of the lease from the Old National Bank, covering the upper nine floors of that building, is not included in the appraisal figures stated above.

EARNINGS: For the six year period ending December 31, 1925, the net income applicable to interest requirements, after deduction for operating expenses, taxes and insurance, was two and one-third times the maximum interest charges on these bonds. For the year ending December 31, last, such earnings were two and three-quarters times interest charges.

MANAGEMENT: Mr. Fred Z. Pantlind, President of the company, who is recognized as one of the best hotel operators in this country, has developed an experienced organization that has, through unusual service, earned for the Pantlind the slogan "Known from Coast to Coast." The Pantlind Hotel Company is controlled, through the ownership of common stock, by Mr. Joseph H. Brewer, for many years successful as an operator of large public utility properties and prominently identified with banking institutions in Grand Rapids.

SINKING FUND: The indenture securing this issue provides for a sinking fund sufficient to retire in excess of half of the bonds before maturity.

PURPOSE: Proceeds of this issue will be used to retire existing mortgages, retire all bank loans and to provide additional working capital.

LEGAL FOR MICHIGAN SAVINGS BANKS: In the opinion of counsel, these bonds are legal investment for Savings Banks in the State of Michigan, as the amount of this loan is only 41% of real estate values determined as specifically provided in rulings of the Commissioner of Banking.

These bonds are offered, subject to approval of counsel, and when and if issued and received by us

Price 100 and Interest, Yielding 5½%

HOWE, SNOW & BERTLES, Inc.

GRAND RAPIDS TRUST COMPANY

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

AMERICA'S FIRST CITIZEN.

Charles W. Eliot, President emeritus of Harvard University, died Sunday at his summer home in Maine, aged 92 years. The country's only living ex-President, William Howard Taft, is Chief Justice of the United States Supreme Court. Dr. Eliot, therefore was incontestably America's most distinguished private citizen.

He had reached this lofty position under what many of his countrymen would regard as a handicap. For he was born to the purple. A Brahmin of Brahmins in New England, he found his path marked out for him. He went to the historic Boston Latin School as inevitably as Lincoln went to no school at all and he went to Harvard by the same grooved track.

Outwardly this was conformity, absolute and unquestioning—conformity to a rich environment, indeed, but nevertheless conformity. If it had been inwardly what it was outwardly the effect would have been fatal. Charles W. Eliot might have become a highly respected and useful son of Boston, but he would never have become the Nation's first citizen.

Here was his first and most important triumph. He looked out upon his little world of culture and scholarship, of art and urbanity, with as unspoiled and original a mind as if he had not been bone of its bone and flesh of its flesh. He was not a revolutionary, impatient to turn Boston Common into a cow pasture, but he saw with clear eyes the defects in the magnificence around him.

He soon had his first and greatest reward.

At the age of thirty-five he was elected President of Harvard. This honor was the direct result of the intellectual independence which he had displayed and of the progressive ideas in education of which he was making himself the champion.

Even at this distance that election stands out as one of the most dramatic events in the history of American education. Mr. Eliot was young, he was a scientist and he was a layman. If there were three disqualifications for the office of President of Harvard in 1869, they were youth, scientific instead of classical reputation and lack of the right to prefix "Rev." to your name. The non-conforming Brahmin cleared them all at a bound.

If Dr. Eliot's first qualification for leadership was insight, the second was courage. It was courage that enabled him to break a tradition by attending a meeting of the faculty of the Harvard Medical School. Presidents of Harvard were not supposed to attend meetings of the faculty of the Harvard Medical School. The new President promptly showed that he meant to be President, not simply of Harvard College but of Harvard University.

Courage it was again, plus confidence in his own judgment, that enabled Dr. Eliot to select for Harvard's department of philosophy an obscure young man who became the famous Josiah Royce, and for the Harvard Law School an inconspicuous New York lawyer who became the founder of the case system of teaching law, named for him the Langdell system. And it

was courage that raised the entrance requirements and introduced the radical change known as the elective system.

This same courage characterized Dr. Eliot in his attitude on all public questions. He never hesitated to challenge the extreme positions of labor union leaders, insisting that tyranny by one set of men was as indefensible as tyranny by another. He fearlessly attacked or defended any proposal that was being urged upon the country without reference to the consequences for his own popularity. He always fought for freedom.

In religion he was a life-long Unitarian. In politics he was an independent Republican.

FEATURE OF FOREIGN TRADE

For the third successive month, July showed an increase of exports over imports. In the first four months of the present calendar year the reverse was the case. For the seven months the excess of imports over exports is \$64,568,997. The favorable balance of trade in merchandise in July was \$31,000,000. From now on there should be a succession of months, with even larger excesses of exports, until the end of the year, should the experience of previous years be repeated. The volume and value of the exports will increase because of the shipment abroad of cotton, grains and other commodities. Concerning the imports there is a little more uncertainty, but the usual tendency is for them to increase also during the closing months of the year. Latterly, the rise in the imports has been in values, for the most part due to the high cost of certain commodities. The four largest items among the imports in point of value have been in order, rubber, raw silk, coffee and raw sugar. Other commodities the values of which were \$100,000,000 or over were wool, furs, petroleum and its products, newsprint paper and tin. Over one-half of the importations were crude materials for use in manufacturing and crude food-stuffs, while finished manufactures formed only 18.7 per cent. of the total. On the side of the exports there has been an increase of those of finished manufactures from 30.7 per cent. in pre-war years to 41.6 per cent. in the fiscal year ended with June. And into this increased percentage went a good portion of the crude materials imported.

NEW WOOL CLIP LARGE.

A wool clip in the United States this year of 269,054,000 pounds, or 15,147,000 pounds more than in 1925, may be expected, according to the first preliminary estimate of the Department of Agriculture. The clip is expected to be the largest since 1911, when it totaled 277,548,000 pounds. The quantity of wool produced in America has increased steadily for several years. The average American clip during the past 57 years has been 250,784,000 pounds. Imports of wool, and wool manufactures during the fiscal year which ended June 30, were valued at \$194,513,000, about \$6,400,000, or 3.2 per cent., less than the value of imports during the preceding fiscal year.

OUR EXPORT TRADE.

Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce points out that exports of finished American manufactures in 1925-26 exceeded those of the preceding year by 16 per cent.; that their value was three times the average for five years before the war; that, even taking into account higher prices, the pre-war average has been doubled.

The question naturally arises whether this is merely a passing phase, whether these gains will not be wiped out by the industrial recovery of Europe and the revival of sharp competition for new markets. After a careful analysis of the situation as a whole, Dr. Klein is inclined to believe that the prospect for a continuous increase in demand for American manufactures is good.

The recovery of Europe, in fact, seems to be working in a circle favorable to these American products. European nations, for instance, are steadily increasing their demand for Argentine meats, wool and cereals. As a result, American sales of automobiles in Argentina amounted in 1925 to \$30,000,000. This case is paralleled in other countries of South America and the Far East.

There are several reasons why certain American manufacturers do not feel the pressure of the low wages prevailing in European industry. First and foremost is the fact that our large domestic market sustains mass production, with consequent efficiency and saving, on a scale that has never before been equaled in the world. In all classes of goods, save those in which hand labor predominates, America is in a position to achieve unrivaled leadership.

In addition, American executive organization has been combined with high efficiency in mechanical equipment in a way to cut manufacturing costs to the bone. These are the principal factors which, in combination, virtually eliminate the advantages that European industries enjoy because of the low cost of manual labor.

The United States, as a great creditor nation, is bound to experience a large increase in imports. This will merely mean that the rest of the world is paying its economic debts. But it will also have the effect of depressing exports in certain lines. That American manufactures are reaching out for new markets, that they are competing successfully with European products, that there is every prospect of a steady and continuous increase—these are assurances that the economic balance will be maintained and that, incidentally, America has little to fear from the "cheaper labor" of Europe.

MONOPOLY HAS TROUBLES

Some of the indignation aroused by the course of rubber and coffee prices may, one of these days, be diverted to the German producers of potash salts. There is a virtual monopoly of potash by Germany and France, which are in agreement to divide exports between them on the basis of 70 per cent. to the former and 30 per cent. to the latter. It was considered noteworthy that, de-

spite the existence of the monopoly, no advance in price was made. This was not altogether altruistic. It was rather a matter of shrewd business tactics. By keeping prices down it was felt that more potash could be marketed and besides, there would be less provocation to search for and obtain supplies from new sources. According to late advices from Germany, there is a possibility that prices will be marked up. It seems that the German industry was recently put through a drastic reorganization with a view to reducing expenses. This included shutting down the inefficient and less prosperous mines, the installation of improved plants and certain financial adjustments. These measures have proved costly and they have been accompanied by a lowered demand. During the first five months of this year the domestic sales of potash were 14,000 tons less than in the same period of 1925, while foreign sales also decreased. The latter are 25 per cent. below those of pre-war years. Out of 234 mines owned by the potash syndicate only seventy are in operation and only forty-two are working full time. What is disturbing the producers is that sales will drop if prices are raised, because a number of foreign customers are not in a position to pay any increase. So it will be seen that even a monopoly may have its troubles.

WOOLS AND WOOLENS.

More detailed reports from the latest of the London wool auctions show that prices sagged somewhat and that the withdrawals were quite noticeable. It appears, however, that prices are becoming more nearly stabilized at the recent low levels. No advance is considered likely, nor, on the other hand, is there any indication of a marked decline. In this country there is a moderate amount of buying. An incomplete report by the Census Bureau shows that stocks of wool in and afloat to this country on June 30 amounted to 397,445,881 pounds, grease equivalent. Two-thirds of the quantity was in the hands of dealers or pools. Of the total, 60 per cent. was domestic wool and 40 per cent. foreign. The imports of wool have been shrinking since the date of the census report, and the takings by mills have been increasing somewhat. The goods market has been fairly active. Tropicals for next year have sold in a satisfactory manner and a good beginning has been made on men's wear Spring fabrics. Openings still continue of fancy worsteds for the next lightwear season and the offerings are meeting with a good response, although the bulk of the buying has not yet set in. Openings of women's wear fabrics for Spring have already started, but the greater number of mills will not show these goods for several weeks yet. Prices of them show reductions similar to those of men's wear weaves. The continuance of the strike in the coat and suit industry is having its effect on sales of dress goods.

"Goodness is its own reward." But it brings others.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In starting out last Saturday I really intended to halt at South Bend for the night, but the weather turned so warm during the afternoon that I got in touch with the Four Flags Hotel, at Niles, to ascertain if I could have the beautifully cool rooms wife and I occupied three weeks ago. Receiving an affirmative reply, I devoted a little more time to each town en route than I expected to when I started out.

My first stop was at Paw Paw, whose broad main street, well paved and kept remarkably clean, is always a delight to me. I visit many towns in the course of a year, but none accords me heartier greetings than Paw Paw, whose enterprising merchants are certainly very loyal to their favorite trade journal.

A glance of the Dyckman House recalls the time when the late A. V. Pantlind conducted the hotel as landlord, previous to his taking the management of the old Pike House, at Niles. A. V. was a Sunday school teacher in those days, but he liked a good horse and old residents tell me that he always owned and drove the best span of trotters that money could buy. He started the Pantlind family in the hotel business, teaching the trade to his nephew, J. Boyd Pantlind, who, in turn, transmitted the secrets of the craft to his son, Fred., the present landlord of the Pantlind Hotel, Grand Rapids.

I had never visited Lawton, only four miles from Paw Paw, and improved this opportunity to size up the town, which presents a very handsome appearance in the residential portion and a very compact appearance in the business section. One of the Bitely Bros. kindly guided me to the home of my life-long friend, F. H. Bitely, who was, unfortunately for me, away on a visit to one of his several farms in the country. He has one of the most beautiful suburban homes I have visited this season, with a broad expanse of green sward and wonderful trees which I would value at \$1,000 apiece if I owned them.

Decatur looked very prosperous to me as I traversed her beautiful streets, lined with comfortable homes, giving every evidence of culture and refinement.

I found Dowagiac people very happy over the completion of the pavement on East Division street. The merchants on that thoroughfare have been badly handicapped during the construction period, but they are now out of the woods and are rejoicing over the outcome.

I just naturally called on E. G. Weir, sales manager of the Beckwith Co., only to learn that he was away for the day, making a speech at Big Crooked Lake, near Parnell. I would rather have my job than his on a warm Saturday afternoon.

I asked a mercantile friend if he knew my old friend, Judge Des Voignes. He replied, "Yes, he works in the Dowagiac National Bank." As the Judge is President of the Bank, I

think the characterization of my mercantile friend is probably correct.

At Niles I found Landlord Holden, of the Four Flags Hotel, somewhat ruffled over an experience his day clerk had just had with a traveling salesman on the latter's first visit to the hotel. After listening to the recital, I asked the clerk to write out the details of the transaction, which he did as follows:

About 6 o'clock Friday afternoon, Aug. 20, a salesman by the name of Mr. Cain, of New Castle, Indiana, came up to the desk and registered as Mr. and Mrs. Cain. After registering he very impolitely told me or rather demanded me to give him a special rate for a salesman having his wife with him on his route. He also, in our short conversation, told me he wanted a room with a bath. I offered him a nice front room on the fourth floor with one double bed at the single rate of \$3. Upon my information about the room having one double bed, he told me that he must have a room with twin beds, as he had a small child with him and that the wife and boy would occupy one bed, while he would occupy the other.

I then offered him room 420 with twin beds at the single rate of \$3.50, telling him that it would cost him 50c more for the twin beds. Picking him out as a trouble maker I made the rate of \$3.50 very plain. In the course of that evening and the next morning I asked him if everything was satisfactory several times and even chatted with him for a minute or two each time. I was informed that he and his family were very well satisfied with the room. He said he expected to remain a couple of days. Saturday afternoon about 3 o'clock he came in, got his key and went to the room and had his luggage as well as samples taken out to his car. He then came hurriedly to the desk, laid down two \$1 bills crumpled up with a half dollar, saying everything was fine and he would see us again soon. I thanked him, but had to call him back on finding that he had thrown only \$2.50 on the desk. Thinking he had made a mistake, I told him the single rate on that room was \$3.50, whereupon he pulled out another dollar and threw it on the desk, saying in a very loud tone that this will be the last time we would get him in this "darned joint" and mumbled something all the way out to the door and to his car. The bell boy said he didn't even thank him for carrying his heavy grips from the room and placing them in different parts of the car as he had ordered.

After I had read the statement Mr. Holden asked me what I thought of such an occurrence and requested my opinion of the custom some landlords pursue in making no charge for the room entertainment of the wives of traveling salesmen. I replied to his enquiry about as follows:

The action of the Indiana salesman, in making a peremptory demand for the free entertainment of his wife and child on his first visit to the hotel, was an outrage which no self respecting landlord could tolerate. Such conduct in the presence of strangers is a disgrace to the fraternity of traveling salesmen and would not be countenanced by any organization of traveling men anywhere.

The old T. P. A.—the predecessor of the present organization—promulgated a rule that hotels should entertain the wives of T. P. A. members once a year without charge. This arrangement was altogether one-sided, because it enabled salesmen from any part of the country to make an extended tour of the Northern Michigan re-

sort towns and secure free accommodations for their wives in hotels they never patronized themselves on their regular trips.

When the now defunct Michigan Knights of the Grip was organized it handled this question a little more diplomatically. It secured signatures from Michigan landlords, agreeing to entertain the wives of their regular customers once a year free of charge. The names of the landlords who entered into the agreement were placed on an honorary membership list and a copy mailed to every member of the organization once a year. This plan worked well for several years, but was finally abandoned, because the traveling men were very generally accorded this concession without recourse to any agreement.

All this was back in the days of American plan hotels when the concession included meals as well as sleeping accommodations.

Now that people no longer go to hotels solely to eat and sleep, but wish bath and toilet accommodations as well, it appears to be customary to abrogate the former plan of free accommodations for wives, making a small extra charge for a room occupied by man and wife sufficient to cover the cost of the extra laundry work and service involved. In most cases travelers ask for twin beds when accompanied by their wives, which requires double laundry work and room service, extra soap, etc. In some cases the extra charge is 50 cents, in other cases \$1 and not infrequently 50 per cent. of the rate charged a single occupant. So far as my knowledge goes, no traveler now expects any deduction for the wife on table service.

Of course, the whole question hinges on the generosity of the landlord and the amount he is willing to pay for the good will he expects to create on the part of his guest. The traveler has no right, legally or morally, to insist on the concession, any more than he would insist on his wife being carried free on railroad trains, inter-urban cars or Pullman coaches. Such a suggestion would not be considered by any theater manager in the country. The hotel business is conducted on smaller margins than any of the lines above named and any deviation from established rates—providing they are reasonable and just—should be guarded with care. No thoughtful traveling man will make any suggestion along that line until he has been a guest at the house long enough to entitle him to a respectful hearing and a candid conclusion. In most cases the relation between landlord and traveler is cordial and wholesome. Thousands of travelers have received favors from landlords and their families which have been of great value to them. On the other hand, the value of the boosting which salesmen can give a landlord who deals fairly and generously with his patrons can never be computed in dollars and cents. This relation is so beautiful and profitable on both sides that it should never be disturbed by hot heads or radicals on either side of the fence.

Niles has a large population of colored people, but has done absolutely

nothing toward providing religious advantages for them. In no way could the business men of Niles conserve the best interests of the city better than by removing this reproach. It has been the good fortune of Grand Rapids to assist her colored people in providing six different church edifices and they also regard it as a duty and privilege to assist in maintaining colored clergymen in each of these churches. As is the case with white people, the church exercises a wholesome influence over the colored people and tends to keep them steadfast in their work and conduct, despite the temptations which surround them to break away from tradition and natural environment. Such a movement would be in line with the progressive spirit of the age and do much to assure the colored people who have voluntarily taken up their residence in Niles that their presence is welcomed by the best and most representative men in the city. The colored man, as a rule, is a dependable worker. He turns a deaf ear to the siren voice of unionism and always refuses to go out on strike. Colored women and girls, as a rule, make more dependable house servants than their white sisters, and will go to most any extremity for employers to whom they become attached. If Niles business men are as wise as I think they are they will look into this matter and act on this suggestion.

A trip through Berrien, Van Buren and Allegan counties at this season of the year, with fall and winter fruits hanging heavily from the trees and vines, is about the most wonderful experience a man can have. It is a sight worth going a thousand miles to see. Fruit and vegetable stands are in evidence about every mile of the distance between Niles and Holland—sometimes several in a single mile—but the growers do not enhance the reputation they should enjoy because they still pursue the old-time policy of placing large, inviting specimens on the top of the package and scrawny, inferior units underneath. I wish the growers could be made to see that it is to their advantage to grade their products and sell the two kinds separately. In this way they could secure a fancy price for their choice offerings and about as much for their culls as they now obtain for the mixed offerings they make the public. Such an arrangement would enable them to look every man in the face and elevate their calling to the plane it should occupy in the transition from grower to consumer.

There are some short detours on M 11 which are utterly devoid of oil or other dust laying agent. The unimproved space on M 51 near Vriesland, can be located miles before it is reached by the cloud of dust which hangs over it except during and directly after a rain. Why road managers permit such abuses to exist is more than I am able to understand.

E. A. Stowe.

Running a business without proper records is like peeping through a key hole with a glass eye.

The bump of good nature is the only swelling that never gives any one any pain.

SHOE MARKET

Novel Features Which Have Built Goodwill.

Everyone is agreed that the work of the retail salesman in the shoe store is of very great importance in the scheme of shoe store management; it is also certainly true that the function of the people who serve children's trade is doubly significant, for the seller has two people to handle in every transaction—the child and its parent or guardian. The actual selling of children's shoes is almost invariably made to the parent or other accompanying person. It would seem at first thought that this would leave the child out of the picture almost entirely. No greater mistake could possibly be made, as hundreds, yes thousands of merchants and sales folks have found out. Stores throughout the country that have established a good children's shoe business have done so by catering to the little folks themselves. They have found ways and means to make the children just love to come to their places.

It is not at all difficult to interest children. They are the most impressionable of all mortals. Their interest is easily secured and maintained by the salesmen who understand them.

There is the rub—not every salesman understands child psychology. This is true regardless of any feeling of affection for the little tots. There are plenty of folks who like children but do not know how to capture their interest, regard and confidence. Some excellent people naturally repel the youngsters.

Joseph M. Robinson, who has built a great children's business in his fine store in Kansas City, will tell you that it takes training to make a salesman who can handle children's trade successfully. He will further tell you that first of all the person who is to handle the children who come to his store must be of the right stuff to do the work. With the right temperament for taking care of the children, a considerable period of observation and direction by members of the staff skilled in this sort of service is undergone before real fitness is assured.

It is trite to say that salesmen for the children's footwear trade must really love little folks. But it is true, nevertheless, and cannot be remembered too regularly. With a real affection in one's heart for youngsters, half the battle is won. Then comes a never-ending, absorbingly interesting study of the ways and ideas and peculiarities of the embryonic men and women who come to the store. No two are alike.

However, it can be said with confidence, that in the main, little folks are keenly susceptible to a fair degree of demonstrative attention and interest in them. Here comes into play the ingenuity of the salesman in sizing up the makeup of the boy or girl and instantly deciding just what the approach and effort shall be. Children differ so much in their reactions, what works with one will not with another. One child will be affectionate and can

be handled with a good measure of familiarity, somewhat on the basis of an established acquaintance. Another child may not be so much given to expressing his or her feelings and will have to be met and treated a little less familiarly. But in any and every case, the salesman must preserve and exemplify a real and concentrated interest in the little customer while in the store. The appeal to the child's sense of beauty and novelty is always open in a shoe store and should never be neglected. You can always interest a child in something he hasn't seen or heard before. Perhaps this is the universal point of contact with them, as a class.

With the child the salesman never needs to make use of his technical knowledge of shoes, prices or anything of the sort, for the child has no conception of these things. Here is where the parent or accompanying elder really enters into the sale. Your knowledge of your profession comes to play here, as indeed it should, to more effect than in any other lines carried in the store. There isn't the slightest chance for you to "get away" with ignorance of sizes, fit, style, values. The parent is entitled to know these things from you as from an expert.

Authorities in such matters tell us that if a person grows to maturity, that is to twenty-three or four years, without having incurred foot trouble, there is thereafter very little likelihood of encountering foot difficulties, unless from illness or accident. This fact shows the supremely important trust imposed upon the salesman who assumes the task—and it should be a pleasure—of fitting footwear to the feet of children.

In childhood and well along toward maturity the feet are in a state of growth and constant change, and thus particularly responsive to any agency that tends to impede or divert this growth from natural channels. In children the bones are quite soft, comparatively speaking, and all the more liable to the evils that will in the long run ensue from abuses due to improperly fitted shoes.

In years between, say four years and eight or nine, a child's foot grows very rapidly, in some cases a full size in six weeks or two months. The salesman must make due allowance for the growth that will follow the days and weeks in which the shoes then purchased are to be worn. It goes without saying, therefore, that the shoes of a child must be fitted plenty large. The real skill in fitting children consists in knowing just how much leeway to allow. If the shoes are too big in the first place, injury is liable to result before the little feet have "caught up" with the size furnished.

The good salesman will inform the parent on such matters and urge that the child be brought in for inspection in a few weeks.

A compelling reason why salesmen in the children's department can take special pride in their profession is this: the parents and elders who accompany the youngsters to the shoe store to be fitted are strongly moved by attention to their little-folks; if the children like to come to your store,

the parents are very apt indeed to like to come there for their own footwear needs. Thus, while ostensibly your work is to fit the little ones, actually you are producing business for every department in the store. The sales may not be on your slips, but the wise merchant knows where the real credit is due. Mr. Robinson, to whom reference is made above, attributes largely the growth of his entire business to the service of the children's department.

Please the children and you please the elders—and make customers for the other departments.

An August Sale.

Late in August a sale of children's hosiery will be very successful in connection with your advertising of school shoes, or on its own merits. Hosiery is a line that responds well to special advertising, and there are few stores that advertise it enough.

If you are curious as to the actual value of your mailing list you can use your sale of school hosiery to test it. A postal card carrying two or three of your very best bargains, and mailed to those families will soon show whether the list is worth spending your postage on or not.

She Wanted New Shoes.

The old lady wanted a pair of shoes. "Yes, ma'am. Want something for everyday wear?" asked the clerk pleasantly.

"Yes, and I want them good and stout," said the woman.

"Well, here's a good shoe—an extra strong shoe. It has been worn a great deal this summer."

"Look here, young man," the old lady interrupted. "I don't want a shoe that has been worn all this summer, or any other summer; I want a new pair."

There's Profit in Selling Work Shoes.

Next month will be a good time to go after work shoe business, particularly if you have lined up an exceptionally good value as suggested in the Tradesman some time ago.

Men will be wanting heavy work shoes as the fall season comes on, and a mailing card or letter addressed to every farm home in driving distance of your store will add considerably to September volume and bring many new customers to your store.

Mr. Retailer

There is a man in your town whose shoe business you can get. He is a young man. He knows style. He insists on it. He buys more than one pair. His name is John Comer.

Our salesmen are now showing the new fall numbers—right in style, price and fit.

HEROLD-BERTSCH SHOE COMPANY

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MAIL US YOUR ORDER TODAY

Our Stock Is Complete

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Laces
Insoles
Fixtures

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L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

Smith Declines To Get on the Firing Line.

Grandville, Aug. 24—It is said that Governor Al Smith of New York is a good politician. Now this may be true, we do not know. However, his present statement that he in nowise seeks to become Governor of the Empire State for a fourth term seems to indicate that he may have had enough of state politics and mayhap is seeking something higher up.

The presidency of the whole country lurks in the dim distance. The merits and demerits of various would-be candidates are already under discussion. Usually the man nominated two or more years in advance misses election by a vast majority.

Genial Al may have this in mind when he goes on record as not "seeking the Presidency." Few are at this early date. It would, indeed, be the height of absurdity to expect a general advancement of any man to take the place of Silent Cal. Coolidge two years before an opening offers. Even the President himself is not suspected of tossing his hat in the ring. Why should he? Twenty-four months ahead of time is making a silly byplay of a most important office.

When the time comes there'll be candidates enough to make up for lost time, never fear that. The Republicans are really borrowing no trouble just now. The Western corn belt has subsided and there isn't half the sign of rebellion there was a short month ago. Abundant crops at good prices will doubtless serve to kill the new rebellion of progressives and continued prosperity in the Nation will cinch the chances for Cool Cal.

Back in the days immediately subsequent to the Civil War all attempts to make the silent conqueror of Lee speak out and tell what his intentions were failed completely.

Doubtless Al Smith hopes to profit by the reading of political history. Horatio Seymour was one of the most popular Democratic statesmen of his time. As Governor of New York in the hot days of civil war he made the mistake of opposing the National draft for recouping the army. Draft riots in the city of New York were the result of the governor's lack of foresight in undertaking to handicap the Government.

Later, in 1868, when the National convention of the Democratic party assembled for the purpose of choosing a candidate for President, Seymour's name came before the convention. It was then that the late governor of New York hedged and said coyly that "your candidate I cannot be."

Despite this self denial, the great convention refused to take him at his word and placed the name of Horatio Seymour in nomination for the Presidency.

What was the result? Grant and Colfax won a decisive victory over Seymour and Blair at the ensuing election.

Grant was very close mouthed, while his opponent was sufficiently valuable to make up for all deficiencies on the other side.

It is barely possible that the present governor of New York is not in the field for higher emoluments. Should his colleagues take him at his word and side track him from now on there would be great rejoicing among a certain class of politicians, while another class would be overcome with a feeling of the dumps.

One never can tell. That Al Smith is popular in the East does not admit of a doubt, but there are certain elements at work in other parts of the country which seem to make it inadvisable to make him a candidate for the Presidency of the United States.

It was said of one candidate for President that as a governor he was quite competent, but to spread him all over the Union might not be so successful. Nevertheless the one in question won the nomination and election

and did not prove a total failure, as his enemies predicted.

Our country is never lacking for candidates who are willing to forego all personal considerations and stand for the presidency. Possibly Al Smith may be one of these. He is doubtless cute enough to understand the undesirability of getting too early a start in the race. Even though the early bird catches the worm, there is such a thing as being too previous.

The outs are the ones who have to suffer in political days like the present, and this fact calls to mind the great contortions of General Grant's enemies in the summer and fall of 1872 after the general had administered the chief magistracy for nearly four years.

At the opening of his first presidential campaign Grant was called "Grant the Butcher." That epithet had no effect on the voters since the General came in with an unprecedented majority. In '72 he was "Grant the nepotist," and the venerable editor of the New York Tribune was put to the fore by a Democratic convention in the vain hope of winning votes enough from the opposition to win out.

Naturally enough, the nomination by Democrats of so fierce a Republican as Horace Greeley alienated a large party vote, many of them going to Grant, a few following a third party to defeat.

This kotowing to independent voters has been very successful. The party that is not afraid of its principles and stands squarely on its platform of such principles, is usually the one which scores at the polls.

We are not likely, however, to see a renegade nominated next time on either side of the political line.

Al Smith is known also as a "wet" and some there are who seem to imagine that there is magic in the word sufficient to carry a candidate to victory. Nothing could be further from the truth, however, and we doubt if the prohibition question will in any way cut a figure in the 1928 campaign. Old Timer.

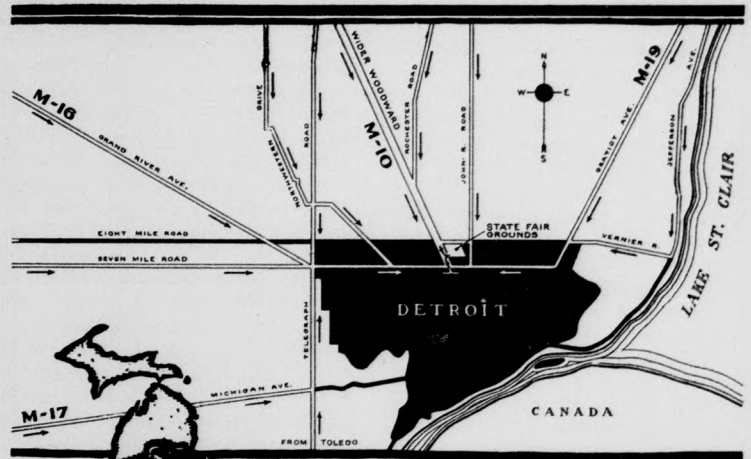
Rug Sales Satisfactory.

August sales of rugs and carpets are reported to be proceeding satisfactorily, especially in local stores. The success of the Fall season is not dependent, however, upon the cleaning out of these stocks, for in many cases special merchandise was bought for the sales, instead of close outs from the regular stock being offered. Jobbers have covered on their Fall requirements to a greater extent than retailers, who have largely confined their purchases to the filling-in variety. They have stressed rugs in their buying rather than carpets. Carpet contracts from hotels and large buildings, however, have been substantial, according to one leading manufacturer.

World Wheat Outlook.

While much depends on the Australian and Argentine harvests, indications are that the American farmer is in a strong position regarding his surplus wheat. Latest reports point to a reduction of 125,000,000 bushels from 1925 in the world harvest, with Canada, Europe, North Africa and India showing decreases and America showing an increase. There is slight chance of a runaway market in the fall, such as was witnessed in 1924 unless considerable damage develops in the Southern Hemisphere. Present prices should be well maintained and some advance before the end of the year would not be surprising.

Whoever heard of a radical with a savings bank account?



**Follow the Arrows—
Sept. 5th to 11th**

Clip the map above and use it as your guide to the Greater Michigan State Fair, Detroit.

From whatever direction you drive, you can strike wider Woodward Avenue, or the Seven Mile Road, another superhighway, and go direct to the

grounds, avoiding Detroit traffic. Arrows on leading roads throughout the state point the way. Follow them! They will shorten your route.

All's ready now for the biggest Fair in Michigan's history. You'll enjoy its splendid exhibits and attractions.

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Be there — Bring your friends!

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FARE FROM GRAND RAPIDS \$4.20

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

SAVE MONEY — Travel the Cool, Clean, Comfortable Way
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Four Ticket Offices for Your Convenience as Follows:

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FINANCIAL

Increased Flow of Yellow Metal To Our Shores.

If there were commentators that had feared the consequences of a so-called adverse trade balance during the first part of 1926 they must now be pleased by the July tabulations which reflect an upturn in our merchandise exports so sharp as to reveal an unmistakable excess over imports for the month.

For the year to date our merchandise imports still exceed exports but during July the jump in exports to \$369,000,000 gave the outward-bound shipments a lead of \$31,000,000 over those inward-bound.

That the autumn shipments to foreign countries should swing upward is natural for the movement of the agricultural crops is largely concentrated in the fall period but the farmer began the marketing of his products two or three weeks earlier this year than usual. The advent of a new combine in the Southwest that performs several operations at once was an important factor in the move.

Presumably the pick-up in exports marks the seasonal change that always occurs and an excess of merchandise exports over imports for the months immediately ahead would be the logical and natural expectation.

Persons that entertain apprehensions over our future foreign trade on the theory that the economic problems of Europe unless solved satisfactorily and quickly will undermine our own prosperity through interference with the easy flow of trade, fail to see certain fundamental characteristics of this country's position.

Our foreign trade is a far more dependable performer than is generally understood and in the main is comprised of a few leading and essential groups of commodities. For a quarter of a century eleven items have represented 75 per cent. of our exports and seventeen items have made up 70 per cent. of the imports.

The United States may have in its vaults one-half of the world's gold but the flow of the metal to these shores has not, apparently, ceased.

Gold imports during the first seven months of 1926 were nearly twice those for the same period last year. That is interesting but not so significant as the relation between gold imports and exports for 1926 to date. In the seven months' period we have gained \$142,939,807 in gold and lost only \$46,804,660 and the flow of yellow metal to our shores continues for in July alone we imported \$19,819,990 as against exports of \$5,069,472.

These substantial gold balances have contributed to the position of ease in money and that is why the August shipments of gold to Canada have stimulated discussion on the possible effect on future money rates.

Paul Willard Garrett.

[Copyrighted, 1926.]

Railroads Getting Back To Real Financial Strength.

Not much has been said about the matter but the improving position of the railroads draws closer to hand the

long-awaited day when the carriers may equalize their capital structures through stock financing.

In no year since the enactment of the transportation act of 1920 have the railroads earned the fair return that then was promised to them. Gradually they are approaching that goal, however, and on the basis of the June record earnings a return of 5.49 per cent. on book value is a reasonable expectation for 1926. That would be closer to the theoretical fair return of 5.75 per cent. than the carriers have come since their return to private management. The recovery is so pronounced that some of the railroads already have begun to reckon on the possibility of financing through the sale of their capital stock.

For a long period of years virtually all railroad capital turned into the properties or raised to refund old issues has been obtained by the sale of fixed interest-bearing obligations. That procedure was followed for the reason that no other would work. The railroads did not go on selling bonds from choice. They knew that in so doing they were violating a rule that bankers do not like to violate. They were in many cases making their capital structures top-heavy with bonds from lack of ability to interest the investor in stock.

Recent extraordinary strength in the stock market for the railroad shares is evidence that the investors over the country have been given new faith in the carrier shares by the improvement in earnings. The time does not appear to be far distant when leading railroad companies may, if they choose, offer to the public at reasonable prices either their preferred or common shares with an assurance that the new securities will find a warm welcome.

When this time comes it will mark a red letter day in railroad history toward which the companies have been creeping forward against odds for six years. Their plan eventually to do financing through the sale of stock will benefit not only the investors in railroad securities but the country at large. This is just the step that the railroad bankers must make to establish again on a conservative basis the credit of the carriers. Unless such credit is established funds for further improvements in service and expansion will not flow in freely.

Anything to destroy the pleasant relationship between the railroads and the public, such as a relaxation in their service by the carriers or an attack on the system by politicians, would be unfortunate at this stage of developments. Fortunately, no obstacles appear.

Paul Willard Garrett.

Largest Muskie of the Season.

One of the largest Muskie catches so far reported this season was recently made by George W. Long, of Indian River. Mr. Long is a veteran fisherman and has thrilled us with more than one good story of his experiences. The big fellow weighed twenty-nine pounds and four ounces, his length was fifty inches and his girth twenty-two.

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No Disquieting Symptoms on Business Horizon.

Continued brisk business in all the key industries throughout the month when seasonal dullness is expected has influenced many of the trade prophets to revise their opinions lately on the future trade trend. In every other year since the war, excepting, possibly, 1926, the midsummer period has brought its usual seasonal downturn in general activity.

Early in the year most of the prognostications indicated a gradual slowing down in trade that would turn into a period of mild recession in the autumn. Now that the fall is almost at hand what is the present prospect for business?

One thing is clearly foreshadowed. The key industries show such unmistakable signs of activity during the months immediately ahead that it seems more reasonable to suppose that business will remain active this autumn than that it will suffer depression.

"In the past quarter century in this country periods of business prosperity have terminated," Colonel Leonard P. Ayres of the Cleveland Trust Company points out in his new bulletin, "and given away to decline and depression, with advancing prices, commodity speculation, competition for labor, car shortages on the railroads, overproduction by industries, and credit stringency. Under such conditions the fundamental factors of business became seriously and rapidly out of balance with one another, and only got back into effective mutual adjustment after protracted periods of hard times. No such disquieting symptoms are now appearing, and no drastic decline seems impending."

Based on the studies made by the Bureau of Labor Statistics, some of the shrewder business commentators, among whom is Colonel Ayres, feel that too little attention has been paid to the increased productivity of labor in our appraisals of the basis for our present prosperity.

As Colonel Ayres himself says: "The fact is that we are now experiencing a most remarkable advance in the productive efficiency of industry. Mass production, improved machinery, lavish use of power and organized management are combining to increase in a remarkable manner the output of our mills and factories. Our present sustained period of national prosperity is largely dependent on this condition.

"Capital has been freely used for the installation of extensive mechanical improvements; management has become more intelligent and alert, the output per worker has increased, and as a result of all this employment has been general, and wages have increased faster than the cost of living."

Paul Willard Garrett.

[Copyrighted, 1926.]

Real Feature of Recessions in Commodity Prices.

Bit by bit the general level of commodity prices has worked lower during the last year until it now stands at its lowest position in two years. At 150.7, which is the July index of the Bureau of Labor Statistics published

to-day, wholesale prices still average substantially higher, of course, than their pre-war levels. Specifically, they average 50.7 per cent. higher than in 1913.

As recently as a year ago, or for July, 1925, the bureau reckoned that prices at wholesale were 60 per cent. above the same pre-war base. What does this adjustment in the scale signify? Does it give cause for business worry?

That commodity prices should have continued persistently even if moderately downward during a period of increasing prosperity is a phenomenon as interesting as it is unusual. Obviously prosperity has been stimulated by something other than rising commodity prices. Profits have been good not because industry has been able to buy at one level and realize a speculative gain but in the face of an adverse price movement.

The present trade improvement is based on a small profit or an increased volume which is, of course, a more substantial foundation for the business structure than where a flush of prosperity is brought on by speculation in commodities. Efficient management and the introduction of economies have contributed far more in the present instance to the position of industry than good fortune in the price swings.

Of more significance than the downward tendency in commodity prices, however, is the fact that change of any nature has been small. Fluctuations for a period now have been generally unimportant if the movement is judged by standards of recent years.

Several groups represented in the Bureau of Labor Statistics weighted index show virtually no change from their position of a year ago. Among these or food, metal, fuel and chemical groups. Unfortunately the farm products groups reflect a pronounced downturn in values, the index having fallen from 163 last August to 141 at the present time.

Paul Willard Garrett.

[Copyrighted, 1926.]

Ice Cream Consumption Is Increasing Rapidly.

This is a nation of ice cream eaters. The United States Department of Agriculture estimates that 322,729,000 gallons of ice cream were eaten last year.

Consumption in 1910 was 95,450,000 gallons. By 1915 the figure reached 175,224,000 and by 1920 it had increased to 260,000,000 gallons.

Ice cream consumption varies from year to year, influenced by weather conditions, but the long-time trend is distinctly upward, the department says. A wholesome product, convenient packages and ice cream cones are given as reasons for the increased consumption.

To admit you can't do a job is to admit the man who can is your superior.

One advantage of having a little mind is that it is not much of an effort to exercise it.

Did you ever notice when a mule is kicking he isn't pulling?

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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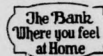
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OLDEST SAVINGS BANK IN WESTERN MICHIGAN

Europe Throbs With a New Creative Energy.

In many European countries there is a strain and restlessness which continually expresses itself in unpleasant incidents. A young American, for example, was arrested in Venice not long ago for carrying an extra large pocket-knife which had been given to him as a present. He spent three unpleasant days and nights in jail. Correspondents of influential foreign papers have recently been expelled from Constantinople, Bucharest and Rome. Recently as a procession of soldiers passed down one of the principal streets of Sofia behind the national flag, a youth knocked off the hat of a man who failed to bare his head. An indignant crowd gathered about, and the assaulted man was saved from rough treatment only because he was a prominent national representative and ex-army officer. Violent scenes have just been enacted in the Czech capital and National Assembly. An American teacher and an American professor were expelled from Constantinople not so long ago, because of innocent remarks which were construed as derogatory to the Turks.

And now the Turks have just issued regulations forbidding the use of all "textbooks which contain a single word running down the intellectual or legislative abilities of the Turks, which inculcate the smallest erroneous notion regarding Turkish history or geography, and which praise the exploits of other nations."

This extreme nervousness and fanatical nationalism so prevalent here has convinced many people that Europe is decadent and that Western civilization is doomed to decline and give way to a higher culture.

Such a conclusion, however, is unwarranted. As a matter of fact, Europe is displaying new vitality and throbs with a new creative energy. There are half a dozen tumultuous, unsettled countries in this part of the world in which it is thrilling to live and it is remarkable that almost all Red Cross, Y. M. C. A. educational, or philanthropic workers who have come to Europe from America and become identified with any of the newer nations are reluctant to return permanently to America.

Here we are in a great social laboratory with the fate of humanity in the balance. Captivating experiments are being carried out all around us. And they are founded on the principle of discipline and social rigor. Strange as it may seem there is a great deal of Puritanism in the more violent European states at present. All Eastern Europe and Turkey are under the imperative of a tremendous "Thou shalt" and "Thou shalt not." People have become terribly earnest. They take themselves with tragic seriousness. A relentless compulsion prevails. Fanaticism often breeds power. So Kemal who has exalted Turkey above all other things, has acquired unprecedented power. Never has a ruler exercised the influence over the easy-going Turks that Kemal does. And that is because he is a crusader. He issues a heroic challenge. He calls the people to create a new state. And by

means of this moral power of a social ideal he has brought about significant changes in religion, forms of government, personal habits, headgear, the attitude toward women, and the national psychology. Kemal has done things in five years that other Turkish rulers did not do in five centuries.

So it is in Russia. Despotism there has been accompanied by the manifestation of a certain amount of moral power. This is not strange, for the moral imperative is imperious. In Russia there is a new creative ardor. The people have set out to create something better. They are moved by a social ideal and feel the impulsion of a dream and an aspiration. The early Christian felt that he was a special person, called upon to abstain from ordinary things and to recreate the world. So it is in Russia. So it was with the Communists in Hungary and Bulgaria. People under the inspiration of imperious social reformers impose a discipline on themselves and acquire a stern, rugged force of character.

There is something Spartanlike about the despotic states. Kemal lives in a dirty little interior city. Lenin was as simple as a peasant in his habits. His widow still is. Pangalos at once introduced economies and prohibitions in Greece. The revolutionary Bulgarian government of Esankoff, in spite of cruelty, was free from corruption, was made up of poor men, and imposed rigid economy. Mussolini has inspired a social discipline and an outpouring of social service and devotion such as have never been seen in Italy.

Europe is not worn out. She is pulsating with potentialities. She may be on the eve of vast reconstructive activities. A stupendous vitality is evident in all the confusion and violence.

At this moment spiritual power is being released. Fascism is a warm, though brutal religion. Kemal's so-called republicanism is a virile even though limited religion. Communism is fascinating, though crude and harsh religion.

The problem of the spiritual leaders of the people now is how to take advantage of this remarkable display of spiritual power in a dozen European countries. The question is, is it possible to create a bold, warm, heroic religious movement near enough to reality and with a strong enough social imperative to win the masses and to supplant brutal nationalism? Early Christianity had all the force and sweep of present, heroic, nationalistic movements in Europe, without their violence.

The present dictators of Europe and the Near East, while releasing amazing spiritual power, will ruin their movements by their violence and militarism. A virile Christianity, not afraid to cut loose from the past and strike out like Paul to recreate the world, would succeed in remaking Europe.

R. H. Markham.

Success calls for ability, will-power and endurance.

Don't be too proud to do a man's work.

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Assessed Valuation	12,508,000.
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The Cause of the Coming Change in Civilization.

Written for the Tradesman.

What is civilization? When did it begin? When and where will it end? Questions are sometimes not easily answered. But thoughts are things and thought exchanges are either good or bad. To foresee study tendencies. The tree slants as the twig was bent.

A few years ago the self assertive originators of fads in our tax supported normal schools declared that the great fault of our school system was that it failed sufficiently to cultivate the imagination. So in the lower grades they went at it. A child in the first or second grade has all the books he can carry. He reads stories of fairies, myths, wizards and kings, queens and princes.

The pupil in the schools of the republic fed up on kings and princes, the playthings of aristocracy and absolutism.

The school book publishers, with no economy of paper, padding with unnecessary verbiage all books until the cost to parents is a load of self-sacrifice.

The blackboard discarded, the fad took on "make up" stories, but it did increase sales of pads, papers, pencils.

Memorizing was too hard for grades and so speaking pieces was put off or out of place.

Spelling became so bad that the newspapers had to promote contests and offer trip prizes and glory be, a little 13 year old girl from a one-room school in Kentucky won the National contest over all the rest.

Lawyers said the stenographers had no knowledge of synonyms and graduates from high schools had to take a course in spelling at commercial colleges.

Bankers and grocers found high school graduates unable to add a simple column of figures, too hard for the minds of the growing masses. So in Chicago schools there is now a daily test in simple addition.

Writing so poor that system after system is tried and discarded, when practice and repetition is all that is necessary to produce efficiency.

Well, so be it. I went into eighteen schools two years ago and in only three of them could they give me the Golden Rule.

Parents look to the church and school and so the Bible schools are summer time attempts to overcome the failure of moral instruction. In one of seventy-six entrants, 5 to 16 years old, only one, a boy of 5, could repeat the ten commandments and beatitudes.

And then the preacher said in his sermon, "The ten commandments and the beatitudes are no part of the plan of salvation. It is not the province of the pulpit to teach ethics."

Temperance and teetotalism are unthought of as in the days of Father Matthew or Frances Murphy, but it is the regular thing to take up a collection to promote the societies which would make law and then forget to aid in enforcement.

The automobile changes the world in a quarter of a century and empty brains not filled with Thanatopsis, the

Psalm of Life, the Proverbs of Solomon, impatient for realities, now cease to imagine and dream, but act the real desires and boy bandits, American school products, rob banks, steal autos and progress towards societies devastation. Superintendents of public instruction and commissions sleep on the job, consenting to the introduction and use of padded imaginative books, and talk of psychology, and ratings and schedules galore are made of physical capacity for foot or base or basket ball and little effort to guide or gauge the mental and moral bend, tendency or inclination.

The saddest thing is that the mass of boys and girls have no chance to work, to earn, to learn thrift by their own efforts.

It is to most spend, spend, and live off the work of elders, and when not, then a few begin to help themselves and form gangs for plunder.

Congress approves the submitting of a child labor amendment, taking control from parents, schools and states and centralizing in National bureaucracy, which will require a vast horde of inspectors, directors and really bolshevik operators to educate all under 18 to the "work no more" idea.

Will civilization remain unchanged? What do you think?

W. H. T. Wood.

More Activity in Fall Silks.


Broad silk wholesalers are inclined to believe that the Fall demand has now definitely turned for the better and a considerable volume of new business is expected, particularly from retailers, during the next few weeks. The trade still has to combat the strong emphasis on price, and every effort is being made to impress on buyers the stability of the prevailing quotations on finished goods. Production of broad silks, according to the wholesalers, continues to be somewhat restricted, although with the advances of the season there is more activity now than was the case a month ago. Crepe satins and cantons dominate in the fabrics that are selling. In the higher priced cloths there is activity in novelty velvet brocades and chiffon velvets. The latter fabrics are finding wide usage in garments for both street and formal wear.

Orders For Infants' Socks.

From now on manufacturers are hopeful that detailed business on infants' socks for the Spring will be better. Salesmen on the road are getting excellent results, according to the special bulletin of the National Association of Hosiery and Underwear Manufacturers. Last year was an unusual one for early commitments but, aside from that season, manufacturers have not done badly thus far in comparison with previous years. Salesmen who made trips through their territories in June were often greeted by buyers with the assertion that no orders would be placed until after Aug. 15. Wholesalers, therefore, it is believed, will not be able to hold off much longer.

Many a man of very small abilities has become truly great and very powerful by having a worthy purpose.

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THE DANBURY HATTERS' CASE**It Was the Foundation Stone of Industrial Liberty.**

The moral growth of mankind has depended upon the ability of society to keep the wrongdoer in check. The arts of peace flourish only in a state which is secure against violence and in which those aggrieved by civil injuries may turn to the courts for relief rather than to methods of self help which tend to cause breaches of the peace. For years the power of trade unionism was building in this country upon its ability to inflict injury upon those who refused to bow their heads to the mandates of unscrupulous union leaders. It was the outstanding virtue of the Danbury Hatters' case that it was the first attempt, and a successful attempt, to bring home to the trade union movement active responsibility for the injury that movement was inflicting.

The merits of the Danbury Hatters' case has recently been the object of comment because of the announcement by the Interborough Rapid Transit Co. that it would proceed against striking motormen and switchmen, not only for an injunction, but to recover damages. Commenting upon this proposal a metropolitan daily says:

The Danbury Hatters' case was fought on behalf of some thirty wage earners who, in spite of earnest solicitation from the hatters' union, refused to join it, and on behalf of their employer who refused to discharge them because they would not join it. It is a charter of industrial liberty in which employers and wage earners, union and non-union, and the public have shared, and although it carried financial responsibility for wrong-doing to the trade unions and upward of \$175,000 was collected in damages, no individual suffered financial ruin. But, on the contrary, the financial ruin of the Danbury Hatters was averted.

At the time the Danbury Hatters' case was brought the American Federation of Labor was active in urging its members to participate in the boycott of the product of all shops which, upon its own judgment, it chose to announce as "unfair to organized labor." The boycotts operated on goods in interstate commerce and were aimed at visiting trade injury upon any dealer who offered the prescribed product to the public. Not only did trade unionists refuse to buy prescribed products themselves, they sought to prevent anybody's buying them. Activities in support of such a secondary interstate boycott were beyond the reach of the state courts. Only the Federal court had adequate jurisdiction and its jurisdiction in the matter rested upon the Sherman act. The Sherman act granted no relief to private parties by injunction, but did provide that persons injured by illegal restraints in interstate trade might have judgment for treble damages. These circumstances were the basis of the Danbury Hatters' case. The employer, fighting not only his battle but that of every other employer and wage earner who refused to be coerced into dealing with trade unions, sought the only remedy available and so brought home to the

trade union movement responsibility for its wrongdoing.

The unions sought again, under the terms of the Clayton act, to escape responsibility for the injury committed and the wrong done in the practice of a secondary boycott. The Duplex Printing Press case was a warning to them that they could not escape under the Clayton act.

The unfair list has departed from the periodicals of the American Federation of Labor. It has departed from the most of the trade union journals. Union labor sometimes still refuses to work on or handle non-union products, but the boycott of merchants and third persons selling non-union made wares to the public has come to an end. That is not only a gain to industry but it is a gain to the public. It is a gain to the trade unions themselves. For as we strike unlawful weapons from the hands of men we enlarge their opportunity to develop whatever moral resources they may have.

Failing to accomplish their nefarious purposes by means of the boycotts, the unions now keep hired sluggers in their employ to maim and murder men who refuse to join the unAmerican organizations which masquerade under the names of trades unions, but which are in reality trade despotisms of the most infamous character.

Incidents Dating Back To Civil War Times.

Galesburg, Aug. 19—You will not be expecting to hear from me at this time, yet I will take the liberty to ask you to review the enclosed and make such disposition as may be in the interests of yourself and readers of your valuable Michigan Tradesman.

I go back to the war period of 1862-3 to tell you of a few Michigan merchants who were then buying goods of Curtis in the Farwell store, Chicago.

The Chamberlains of Three Oaks; C. C. Sweet & Bro., St. Joseph; A. J. Fox, Niles; Avery Brothers, Paw Paw; W. W. Allen, Watervliet; L. L. Clark, Kalamazoo; Babcock & Cobb, Kalamazoo; Sherwood & Griswold, Allegan; A. L. Mason, Galesburg; T. B. Skinner, Battle Creek; Peter Hoffmaster, Battle Creek; Chauncey Brewer, Marshall; Fox & McGregor, Albion; Merriman Bros., Jackson; Reynolds Bros., Jackson; Gideon-Truesdell, Muskegon; Hannah, Lay & Co., Traverse City; Spring & Avery Grand Rapids; Ernest Kern, Detroit; Newcomb & Endicott, Detroit.

The following history of the war above alluded to may not be generally known throughout the country and yet it is the most important step ever taken to bring the great Civil War to a close.

In LaFayette, Indiana, where General Grant was visiting his friend, General Reynolds, there now stands a store where there was a residence at that time. A slab has been erected there commemorating the place where Gen. Grant received his first commission from Governor Yates, of Illinois, as Colonel of an Illinois regiment. All that followed during the life of this great commander is known to every citizen of the Great Republic.

E. G. Curtis.

Exercised the Editorial Prerogative.

Flossie Gay—You'll never catch me again going out to dinner with an editor!

Her Friend—Was he broke?

Flossie—I don't know whether he was broke or not; but he put a blue pencil through about half my order!

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

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Eighteen Accomplishments of World's Richest Man.

1. He has led the world in gasoline motor cars, making more than 13,000,000, and there are not twice that number in the world to-day.
2. He is the largest combined individual railroad owner and operator in the world. His 600 mile railroad system he bought from near the scrap heap, rebuilt and reorganized it, and set standards unique in the railroad world.
3. He is one of the large ship owners on the Great Lakes and on the ocean, transporting his own materials by water, and shipping the products by water through the Great Lakes and to Europe and South America.
4. He is the pioneer commercial aviator of the world, developing commercial air transportation without Government backing or subsidy.
5. He is a coal miner in West Virginia and Kentucky, and an iron miner in Northern Michigan; he leads in blast furnace work and is setting a pace in forestry with new inventions in timber-cutting and saving of waste.
6. He is the second largest glass maker; produces plate glass in continuous sheets after three years of experiment, something experts declared could never be done.
7. He is one of the largest farmers in Michigan, tilling 10,000 acres with men and machinery and showing profit therefrom.
8. He grows the flax to make 25 per cent. of his linen requirements; he is a manufacturer of linen cloth and cotton cloth, and a weaver of wool; he is a maker of artificial leather and a builder of storage batteries.
9. He is a distiller of coal; takes a ton worth \$5 and converts it into coke and by-products worth \$12.50.
10. He is probably the largest individual bank depositor in the world, although there may be larger aggregates of deposits between banks and bankers. He usually has in bank about \$200,000,000.
11. He is an educator, righteously holding that history is largely bunk, dealing with kings and priests and their battles, to the neglect of the real history of man. He is putting \$1,000,000 into Longfellow's famous Wayside Inn at Sudbury, Mass., and when his plans are fully matured, one may see the family foundation in the old farm kitchen, with its open fireplace, clockwork, spit for roasting, and every appliance from butter making and candle molding to wool spinning—the fire, the food and the shelter of our ancestors; and beside it the modern kitchen, with its light, heat and power, and everything done by electrical machinery—the forces of nature harnessed in the service of man. Here is a history that can be interestingly and practically taught.
12. His Dearborn Independent, "devoted to the neglected truth," has a circulation of more than 600,000. He dominates it in policy, and therein expresses his ideas every week.
13. He is in the ready-to-wear clothing, boot and shoe and meat and fish business, selling \$6,000,000 worth of food per annum to his employees.

He has set a pace in home building, and has made a model village near his works.

14. He has put \$10,000,000 into a hospital at Detroit, from which physicians and patients alike may draw important lessons. He said to the doctors: "Tell me the cubic air space you require as a room for a hospital patient; name the things therein needed, and I will do the multiplication and engineering."

15. He is a maker of benzol, 22,000 gallons of which are sold by sixty-six dealers in Detroit every day.

16. On the personal side, he is a great student and lover of birds. He roamed the country for many years with Burroughs, the naturalist, and on his home grounds are many bird homes. He is now building a garden with 25,000 rose bushes.

17. He will not "doll up" his cars, and still stands upon the principle, "Paint it any color, so long as it is black." He makes fourteen styles of bodies and will allow only two of them to be painted dark green or dark maroon. He will not change his foot gear shift to the popular hand gear shift. He will not listen to popular clamor or the pleadings of his associates. "Won't you give the people what they want?" he was asked, and the emphatic reply was, "No, I will give them what I know they ought to have." It is the same policy with his agents. The home office declares to them: "We know better what you need in your territory." And without orders parts, tractors and Lincolns are shipped to agents. "I never ordered a tractor in my life," said a ford agent. "What do you do with those shipped to you?" he was asked. "I go out and sell them, of course, but I never get my orders filled in the way I send them in."

18. He has succeeded as an autocrat in invention, mass production, merchandising and many forms of transportation. He fixes the price at which his agents shall accept second-hand fords in exchange for new ones, according to the year they are manufactured. Agents of rival makers may easily outbid the ford agents in the exchange, but he does not care. His vast organization around the world must run true to form and price schedule. Clarence W. Barron.

Co-operation.

At a recent meeting of business men, a speaker was trying to impress his hearers with the value of real co-operation between all business men. A man in the audience asked him for his idea of what really genuine co-operation would be like, and could he cite a real case of co-operation that would prove to be genuine and not partly sham.

The speaker thought for a minute or two, and then said:

"This to me would be real co-operation. When you see a Methodist Bishop umpiring a Sunday baseball game between the Knights of Columbus and the Ku Klux Klan for the benefit of the Jewish Charities, that is true Co-operation!"

Money isn't necessarily wealth. Faith is.

WESTERN STATE NORMAL SCHOOL KALAMAZOO, MICHIGAN

Attractive Advantages

1. Carefully selected corps of specially trained instructors
2. Splendid campus of 56 acres including 15-acre athletic field
3. Modern buildings well equipped with adequate apparatus
4. New Library Building—unexcelled among the Normal Schools in the United States
5. Well selected library material—200 magazines and periodicals received regularly
6. New Gymnasium for Men—a splendid structure carefully planned
7. Life Certificate Courses:
 - Art
 - Commerce
 - Early Elementary Grades
 - Home Economics
 - Junior High School
 - Later Elementary Grades
 - Manual Arts
 - Music
 - Physical Education for Men
 - Physical Education for Women
 - Rural Education
 - Senior High School
8. Four-year A. B. and B. S. Degree Courses; 76 graduates granted A. B. Degree in June and August, 1925
9. Appointment Bureau placed 900 graduates in desirable positions during 1925. This service is free to graduates
10. Well equipped Cafeteria furnishes wholesome food at popular prices
11. Co-operative store provides books and students' supplies reasonably
12. Fine democratic atmosphere and splendid school spirit

Fall Term Enrollment September 21 and 22, 1926

For annual catalog and further information address Registrar, Western State Normal School, Kalamazoo, Michigan.

D. B. WALDO,
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THE TOLEDO PLATE & WINDOW GLASS COMPANY

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All kinds of Glass for Building Purposes

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GRAND RAPIDS, MICHIGAN

DRY GOODS

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

Woolen Dresse: Are Called For.
 ginning to place large orders for Buyers of women's dresses are be-woolen garments for the Fall. A prominent manufacturer ascribes this trend to the strike in the cloak and suit industry. Finding difficulty in securing coats, buyers are anticipating a demand for heavier dresses from women who may wish to delay their purchases of coats until later in the Fall when a larger selection of the latter garments may be available according to this manufacturer. The materials most desired for these dresses are reps, twills and novelty woolsens. The reps lead, especially in navy, brown, gray and burgundy. Price reductions made by large woolen mills on their worsteds are expected to put dresses made of these cloths at a more attractive level.

Better Grade Dresses Selling.

Manufacturers of women's better grade dresses are expressing satisfaction with the way buyers have placed their orders thus far for the Fall season. Some ascribe the improvement to a change of heart of some merchandise managers toward the better-end goods. These manufacturers say that a number of stores have had unfortunate experiences in selling the cheap goods, and at the same time have noted that the consumer was unusually responsive to garments embodying smartness of style and good workmanship, and have altered their budgets to meet the new situation. So eager are buyers to obtain desirable merchandise that in some instances they are abandoning their usual piecemeal buying policies.

Stress Grounds in Holiday Ties.

Additional orders for men's Fall neckwear are reaching manufacturers and the indications are that the wholesale demand over the next few weeks should be quite active. Preparations are now being made for the holiday season, and the wholesalers are disposed to look for a demand that will equal or exceed that of last year. In the holiday merchandise there is a trend toward ties in which the ground will be the outstanding feature, the figured pattern being dominated by the base color. Bias stripes are also expected to be well in the lead in the popular priced merchandise. In immediate delivery merchandise bright colors continue to be stressed.

Buying of Hosiery.

Buying of medium-priced hosiery for the Fall by jobbers and large department stores is beginning to increase, manufacturers say, but very little business has been placed for the Spring as yet, aside from orders for infants' socks. Sales are still running behind the figures of a year ago, but the arrival of numbers of buyers during the next fortnight is expected to improve the situation. Men's fancy hose in

various rayon mixtures are still selling, and are expected to maintain their popularity for another month or two, though not thereafter. Women's popular-priced hose is still being called for in wide varieties of color, but the hues seem stabilized and do not fluctuate as rapidly in favor as they once did.

Call For Costume Slips.

A strong demand for costume slips is reported, with early Fall purchases showing a leaning toward those of satin in high finishes and bright colors, according to the United Petticoat League of America. Many of the garments being sold are made of a combination of rayon and silk, which achieves a higher finish than silk alone. The slips are mostly of the plain-tailored models to be worn under transparent or semi-transparent frocks. Petticoats are also moving fairly well. Knitted silk is a popular material for these, with embroidery at the bottom. They are quite short, in keeping with present skirt lengths.

More Orders For Fall Handbags.

Orders for women's Fall handbags are growing. Retailers are now beginning to place a fair amount of their early business, and indications are that the demand will be quite active over the next few weeks. Both under-arm and pouch styles are wanted. Leather merchandise is stressed in both types, the varied simulations of reptile skins being developed in calf in the popular-priced merchandise. Lizard and alligator are two of the favored effects. In bags for evening wear those having crystal, rhinestone and gold and silver finished metal construction are outstanding.

Full-Fashioned Hose Active.

Manufacturers of women's full-fashioned hosiery report an undiminished demand for goods, with orders being diverted to some extent from the sand shades to the gray tones, in accordance with the usual Fall tendency. The various sand shades, such as sunset, are still strong, however. There is said to be less talk of matching hosiery and shoes than a year ago, for some retailers say that their customers preferred shades of hose which looked well alone, such as the sand hues, rather than to buy the less usual colors and bother with the ensemble idea.

Buy Children's School Dresses.

Jersey and printed flannel dresses for children are in increasing demand with the approach of the school season. For later delivery, during cooler weather, velveteen dresses are being offered, although lightweight velveteens are also being bought for the early Fall. These are said to commend themselves to buyers because of their excellent wearing qualities. No single style predominates, but the two-piece models are generally favored. The jerseys are being sold in both one and two-piece models, with the tan and wood brown shades leading in preference.

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

SPECIAL MILL SHIPMENT OFFERING

18 PIECE CASE LOT ASSORTMENT

Lowell Fancy Outing

To Retail at 25c

The Lowell is a fine yarn extra heavy 36 inch eastern made outing put up in well assorted cases of eighteen pieces, assorted as follows:

12 pieces Fancy Light stripes and checks

4 pieces Fancy Dark styles

2 pieces Fancy Grey styles

Price 16½¢ a yard

2%—10 days—usual dating

SHIPPED DIRECT FROM MILL

The Best outing on the market to retail at twenty-five cents.

EDSON MOORE, & COMPANY

1702-1722 West Fort Street

DETROIT

Collections

BONDED COLLECTORS

YOUR PROBLEM:

How to SALVAGE your DELINQUENT AND SLOW PAYING ACCOUNTS.

THE SOLUTION:

Employ COMPETENT CREDIT SPECIALISTS capable of eliminating misunderstandings, re-establishing business relations thru an educational system of collections.

**WE DO GET THE MONEY FOR YOU.
 NO COLLECTIONS — NO CHARGES.**

INTERSTATE PROTECTIVE AGENCY INC.
 INTERSTATE BUILDING — 13TH & LOCUST STS.
 KANSAS CITY, MISSOURI

Is A. & P. Riding For a Fall?

Are chain stores—the A. & P. in particular—recklessly “riding for a fall?” The complaint of the brokers, is significant and the widespread harboring of that sentiment in the grocery field suggests that there may be a serious side to the recent chain store evolution.

The Great Atlantic & Pacific system is unquestionably a perfectly logical development of efficiency, accumulated success and great resources. But so was the old Standard Oil Company, when its magnitude threw a scare into the people and Congress and led to the enactment, over thirty years ago, of the Sherman Law, progenitor of the whole multi-colored anti-trust doctrine. In fact, some see in the drift and practices of the A. & P., striking analogies to the old “Standard Oil Octopus,” and are prone to predict that soon some legislation will be enacted to curb the advantages of the big chain over its smaller competitors. Such unrest as that spoken of by the Iowa packer is getting pretty general and uniformly regarded as a menace.

The trouble with the A. & P. seems to be that it is getting unruly because of its preponderance. With 25,000 stores—already or soon—it dominates the picture irresistibly. Some people think the management realized this and tried to camouflage the issue by splitting it up into five separate corporations, each with its 5,000 stores, its own corporate officers and its own system of warehouses. However, the rivalries of the separate companies to excel in profits has led to such things as the demand that any manufacturer who expects to enjoy its outlet, must give the company a “rake-off” in the form of the brokerage it would otherwise pay the broker who buys for it.

If the A. & P. can get away with it, it is probably legal, whatever one might say about its ethics, to demand its “pound of flesh” as the price of its patronage. Of course, the brokers are bound to complain of it as “taking the broker’s bread and butter” out of his mouth, but no one can claim that the A. & P., or anyone else must employ a broker whether they used him or not. It does seem, nevertheless, to resemble the freight concessions on the part of the old Standard Oil Company—demanding not only in lower rates, but even rebates out of the freight paid by other shippers—and such are the inspiration of laws to curb such dominating demands.

Already the old-line grocer complains of preferential advantages, the broker wails that he is being pushed off the stage, the wholesaler says he is being eliminated and the manufacturer says he is being blackjacked by threats of throwing his line out of stock if he does not give unfair preferences.

Even the other chain store men love the A. & P. about as the devil does holy-water, because they say it has never displayed a fraternal disposition toward fellow chain store proprietors. This cropped out at the last Chain Store Convention at Chicago and led to the withdrawal of the big concern from the Chain Grocers’ Association. The A. & P. that formerly paid about

two-thirds of the association revenues, has not been a member of the association since last summer and other members profess to be wholly pleased with its room rather than its company. Had it not resigned, some of the smaller chains were talking of demanding its retirement.

So, on the score of acquired greatness the A. & P. is not popular, while its commanding dominance seems to suggest that if a food trust is not to be tolerated, some one will soon rise and demand limitation of its greatness and preferences. Such action might come up at the next Chain Store Convention in Buffalo in October.

New Federal Fruit Standards.

Revised and amended standards and definitions for fruit and certain fruit products have been adopted by the Secretary of Agriculture upon recommendation of the Food Standards Committee for the guidance of department officials enforcing the Federal Food and Drugs Act. The revised definitions and standards are as follows:

Dried fruit is the clean, sound product resulting from the evaporation of the greater portion of the water from properly prepared fresh fruit.

(a) The term “sundried” is commonly used to designate the products dried without the use of artificial heat.

(b) The term “evaporated” and “dehydrated” are commonly used to designate the product dried by the use of artificial heat.

Cold-pack fruit is the clean, sound product obtained by packing in a suitable container, properly prepared fresh fruit, with or without the addition of sugar, and maintaining it at a temperature sufficiently low to insure its preservation.

Preserve, fruit preserve, jam, fruit jam, is the clean, sound product made by cooking to a suitable consistency properly prepared fresh fruit, “cold-pack” fruit, canned fruit, or a mixture of two or of all these, with sugar (sucrose) or with sugar and water. In its preparation not less than forty-five pounds of fruit are used to each fifty-five pounds of sugar. A product in which the fruit is whole or in relatively large pieces is customarily designated a “preserve” rather than a “jam.” Glucose fruit preserve, corn syrup fruit preserve, glucose fruit jam, corn syrup fruit jam is the clean, sound product made by cooking to a suitable consistency properly prepared fresh fruit, “cold-pack” fruit, canned fruit, or a mixture of two or of all of these, with glucose, or corn syrup. In its preparation not less than forty-five pounds of fruit are used to each fifty-five pounds of glucose, or corn syrup.

Hides, Pelts and Furs.

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

Pelts.

Lambs	50@75
Shearlings	10@25c

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

For School Children.

A good serviceable ruler with your name imprinted on it can be obtained for a very nominal sum in quantity lots, and will make an excellent “gift” to offer to school children who will

call at your store on the Saturday before school opens.

Hateful to me as the gates of Hades is he who hides one thing in his mind and speaks another.—Homer.

Features of Our Trust Methods



1. Prompt investment of all Trust funds, usually completed within ten days after the funds come in; always within twenty days.

2. Pending such reinvestment, the allowance to the Trust by this Company of interest, at a suitable rate, upon the entire principal sum in our control awaiting such investment.

3. Investment, in high grade securities, drawing five to six per cent per annum, sometimes more, according to circumstances—governed by the needs of those interested and the requirements of the Trusts, such securities being purchased by this Company at the lowest price obtainable, and furnished to the Trusts by us without one cent of profit to The Michigan Trust Company directly or indirectly. (The idea entertained by some suspicious people that devious ways sometimes are resorted to, “to get around” the rule of law that forbids a Trust company from taking to itself directly or indirectly, any profit on securities placed by it in a Trust—is in no sense warranted in the case of The Michigan Trust Company).

The securities, kept in our modern steel vaults, form the first line of defense against loss, to those interested in the Trusts.

4. Ability gained from nearly 40 years experience, and a force which is made up of men of high character and long experience, to buy securities for the Trusts at advantageous prices.

5. A bulwark for the security of those interested in its Trusts, arising from the maintenance of the capital, surplus and undivided profits of this Company amounting now to nearly two million dollars. This is supplemented by the examination and power of the State Banking Commissioner under Michigan law, and it is the constant aim of the Banking Commissioner to keep such capital, surplus, and undivided profits unimpaired.

6. Added security to the extent of another million dollars, in the statutory double liability of stockholders under the Laws of Michigan.

We would like to discuss with you the advantages of our Trust Service.

THE MICHIGAN TRUST COMPANY
GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

RETAIL GROCER

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

Circumstances Under Which Phoning For Food Is Failing.

Written for the Tradesman.
 "What is your opinion of the 'Phone for Food' campaign? Has it failed? We don't hear much of it any more."

Thus asks a keen observer who is close to grocer happenings over the continent. The answer is, I believe that the campaign has failed insofar as grocers are concerned who act spasmodically, and there are plenty of such; those who regard any special effort as they regard advertising—as something to be picked up now and then, when nothing else particular is stirring. Such men conclude rapidly that "advertising is the bunk" and "phone for food does not get you nowhere"—and they are right so far as they themselves are concerned. For the man who "can't" is always right.

But Phone for Food is perfectly—and effectively—sound for those who take new ideas seriously and use them properly. Plenty of grocers are cashing in on Phone for Food every day; but those are the men who would succeed and go forward anyway, because they work for success through utilizing what is above their collars. Those are men who grasp new ideas, take hints and otherwise are wakeful to opportunity.

I phone my food order daily. Virtually every day I have this experience: "What peaches have you to-day?" There is no answer for a minute—and I know by this time that the "salesman" at the telephone must turn back and enquire what he has for sale before he can tell me. He repeats that process if I ask about Italian squash or any other special item. When he has the information that his peaches are Elbertas, I ask the price. "Blabla quarter," I get back. The "quarter" is quite plain. But I have to cross examine myself and repeat distinctly the "three pounds" or "four pounds" before I have the information accurately.

Now, any alleged salesman who goes to his phone without knowledge of what he has to sell and then talks with his face out of line with the mouthpiece while he swallows half his words is not in line for increased orders per phone. Quite likely, his verdict will be that the Phone for Food campaign "ain't much."

Again, if you have a customer who trades with you exclusively by phone and manifests a preference for you, regardless of prices elsewhere, it is bad business for you not to give that customer rather good treatment; yet for some psychological reason, that is precisely the customer who is slighted. When that customer puts in the customary order for a pound of best sliced bacon and, as always, says nothing about price, it is bad business to throw in odd bits of varying thickness among the regular slices set on No. 8 notch.

If you discover that such a customer goes to a chain cash-carry for

her bacon after two or three such experiences, what is your analysis of the cause of her leaving you? Will you conclude that it is some weakness in the Phone for Food idea? If you do, let me tell you that you will conclude wrong.

Recently a grocer objected to a jobber's salesman against paying more per bag for his sugar than the retail price of a neighbor chain unit—and he got his supply from said chain unit.

The salesman analyzed sugar from the importation of the raw product until it was delivered to the retail grocer. He showed the various costs incurred in the handling and that the jobber's margin was right, proper and legitimate. It worked out, according to said salesman, that when sugar got down to \$6 cost per bag, the retailer would be wise to load to his safe limit, for then it could not go lower.

We may agree or not with such reasoning; but then the salesman said something without any basis in sound business. It was this: "You must not expect the jobber to buy sugar by the carload and carry it for you to buy as you need it without paying for the service."

That was the wrong slant—entirely wrong. It is precisely the jobber's function to do just that thing. The salesman had the chance to sell his service to a finish. He should have said:

"Those are the facts of cost and expense of service. But see what we do for you: We have the sugar any minute you need it, one bag or a hundred. You invest nothing when you buy from us because it is billed for later payment and you take your cash discount after you have sold the sugar—if you buy it as you should buy it, which means just as you need it. If you will figure all factors, Mr. Grocer, and add a proper percentage for the always present speculative risk, you will find that our service is economical in comparison with any other method you can follow out. Moreover, do not trust anybody who represents that he sells you sugar cheaper than we do. You would be no better off if we handled your sugar without margin, for then we should have to charge you more on something else. Two plus two make four—there is no getting around that."

That talk would have struck home, particularly as it is true and sound reasoning. And it is precisely this sort of effort to shift the legitimate jobbing burden that is proving so disastrous to so many jobbers now.

A man tested my rules for figuring margins and discovered certain remarkable things. Working for a margin of 19 per cent., his conclusion seemed logical; but when he worked for 90 per cent., he found "the difference as expressed in dollars and cents very great." His article in both cases cost 183¢.

Indeed, facts are often startling. Under the old way of figuring on cost, the difference in the 19 per cent. article would be ruinous contrasted with what the merchant would think he was getting; but taking an article that cost 183¢ and attempting to get a margin of 90 per cent. under the

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

THIS GROCER SAYS:

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

FLEISCHMANN'S YEAST

service

Sold From Coast to Coast

Putnam's

MALTY (A) MILKIES

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

HEKMAN'S

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

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



Hekman Biscuit Co.
 Grand Rapids, Mich.

MEAT DEALER

figure-on-cost plan would look funny in its results, as compared with the truth.

For the old-style man would figure his 90 per cent. against his cost of \$2.25 per dozen, and then he'd get a sale price of \$4.27½ per dozen. Actually, he'd then have a margin of 47.36 per cent. plus—somewhat different from 90 per cent. But the right answer is \$22.50 per dozen on a cost of \$2.25, or 18¾¢ each. That shows a sale price of \$18.7½ each and yields a margin of \$20.25 per dozen, which, in turn, figures out 90 per cent. of the selling price of \$22.50. Figure it back and you will see this is right.

But note at the start that the old-style man would be out of his correct figures by the difference between \$4.27½ and \$22.50. He'd be wrong by \$18.22½—and that's some difference, is it not?

Let us admit that these figures occur seldom in the grocery business. They occur frequently enough in the hardware and plumbing business, where old price lists are retained and figures made to conform to present values by varying discounts. But the lesson herein is that suicidal variations can—and do—occur all along the line where merchants "guess," "think" and go it blind in calculating their margins.

A man once objected to my methods on the ground that "no man can get such margins." The answer is two fold: first, men do get such margins where such margins are legitimate and proper, provided they know to what goods they properly apply and know how to compute correctly; second, that nothing is gained by ignorance and persistent blindness to the facts of business computation. Right?

The last word from Washington is that the Federal Trade Commission has modified some recent decision or conclusion so that it agrees that a manufacturer can refuse supplies to anyone without stating any reason and therefore can effectually maintain resale prices if he so elects. That is like a reaffirmation of the law of gravitation.

But more will come, for the logic of the inherent right of a man in the final disposition of goods of his brand or manufacture must become law—for it is emphatically common sense. The battle is half won. Final victory is certain. And all the talk, wind, hot air and other nonsense will not prevail against it. Paul Findlay.

Self Discipline.

The self that you would like to be
And the self that you are;
How different are they?
Why not make them the same?
You can if you want to,
And try hard enough;
For there are infinite possibilities
For those who practice
The art of self-discipline.
It is an art that requires rigid laws,
But it pays.
For it carries the soul onward
Into regions of poise,
Power and peace.

Uneven Quality of Beef During the Year.

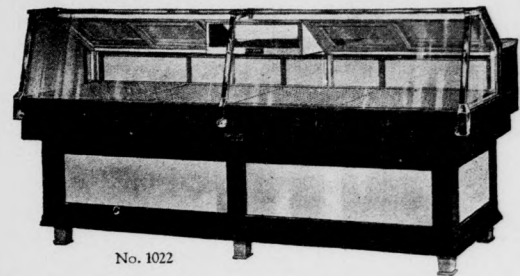
There is a question in the meat business that never seems to be answered in a satisfactory way to all interested, and that is, "What grade of beef is really in demand by consumers?" There is no question about demand being somewhat different in different localities, as far as weight of carcasses and leanness of the meat is concerned, and it is pretty well established also that in some sections of the country where corn-fed steers are not usually killed, but where grass-fed steers and cows, or similar animals fed on hay with little if any grain, are the kind that supply the, beef requirements many of the consumers seem to prefer the kind they are used to instead of the fatter grain-fed meat so usual around New York and other sections of the country. It has not been proven to the entire satisfaction of many interested in beef marketing, however, that this sectional preference for leaner meat of poorer quality than grain-fed is one that exists after having tried both kinds for a considerable length of time, and on two occasions housewives from a section supposed to favor grass-fed beef have told us that they considered the beef served around New York in the better hotels and homes far superior to what they get at home. Only recently a lady said when eating a steak from a choice steer that she never expected to eat anything so good. But the substance of this little talk is supposed to be the seasonal change in this territory from an abundance of grain-fed beef to a moderate supply of this kind and a preponderance of the grass-fed variety. We hear very little from the consumers in a public way, and only the retailer who meets them daily knows how many complain. When most of the supply is grass-fed, as happens during the late summer, it is quite evident that consumers are eating more of this kind and less of the grain-fed kind. Price is the strong influence in marketing most commodities and the effect of price is made evident first in the wholesale markets. If a grass-fed steer is offered for one-half the price of a corn-fed the temptation to buy it is too great for many retailers to resist. When he buys it he takes it home and passes it along to his customers, who are not satisfied, perhaps, but do not like to complain all the time. More grain-fed beef could be produced in this country and many now sold from the range could be fed in the grain sections. If the consumers want it and say so they will be pretty apt to get it.

Couldn't Read Either.

A professor on visiting a Southern city to deliver a lecture was annoyed to find that he had forgotten his reading glasses. When ordering his dinner that evening, he handed the menu card to the colored waiter who was to take his order.

"Here," said the professor to the waiter, "read this card please, so I can place my order."

The waiter took the card, looked at it for a few moments and then handed it back saying, "You'll have to excuse me sah, but I ain't had much education neither."



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

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

McCray Refrigerator Sales Corporation

639 Lake St.

Kendallville, Ind.

Salesrooms in all Principal Cities

Detroit Salesroom—36 E. Elizabeth St.

Grand Rapids Salesroom—20 W. Fulton St.

Kalamazoo Salesroom, 324 W. Main St.

"Look for the McCray Name Plate"



PEACHES

CANTALOUPE

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

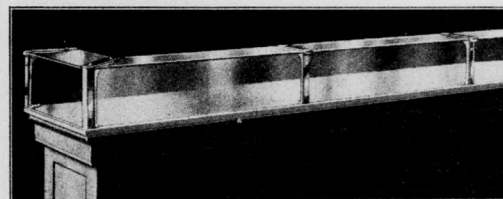
Arrivals are liberal, quality excellent and prices reasonable.

Order plenty now. Write, wire or phone us.

The Vinkemulder Company

GRAND RAPIDS, MICHIGAN

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

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.

Planning an Early Stove Campaign.

Written for the Tradesman.

Although the active stove season does not as a rule commence until probably the latter part of September, it is advisable to get an early start. The dealer who has his stock ready on time and begins his campaign without waiting for cold weather, will find more trade coming his way than if he waits until stoves are really seasonable.

To start the campaign early requires considerable initiative and a certain amount of ingenuity, inasmuch as special efforts are needed to stimulate public interest.

Stove demonstrations have come more and more into vogue of late. They are of great value in helping to increase the amount of business done in the stove department.

The evolution of the demonstration idea has been interesting to watch. It began in a fairly humble way. Here and there especially enterprising dealers took up the idea and held demonstrations on a comparatively small scale. A range was set up and put into action. Biscuits or light cakes were baked. The cooked articles were then handed around to the assembled ladies with a cup of tea and the demonstrator gave a talk on the quality of that particular line of stoves, its adaptability, etc. Results were at once observed from this method of pushing the sale of stoves, and the idea rapidly grew in popularity, as did the number of dealers who practiced it.

Since then demonstrations have developed in size and importance until in many cases they are conducted on a very elaborate scale.

One large city store late in the summer put on a very ambitious demonstration. The event was well advertised beforehand, half page space being used in the local papers. Special invitations were sent out to a carefully selected mailing list.

The demonstration lasted three days Thursday to Saturday, inclusive, being held from 2 to 5 p. m. each day. An expert was in charge. This expert did not content himself with explaining the working of the range. He went fully into the art of cookery, lecturing to the ladies present on the preparation of soups, fish, meats, salads, mayonnaise and puddings. As announced in the advertisement, the lectures were on the "Art of Economical and Scientific Cooking."

In addition to this, the expert demonstrated the working of the range and cooked a large number of articles, including white cake, angel cake, German coffee cake, French coffee cake and rolls. The cakes were passed around and all present had an opportunity to test them.

On the last day, prizes were handed out, this feature having been duly announced. The attendance on the last day broke all records. Extremely large crowds attended each day. Business, as a result, experienced a distinct improvement, and the foundation was laid for a good fall trade in the stove department.

The dealer who contemplates conducting a demonstration should arrange to do so in the immediate future. The present is not too early for this purpose. Popular impression to the contrary, the public does not wait until the really cold weather to take an interest in stoves.

As a matter of fact, new homes come into existence at all seasons of the year. As for people replacing old stoves with new, they are considering the step long before they get into action; and while the advent of cold weather is the psychological moment, it is safe to say that the family which buys a new range at the end of September is thinking of it a long time before.

Early in September one year I asked a small city dealer if he had sold any stoves yet. "Of course I have," he returned. "I have sold several in the past two weeks. We have customers in every day talking about stoves and discussing prices. It is a hard pull to get them to buy this early, but they are interested just the same."

That defines the situation. People who will buy stoves later are already sufficiently interested to investigate the subject. Or, with timely advertising on the hardware dealer's part, they can be induced to investigate. So that a demonstration at the present time will be sufficiently timely to attract the desired amount of attention and will have the double advantage of appealing to prospective stove purchasers first. Later in the season many people will have made their purchases and a demonstration at that time would appeal only to those still in the market for stoves.

Put on your demonstration before your competitors have sold your prospects.

The demonstration is an effective method of starting business in the stove department. October and November are always so busy for the stove dealer that he welcomes any measure calculated to start people buying stoves earlier and thus spread the trade more evenly through the fall season. With this object in view, other expedients for stimulating trade are often resorted to.

One energetic dealer makes it an annual practice to send out letters to prospective purchasers some time in August. The list of prospects is made up largely as a result of information obtained through the repair department.

After expatiating on the value of a new and up-to-date range, the letter would point out, that, in order to avoid the rush of business usually experienced toward the end of fall, the firm were prepared to make certain concessions to early customers. The proposed terms were outlined somewhat as follows:

"We are preparing to go out of our way now to accommodate our early customers and we can give you better service at present than later in the fall when the stove rush will be on.

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

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

GRAND RAPIDS, MICHIGAN

CEL-O-GLASS

Write for Circular

FOSTER, STEVENS & COMPANY

Grand Rapids, Michigan

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

Also a number of smaller used boxes.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Come down now and select your range and we will install it any time before September 10. We will, without cost to you, disconnect the old range and then connect up the new one. We will not present the bill for the payment of the range until October. Our sole object in making this offer is to distribute our business more evenly and avoid the rush at the end of the season."

Inducements can be varied, according to circumstances.

If you have not already done so, now is the time to overhaul your prospect lists. From last season you have doubtless carried over a considerable list of stove prospects who were not sold. To these you can add the names of new enquirers interested in stoves, and of other prospects with whom you have come into touch through your repair department. It might be good policy to mail some advertising matter to your prospects—descriptive booklets, a personal letter, and an invitation to your stove demonstration, if you are holding one.

It is often good policy to go over the prospect list with your salespeople. Discuss each individual prospect. Quite often some individual member of the staff will be closer in touch with this, that or the other prospect than you are. It should be the business of that salesman to see the prospect personally and tactfully invite him to come in and look at your stoves. In this way you can get your salespeople working together for better stove business. Some dealers allow a small bonus to salespeople for sales made early in the season by dint of outside work. You may find that policy worth while in your case.

The fall fair is often a good medium for stove advertising. It comes, usually in September, at the right time to appeal to stove prospects. Not merely can you display your stoves, but—with proper safeguards—you can demonstrate your new kitchen range. Where gas or electric current are available, gas and electric ranges can be demonstrated to good advantage. In most communities the fall fair draws urban as well as rural people; though where the fair is largely rural, emphasis should be placed on the demonstration of the coal and wood range.

In any event, the fall fair gives you a good opportunity to show what you have, and to get into personal touch with your customers. Have a good supply of stove literature and other advertising matter to hand out to real prospects; and, more than that, talk to them personally wherever possible. Personal acquaintance is a powerful factor in stimulating business.

Victor Lauriston.

You are the builder of your own fortune. The mark you have set is the plan by which you work. The blocks with which you build are the present hours. An hour mis-spent today is a block mislaid that must be torn out and replaced to-morrow. An hour improved to-day is a block laid trim and true, that may be forgotten but that will stand the ravages of the storm through all the future.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Kwick Work Manufacturing Co., Detroit.

Bank Annex Realty Co., Ionia.
Drug Store Products, Inc., Kalamazoo
Lacey Co., Grand Rapids.
Jonesville Milling Co., Jonesville.
Ricketts & Struble Co., Battle Creek.
P. J. Osborne Co., Inc., Holland.
Consolidated Dutch Industries, Inc., Holland.

Sagamore Land Co., Detroit.
Muskegon Storage Battery Corp., Muskegon.

Detroit Commerce Co., Detroit.
Greater Detroit Realty Co., Detroit.
John Church Co., Detroit.
Henry A. Sarbinowski, Inc., Grand Rapids.

La Bonte Realty Co., Grand Rapids.
Cook Standard Tool Co., Kalamazoo.
Eastern Realty Co., Detroit.
Community Power Co., Carson City.
American Slide Corp., Detroit.
Maatman & Den Uyl, Grand Rapids.
Bear Lake Silver Black Fox Co., Muskegon.

Kaleel B. Bonahoom, Inc., Detroit.
Tel-Til-Tip Co., Holland.
Creamery Motor Express Co., Detroit
General Service Co., Detroit.

Manhattan Co., Inc., Grand Rapids.
G. J. Gelenius Co., Ann Arbor.
Grand Rapids Furniture Record Co., Grand Rapids.

River Sand & Gravel Transit Co., Marine City.

R-A-C Garage, Detroit.
Wheeler-Schnebler Carburetor Co., Detroit.

John T. Hesser Coal Co., Detroit.
Monroe Garage Co., Monroe.
Schoolcraft Lumber & Coal Co., Three Rivers.

Wirt M. Hazen, Inc., Three Rivers.
Eagle Aeroplane Corp., Detroit.
C. H. Paker, Detroit.

Adler Manufacturing Co., Detroit.
Western Automatic Sprinkler Corp., Detroit.

Land Holding Co., Cleveland-Detroit.
Hedgecock, Claxton & MacLean, Detroit.

Centreville Lumber & Coal Co., Centreville.

Jones Lumber & Coal Co., Three Rivers.

The Industrial Purchasing Power Increases.

Prior to the war the farmer provided the bulk of our purchasing power. Agricultural prosperity was accounted the keystone of general prosperity. When crops are up to average and the price level well maintained, the farmer's income is something more than 10,000,000,000 of dollars. It was not until two decades ago that the income of those engaged in manufacturing could equal agriculture. There is evidence now that in a year when crops are below the average industrial purchasing power exceeds that of the farmer.

This is not to say that general prosperity can rise to any high level without the farmer's aid. When the farmer harvests a good crop which he sells at a satisfactory price, as was the case with winter wheat this year, the increase in purchasing power is immediately reflected in industry.

The increase in industrial purchasing power this year is reflected in gains in retail sales and factory payrolls. A tabulation of the weekly payrolls of 51 industries in June showed a 4.1 per cent. increase over June, 1925, and a survey of the sales of leading mail order houses and chain stores reveals a large increase.

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BUSINESS TRAINING

Bookkeeping and Accounting
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Salesmanship
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Graduates admitted to University of Michigan and other colleges and Universities without examination. Tuition and living expenses surprisingly low.

University and College Trained Teachers

Write for interesting 160-page book. It's free.

Ferris Institute
Big Rapids, Mich.

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



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

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

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

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

You Make
Satisfied Customers
when you sell
"SUNSHINE" FLOUR

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

**Genuine Buckwheat Flour
Graham and Corn Meal**

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

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

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

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

Western Michigan's Largest Feed Distributors.

I. VAN WESTENBRUGGE
Grand Rapids - Muskegon
Distributor

Nucoa

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

King Bee
Butter Milk
Egg Mash
18% Protein

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

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

COMMERCIAL TRAVELER

THE HOTEL KERNS.

Its Evolution From a Small To Large House.

Marietta, Ohio, Aug. 23—None of us who knew Governor Pingree in the heyday of his political life can fail to remember the characteristics he exerted when Mayor of Detroit in the depression of 1893, when he had every vacant corner he could lay hands on planted for raising potatoes to feed the poor during the winter months. In his demands for hotel accommodations when he entered Lansing as Governor of the State, he carried on at one time an incident most laughable in its character.

While the Hotel Downey was equipped with a few rooms with private baths those days, the supply nowhere met the demand. At one time, the story goes, Governor Pingree came to the Downey unannounced and was unable to secure accommodations with private bath and made it mighty uncomfortable for the management.

In short, he moved over to the Hotel Hudson, which had a public bath at the end of the hall; secured a room near it, obtained exclusive use of the coveted prize and had his stay out for that time.

Preceding his next visit, he caused to be shipped to the Hudson a rubber bath tub. The writer had the pleasure of viewing this article at a later date. In size it was about such as the average bath tub. The rubber was reinforced outside by heavy burlap or some such texture. The inside was heavily glazed, and when water came in contact with it, it was as slippery as a wiggly eel. The rubber part was hung on a sort of sawback arrangement at either end, with long oak poles running from one end to the other on either side. When real hot water came in contact with the rubber, the aroma sent out was anything but pleasant, but the arrangement would hold water and even as large a man as Governor Pingree. To get water of suitable temperature to take a bath was some undertaking, but between several large receptacles and a gas stove, water was heated at such times as His Honor desired a bath. At any rate the arrangement took care of Governor Pingree for some time. The Downey fixed up a special bath for him later.

The Hotel Butler was built at Lansing in 1872. A three-story brick building on Washington street, a couple of blocks South of the Downey, possibly fifty or sixty rooms. In the early 1890s it was a \$1 and \$1.50 house American plan. Later I think the dining room was done away with. Later the name was changed to the Hotel American, under which name it still survives. On my recent visit the Greeks seemed to have possession of the ground floor with a restaurant and fruit store. Whether they control the rooms above I do not know; but it is still going with the rooms being rented for hotel purposes, just how good or how bad I have no idea. The building is owned by Hugh McPherson, State Bank Commissioner, whom I used to know thirty-five years ago at Howell. I understand he purchased it as an investment.

Just when the Chapman House, corner of Michigan avenue and Grand street, was built, I cannot tell, but I believe after the Hotel Lansing was going, and the Capitol and Everett had retired. It was not a large hotel, but well built. Frank Wentworth, who afterwards became associated with the Hotel Wentworth, was proprietor of the Chapman for some years. Wentworth had been a good small town landlord at Perry, Bancroft and other places in that vicinity. He catered to the commercial boys at \$1 and \$1.50 per day; ran a good hotel for the price and was generally well filled with desirable guests among the boys on the road.

This hotel burned in 1885 or 1886. Wentworth went directly across Michigan avenue and on the river banks caused to be built the first unit of what is now the Kerns, then bearing the name of Wentworth. Possibly fifty rooms, a brick building, right on the street as one came up from the depot. The Wentworth was a success from the start. Its rates were very reasonable. Its foods were excellent, for which much of the credit was given Mrs. Wentworth. During legislative sessions, the Wentworth did not cater to that patronage, preferring to cater to the commercial men. Mr. Wentworth died in 1908, well respected as a Lansing citizen and as a good landlord. Before his death there was a small addition to the hotel. The dining room was enlarged and some improvements upstairs, such as steam heat, some rooms with hot and cold running water. The house as a whole was always kept up.

Upon the death of Mr. Wentworth, Mrs. Wentworth continued the hotel very satisfactorily. At any rate the house continued to do nearly a capacity business at all times, possibly barring over Sunday and holidays. The extra meal business from off the street, so to speak, was very large; the price was at one time 40c for a bang up mid-day dinner, and many not guests of the house took advantage of the meal and the price.

F. D. Kerns was a barber in Lansing, but a live wire, as men went in those days. Just how he got interested in the hotel business would make an interesting story which I will not cover at this time.

At any event, a year or two after the death of Mr. Wentworth, Kerns made arrangements with Mrs. Wentworth to conduct the hotel on a percentage basis. He went at the proposition like an old war horse to a battle. Inside of two years he had caused to be erected a wing addition of some 100 rooms, remodeled the dining room and kitchen, and was reaching out for a trade that would pay better price. He succeeded remarkably. He had peculiar characteristics as a hotel keeper, but his novel ideas soon wore off and the hotel made many friends. Inside of another two years another addition of some 100 rooms was added and every room in the old house made quite up to the minute. The Kerns had become a recognized factor in the hotel life of Lansing. Several large display rooms were in the newer part; it was considered when this was done that they would not be well patronized, as the Downey had also made seemingly ample provisions for that class of trade, but Kerns and the Wentworth received its share and the venture proved popular.

Later several more rooms were added and the Kerns boasted of about 300 rooms, right up to snuff. The lobby and office were moved back from Michigan avenue to an entrance on Grand street, a fine cafeteria set in motion, a delightful dining room made a prominent part of the improvements; also a very large banquet room, used for special occasions. Business kept coming in large volume. Kerns was a tireless worker. He had married a daughter of Mrs. Wentworth and was getting on fine. All in all, he was a popular hotel keeper. He was a plunger on anything which he felt would bring him business. His rates had been materially increased, but were lower than at the Downey. The house continued in prosperity under Mr. Kern's management. It received its share of legislative patronage, the commercial boys were many, and Kerns and the hotel were considered on easy street.

Along about 1915 Mrs. Kerns was killed in a very serious auto accident at Mason, returning from a long auto trip. This affair was most depressing to Mr. Kerns, and some years later he relinquished active management of the hotel. He sold the furnishings and leased the hotel to E. S. Richard-

HOTEL CHIPPEWA

European Plan
MANISTEE, MICH.

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



WHEN IN KALAMAZOO

Stop at the
Park-American Hotel

Headquarters for all Civic Clubs
Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

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

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

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
Whitcomb
AND
Mineral Baths

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

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

HOTEL RICKMAN

KALAMAZOO, MICH.

One Block from Union Station
Rates, \$1.50 per day up.
JOHN EHRMAN, Manager

HOTEL KERNS

Largest Hotel in Lansing

30 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up
E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

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

WOLVERINE HOTEL

BOYNE CITY MICHIGAN

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

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.

son. He is now living in Lansing, well to do, having made some extra good business ventures.

While Kerns had some characteristics which were commented on some times unfavorably, yet it must be acknowledged he gave his patrons a great run for the money at all times, even after he raised his rates several times. With the newer additions, he had a right to do this. His feeding service was always well maintained. The general service of the hotel was genial if not "chick," and I for one am ready to declare Kerns is entitled to all the success he has achieved.

E. S. Richardson has been in the hotel business as long as the writer can remember. I knew him in a way and became very well acquainted with him when the Michigan Hotel Association was organized in 1914. He was active in this from the first.

Before coming to the Kerns at Lansing, he had been for several years at both Benton Harbor and St. Joseph, having conducted the Hotel Benton at the first named place and the Hotel Whitcomb at the latter place. In this he had been successful. Particularly so in connection with the Whitcomb, which before his management had not been a very paying proposition; but he made some mighty fine improvements there, gained more commercial patronage for the house than ever before, and with the business attracted there by the mineral water and bath connections, the business attained successful proportions. This has been most ably carried on for the last six or seven years by J. Tupper Townsend, whom we claim as an Ohio man, he having been connected for some years with some healthy hotel propositions in the Buckeye State. He has even gone Richardson several better and the Whitcomb to-day is a most outstanding success.

Richardson stepped into a really mighty good hotel at Lansing and has kept the place right up to snuff in all particulars. He has given extra attention to his feeding features and his cafeteria is considered one of the best and most popular in the State. There is served at this hotel each evening a \$1.25 dinner, worth driving across the State to partake of any time. In other ways the hotel is mighty well maintained. It enjoys a fine commercial and touring business and is the home of several service luncheon clubs. Its beautiful ball and banquet room is largely used.

Richardson is a popular landlord and the hotel he represents is well considered. What effect the Olds will have upon the business remains to be seen. As with the Downey, some business will leave and try the newer hotel, but I believe the whole matter will adjust itself, for Lansing is coming into its own as a solid and substantial business city, revived from a rather dead capital city. Its hotel accommodations are now sufficient to meet all requirements.

The Hotel Roosevelt, built some few years ago by a Dr. Dorsley, may be filling a want for Lansing. It is a hotel of some 250 rooms, many of them quite small, but fairly well furnished and equipped. A popular priced feeding feature in connection Located two blocks from the Capitol building on a side street. Its class of patronage, to a considerable extent, is permanent, and the hotel has a very attractive rate. We understand this hotel enjoys some touring business and that at the last legislative gathering had a very good representation from those members staying through the sessions and having their families with them. The builder of the Roosevelt died recently.

The Hotel Detroit, located across Grand street from the Wentworth-Kerns, is a smaller hotel, made over into a very good medium priced hotel from some other building some few years ago. We understand it enjoys a very good patronage of a mixed variety, but is well conducted, so far

as rooms are concerned. It does not maintain its own feeding feature, but there is a restaurant in the building.

There are two or three other smaller hotels in Lansing, such institutions as every city has to have. From what we could glean on a recent visit there, the city is blessed by having no dumps of any serious nature.

Mrs. Wentworth is still living and is remembered very kindly by many of the older boys on the road, because of her motherly and kindly ways as a landlady and hostess. She retains apartments at the Wentworth-Kerns, but goes to California often, and I understand maintains a home there also.

The Hotel Olds I covered in a special article in the Tradesman the week of July 21, having had the pleasure of being in attendance at its official opening. It is a hotel befitting the progressive spirit of the many Lansing men interested in its construction and management and the city itself. Every city such as Lansing must have its new hotel, which must be the last word in construction. Its conduct must be of the best to succeed.

While the newer hotel may cut in on the Downey and the Wentworth-Kerns, it will have its own problems, no doubt, for a time, but again we predict that the hotel business of the Capitol City will soon adjust itself and all will be content engaged in business.

Should the shades of Governor Pingree now return to the scenes of his many political battles, he would not have to bring his own bath tub nor pack his own luncheon. The city has hotels sufficient to care for the wants of all classes of people.

Reno G. Hoag.

Butter and Milk Good For Health, But Bad for Morals.

London, Aug. 14—Butter and milk are good for health but bad for morals, according to a report of a dieting experiment carried on for four years by the Medical Research Council. Community youngsters in a village home near London assisted in an attempt to discover the ideal diet for school-boys. They were divided into groups, some of which were only given a basic diet, while others received an additional ration of certain foods. Groups given extra rations of sugar and butter, vegetables, margarine and edible casein and fresh watercress all made greater progress than their less fortunate fellows on the basic diet.

Describing the effect of extra milk, Dr. Corry Mann, supervisor of the scheme, stated: "It improved the spirit of these boys and led them oftener into trouble and minor offenses against order." Butter, which improved the physique almost as much as milk, had a similar effect on the behavior, as the butter boys were described as "regular little terrors."

Pantlind Finances in Fine Shape.

Under the new financing of the Pantlind Hotel Co., all of the stock originally issued by the building corporation has been called in and cancelled. This leaves only \$2,447,000 against the property, as follows:

Bonds, 5 1/2 per cent., \$1,650,000.

Preferred stock, \$200,000.

Common stock, \$697,000.

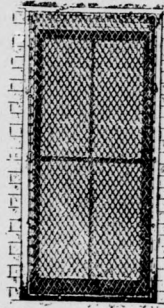
As the property, including furnishings, is easily worth \$5,000,000, it is quite evident that the common stock is actually worth about \$450 per share. Dividend payments on the common stock will probably be resumed Jan. 1, 1927.

Wool in Germany.

Germany is increasing her production of raw wool.

Added Protection for your Store Against Thieves

They usually enter Rear Window — Are your Rear Windows



equipped with Window Guards. If not, kindly forward us the dimensions between the window casings and state number of windows and we will quote on your requirements. Do not delay—write today.

HAVEN-BUSCH CO.

501-518 Front Ave. GRAND RAPIDS, MICHIGAN

OCCIDENTAL HOTEL

FIRE PROOF CENTRALLY LOCATED

Rates \$1.50 and up EDWART R. SWETT, Mgr.

Muskegon :: Michigan

4% Banking by Mail

Under both State and Federal Supervision

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

Privacy

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


Unusual Safety Extra Interest

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

Send for free booklet on Banking by Mail

HOME STATE BANK FOR SAVINGS GRAND RAPIDS MICHIGAN

Bell Phone 596 Citz. 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

HOTEL KING

REED CITY, MICH.
Now under new management. Good Meals, Clean Beds and friendly service will make you feel at home.
W. N. TRAVELBEE, Prop.

HOTEL DOHERTY

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

CODY CAFETERIA

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

Columbia Hotel

KALAMAZOO
Good Place To Tie To

CODY HOTEL

GRAND RAPIDS
RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

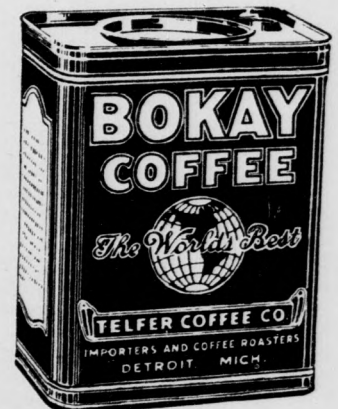
Corduroy Cords

Let Your Next Tire Be a Corduroy
—Built as good as the best and then made better by the addition of Sidewall Protection



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

DELICIOUS



Henry Smith Floral Co., Inc.

52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173

DRUGS

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

Why Follow Cut Price Will o' the Wisp.

Just what a retail druggist who styles himself a "Cutter" hopes to gain by selling goods at such ridiculously low prices that he not only makes no profit on them, but when the cost of conducting business is considered, actually loses money on the transaction, it is not at all easy to fathom. I've heard various reasons given in defense of the practice; some of them may have been partially true and some of them were, as Abe Potash would say, "Something else again."

Personally I believe a lot of chaps cut prices without any clear or logical idea for so doing, just with a hazy notion that it's the thing to do.

Many times it is done because a man gets the notion in his noodle that by cutting a little under his competitors, underselling them on a few popular patents, he will be able to corral all the business of the neighborhood. It seldom works out this way, however, generally the other chaps cut prices to meet his and often, in a spirit of retaliation, cut under him, and in a little while there is a merry war of cut-prices on all over that section with everybody involved in it—except the public—on the losing end of the game.

At the present time when the cost of conducting business is higher than ever before, even in the memory of the oldest inhabitant, just why retail druggists should lie awake o' nights trying to think up ways and means for selling their merchandise at lower prices is in the category of unanswerable questions along with "Who struck Billy Patterson?" and "How old is Ann?"

Many retail druggists seem obsessed with the idea that by selling some well advertised articles at about cost the public will be lead to the believe that everything in the store can be purchased under price. Now just why a pharmacist should strive to get the reputation of being a "Cheap John" I for one have never been able to understand. For a patent medicine shop keeper to advertise himself as a cutter there is a very plausible excuse, it's about the

only thing he can do to attract attention to his store and make a bid for patronage, but why a man who has served and apprenticeship in the drug business spent time and money in attending a college of pharmacy and has brains enough to pass a State board of pharmacy examination, can think of no better way to advertise his pharmacy and appeal to the intelligence of the public than by nailing a "Cut Price Drug Store" sign on the wall has always been an enigma to a lot of us.

Take a ride across this city or any other one of any size in the East, and count the number of drug stores with "Cut Prices," "All Proprietary Medicines at Cut Prices," "Cut Price Pharmacy," "Cut Rate Drug Store," and inscriptions of this ilk on their store fronts, show windows and awnings, many of these stores are owned and run by men who are graduates of reputable colleges of pharmacy and registered pharmacists. I should like to ask the proprietors of these stores whether they ever heard of a plumber who advertised himself as a "Cheap Plumber," or a heathen Chinese who advertised that he would wash your other shirt cheaper than his Mongolian competitor down the street?

The practice of advertising cut prices on some few nationally advertised proprietaries with the idea of luring customers into the store and then trying to sell them a substitute, on which a big profit is realized, is still in vogue in many sections and while opinions differ on this phase of the matter, a large number of pretty fair-minded business men believe that this practice is unfair, unjust and almost smacks of dishonesty.

In the past year or two some of the big, aggressive cutters have tried to pose as public benefactors and in their advertising have tried to make it appear as though they were conducting their stores as eleemosynary institutions, they have had a lot to say about "The Interest of the Public" and all that sort of rot, this pose may have had some effect on the unsophisticated, but to anyone with a modicum of common sense it seems to be, to use a common expression, just plain "apple sauce." Mighty few of us are conducting drug stores to-day entirely from philanthropic motives, least of all the big cutters.

There is another angle to the cut rate game that is seldom touched; there has been in the past few years so much cutting and slashing of well known proprietaries and toilet articles that now-a-days if a druggist has the backbone to charge full price for an article the customer is quite likely to think he is being fleeced. Just the other day I aroused the ire of a woman customer because I had the "audacity," that's what she called it—to charge her a dollar for the large size of Listerine, and she waxed wrathly and intimated that I was a lineal descendant of the late Captain Kidd. When I tried to mollify her by explaining that I had only charged her the regular price, she went up and hit the ceiling and informed me that 79 cents was the regular price for the article in question, she had bought it for years and had never paid more than that for it and her manner said as plain as words could possibly have done it, that she considered me a likely candidate for the "Ananias Club."

With many druggists running individual stores, this cut-rate thing is more or less a state of mind and one of the first and most important steps in correcting it is to get rid of the erroneous idea that there is any nutrition in swapping dollars with their customers, or that it is good business to do a big slice of one's business at less than the actual cost of conducting business. It is not only not good business but it is mighty bad business. And finally, it is well to bear in mind that courtesy, quality and intelligent service will be remembered by the average worth-while customer, long after the price paid for an article is forgotten.

Prescott R. Loveland.

Distribution of Retail Druggists.

Number of druggists (approximately correct) in U. S.:	
Towns of	Druggists
500 and less	6,051
501 to 1,000	4,810
1,000 to 2,500	5,832
2,501 to 5,000	3,790
5,001 to 10,000	3,294
10,001 to 25,000	4,249
25,001 to 100,000	6,146
100,001 to 500,000	7,313
over 500,001	9,750
Total	51,235

A study of these figures shows that

nearly one-half of all the drug stores of the country are in towns of less than ten thousand population. Strange as this figure may seem, it is undoubtedly a fact, for we know that over half of the population is in towns of five thousand or less.

Worked Four Hours in Four Months.

"During a business trip to the Southwest," says a traveling man, "I had occasion to call upon a grocer in one town. I was watching a rather languid man do up a pound of butter, and for want of anything else to say at the moment, asked:

"How long has that clerk worked for you?"

"About four hours, I should say," was the unexpected answer.

"I thought from his manner that he had been here longer than that."

"He has," said the grocer. "He has been here for four months."

Sugar Advancing.

Consumption is once again overtaking demand in the sugar market. Refined sugar is being quoted 5.80c, wholesale, in the East, the year's high, and it is predicted that we shall have 6c sugar very soon. The housewife who did not previously lay in a supply is now paying one to two cents more for this necessary commodity. It is unlikely that there will be any great reaction in price during the next 12 months and as previously stated in these columns it will pay to purchase sugar requirements now.

Call For Novelty Linens.

Novelty linens in a large variety of fancy patterns are in excellent demand for the Spring, wholesalers' report. The goods wanted include bridge sets with 36 inch tops and four napkins, refreshment sets of 54x54 inch tops with six napkins, as well as separate cloths of 45x45 inch and 50x50 inch dimensions. The demand for linen damasks is expected to be fully as large as last Fall, which was an excellent season for these goods.

Bath Powder.

Powdered Borax	1 lb.
Ammonia Muriat	2 ozs.
Synthetic Violet	2 drs.
Synthetic Heliotrope	2 drs.

Success is the proper mixing of scattering and concentrating.

DRUG STORES FOR WELL PEOPLE

 MADE IN GRAND RAPIDS
 Representatives in principal cities.
 Consult your local telephone book.

WELCH-WILMARTH
 CORPORATION
 GRAND RAPIDS, MICH.

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

DRUG STORE
 PLANNING
 Recommendations
 to fit individual
 conditions.

DRUG STORE
 FIXTURES
 Planned to make
 every foot of store
 into sales space.

Fabrics Favored For Millinery.

Business in better quality millinery is confined to two materials—felt and velour soleil. The demand for velvet hats is practically non-existent, although a month ago there was much talk of millinery of this material which was inspired in no small way by the velvet manufacturers themselves. The consumer failed to react favorably to this fabric. Favored colors are black and green, while Chanel red is still strong. The volume of business done in better millinery is said to be very satisfactory.

What \$1 Will Do

- \$1 spent for lunch lasts five hours.
\$1 spent for neckties lasts five weeks.
\$1 spent for hats lasts five months.
\$1 spent for automobile last five years.

\$1 spent for water power or railroad grade lasts five generations.

\$1 spent for the Service of Humanity lasts for Eternity.

Roger W. Babson.

Made Good on His Statement.

He—How about that ten you borrowed from me six months ago?

He—Well?

He—You said you wanted it only for a short time.

He—That's right, I only kept it ten minutes.

He Met the Requirement.

"Have you ever met a man whose touch seemed to thrill every fiber of your body?"

"Yes, once."

"Ah, and who was he?"

"The dentist."

Obituary.

Here lies the body of Elmer Trask; He drank from a stranger's half-pint flask.

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

Manistee

Wholesale Only MICHIGAN

Grand Rapids



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

GRAND RAPIDS

Chicago

First National Bank Bldg. Telephone 4212

Detroit

Congress Building

WHOLESALE DRUG PRICE CURRENT

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

Table with multiple columns listing various drugs and their prices. Categories include Acids, Ammonia, Barks, Berries, Extracts, Flowers, Gums, Insecticides, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures. Prices are listed in various formats such as @ 12.50, @ 25, @ 50, etc.

GROCERY PRICE CURRENT

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

ADVANCED

Canned Pineapple
Some Cheese

DECLINED

Salmon
Cocoanut
Lard
Smoked Meats

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

SEECH-NUT BRANDS.



- Mints, all flavors 60
- Gum 70
- Fruit Drops 70
- Caramels 70
- Sliced bacon, large 5 40
- Sliced bacon, medium 3 30
- Sliced beef, medium 2 80
- Grape Jelly, large 4 50
- Sliced beef, large 4 50
- Grape Jelly, medium 2 70
- Peanut buttes, 16 oz. 4 25
- Peanut butter, 10 1/2 oz. 2 90
- Peanut butter, 6 1/2 oz. 1 85
- Peanut butter, 3 1/2 oz. 1 80
- Prepared Spaghetti 1 40
- Baked beans, 16 oz. 1 40

BLUING

The Original

Condensed

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

BREAKFAST FOODS

- Cracked Wheat, 24-2 3 85
 - Cream of Wheat, 18s 3 90
 - Cream of Wheat, 24, 14 oz. 3 05
 - Pillsbury's Best Cer'l 2 20
 - Quaker Puffed Rice 5 60
 - Quaker Puffed Wheat 3 00
 - Quaker Brfst Biscuit 1 90
 - Ralston Branzen 3 20
 - Ralston Food, large 4 00
 - Saxon Wheat Food 3 90
 - Vita Wheat, 12s 1 80
- Post's Brands.
Trape-Nuts, 24s 3 80
Trape-Nuts, 100s 2 75
Tastest Postum, No. 8 40

- Instant Postum, No. 9 5 00
- Instant Postum No. 10 4 50
- Postum Cereal, No. 0 2 25
- Postum Cereal, No. 1 2 70
- Post Toasties, 36s 3 45
- Post Toasties, 24s 3 45
- Post's Bran, 24s 2 70

BROOMS

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

BRUSHES

- Scrub
- Solid Back, 8 in. 1 50
- Solid Back, 1 in. 1 75
- Pointed Ends 1 25
- Stove
- Shaker 1 80
- No. 50 2 00
- Peerless 2 60

Shoe

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

BUTTER COLOR

- Dandelion. 2 8c

CANDLES

- Electric Light, 40 lbs. 12.1
- Plumber, 40 lbs. 12.8
- Paraffine, 6s 14 1/2
- Paraffine, 12s 14 1/2
- Wicking 40
- Tudor, 6s, per box 30

CANNED FRUIT

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

CANNED FISH

- Clam Ch'der, 10 1/2 oz. 1 35
- Clam Ch., No. 3 3 50
- Clams, Steamed, No. 1 2 00
- Clams, Minc'd, No. 1 3 25
- Finnan Haddie, 10 oz. 3 30
- Clam Bouillon, 7 oz. 3 50
- Chicken Haddie, No. 1 2 75
- Fish Flakes, small 1 25
- Cod Fish Cake, 10 oz. 1 25
- Cove Oysters, 5 oz. 1 65
- Lobster, No. 1/4, Star 2 90
- Shrimp, 1, wet 1 90
- Sard's, 1/4 Oil, Ky 6 10
- Sardines, 1/4 Oil, K'less 5 50
- Sardines, 1/4 Smoked 6 75
- Salmon, Warrens, 1/2s 2 80
- Salmon, Red Alaska 3 75
- Salmon, Med. Alaska 3 15
- Salmon, Pink Alaska 1 90
- Sardines, Im. 1/4, ea. 10 25
- Sardines, Im., 1/2, ea. 10 25
- Sardines, Cal. 1 65
- Tuna, 1/2, Albocore 95
- Tuna, 1/4s, Curtis, doz. 2 20
- Tuna, 1/4s, Curtis, doz. 3 50
- Tuna, 1/4s, Curtis, doz. 7 00

CANNED MEAT

- Bacon, Med. Beechnut 3 30
- Bacon, Lge Beechnut 5 40
- Beef, No. 1, Corned 3 10
- Beef, No. 1, Roast 3 10
- Beef, No. 2 1/2, Qua. all 1 50
- Beef, 3 1/2 oz. Qua. sli. 1 90
- Beef, 5 oz., Qua. sli. 2 60
- Beef, No. 1, B'nut, sli. 4 50
- Beefsteak & Onions, s 4 45
- Chill Con Ca., 1s 1 35
- Deviled Ham, 1/4s 2 20
- Deviled Ham, 1/2s 3 60
- Hamburg Steak & Onions, No. 1 3 15
- Potted Beef, 4 oz. 1 10
- Potted Meat, 1/4 Libby 5 1/2
- Potted Meat, 1/2 Libby 9 1/2
- Potted Meat, 3/4 Qua. 90
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/4 1 45
- Vienna Sausage, Qua. 85
- Veal Loaf, Medium 2 65

- Beef, 3 1/2 oz. Qua. sli. 1 90
- Beef, 5 oz., Qua. sli. 2 60
- Beef, No. 1, B'nut, sli. 4 50
- Beefsteak & Onions, s 4 45
- Chill Con Ca., 1s 1 35
- Deviled Ham, 1/4s 2 20
- Deviled Ham, 1/2s 3 60
- Hamburg Steak & Onions, No. 1 3 15
- Potted Beef, 4 oz. 1 10
- Potted Meat, 1/4 Libby 5 1/2
- Potted Meat, 1/2 Libby 9 1/2
- Potted Meat, 3/4 Qua. 90
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/4 1 45
- Vienna Sausage, Qua. 85
- Veal Loaf, Medium 2 65

Baked Beans

- Campbells, 1c free 5 1 15
- Quaker, 18 oz. 85
- Fremont, No. 2 1 20
- Snider, No. 1 95
- Snider, No. 2 1 25
- Van Camp, small 85
- Van Camp, Med. 1 15

CANNED VEGETABLES.

- Asparagus.
- No. 1, Green tips 3 75
- No. 2 1/2, Lge. Green 4 50
- W. Beans, cut 2 1 45
- W. Beans, 10 7 50
- Green Beans, 2s 1 45
- Green Beans, 10s 7 50
- L. Beans, 2 gr. 1 50
- Lima Beans, 2s, Soaked 1 25
- Red Kid, No. 2 1 25
- Beets, No. 2, wh. 1 75
- Beets, No. 2, cut 1 20
- Beets, No. 3, cut 1 60
- Corn, No. 2, stan. 1 25
- Corn, Ex. stan. No. 2 1 55
- Corn, No. 2, Fan. 1 30
- Corn, No. 10 8 00
- Hominy, No. 3 1 00
- Okra, No. 2, whole 3 00
- Okra, No. 2, cut 1 75
- Dehydrated Veg. Soup 90
- Dehydrated Potatoes, lb. 45
- Mushrooms, Hotels 37
- Mushrooms, Choice 8 oz. 48
- Mushrooms, Sur Extra 60
- Peas, No. 2, E. J. 1 65
- Peas, No. 2, Sift. 1 85
- June
- Peas, No. 2, Ex. Sift. 2 25
- Peas, Ex. Fine, French 25
- Pumpkin, No. 3 1 35
- Pumpkin, No. 10 4 00
- Pimentos, 1/4, each 12 1/2
- Pimentos, 1/2, each 27
- Sw't Potatoes, No. 2 1/2 2 25
- Sauerkraut, No. 3 1 40
- Succotash, No. 2 1 65
- Succotash, No. 2, glass 2 80
- Spinach, No. 1 1 25
- Spinach, No. 2 1 60
- Spinach, No. 3 2 10
- Spinach, No. 10 6 00
- Tomatoes, No. 2 1 05
- Tomatoes, No. 2 glass 2 20
- Tomatoes, No. 3 1 90
- Tomatoes, No. 10 1 60

CATSUP.

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

CHILI SAUCE

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

CHEESE

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

- Mich. Flat Full Cream 23
- Michigan Daisies 24
- New York New 1926 28
- Sap Sago 33
- Brick 29

CHEWING GUM.

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

COCOA.

- Droste's Dutch, 1 lb. 8 50
- Droste's Dutch, 1/2 lb. 4 50
- Droste's Dutch, 1/4 lb. 2 25
- Droste's Dutch, 5 lb. 60
- Chocolate Apples 4 50
- Pastels No. 1 12 60
- Pastels, 1/2 lb. 6 60
- Pains De Cafe 3 00
- Droste's Bars, 1 doz. 2 00
- Delft Pastelles 2 15
- 1 lb. Rose Tin Bon 18 00
- 7 oz. Rose Tin Bon 9 00
- 13 oz. Creme De Caraque 13 20
- 12 oz. Rosaces 10 80
- 1/2 lb. Rosaces 7 80
- 1/4 lb. Pastelles 3 40
- Langues De Chats 4 80

CHOCOLATE.

- Baker, Caracas, 1/4s 37
- Baker, Caracas, 1/2s 25

COCOANUT

- Dunham's
- 15 lb. case, 1/4s and 1/2s 48
- 15 lb. case, 1/4s 47
- 15 lb. case, 1/2s 46

CLOTHES LINE.

- Hemp, 50 ft. 2 00
- Twisted Cotton, 50 ft. 3 50
- Braided, 50 ft. 2 25
- Sash Cord 3 50

COFFE ROASTED

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

McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees.

W. F. McLaughlin & Co., Chicago.

Maxwell House Brand.

- 1 lb. tins 50
- 3 lb. tins 1 47
- Talfer Coffee Co. Brand 42

- Coffee Extracts
- M. Y., per 100 12
- Frank's 50 pkgs. 4 35
- Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

- Quaker, Tall, 4 doz. 4 65
- Quaker, Baby, 8 doz. 5 55
- Quaker, Gallon, 1/4 dz. 4 50
- Blue Grass, Tall 1/4 dz. 4 65

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

CIGARS

- G. J. Johnson's Brand
- G. J. Johnson Cigar, 10c 75 00
- Tunis Johnson Cigar Co.
- Van Dam, 10c 75 00
- Little Van Dam, 5c 37 50

Worden Grocer Co. Brands

- Master Piece, 50 Tin. 35 00
- Canadian Club 35 00
- Little Tom 37 50
- Tom Moore Monarch 75 00
- Tom Moore Panatella 75 00
- T. Moore Longfellow 95 00
- Tom M. Invincible 115 00
- Websterets 37 50
- Webster Cadillac 75 00
- Webster Knickerbocker 95 00
- Webster Belmont 110 00
- Webster St. Reges 125 00
- Starlight Perlas 90 00
- Starlight P-Club 1 25
- Tiona 30 00
- Clint Ford 35 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

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

Hard Goods Pails

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

Cough Drops Bxs

- Putnam's 1 35
- Smith Bros. 1 50

Package Goods

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

Specialties

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

COUPON BOOKS

- 50 Economic grade 2 50
- 100 Economic grade 3 50
- 500 Economic grade 20 00
- 1000 Economic grade 37 50

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

CREAM OF TARTAR

- 6 lb. boxes 38

DRIED FRUITS

- Apples
- N. Y. Fcy., 50 lb. box 15 1/2
- N. Y. Fcy., 14 oz. pkg. 16
- Apricots
- Evaporated, Choice 30
- Evaporated, Fancy 35
- Evaporated, Slabs 27
- Citron
- 10 lb. box 48

Currants

GELATINE



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

HORSE RADISH

Per doz., 5 oz. 90

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

JELLY GLASSES
8 oz., per doz. 37

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributer



Nucoa, 1 lb. 27
Nucoa, 2 and 5 lb. 26 1/2
Wilson & Co.'s Brands
Certified 25 1/2
Nut 20
Special Roll 25 1/2

MATCHES

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

Safety Matches

Quaker, 5 gro. case 4 25

MINCE MEAT

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

MOLASSES



Gold Brer Rabbit
No. 10, 6 cans to case 5 70
No. 5, 12 cans to case 5 95
No. 2 1/2, 24 cans to cs. 6 20
No. 1 1/2, 36 cans to cs. 5 15

Green Brer Rabbit

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

Aunt Dinah Brand

No. 10, 6 cans to case 3 00
No. 5, 12 cans o case 3 25
No. 2 1/2, 24 cans o cs. 3 50
No. 1 1/2, 36 cans oe or 3 00

New Orleans

Fancy Open Kettle 74
Choice 62
Fair 41
Half barrels 5c extra

Molasses in Cans

Dove, 36, 2 lb. Wh. L. 6 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 24, 2 1/2 lb. Black 3 90
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 5 20

NUTS.

Whole
Almonds, Terregona 30
Brazil, New 25
Fancy mixed 22
Filberts, Stelly 28
Peanuts, Virginia Raw 09 1/2
Peanuts, Vir. roasted 10 1/2
Peanuts, Jumbo, rstd 10 1/2
Peanuts, Jumbo, 11 1/2
Pecans, 3 star 24
Pecans, Jumbo 40
Pecans, Mammoth 50
Walnuts, California 25
Salted Peanuts.
Fancy, No. 1 14
Jumbo 17

Shelled.

Almonds 70
Peanuts, Spanish, 125 lb. bags 11 1/4
Filberts 32
Pecans 1 10
Walnuts 70

OLIVES.

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

PARIS GREEN

1/2 31
1 29
2 28 and 5 27

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. pails 18
8 oz., 2 doz. in case 14
5 lb. pails, 6 in crate 12
12 2 lb. pails 20
14 lb. pails 20
50 lb. tins 20
25 lb. pails 20

PETROLEUM PRODUCTS

Perfection Kerosine 15.6
Red Crown Gasoline, Tank Wagon 19.7
Solite Gasoline 22.7
Gas Machine Gasoline 41.1
V. M. & P. Naptha 24.6
Capitol Cylinder 39.2
Atlantic Red Engine 21.2
Winter Black 12.2

Iron Barrels.

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

CONDENSED BAKERS CRACK

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

Pig's Feet

Cooked in Vinegar
1/2 bbls. 2 50
3/4 bbls. 3 50
1 bbl. 4 50
Kits, 15 lbs. 1 75
1 1/2 bbls. 4 50
3/4 bbls. 3 50

Casings

Hogs, per lb. @ 63
Beef, round set @ 30
Beef, middles, set @ 15
Sheep, a skin @ 2 25

RICE

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

ROLLED OATS

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

RUSKS.

Holland Rusk Co. Brand
18 roll packages 2 40
36 roll packages 4 50
36 carton packages 5 20
18 carton packages 2 65

SALERATUS

Arm and Hammer 3 75

SAL SODA

Granulated, bbls. 1 80
Granulated, 60 lbs. cs. 1 60
Granulated, 36 2 1/2 lb. packages 2 40

COD FISH

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

Herring

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

Lamb.

Spring Lamb 28
Good 26
Medium 25
Poor 22

Mutton.

Good 14
Medium 12 1/2
Poor 10

Pork.

Light hogs 19
Medium hogs 20
Heavy hogs 18
Loins, Med. 23
Butts 25
Shoulders 20
Spareribs 15
Neck bones 06

PROVISIONS

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

Lard

Pure in tierces 16
60 lb. tubs 1/2 advance 1 1/4
50 lb. tubs 1/2 advance 1 1/4
20 lb. pails 1/2 advance 1 1/4
10 lb. pails 1/2 advance 1 1/4
5 lb. pails 1/2 advance 1 1/4
3 lb. pails 1/2 advance 1 1/4
Compound tierces 15 1/2
Compound, tubs 16

Sausages

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

Smoked Meats

Hams, Cert., 14-16 lb. 35
Hams, Cert., 16-18 lb. 37
Ham, dried beef sets @ 32
California Hams @ 24
Picnic Boiled Hams @ 44
Boiled Hams 46 @ 52
Minced Hams @ 19
Bacon 37 @ 44

Beef

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

Beet

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

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Moist in glass 8 00

Lake Herring

1/2 bl., 100 lbs. 6 50

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

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

STOVE POLISH

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

SALT.

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

SPICES.

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

Pure Ground in Bulk

Allspice, Jamaica @ 18
Cloves, Zanzibar @ 46
Cassia, Canton @ 6
Ginger, Corkin @ 38
Mustard @ 32
Mace, Penang @ 10
Pepper, Black @ 250
Nutmegs @ 75
Pepper, White @ 30
Pepper, Cayenne @ 32
Paprika, Spanish @ 42

Seasoning

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

STARCH

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

Gloss

Argo, 48, 1 lb. pkgs. 4 05
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35
Silver Gloss, 48, 1s 11 1/4
Elastic, 48, pkgs. 5 35
Tiger, 48-1 3 50
Tiger, 50 lbs. 06

CORN SYRUP.

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

Imt. Maple Flavor.

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

CLEANSERS

Green Label Karo 5 10
Green Label Karo 5 10

Maple and Cane

Mayflower, per gal 1 55

Maple.

Michigan, per gal. 2 50
Washers, per gal. 2 80

TABLE SAUCES

Lea & Perrin, large 6 00
Lea & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz., doz. 2 70
A-1, large 5 20
A-1, small 3 15
Capers, 3 oz. 3 80

WASHING POWDERS.

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

TEA.

Japan.
Medium 37 @ 32
Choice 37 @ 47
Fancy 54 @ 51
No. 1 Nibbs 54
1 lb. pkg. Sifting 18

Gunpowder

Choice 35
Fancy 40

Ceylon

Pekoe, medium 55

English Breakfast

Congou, Medium 23
Congou, Choice 35 @ 36
Congou, Fancy 42 @ 43

Oolong

Medium 36
Choice 45
Fancy 50
Telfer Coffee Co. Brand
W. J. G. 59

TWINE

Cotton, 3 ply cone 40
Cotton, 3 ply palls 42
Wool, 6 ply 18

VINEGAR

Cider, 40 Grain 22
White Wine, 80 grain 25
White Wine, 40 grain 20

WICKING

No. 0 per gross 76
No. 1, per gross 1 25
No. 2, per gross 1 50
No. 3 per gross 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 75

WOODENWARE

Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 40
Market, drop handle 85
Market, single handle 90
Market, extra 1 50
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns.

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

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 18.—On this day was held the adjourned first meeting of creditors in the matter of E. Lee Merrill, Bankrupt No. 2960. There were no appearances. The policy of the bankrupt was examined and found to have no cash surrender value. The meeting then adjourned without date and the case has been closed and returned to the district court as a case without asset.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of John C. Van Antwerp, Bankrupt No. 2955. The bankrupt is a resident of the city of Kalamazoo, and is a pharmacist by occupation. The schedules list assets of \$5.00, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,344.10. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made herein. A list of the creditors of the bankrupt is as follows:

City of Kalamazoo	\$ 50.60
Freeman Dairy Co., Kalamazoo	20.36
Consumers Power Co., Kalamazoo	13.45
Michigan Bell Tel. Co., Kalamazoo	4.90
Garrison News Agency, Kalamazoo	16.16
Benj. Greenewick & son, Kalamazoo	145.04
A. W. Walsh Co., Kalamazoo	20.20
A. R. Walker Candy Co., Kalamazoo	15.00
Carl F. Skinner & Sons, Kalamazoo	22.25
John & Ely, Kalamazoo	14.96
Star Paper Co., Kalamazoo	39.80
James T. Reynolds, Inc., Lapeer	14.40
Chas. H. Ingersoll Dollar Pen Co., Newark, N. J.	12.00
Palmolive Co., Chicago	10.00
Peter Van Schaak & sons, Chicago	34.44
Wm. R. Warner & Co., Inc., St. Louis, Mo.	36.50
Gold Band Confectionery, Boston	37.05
Norwich Pharmaceutical Co., Chicago	19.25
Armand Co., Des Moines, Iowa	23.28
American Druggist Syndicate, Chicago	18.00
Penslar Co., Detroit	48.94
W. A. S. Shaeffer Co., Fort Madison, Iowa	107.26
Bauer & Black, Chicago	9.51
Harriet Hubbard Ayer, inc., New York City	7.77
Baldwin Perfumery Co., Chicago	14.40
Gunther Chocolate & Confection Co., Chicago	25.90
Citro-Nesia Co., Chicago	14.65
Allen B. Wrisley Co., Chicago	9.75
Johnson Nut Co., Minneapolis	79.40
M. E. Maher & Co., Kalamazoo	18.75
Amer. Autochrome Co., Chicago	6.10
Olson Mfg. Co., Cleveland	102.00
General Cigar Co., Chicago	39.30
National Casa Register Co., Dayton	70.00
A. M. Sargent, Kalamazoo	7.95

On this day also were received the reference and adjudication in the matter of E. M. Dixon, Jessie Dixon, Lena Herren, etc. and Wood Dish Co. and Thompsonville Bank, Bankrupts No. 2963. The matter is an involuntary one and schedules have been ordered. The bankrupts are partners doing business at Thompsonville, and engaged in a banking business under the name of Thompsonville Bank and also trading as E. M. Dixon & Co. and also trading as Wood Dish Co., a manufacturing company. When the schedules are received the first meeting will be called and a list of the creditors of the bankrupts and note of the date of meeting will be made here.

On this day also was held the adjourned first meeting of creditors in the matter of Fred B. Hackett, Bankrupt No. 2964. The bankrupt was present in person and represented by attorneys Dunham & Cholette. Creditors were present and represented by John J. McKenna. The bankrupt was sworn and examined without a reporter. Mr. McKenna conducted the examination. No trustee was appointed for the present. The matter was further adjourned to Aug. 25 to determine if a trustee is necessary.

Aug. 17. On this day was held the first meeting of creditors in the matter of Bryan Withers, Bankrupt No. 2965. The bankrupt was present in person and represented by attorneys Weston & Fox. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Bryan Withers, Bankrupt No. 2966. The bankrupt was present in person or represented by attorneys Weston & Fox. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of D. Norman MacDonald, Bankrupt No. 2967. The bankrupt was present in person and represented by attorney J. L. Boyd. Creditors were present in person and represented by C. G. Turner, attorney. Claims were proved and allowed. The bankrupt

was sworn and examined without a reporter. One reclamation was approved and allowed. C. W. Moore was elected trustee, and his bond placed at \$500. The trustee petitioned for elave to abandon the car and the fixtures listed upon the inventory as being more than fully covered by valid liens. The petition was granted. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Harry Epstein, Bankrupt No. 2952. The bankrupt was present in person and represented by Mason & Sharpe, attorneys. Creditors were represented by Hilding & Hilding, for the petitioning creditors and by Fred G. Stanley for creditors generally. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy was elected trustee and his bond placed by the creditors at \$1,500. The first meeting then adjourned without date.

Aug. 18. On this day was held the first meeting of creditors in the matter of Percy Fritz, Bankrupt No. 2971. The bankrupt was present in person and represented by Roman F. Glochowski, attorney for the bankrupt. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter in attendance. The meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Carl H. Bronn, doing business as Central Shoe Co., Bankrupt No. 2970. The bankrupt was present in person. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date. The case has been closed and returned to the district court as a case without assets.

Aug. 20. On this day was held the sale of assets in the matter of William Wagner, doing business as Spring Lake Auto Supply Co., Bankrupt No. 2953. The bankrupt was not present or represented. The trustee was present in person. One bidder was present. The stock in trade and fixtures of the estate, except those heretofore reclaimed, were sold to E. L. Howard for \$100. The sale was confirmed and the meeting adjourned without date.

On this day also was held the sale of assets in the matter of John J. Karpenia, Bankrupt No. 2959. The bankrupt was not present or represented. The trustee was present in person. Bidders were present in person. The property, less certain exceptions which have been reclaimed, was sold to Grand Rapids Store Fixture Co. for \$450. The sale was confirmed and the hearing and show cause adjourned without date.

Aug. 23. On this day was held the adjourned first meeting of creditors in the matter of William J. Winters, Bankrupt No. 2942. The bankrupt was not present or represented. No creditors were present or represented. The matter of administration of the estate was considered complete and the meeting adjourned without date and the case closed and returned to the district court as a case without assets.

In the matter of W. G. Lewis, Bankrupt No. 2906, the trustee has filed in said court his return showing that there are no assets in the estate and the matter has been closed and returned to the district court as a case without assets.

Aug. 21. We have to-day received the schedules, order of reference and adjudication in the matter of George N. Miller, Bankrupt No. 2986. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a construction worker and tool manufacturing. The schedules show assets of \$452.20 of which \$450 is claimed as exempt, with liabilities of \$2,625.15. 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:

Superior Steel & Malleable Castings Co., Benton Harbor	\$711.02
Farmers & Merchants National Bank, Benton Harbor	900.00
Frank P. Cupp, Stevensville	460.34
W. F. Slayton, St. Joseph	100.00
B. H. Malleable Fdy., Benton Har.	273.79
C. R. Sparks & Co., Berrien Spgs.	40.00
Aaron M. Healy, Berrien Springs	100.00

Aug. 21. We have to-day received the schedules, order of reference and adjudication in the matter of Simon Lavine, Bankrupt No. 2988. The matter has been referred to Chas. B. Blair as referee in bankruptcy. The bankrupt is a resident of Sparta, and his occupation is that of a laborer. The schedules show assets of \$479 of which the full interest is claimed as exempt with liabilities of \$1,608.98. 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:

Industrial Bank, Grand Rapids	\$326.10
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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

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.

Sparta State Bank, Sparta	31.00
A. H. Brott, Baldwin	867.00
Ft. Wayne Iron Stores, Ft. Wayne	160.23
Mossman Yarnell Co., Ft. Wayne	59.85
Charles Carlson, Sparta	66.00
Enoch Armoock, Sparta	36.30
John Ryan, Sparta	12.60
A. A. Johnson Co., Sparta	70.00

In the matter of Arthur A. Harake, Bankrupt No. 2978, the funds for the first meeting have been received and such meeting has been called for Sept. 7.

In the matter of Nicholas Heyns, Bankrupt No. 2976, the funds for the first meeting have been received and such meeting has been called for Sept. 7.

In the matter of Deo. R. Scott, Bankrupt No. 2977, the funds for the first meeting have been received and such meeting has been called for Sept. 7.

In the matter of Chester Robertson, Bankrupt No. 2972, the funds for the first meeting have been received and such meeting has been called for Sept. 7.

In the matter of Fred McMillen, Bankrupt No. 2981, the funds for the first meeting have been received and such meeting has been called for Sept. 7.

In the matter of Charles H. McNally, Bankrupt No. 2980, the first meeting of creditors has been called for Sept. 3.

In the matter of Regent Auto Maintenance Co., Bankrupt No. 2983, the first meeting has been called for Sept. 3.

Aug. 24. On this day was held the first meeting of creditors in the matter of Adelbert G. Cusser, Bankrupt No. 2973. The bankrupt was present in person and represented by Corwin & Norcross, attorneys. Creditors were represented by Boltwood & Boltwood and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. Howard L. Boggs 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 Leo Freeland, Bankrupt No. 2975. The bankrupt was present in person and represented by George B. Kingston, attorney for the bankrupt. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court. There were no assets in the case.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 24—This is Kiwanis week here. The key to the city has been turned over to them and something is going on all the time, so all have a good time. Only 600 could go on the Algoma Central trip to Agawa Canyon, Canada, the number being limited to that many. This left about 200 visitors who had to make other arrangements. The coast guard took quite a few on a sight seeing trip down the river, while others made a trip through the country, where they were shown some bumper hay crops, also many fine fields of wheat, oats, peas and corn. They were surprised at the farming possibilities surrounding the Soo country.

DeTour was visited by another fire last Monday, when the confectionery and barber shop owned by Hugh McDonald was destroyed, leaving only part of the solid stone walls. Mr. McDonald barely escape with his life, being severely burned about the hands and body while trying to throw out the oil stove which had exploded. During the fire sparks dropped on the Derosher residence, and Ray McCullough, who was trying to extinguish sparks on the roof, fell to the ground, breaking his collar bone and fracturing his skull, which will lay him up for some time. It is understood the place was fully insured and may be rebuilt.

Prof. J. G. Lamson and wife were visitors here last week. The professor is a director in the Hinsdale sanitarium, near Chicago, and has visited the Soo regularly for the past ten years. He tells us we have the finest summer resort in the State, with ideal weather and a climate which few other places have to offer.

This was a backward summer season at Drummond Island until August when the tourists began to arrive in larger numbers, so that the cottages are nearly all filled now and the sale of lots has started. About eight lots were sold last week, mostly to Chicago parties, who expect to erect sum-

mer cottages during the Spring. Drummond Island is one of the historic spots which has to be seen to be appreciated. The prospects of a summer hotel seem more favorable now and, should the proposition materialize, it would mean a summer as well as a winter resort, as there are hundreds of hunters who spend the deer season on the Island, which is one of the best hunting grounds in the Upper Peninsula.

Diamonds cost a lot of money, but they last a long time.

The glory of the rapids of St. Maries river was restored last Thursday with the opening of the four gates of the compensating dam, permitting the flow of 12,000 cubic feet of water instead of 1,000, as heretofore. Opening of the gates came as a result of the shutting off of the flow of 28,000 feet of water through the Michigan Northern Power Co.'s canal in order to make necessary repairs, which will take around two months to complete. The water now flowing over the rapids takes us back to the good old times when the rapids was about the main attraction at the locks.

Joseph B. Andary, proprietor of the Sterling general store, has purchased the bankrupt stock of clothing of Charles Fields and removed same to Sterling, where he is conducting a special sale.

Chester Long, the well-known merchant at Rosedale, was a business visitor here last week. He is busy making hay and had to hurry back while the sun was shining. This has been the best hay season in years, with dry weather for several weeks, giving the farmers an opportunity to care for the crop.

The street cars are running regular again after having been stopped on account of the power canal closing down for repairs. The power now is supplied by the Edison Sault Electric Co.

J. Foster, traveling salesman for the Armour & Co. Soo branch, has resigned and returned to his former home near Hamilton, Ontario, where he expects to remain. His successor has not as yet been assigned. Mr. Foster has been here for the past year and will be missed by his numerous friends who wish him every success for the future. William G. Tapert.

Styles in Spring Wash Fabrics.

Lines of wash goods which have been or are about to be opened for the Spring 1927 season have placed emphasis on sheer fabrics such as batistes, voiles and dimities. Small patterns and loud colorings are favored in the main. In pushing these goods manufacturers admit that the success of the lines depends on favorable Spring weather more than upon any other condition, for they say that hot early Spring days are what are needed to stimulate a vogue for the fabrics. Efforts made to popularize the lightweight goods in previous years have been thwarted by cool weather, as a rule.

Some Underwear Mills Sold Up.

Manufacturers of heavyweight underwear report that order taking has been well sustained for the Fall season. Some mills report a sold-up condition until well into September on many styles, and reorders from jobbers have begun to come in, although the peak of this demand will not appear until after Labor Day. Mill men say that they are not greatly concerned by the drop in cotton prices, which they describe as not severe enough as yet to have any effect on quotations of underwear. Jobbers have requested them, they say, not to break prices,

since this would entail selling Fall orders all over again to the retailers.

Shortage of Dress Woolens.

Scarcity of better grade woolen goods is one of the features in the dress industry at the present time. Not only are domestic woolens difficult to obtain when wanted, but also the imported fabrics being sought. The shortage of the domestic variety is generally ascribed to the New Jersey textile strike, but for the situation in foreign cloths no other explanation can be given than the vigorous demand. Imported reps and novelty goods are among the most desired materials. In some cases inability to get the needed fabrics is delaying deliveries of garments, and no relief for the situation is in sight.

The worst kind of borrowing: borrowing trouble.

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—Dry goods and groceries in town of 500, excellent farming territory. Store doing a very good business. Stock and fixtures will invoice about \$6,500. Brick building, well located, for sale or rent. F. R. Everhart, Freeport, Mich. 357

MONTCALM COUNTY FARMS
Fruit farm, eighty acres, good buildings. Forty-acre orchard, No. 1 varieties. For quick sale, \$200 per acre. The fruit will more than pay for place. Sold on the trees one year for \$8,000.

POTATO FARM
Four miles Greenville, Mich., 100 acres, No. 1 soil, nearly level. Good buildings, plenty fruit. Twenty rods bordering on fine lake. One-half mile of railroad loading station. Call and see the crops on this farm and be convinced. Going West, \$90 per acre. Write or phone for appointment on these. H. J. Walker, Keego Harbor, Mich. 358

FOR SALE OR EXCHANGE—General store located in country town, with stock of dry goods, shoes, groceries. Also store fixtures and building. Address Charles L. Beckley, Hadley, Mich. 359

GASOLINE SERVICE STATION FOR SALE—Cheap if taken at once. The only station in the limits and one of the largest resorts around Lake Michigan. Also room enough to build a home on same lot with station. \$6,500. Andrew Lubbers, Saugatuck, Mich. 360

FOR SALE—Meat market in Battle Creek, fully equipped with best high-class fixtures. Doing good business, \$1,000 weekly. Strictly all cash and no delivery. Out of the high rent district, \$30 a month and long lease. Retiring from meat game. Will demonstrate to your satisfaction. This place will be sold for cash only. Address George Gottschalk, Assyria, Mich., Route 1. 361

SHELVING AND COUNTERS For Sale—Standard for variety and household goods. Good as new. Cheap if taken at once. Inquire J. Haga, 1437 Tamarack Ave., Grand Rapids. Tel. 77515 362

FOR SALE—Market and grocery stock and fixtures. Old established business. Good location, five Southern Michigan town. Mechanical refrigeration. Wish to retire. Address No. 348, c/o Michigan Tradesman. 363

List your store with us for quick and sure sale. Dry goods, shoes, clothing and general stocks. Merchandise Advertising service, Ionia, Mich. 350

FOR SALE—General stock and store building located at good country trading point about twenty miles from Grand Rapids. Cash sales average \$100 per day. Consideration is about \$4,000, on which terms can be arranged if desired. Address No. 351, c/o Michigan Tradesman. 361

Hardware Store—Invoice \$9,000. Building \$4,500. Good clean stock. Ideal location, 25 miles northwest Traverse City. On easy terms, or will trade for property. Address Room 12, Traverse City Hotel. 363

For sale or Rent—Two-story modern brick building for general store; also fixtures, but no stock. Established thirty years. Located in Kalkaska, Mich. Write Glazers, 9318 Kerchaval Ave., Detroit, Mich. 355

For Sale—Best winter and summer hotel in Western Michigan on main Trunk line. Grand Rapids patronage daily. Well equipped and making money. Best reasons for selling. Address No. 356, c/o Michigan Tradesman. 356

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc LOUIS LEVINSOHN, Saginaw, Mich.

ARE YOU SELLING OUT?

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

FIRE AND BURGLAR PROOF
SAFES
GRAND RAPIDS SAFE CO.
Tradesman Building

INSURED BONDS

Paying 6%

Secured by first mortgages on individual homes worth double.

Principal and interest guaranteed by U. S. Fidelity & Guaranty Co. with assets of \$43,000,000.00.

Tax exempt in Michigan.

May be purchased on a 12 months payment plan if desired.

INDUSTRIAL COMPANY

ASSOCIATED WITH INDUSTRIAL BANK

GRAND RAPIDS MICHIGAN

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof—Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO., Grand Rapids.
SAGINAW BRICK CO., Saginaw.
JACKSON-LANSING BRICK CO., Rives Junction.

THE DECLINE OF LIFE.

(Continued from page 3)

something when they reached old age that they could enjoy in the same way as in childhood.

I emphasized the importance of learning to do a great many things with their hands and called attention to Uncle George, who had been mentioned, as such a delight to the children because he could make things, and then I told them that I didn't want to make them sober or anxious by anything that I had said, but I wanted them to go back to their sports and their studies and enjoy all the good times they could possibly have, learning to use their hands as well as their heads in doing and thinking things that would be useful and helpful and in that way they would be making the best possible preparation for the "decline of life."

Now I said, "Children go back to your play and when the bell rings, to your studies; just think that in all these things you are doing that which will add to your pleasure and profit to-day and will be mighty useful in giving you, by and by, a beautiful old age in which other children will delight in the things you can say and do that you are learning right here and that will sweeten and beautify the "decline of life."

They again betook themselves to their games and the sweet little girl who had climbed into the seat with me slipped her hand in mine and said, "I am going to try and be as good a grandmother as my granny who makes all sorts of things for me and laughs and cries with me. She is a dear." Then there was a commotion on the playground. A lad had gone into the dark closet of the school house and fished out a mask with grey whiskers. He slipped it over his round face and called out, "Mr. Garfield, wouldn't I make a jolly old Grandpa?" The boys and girls gathered around him and turning to me yelled, "Here's your decline of life."

Yet I know, and you know from your life's experiences, that in spite of this attitude of careless, roystering, fun loving children, many of them will recall the incident and its lesson in manhood and womanhood and give serious thought to its import. "A sower went out to sow and some seed fell on good soil and bore a crop that sprang up and grew yielding at the rate of thirty, sixty and a hundred fold."
Chas. W. Garfield.

Spray Used To Combat Caterpillars in London.

London, Aug. 14—London's plague of caterpillars has attained such proportions that it claimed the attention of Parliament, even in the rush of the last day's session. Capt. D. H. Hackington, Under Secretary for the Home Office, replying to the question of an alarmed member, said that thousands of gallons of spray were being used in the royal parks to rid them of the pests, which are damaging trees and dropping on the necks of park visitors.

Selling is made easier when the salesman can inspire confidence in himself and in the article he is selling. The salesman who talks freely, easily and knowingly about an article is the salesman who inspires confidence.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 24—Frank Smitton, formerly with the Judson Grocer Co., who went to Bad Axe two months ago to take the position of buyer for the Clark & McCaren Co., has returned to Grand Rapids, solely, he says, because of the objection of his family to a small town environment.

Paul Kempter, steward of the Pantlind Hotel, has secured the American agency of a pipe invented by his brother in Germany which absorbs the nicotine in the tobacco by means of the round of paper introduced in the stem. The invention looks like a world beater to those who have seen it.

Foster, Stevens & Co. have concluded to close out their retail stock and transfer their wholesale stock to the building they purchased of the Hevstek Company, on Commerce street between now and Jan. 1.

H. W. Spindler (Michigan Hardware Co.) recently motored to Detroit with his family. He reports the open space in the pavement at Pratt Lake properly oiled, but says he met two other open spaces between Lansing and Detroit which are a disgrace to the road managers.

A. R. Lowry has resigned his position as buyer for the local branch of the National Grocer Co. to take a similar position with the Clark & McCaren Co., Bad Axe. Mr. Lowry was born at Tecumseh, Mich., Oct. 27, 1881. His father was engaged in the retail grocery business in Tecumseh for thirty-five years. Mr. Lowry's first dip in business, outside of his father's store, was with the Dow-Snell Co., of Toledo, as office boy. He gradually worked up to the position of traveling salesman. After seven years with the Toledo house he went to the Bay City branch of the National Grocer Co., which house he served as buyer for eleven and a half years, coming to the Grand Rapids branch three and one-half years ago in the same capacity. He is affiliated with the Masonic fraternity and a member of the First M. E. church of Grand Rapids. He was married in 1907 to Miss Eva Jones, of Bronson. They have two daughters. He severs his present connection on Saturday of this week and starts in on his new position at Bad Axe next Monday. His successor in Grand Rapids will be J. C. Anderson, who has been buyer for the National Grocer Co. branch at Alpena for several years.

Cherry cider, as originally made and sold along the line of M 11, was a meritorious product, because it was made direct from the ripe fruit, either fresh from the tree or after being frozen in cold storage warehouses. The pioneer maker (House) secured a tang which made the product very palatable by crushing the pit and using the juice from the pit as well as the fruit. The demand increased to such an extent that the makers found it necessary to secure other sources of supply, so they drew on the canneries for the juice which is not incorporated in the canned fruit. The result is a sickish, sweetish concoction which bears little resemblance to the original product. The juice is still further deteriorated by the retailers along the pike who dilute it to such an extent that it becomes a weak solution instead of an extract. There was an opportunity to create a wholesome product which would have added much to the pleasure of travelers along the pike, but the greed of the caterers has sounded the death knell of the industry.

Late News From the Head of Lake Charlevoix.

Charlevoix, Aug. 24—S. C. Lindenthal, of Chicago, came here to the Elston cottage to visit his family. He stopped over at Kalamazoo and Grand Rapids to visit the clothing merchants and asserts that the outlook for fall trade is very good.

B. M. Henschel, of Buffalo, says:

The slogan "See America first" is a striking one to a world traveler, as I have been, when for the initial trip I look upon Charlevoix the Beautiful. I have been along the shores of the Jordan in Palestine, down the Nile in Egypt, among the mountains of Switzerland and the lakes of Italy. I have visited 90 per cent. of all that is worth seeing in the glorious United States—all exceedingly interesting and beautiful—but I want to tell you Charlevoix the Beautiful is rightly named, for it is grand. A busy city man—I am in the real estate business—can go back home after a few weeks' stay here, filled with new vigor and new life for the strenuous months to come. Real estate today, though at a stand still, is as healthy as ever, for the truth is no one wants to sell any parcel unless at a profit and why people don't buy is just at present is more than I can understand. With faith restored then all business will be again good.

I am informed that Mr. Wrigley's yacht Speedjack was in Lake Charlevoix while I was in Chicago for a few days. I regret that I missed the opportunity to call on Mr. Wrigley, admire his boat and speak of old days.

In 1912 I made a trip around the world on the steamship Cleveland and one evening we had a masquerade and I was a peddler selling Wrigley's gum. Most folks liked it and those who never chewed before got used to it. In the morning I was called before the captain, who informed me that the steward reported the boat was full of gum remnants and they had to scrape it from deck to rail, but my advertising stunt was a success. I had my photo taken and sent it with a proper report to the Wrigley Co. to Chicago. In turn, I received a very nice letter from Mr. Wrigley that he would make the same trip on the same boat and he thanked me for the free advertising stunt. As I remained in Honolulu to make the return part of the

same trip I had the pleasure to meet Wm. Wrigley, Jr., and his wife and son, Philip K. Wrigley, who were wonderful traveling companions. Wm. H. Stanley, who at that time was on the boat and who now is Vice-President of the company, has been nice to me ever since in sending me the various kinds of gum they manufacture and I have enjoyed dividing it with my friends. This has been going on for thirteen years. Let us hope it will continue for thirteen more.

L. Winternitz.

Kalamazoo—The Sam Folz clothing store, 120-122 East Main street, is this week observing its 42nd anniversary of continuous business in Kalamazoo. The occasion is being featured by special offerings. The Folz store was first opened Aug. 24, 1884, by Samuel Folz, now deceased. Its first location was in the building now occupied by the Hudson Lunch, in East Main street, one door from Main and Burdick streets. In 1891 Mr. Folz moved his business to the block at the Southeast corner of Main and Portage street, known throughout Southwestern Michigan as "The Big Corner." There the store was operated until 1923, when the business was moved to 120-122 East Main street, in a new building. Samuel Folz, founder of the store and former postmaster of Kalamazoo, died in May, 1924. Since his death, a son, Harry Folz, has managed the Folz store.

If you fear criticism and dislike hard work, stick to the job at the bottom of the ladder. The positions at the top carry the big responsibilities as well as the big money.

A Composite Picture of a Reynolds Shingle

ASPHALT

FELT

MINERAL

COVERS

FROM

MEXICO

VENEZUELA

OKLAHOMA

MINNESOTA

NEW YORK

VERMONT

MARYLAND

PENNSYLVANIA

ILLINOIS

MISSOURI

FLORIDA

ALABAMA

GEORGIA

GRAND RAPIDS TRUST COMPANY,

Receiver for

H. M. REYNOLDS SHINGLE COMPANY

THEY MUST



BE GOOD

You Can Call
Benton Harbor
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 ----- 60c

"Particular Person" call ---- 80c

NIGHT

AFTER 8:30 P. M.

"Anyone" call ----- 35c

"Particular Person" call ---- 80c

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

"Anyone" calls save money.



MICHIGAN BELL TELEPHONE
COMPANY

One System One Policy Universal Service

Your Customers Know

that the *quality* of well advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

K C Baking Powder

Same Price
for over 35 years

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

Millions of Pounds Used
by Our Government

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the
**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$33,389,609.28

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

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.

Hart Brand Canned Foods

FRUITS

Red Sour Cherries	Black Raspberries
Red Raspberries	Pears
Strawberries	Plums
Blackberries	Peaches
Gooseberries	Apples

VEGETABLES

Peas	String Beans
Corn	Green Lima Beans
Pumpkin	Red Kidney Beans
Succotash	Squash

HART BRAND canned foods are prepared from the finest products of the garden, orchard and farm. They are gathered and packed in the most prime condition.

HART BRAND canned foods are sterilized by heat alone and packed under the most sanitary conditions.

JUNE GARDEN PEAS fresh to your table from **HART BRAND** cans ready to serve.

Put the Summer Garden in Your Winter Pantry.

HART BRAND gives you selection from the finest garden peas, the best succulent sweet corn, the highest quality string beans, lima beans and succotash.

Michigan Canned Foods for Michigan People

Prepared by **W. R. ROACH & COMPANY**
Main Office: **GRAND RAPIDS, MICHIGAN**