

The Fool's Prayer

The Royal feast was done. The King
Sought some new sport to banish care,
And to his jester cried, "Sir fool,
Kneel now and make for us a prayer."

The jester doffed his cap and bells
And stood the mocking court before.
They could not see the bitter smile
Behind the painted grin he wore.

He bowed his head, and bent his knee
Upon the Monarch's silken stool,
His pleading voice arose, "O Lord,
Be merciful to me, a fool!"

" 'Tis not by guilt and onward sweep
Of truth and right, O Lord, we stay!
'Tis by our follies that so long
We hold the earth from heaven away.

"These clumsy feet, still in the mire,
Go crushing blossoms without end;
These hard, well meaning hands we thrust
Among the heart-strings of a friend.

"The ill-timed truth we might have kept—
Who knows how sharp it pierced and stung?
The word we have not sense to say—
Who knows how grandly it had rung?

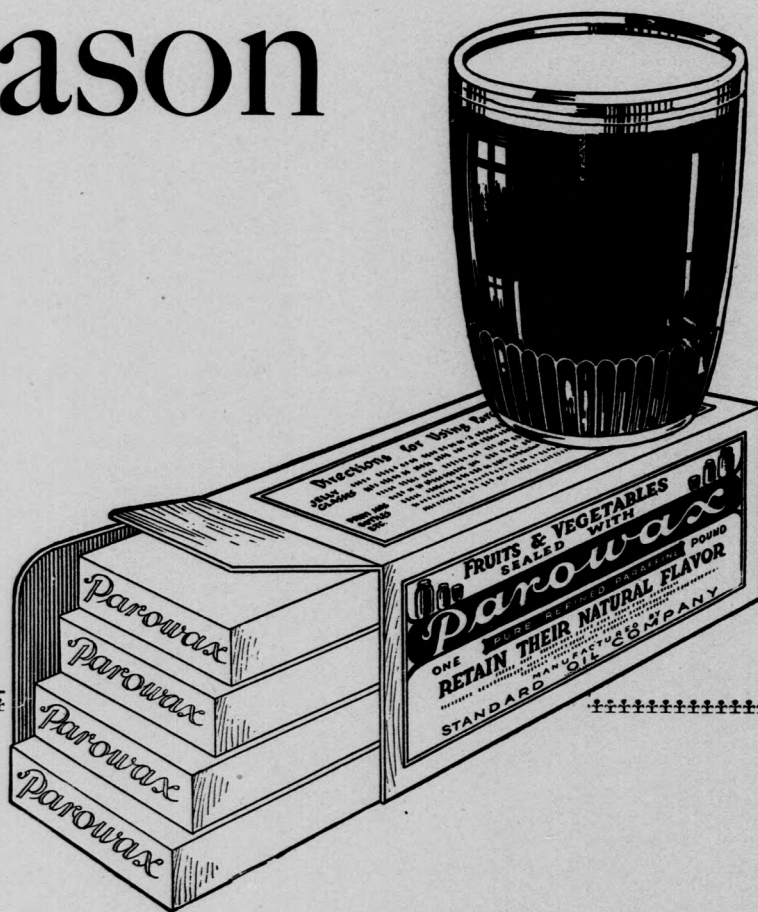
"Our faults no tenderness should ask;
The chastening stripes must cleanse them all;
But for our blunders, oh, in shame,
Before the eyes of heaven we fall.

"Earth bears no balsam for mistakes,
Men crown the knave and scourge the fool
That did their will. But thou, O Lord,
Be merciful to me, a fool!"

The room was hushed. In silence rose
The King, and sought his gardens cool,
And walked apart, and murmured low,
"Be merciful to me, a fool!"

Edward Rowland Sill.

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.

The dealer who sells Parowax profits by this demand. Keep the Parowax packages out on your counter, so that your customers will know that you handle it.

Standard Oil Company
[Indiana]

MICHIGAN TRADESMAN

Forty-fourth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 1, 1926

Number 2241

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

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under Act of March 3, 1879.

SUPPLIES OF COTTON.

As soon as the Government estimate of the cotton crop was issued last Monday it was taken for granted in speculative circles that higher prices were imperatively called for. The estimate was based on conditions as of Aug. 16 and showed a lowering from the one issued a fortnight before. Still, the outlook was not really so discouraging as some made it. In brief, the Department of Agriculture figured on a probable crop of 15,248,000 bales, which is much above the average. With good conditions, like those of last year, a crop of 16,221,000 bales is possible, while, under the most adverse circumstances, one of 14,800,000 bales is assured. Now, even this minimum would have been regarded as more than satisfactory in any one of several years preceding 1925. The effect of a rise in the cotton quotations was immediately shown in the goods market. Gray goods went up in price, though practically all of the business done was for spot or nearby delivery. Converters and printers are taking no chances because they are not assured that the higher prices can be maintained. Certain finished fabrics, including a standard line of muslins and denims, by the principal producer of them, were also advanced in price. A feature of the week was the opening of some fine wash goods for Spring. The effect of the rise in the raw material has shown in the greater firmness of prices of knit underwear, the sales of which have not been up to the mark thus far. Hosiery also is looking up. Sales of knit goods generally are expected to be speeded up in the course of the next fortnight.

QUESTION OF HONESTY.

In all the discussions for reducing waste in the doing of business the prevalence of certain customs or practices comes forward as a theme. The

cancellation of orders and the unfair return of goods are two of the practices most generally referred to because they are the ones that make most of the trouble. To meet the evils sellers have devised certain forms of order blanks, intending thereby to bind the buyer and making it possible to sue the latter successfully if he fails to keep his part of the agreement. Certain trade associations have also formulated codes of ethics intended to govern dealings between manufacturers and their customers. The rules laid down are intended to regulate the conduct of the members of the respective organizations. Up to date, however, there have been no organized bodies of buyers which have agreed to abide by the codes and rules established by sellers, nor is there any practical way to bring this about. Individual buyers may be reached by legal proceedings compelling them to live up to their contracts, and a further penalty may be inflicted by refusing to deal with such as do not. If sellers in any one line would act in this way they could control the situation, but such action would have to be unanimous, something very difficult to obtain in certain lines, more especially in women's wear, where competition is particularly keen and where an unscrupulous buyer can frequently play off one seller against another. And yet it would seem there ought to be no difficulty or hardship in asking a buyer to stick to his word. This does not require any especially high standard of conduct. All it implies is, to paraphrase an old expression, merely common honesty "and that of the commonest kind."

WOOLS AND WOOLENS.

Little of moment occurred in the wool markets during the past week. No auction sales took place abroad and none is scheduled until Sept. 14, when the next series opens in London. Private sales abroad are not on a large scale, but such as have taken place indicated a fair stability in prices. In this country the mills have been buying their supplies as needed, with sellers trying to maintain values. Dealers' and growers' pools are still holding most of the supplies on hand. The disposition of them will depend on the quantity of orders received by the mills, most of which have now opened their men's wear fabrics for spring. Thus far the orders have been somewhat uneven, certain concerns having done very well, while others have not. Much more buying of the fabrics is expected within the next few weeks, within which manufacturing clothiers will receive reports from the retailers. Fall purchases by the latter have been on a rather liberal scale. The weak

spot in the market is in regard to women's wear fabrics. The long-continued strikes of the garment workers and of the New Jersey mill operatives are hampering output of both cloth and garments. In one way or another, however, there is a pretty fair output of cloaks and suits, although this is often accomplished by roundabout methods and private arrangements. There is, in consequence, quite a stock of these garments available to the trade, mostly of the cheaper kinds. A quick settlement of the garment strike would at once result in an outburst of activity that would soon make up for lost time. A few openings of women's fabrics for spring have taken place, but most of them will be long deferred.

FUTURE PRICE REDUCTIONS.

While the immediate future does not hold out much prospect of any general and marked change in the prices of commodities, there appears to be a conviction that the reduction in these is only a matter of time. The notion which prevailed for some time that prices had got on a permanently higher plane is gradually being dissipated because it is contrary to the trend of the past fifty years, to go back no further. Values of agricultural products during and since the war have reflected the ballooning of land prices, which, it is felt, cannot be maintained, though several measures presented to Congress for the relief of grain farmers really had this end in view. Food prices, it is regarded as assured, cannot be sustained at high levels in view of the fairly general movement for the reduction of wages in industrial occupations. So, too, with rents, which have been raised to record amounts by the excessive cost of building construction due to the feverish haste to make up for slackness during the war period and immediately thereafter. There are already signs of a reaction in this, although the process of reduction may be somewhat retarded by excessive local taxation. In the manufacturing field the increasing and more effective use of automatic devices is tending toward bringing about lowered production costs and, consequently, lower prices. The great problem here, as in the case of other kinds of commodities, is to cut down the cost of distribution. This means the putting in operation of new methods, a procedure that will take some time. Taking all the circumstances into account, while there seems a reasonable probability of a return to lower price levels, the process promises to be a gradual one.

Thousands must be slain to supply a reason for putting up a monument to one man.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 31—Samuel R. Evans (Renfro Bros. Co.) started today on an automobile trip through Ohio, Pennsylvania, New York, New Jersey and Massachusetts. He will return via Canada. His wife accompanied him. He will be gone about two months.

Frank S. Verbeck has closed his hotel on Glen Lake and is spending this week at the Hotel Chippewa, Manistee.

The importance of a salesman's belief in himself and in his goods is being constantly emphasized, as well as the fact that such belief must not be assumed, but must be thorough-going and genuine. A salesmanager further discusses this subject as follows:

"Before a salesman can rely on himself, before he can believe that he can do it, actually believe it, not merely run a bluff, he must get ready for the test. He must put himself in the way of learning, in the way of experiences which will give him practice. Man's improvement comes quite largely from within; so do his failures. A man's mind feeds on its own thoughts, but those thoughts are determined very largely by the will power of the man. What he reads, what he sees, what he listens to—all these determine the kind of thoughts and the images, which in turn determine the kind of salesman he is going to be. There is nothing over which a salesman has more or less control which will determine so largely his success or failure. A simple decision to-day, a minor act now, a careless thought harbored and dwelt upon a few minutes to-day, and the result is—your to-morrow's character. Do you believe you can do it? Then rule out the 'impossible' from your vocabulary. Don't say 'impossible,' it may be 'probable,' you can't tell until you give it a fair trial. You can't unless you think you can. You will at least come the nearest doing it, if you will have full faith in yourself and confidence in your ability."

Grocers and Meat Dealers Picnic.

Kalamazoo, Aug. 31—Kalamazoo grocers, butchers and employees and families gathered last Thursday at Ramona Park, Long Lake, for their annual picnic. The wind-up in the evening was a dance.

The sport program, directed by Thomas Simmons, ran the entire day, except for the hours devoted to dinner and supper in the grove.

The Battle Creek Grocers' and Butchers' baseball team defeated the Kalamazoo Allied Foods by a score of 10 to 5.

Honors for being the oldest merchant in continuous business were awarded to C. W. Drummond, John Worthuis was the newest merchant in the group. J. C. Wagner, wife, and children, nine in all, was the largest family on the picnic grounds. Charles Sweetland just headed John Dykehouse by a half inch for the honors of being the tallest visitor. Mrs. H. Cook was voted the shortest. Gus Simmons was the oldest bridegroom at the park, and his son, Thomas J., the newest bridegroom.

Clyde Whitcomb, the Portage street grocer, was the general chairman in charge of the picnic.

Among "new women," it is encouraging to see how many of them are actually old.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

A. E. Dorman, 435 South Park Ave., Saginaw, sends this department a letter from Frank M. Jacobs, of Grand Rapids, in which he states that he has stopped sending out goods without a signed order. If this statement is true, it is probably due to the fact that both State and Federal officials have warned him that he has been doing an illegal business and that he has laid himself open to criminal prosecution by sending out threatening letters written under false pretenses. Notwithstanding Jacob's promise that he has ceased doing business along criminal lines, our advice to Mr. Dorman was as follows:

Replying to your enquiry of recent date I beg leave to state that I would advise you to drop Jacobs a postal card, stating that he can have the goods back on payment of 50c; that if the money does not reach you within a week the goods will be thrown away. That is the only way we can ever get these tricksters to stop forcing their goods on people who do not want them. For a time I was inclined to be a little more lenient with these chaps, thinking the proposition would wear itself out, but I now feel that the only way it can be stopped is to put the screws on—and to put them on so hard that the shysters will abandon the proposition in disgust.

We especially commend the method adopted by a Detroit subscriber of the Tradesman to put a quietus on the machinations of these crooks, as set forth in the following letter:

Detroit, Aug. 27—I received five handkerchiefs from the New Process Co., of Warren, Pa., unsolicited and unordered, and have been asked to mail them one dollar. I wrote them as per the enclosed copy.

The merchandise such as they sent me could be purchased at any five and ten cent store and one would secure better material.

I shall wait thirty days as indicated in my letter and then destroy the handkerchiefs or give them away to some one of my truck drivers.

Dan G. McAfee.

Saginaw, Aug. 30—Saginaw merchants are warned by the Retail Merchants' division of the Board of Commerce against a sympathy scheme be-worked to defraud them by a man whose name is withheld.

The very simplicity of the racket has contributed to its success. The man introduces himself as an old employe of American Railway Express Co. here, says he is in poor health and that he is trying to raise money to get to Denver where he will be better able to recover. Any kindly merchant who is deceived by the man's trustworthy appearance and lends a sympathetic ear is liable to find himself a financial loser, the investigators say.

The affair became public after a physician reported to the Retail Merchants' division that a patient who described himself as heretofore stated, said he had been sent to the physician by an official of the express company. The physician happened to know the official was out of the city at the time.

No trace of the alleged swindler has been found.

No Color Declared To Be Absolutely Fast.

If one-tenth of the guarantees on fabrics and draperies claimed to be fast to sunlight had to be made good

a series of far-reaching bankruptcies would result, according to Herman Blum, President of the Craftex Mills, Philadelphia. Dyers and chemists are unanimous in their opinion, says Mr. Blum, that no dyeing material known to science is absolutely fast to sunlight for an indefinite period of time.

Mr. Blum is seeking to stimulate action to eliminate unlimited guarantees on the color fastness of fabrics which cannot be maintained, although some makers, he says, are willing to make such guarantees. In a booklet entitled "The Truth About Guaranteed Sunfast Fabrics," which his concern is distributing, Mr. Blum makes the above statements and cites numerous authorities to support his contentions.

Among the authorities quoted is Professor L. A. Olney of the Lowell Textile School, who says, in part: "If you were to call on me for any dyes which would stand one year's sunlight without fading or changing color I do not know that I could recommend any single dye. Indanthrene blue would come as near to these requirements as anything, but I am certain that a full year's exposure to sunlight would show some signs of changing even with this dye."

George K. Davis of the Government Bureau of Standards of the Department of Commerce is quoted as saying the terms "unfading," "guaranteed fadeless," "absolutely sunfast" and similar unqualified terms are unjustified and should be abandoned. The term "sunfast," he says, is subject to various interpretations. He recommends "fast colors" in its place.

Mr. Davis goes on to suggest that colors be classified into three grades. The first is to comprise the highest class colors that will stand unusual light exposure. The second is of good colors that will stand ordinary exposure to light, without serious alteration in color, while the last is composed of colors of only fair light fastness. These grades are to be defined by standard fastness tests, to be determined by trade associations and chemists of the Department of Commerce, which could be applied in a disputed case. He says the department opposes the guaranteeing of a fabric for any length of

time, and proposes that the guarantee be replaced by a statement that the fabric has been dyed in colors belonging to the first, second or third class of fastness.

In his statement on the matter Mr. Blum says: "The public at large, failing to understand the scientific possibilities of color, do not wish to hear of limitations or explanations that colors will be fast 'for a reasonable time.' Experience is fast teaching that the impossible cannot be expected of colors, and that if good colors are scientifically applied they will last longer than cheap colors cheaply applied."

"Cheapness and volume production are the greatest demands on the manufacturer to-day. Just as it is unnecessary to span every stream with a steel arched bridge, it would be equally unnecessary to dye all fabrics with vat colors. With due consideration of use, other colors may be used and sold with just as much assurance."

"October industries, among them automobiles and hosiery, have experimented with guarantees only to abandon them. The matter of color fastness, however, is too strong a fad at the present time for the drapery industry to dispense with overnight. The campaign now under way is said to have won many converts, and it is expected that some steps will be taken, possibly with Government assistance, to eliminate or confine guarantees within a reasonable limit."

Trends in Fall Novelty Jewelry.

An increasing demand for popular priced novelty jewelry is reported by wholesalers. The stores are actively covering their early Fall needs and the general expectation is that the consumer demand for the remainder of the year, particularly during the holiday period, will be brisk. Stone decorations on bracelets, necklaces, vanity cases and similar merchandise are the outstanding feature of the new goods being offered. Rhinestone and crystal effects dominate so far, although there is also some showing of articles in which colored rather than white stones are stressed. The use of the rhinestones, especially in merchandise for evening, is lavish, the stones frequently covering almost the entire surface.

Group Meetings Arranged By Dry Goods Association.

Lansing, Aug. 31—Under Part 5 of the Workmen's Compensation Law of Michigan as enacted and in force on and after August 28, 1925 may be found the law which provides for the State Accident Fund. Recently we have had some enquiries from some of our members regarding this law and in consultation with the manager of the State Accident Fund we are told that any merchant in this State who desires to come under the provisions of this law and place accident insurance with the State can do this by addressing his communication directly to W. T. Shaw, manager of the State Accident Fund, Lansing.

This Bureau of the State government is now under the direction of the State Administrative Board and its funds are well safeguarded. We would be glad to supply any of our members with copies of this law. These laws are printed in small form so that they can be mailed in an ordinary envelope. We believe our merchants can save some money by using this method of compensation insurance.

We are making progress in our itinerary for group meetings and noon luncheons. We give below the incomplete schedule of meetings. Personal letters will be sent to members in the areas where these meetings are held so that the changes and corrections which may be made will be apparent to all. We are fortunate to have the offer of Mr. Hardy's services for these meetings.

Tuesday, Aug. 31—Noon Lansing, New Hotel Olds. Meeting of Board of Directors of Association.

Tuesday, Sept. 7—Noon, Traverse City, Country Club. Rotary and Kiwanis Club. Mr. Hardy.

Wednesday, Sept. 8—Six o'clock, Traverse City, Whiting Hotel. Group meeting—Mr. Hardy, Miss Case, Mr. Mulrine.

Thursday, Sept. 9—Noon, Fremont, Community Hotel. Chamber of Commerce. Mr. Hardy. Six o'clock, Fremont, Community Hotel group meeting. Mr. Hardy, Miss Case, Mr. Mulrine.

Friday, Sept. 10—Noon, Mount Pleasant, Park Hotel. Rotary Club. Mr. Hardy. Six o'clock, Midland, Dow Chemical Works cafe. Group meeting. Mr. Hardy, Mr. Hammond, Mr. Mulrine.

Monday, Sept. 13—Noon, Battle Creek, Post Tavern. Merchants, Rotary and Kiwanis Clubs. Mr. Hardy.

Tuesday, Sept. 14—Noon, Albion, Parker Inn. Knockers and Boosters Club. Mr. Hardy. Six o'clock, Albion Parker Inn. Group meeting. Mr. Hardy, Miss Case, Mr. Mulrine, Mr. Toeller.

Wednesday, Sept. 15—Noon, Kalamazoo, Kiwanis Club. Mr. Hardy. Six o'clock, Benton Harbor, Hotel Vincent. Group meeting. Mr. Hardy, Miss Case, Mr. Mulrine.

J. R. Hammond,
Sec'y Mich. Retail Dry Goods Ass'n.

Hides, Pelts and Furs.

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

Pelts.

Lambs	50@75
Shearlings	10@25c

Tallow.

Prime	07
No. 1	07
No. 2	06

Wool.

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

For Men Only.

It's a wonderful thing for the women
The popular permanent wave,
Now it's up to some struggling inventor
To get out a permanent shave.

The Fallacy of Wrath

Anger's a potion that poisons the mind;
A harm-dealing weakness to which we're oft' blind;
An insensible way for us to achieve
The things we desire; the things we believe.

Be tolerant, kind; hear thru to the end;
Treat differed opinions as though from a friend;
To listen in patience the other man's view
Enables you better to know what to do.

Yes, when you are tempted to fret and to snap,
At your own common sense you have taken a rap;
'Cause the folk who are happy, respected and kind,
Heed only the best in the other man's mind.

F. K. Glew.

Late News From the Head of Lake Charlevoix.

Charlevoix, Aug. 31—Yesterday and to-day the fifty-three insurance agents who have been in convention at the Inn for the past four days returned to their homes in Illinois, Indiana, Missouri, Kentucky and Tennessee, after having enjoyed a successful sales meeting and the resort pleasures of Charlevoix. These men, many of whom had brought their families, were taken for a drive to various places of interest in the vicinity of Charlevoix. At the Loeb farms, the motor cavalcade stopped while the visitors were taken through the great barns, the dairy and the cheese factory. They were then returned to the Inn in time for luncheon, after which they were invited to go for a sail on Lake Charlevoix.

Through the untiring efforts of "Uncle" George H. Van Pelt, who has been known to this section as an advocate of good roads for forty-three years, the three cities of Charlevoix county have united in an effort to have the road around Lake Charlevoix paved with concrete. At a meeting to be held in Charlevoix last night, a committee composed of citizens from the three cities, together with the county road commissioners, framed a resolution to be sent to Governor Groesbeck, asking the State's aid on certain portions of the road.

There are parts of the projected highway on which, under the law, it will be impossible for the State to give aid. Because of this, at a meeting held some time ago, the Charlevoix County Good Concrete Roads Association voted that it would be necessary to invoke the authority of the Covert act to finance the building. Under this law, the most of the construction costs are paid over a long term of years by property owners who receive the greatest benefits from the road. There was some fear that this feature would be objectionable to many of the property owners involved; but latterly sufficient favorable interest has developed to warrant the measure that was decided upon at the meeting above named. It has been shown that this fine drive would be a great asset to the resort industry of the county; that it will increase the values of the lake lands it passes through; that it can be built at a reduced figure because of the grading already done and the accessibility of materials; and, finally, that the saving in repairs which must be yearly made on the present gravel road will go far toward paying for the concrete road.

Another road project now under consideration in Charlevoix is the re-routing of State Highway M 11 through the city, to take a considerable stretch of it along the shores of Lake Charlevoix, which affords a magnificent view. The Lindsay Park Land Co. at one time expressed itself as favorable toward the project to the extent of deeding several of its lots which would contribute to a broad curve within the city.

Saturday, for the first time, golfers were allowed to play all eighteen holes of the new course of the Belvedere Golf Club, just South of Charlevoix. The club has spent \$120,000 to bring the course to its present condition and there remains considerable work before the plans are completed. Members who hail from many states and Charlevoix people generally have looked forward with interest to the opening of this course, as its topography promised facilities for the keenest kind of golf. Those who have played say that it meets the high expectations fully; and one Saint Louis golfer told A. B. Scarborough, of Bonham, Texas, who is president of the club, that the new course equals their best in Saint Louis. Golfers find it a welcome relief to Charlevoix's other course, which is now often taxed to capacity in the height of the resort

season. Beside its topographical beauty, the Belvedere course affords magnificent views of Lake Michigan and Lake Charlevoix, from the grounds and from the club house. The latter is a handsome frame building, set high upon the hills South of the city. It is in quaint English architecture, built and equipped to the best modern country club standards.

The season here is about over and the merchants are displaying closing out signs. Everything is being sold at reduced rates and the bargain hunters are on the job every afternoon. They invaded the shopping district on Bridge

street and load up on souvenirs of Charlevoix.

Henry H. Masten, of the Klingman Furniture Co., Grand Rapids, is spending his vacation in Charlevoix.
L. Winternitz.

Co-operation.

It's all very well to have courage and skill
And it's fine to be counted a star.
But the single deed with its touch of thrill
Doesn't tell us the man you are;
For there's no lone hand in the game we play.
We must work to a bigger scheme,
And the thing that counts in the world to-day
Is how do you pull with the team?

Out of the Vast.

There's part of the sun in an apple,
There's part of the moon in a rose;
There's part of the flaming Pleiades
In every leaf that grows.
Out of the vast comes nearness;
For the God, whose love we sing,
Lends a little of his heaven
To every living thing.
Augustus Wright Bornberger.

The penalty for doing something new is to either be laughed at or called "dangerous."

Misfortune nearly always picks out lazy people to work upon.

Choosing His Successor



WHEN A MAN IS GOING AWAY FOR A YEAR OR TWO HE IS VERY particular as to who is going to take his place during his absence and sees to it that the organization is sound in every detail, with all the dead-wood eliminated.

But too many times, even successful men leave their business for the last time and never to return, with little, if any, real provision either for the conservation of the estate which they have accumulated or for the protection of their business or their dependents.

Experience is proving daily that many estates without a capable guiding hand soon are seriously impaired if not entirely dissipated.

The Michigan Trust Company offers to every estate, small or large, the service of a company which is financially responsible, experienced, and with a complete organization trained to care for the many details attendant upon the handling of Estate matters.

It operates under strict legal supervision, renders regular and complete reports and its executives bring to bear upon the problems of every estate committed to its care their combined business experience of many years.

Make a will and have it drawn by a competent attorney.

And for your assurance that your wishes will be carried out and that your estate will receive the friendly, competent care you desire, include this phrase:

"I hereby appoint The Michigan Trust Company of Grand Rapids, Michigan, as Executor and Trustee under my Will."

Let us send you the last issue of our booklet, "Descent and Distribution of Property." It will show you in how many ways our service would be valuable to your estate.

**THE
MICHIGAN TRUST
COMPANY**
GRAND RAPIDS, MICHIGAN

The first Trust Company in Michigan

MOVEMENTS OF MERCHANTS.

Alma—Miles & Son succeed Eichenberg & Co. in the grocery business.

Hastings—Herman & Herman succeed John G. Gould in the grocery business.

Ashton—Roy Kanouse succeeds Lee Duddles in the grocery and general store business.

Freeland—Fire damaged the grain elevator of the Cass City Grain Co. to the extent of about \$500.

Detroit—The Peninsular Chandelier Co., 1450 Broadway, has increased its capital stock from \$24,000 to \$50,000.

Detroit—The Bankers Trust Co. of Detroit, 156 West Congress street, has increased its capital stock from \$500,000 to \$1,000,000.

Battle Creek—The Calhoun Chevrolet Sales Co., 101 West Main street, has changed its name to the Hartwick Chevrolet Sales Co.

Detroit—The Riley-Draper Electric Supply Co., 104 East Woodbridge street, has changed its name to the Draper-Priem Electric Supply Co.

Plainwell—Homer G. Brown has sold his hardware stock to F. R. Roberts, formerly connected with the hardware business of Roberts Bros., of Hopkins.

Saginaw—The Third Avenue Pharmacy has been organized with an authorized capital stock of \$2,000 to engage in the retail drug business at 800 North Third avenue.

Detroit—The Federal Coal Co., 9575 Avery avenue, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Battle Creek—The Daniels Jewelry Co., 24 West Main street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Brown City—The Michigan Petroleum Co. has been incorporated with an authorized capital stock of 100,000 shares no par value, of which amount \$51,000 has been subscribed and paid in in property.

Dearborn—The Dearborn Motor Sales, 110 East Michigan avenue, has been incorporated with an authorized capital stock of \$25,000, of which amount \$11,500 has been subscribed and paid in in cash.

Royal Oak—The Royal Finance Co. has been incorporated with an authorized capital stock of \$50,000 preferred and 500 shares at \$1 per share, of which amount \$5,000 has been subscribed and paid in in cash.

Saginaw—The Home Dairy Co., 403 Genesee avenue, has purchased the plants, etc., of the Innovation Daytime Bakery, 405 Genesee avenue and will consolidate the bakeries as soon as the building can be remodeled and enlarged.

Saginaw—The Lee Petroleum Co., 1259 First National Bank building, has been incorporated with an authorized capital stock of \$100,000, of which amount \$40,000 has been subscribed and paid in, \$15,000 in cash and \$25,000 in property.

Grand Rapids—The L. L. Tobacco & Candy Co., 721 Broadway, has been incorporated to sell candy, tobacco and

allied merchandise at retail with an authorized capital stock of \$25,000, of which amount \$4,000 has been subscribed and paid in in cash.

Grand Rapids—The Grand Rapids Creamery Co., 305 Scribner avenue, N. W., has been incorporated with an authorized capital stock of \$60,000 preferred, and 50,000 shares of no-par value, of which amount 500 shares has been subscribed and \$15,000 paid in in cash.

Jonesville—Charles G. White and Richard S. Varnum have purchased the controlling interest in the stock and plant of the Carey Fixture Co., of Coldwater and will remove the plant to the building formerly occupied by the Universal Body Co. and will continue the business here.

Ovid—W. J. Hathaway, who has conducted a grocery store here for upwards of 30 years, has sold his stock and store building to F. C. Harlow, who for the past seven years has been connected with the wholesale grocery house of Whitfield, Walter & Dawson. Mr. Harlow has taken possession and will conduct the business under his own name.

Holland—James Westra, who has been connected with the Stein & Griswold Co. department store, Allegan, and Bert Mead, who has conducted a dry goods store at Saugatuck, will open a dry goods and ladies' ready-to-wear store in a new building erected for them at 15 West Eighth street. Both gentlemen have been very successful in the merchandising business and are capable and worthy.

Kalamazoo—Joseph D. Clement, 74, for years active in the different interests which have brought about Kalamazoo's growth, died at his residence, 122 Allen boulevard, Monday. His death followed an illness of four weeks brought on by a general breakdown, it is reported. Mr. Clement was very active in business circles during his prime of life. He was one of the important factors in the development of the cart and buckboard business in this city, conducting a wholesale establishment and marketing the local products all over the world. He was also secretary of the Chamber of Commerce (Commercial Club) as then known for several years, serving under the presidency of J. J. Knight, John A. Burke, Sr., and James Grant, respectively. He was particularly interested in trade development, specializing in the retail field. The funeral services will be held Thursday from the residence. Dr. H. H. Gelston, of Ann Arbor, formerly pastor of the First Presbyterian church here, will officiate. The services will be conducted by the Peninsular Commandery of Knight Templar. Burial will be in Mountain Home.

Manufacturing Matters.

Marquette—The Olivine Co. has been incorporated to manufacture greenstone for roofing, with an authorized capital stock of \$25,000, of which amount \$1,000 has been subscribed and paid in in cash.

Pontiac—The Safety Tire Pep-Valve Co., 709 Pontiac Bank building, has

been incorporated to manufacture and sell auto accessories, with an authorized capital stock of \$3,000, all of which has been subscribed and paid in in cash.

Owosso—Edward W. Brown, prominent manufacturer and church man, is dead of heart disease. Brown was manager and principal owner of the Standard Machinery Co., manufacturer of conveyor and sawmill machinery, was chairman of the board of trustees of the First Methodist Episcopal church, and prominent in the activities of the chamber of commerce.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 31—The hot spell has struck us this week. For weeks we have been reading about the hot weather in various parts of the State and have enjoyed a comfortable temperature, fanned by the lake breeze, with cool nights which make sleep a pleasure as well as a rest. The throng of tourists coming here from all parts of the U. S. helped us to appreciate our summer climate and, as some expressed themselves, if we had this weather for two months longer the population would double in the Northland.

It looks now as if our new proposed \$250,000 hotel will be a reality, as over \$200,000 has been subscribed by our citizens. Ex-Gov. Chase S. Osborn started the subscription by taking \$50,000 of the bonds, while each of our three banks are taking \$25,000 each, which shows they have faith in the proposition. Our tourist business is rapidly increasing and the larger hotel accommodations will mean much added business during the summer.

A college professor says the average woman's stock of words is smaller than the ordinary man's, but, of course the turnover is greater.

Mose Sugar, aged 71, for many years proprietor of a small grocery at Brimley, died Saturday, Aug. 14, as a result of tuberculosis. Mr. Sugar was born in Russia and was a widower without children. He lived in this country for several years, residing first in the Soo and later at Brimley, where he was well known.

The Puritan creamery, which started in business only a few months ago found that there was not enough business for another creamery at present and has sold its entire plant to the Soo Creamery and Produce Co., which is well established and doing a large business and is able to care for all the milk it can get.

How quickly a large family adjusts itself to an increase in the breadwinner's income.

It was quite a shock to the many friends of Ellis Mosier here and at Drummond, where he lived so long, to learn of his tragic death, which was caused by the explosion of a pressure gasoline tank at Saginaw, where he was working during the summer.

Stanley Florence, a well-known farmer at Brimley, had a fine crop of strawberries this season, averaging as large as twenty-three berries to the quart. They are most luscious, but he says there are others who have just as large berries as he has.

Civilization will be saved, not by democracy, not by idealism, not by the league of nations, but by a sense of humor.

Drummond Island has taken on some of the metropolitan airs. Stop signs are now to be seen en route, also a large new sign to go not faster than 10 miles per hour through the city.

Curtis celebrated Friday with the annual barbecue and the yearly get-together programme. A large gathering was in attendance and a good time was had by all.

The Cameron Crest resort, located twenty-five miles from the Soo, on the

Lake shore, near Salt Point, has done only a fair business this season. Mr. Cameron, the proprietor, is conducting the resort as a first-class place, allowing no liquor, gambling or rough element. They have one of the best dance halls in the locality. This is the first year for Mr. Cameron and the place was opened as a feeder to see if enough people would patronize the place conducted on this scale to make the venture profitable. If not, he may move back to Chicago, whence he came. The distance will make some difference, which must be considered, as there are so many other nice places somewhat similar, such as the Shallows, located on the shore only four miles from here; also Rest A While, two miles drive, besides the Les Cheneaux Islands, of which there are many. The latter appeal to the tourist trade and the local trade is not large enough to make them all as profitable as they should be.

You never have a chance in this world unless you take one.

Leo Gardner, one of Manistique's merchants, was a visitor here last week, this being his first visit to the Soo. He expressed himself that he saw more nice places and a livelier place than he had looked for. He also visited in the Canadian Soo.

William G. Tapert.

Checks Under \$1 Violate Old Law.

Washington, Aug. 30—Any person in the United States who writes a check for less than \$1, intending it to circulate as money or to be used in lieu of lawful money, faces a heavy fine, a jail sentence or both. The revised statutes contain this, which is evaded every day by citizens and Government officials alike.

"No person shall make, issue, circulate or pay out any note, check, memorandum, token or other obligation for a less sum than one dollar, intended to circulate as money."

The average citizen paying a bill by check does not intend his negotiable paper to circulate as money, and of course it does not, even if it passes from hand to hand in time, and therefore does not wilfully violate the statute, it was stated, so no serious effort is being made to enforce the letter of the law.

Business Reported Generally Sound.

New York, Aug. 31—Although there have been some irregularities in the general trend of business, the results for the past week show that trade and industry are still maintaining the high level of activity which has marked this as a summer without precedent. Rains throughout many sections and crop uncertainties have offered some impediment to Fall wholesale trade, and retail trade has also slowed up very slightly, but the rate of operation still continues substantially above that of last and former years, and evidences continue to point to a record achievement in almost all lines this year.

Industry has noted several increases in activity, notably in the automobile and cotton industries. The steel markets continue exceptionally stable and production has differed little throughout August from the high record of July.

Bankrupts Get Rich Playing New Swindle.

New York, Aug. 31—The New York World says that legitimate business concerns in the United States are defrauded each year of \$250,000,000 by a new scheme of crooked bankruptcies.

The "Racketeers" with money from "Angels"—men who put up the small capital needed—set up a business. A man in charge known as "a front" purchases on credit huge amounts of merchandise; sells it to cash buyers or "fences" at from 30 to 50 per cent. of its value, then hides the cash and calmly goes into bankruptcy. Little of the loot is ever recovered.

Essential Features of the Grocery Staples.

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

Tea—Holiday conditions are practically operative in the market for teas this week, there being little in the shape of new business. What buying is evident is in a small way only as the consuming trades prefers to look on, pending new price developments in leading primary markets. What changes there are at Colombo or Calcutta are inconsequential, although at London common Pekoe Indias are understood to have shown a somewhat weaker undertone. Cables have commented at length on the fine quality of the teas that have been offering in all of the leading black tea markets. Business is reported to have been done in a small way in green teas (Ping Sueys) but the tone of these is easier, as has been anticipated. That the outlook for a larger fall business is good is an opinion expressed in closely posted circles.

Coffee—Despite a generally inactive demand incident to seasonal summer dullness, the cost of Brazilian coffees remains substantially the same. Various frost rumors have failed to move the market in any particular, and from this situation the trade gathers that Brazil's control is tighter than ever. An interesting development of late has been the freer offerings which have been made for distant shipment by Brazilian shippers. In this connection it has been pointed out that Santos shippers have encountered the greatest difficulty in taking care of prompt shipment on account of restricted receipts, which do not permit the coffee to come down to the ports. In spite of this situation, which has caused some Brazilian planters to make big sacrifices for later shipment, there is no immediate outlook that receipts will be increased, as the Defense Committee seems determined to maintain coffee at least at present levels. Cables were here from Santos to the effect that the present crop might not exceed 9,000,000 to 9,500,000 bags, as the August flowering appeared to have been far from satisfactory. Covering orders for European account came into the market in the closing days of last week, strengthening values to some extent. Following a recent decline in the September option, the futures market was nearer to a spot basis than it had been in weeks. Considering the close alignment of production and consumption and the ease with which values are being maintained in Brazil, some predict that the appearance of the usual seasonable fall consumption demand for coffee may bring about a higher market.

Canned Fruits—California fruits remain about unchanged, the entire line being firm, pears perhaps less than other fruits. The wet weather has undoubtedly hurt crops.

Canned Vegetables—The tomato and corn markets are on the lap of the gods, as much depends on what canners can salvage out of a reduced acreage, bad weather and higher priced

raw material than expected. The canner regards selling as a gamble, as he might not be able to pack and deliver at a profit at 80c for 2s and \$1.20 for 3s which the large canners are now quoting on tomatoes. If new pack is worth more, at least potentially, than a few weeks ago, so is carry over, and that also is more firmly held. The established canners are also more or less out of the market. The pea pack is over, but the output has not been checked up any closer than estimates of around 16,000,000 cases, which means an ample supply. Fancy peas can be had more readily than the lower grades, in which there is more interest than in other types.

Canned Fish—To-day's market is chiefly affected by buying apathy and a desire on the part of some packers to do business. Red Alaska salmon is an example. The market was first quoted at \$3 Coast, but it has steadily declined to \$2.50 and even \$2.47½ will buy goods. Lower prices have not stimulated the demand, they have merely checked it even though reds are now back at a price which will put them on the consumers' table more frequently. Pinks have been benefited by consumer advertising. Even with a good sized pack there will be no surplus, as outlets are more than sufficient to absorb pinks and chubs. Tuna is wanted in white meat packs, and like red, sour cherries, is one of the sought-after items. There is also call for the large counts of shrimp with little available in any quarter. There is also a selective demand for other commodities which are scarce, but for the general line of staples there is a rush of buying orders.

Dried Fruits—Apparently the chief mission of brokers in calling upon dried fruit distributors is to keep them posted as to conditions at the source. When they submit offerings and quotations they receive little response as there is only a limited interest in stocks at the source. Too much irregularity in prices of new crop California prunes spoils that market, while there is no incentive to buy peaches, apricots or raisins for later shipment when earlier purchases can be duplicated now at lower costs. August has been a very dull month, quite different from a year ago or even June and July. However, August is normally a quiet month, and in the present instance the quietness is more favorable than otherwise, since in June and July there was no overbuying for later uses. Liquidation has been reducing stocks and compared with other years, the local trade is underbought for the fall and early winter. The least sign of encouragement in the way of stability or advances in values will doubtless tend to change the policy of trading from its present hand-to-mouth policy. Buyers have frankly admitted that they have been indifferent to offerings, but some sellers have not taken the hint, but have tried to force action by offering special prices, inducements or inside deals, some of which have a rather shady appearance. The anxiety to sell has been a boomerang and has scared off traders.

Beans and Peas—The market for all grades of dried beans has been very dull during the past week, with nothing more than steady and most things easy. Green and Scotch peas are unchanged and dull.

Cheese—A moderate demand is reported for cheese during the past week, with comparatively light offerings from first hands, and a consequent steady to firm market.

Molasses—There was comparatively little change to report in the character of the local market for molasses during the past week. The cheaper grades were meeting with some demand, but the higher grades were more or less neglected.

Nuts—Opening prices on California almonds are expected this week—possibly to-day—to give brokers the chance to submit them to their trade and have their s. a. p. contracts acted upon before the Labor Day and Jewish holidays. The exchange handles the bulk of the crop and has already booked a large volume of business subject to confirmation when prices are announced. The California almond crop is large this season, early and of good quality. Nonpareils are already available on the spot. Walnuts in the shell are closely sold up and are held at ruling prices. The stocks of filberts in sight for the coming season are considerably lighter than a year ago at this time. Considerable strength is shown in shelled walnuts, but almonds are uncertain.

Rice—The domestic rice market is featureless as there is no sustained demand for new crop and carryover has been so shot to pieces that it is impossible to do anything more than a nominal business. Spot prices are sustained, more by shortages than by any real demand.

Salt Fish—The continued warm weather put a crimp in the demand for mackerel and other salt fish. Prices and the general situation is unchanged.

Provisions—The primary market for hogs and hog products has had its usual fluctuations during the week, sometimes up and sometimes down. Eastern jobbing prices on provisions, however, have remained steady and unchanged. The demand is very light.

Review of the Produce Market.

Apples—75c per bu. for Duchess and Red Astrachans; \$1 for Transparents.

Bananas—6½@7c per lb.

Blackberries—\$3 per 16 qt. crate.

Beets—\$1 per bu.

Butter—The market is stronger and higher. Jobbers sell fresh packed at 40c and prints at 42c. 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, \$1.25 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—Local jobbers pay 32c for

strictly fresh stock.

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

Garlic—35c per string for Italian.

Grape Fruit—\$8 per case for Isle of Pines stock.

Grapes—Calif. Malaga, \$1.75; Tokay, \$2.25 per crate.

Honey—25c for comb; 25c for strained.

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

Lemons—Quotations are now as follows:

300 Sunkist ----- \$6.00

360 Red Ball ----- 5.50

300 Red Ball ----- 5.50

Lettuce—In good demand on the following basis:

California Iceberg 4s, per bu. --\$7.75

Garden grown leaf, per bu. ----- 1.50

Onions—Home grown, \$2.50 per 100

lb. sack; Spanish, \$2 per crate. The crop of home grown promises to be the largest ever known.

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

100 ----- \$6.00

126 ----- 6.00

150 ----- 6.00

176 ----- 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, 25c per doz.

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

Potatoes—Home grown \$1.25 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, 75c 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.

Many a shoe merchant pays a good round rent for his store premises and totally forgets that nearly, if not quite, half of the price is for his window space.

Necessity of Inspection For Wayside Stands.

Glen Lake, Aug. 31—Some weeks ago I made certain criticism on the conduct of many of the so-called "wayside inns" along the tourist routes in Michigan, maintaining that in addition to their not giving the public what they had a right to expect at the prices charged, many of them were untidy and unsanitary.

Evidently it hit the bullseye, for more recently I received a letter from John I. Breck, director of the bureau of foods and standards of the Michigan Department of Agriculture, in which he says:

"Referring to an article by you in the Michigan Tradesman of July 28, I have read the same with much interest, especially that part pertaining to roadside stands, eating places, etc. I am enclosing to you herewith some matter pertaining to these places.

"We now have an organization sponsored by the State Horticultural Society and this department for the betterment of this service and for the protection of tourists, resorters and so forth, as well as that of the permanent hotels and restaurants.

"This is a voluntary membership on the part of these operators. On signing an agreement, a copy of which I am enclosing, their place is given a thorough inspection by our inspectors. If it comes to our standard and they are found to be complying strictly with all our statutes and with these rules and regulations, they are allowed a placard 12 x 18 inches, bearing the State seal.

"Frequent inspections will be made of all these places and when and if they are not living up to their agreement and to all the laws, this card is taken away from them. We have something like 600 of these cards out at the present time and more agreements coming in almost daily.

"We are very much gratified at reports coming in. The patrons of these stands are already beginning to differentiate between them and other stands not displaying these placards on their place of business. Inspectors report that conditions in all of them are very much improved. We have not yet had to resort to the removal of any of these placards. We are very glad to entertain complaints against any of them and on receipt of same will make immediate investigation and inspection and if the complaint is well founded we will not only remove the card but make prosecution if indicated.

"I am keeping your article on file as testimony to the effect that strict regulation of these places is necessary."

Mr. Breck speaks of enclosing some special matter relative to this subject, which by oversight did not come, but I will be glad to have same.

The time will come in Michigan, as it already has in many other states, where some responsible bureaus or organizations will have to not only look after these mushroom feeding places, but many more tangible ones everywhere.

Lunch counters and other purveying establishments which are depending on the public for support must divorce themselves from the notion that the public comes but once, but that there are so many people who must eat that they may depend upon fresh victims all the time. The authorities, as a rule, are not in sympathy with swindling devices, whether operated by a grafter, notoriously so, or by an individual who appeals to the digestive tract.

For instance, the lowly sandwich, as served at a lunch counter. If made from proper materials, spread with good butter, it may cost three cents. Selling same at 10 cents, the customary charge, it leaves a handsome profit. How many sandwiches are buttered, even in reputable places? Not one in ten. Half a penny's worth of butter,

properly spread, removes one from the swindling class, and often brings a repeat order. Is it worth while? I should say so.

We all know that one-half of the coffee product is wasted because only one-half is really converted into good coffee, the remainder being simply "slop." It is so easy to make good coffee if you are interested in serving same, and it, too, brings repeat orders at a handsome profit, if prepared in a palatable manner.

And pastry! The principal and best seller in any lunch room, and its sale could be trebled if tastily prepared. But as a rule, it is not. Soggy, shyly baked crust, and poor fillers combine to make this great American dish a delusion and a snare.

Prior to war days a quarter of a number eight pie retailed approximately at a nickel, and it was usually toothsome. Now the minimum charge at any lunch counter is ten cents per cut, six to a pie. An advance of 300 per cent. with an attendant depreciation at the same ratio.

Some Michigan cities are making an inspection and appraising the merits of lunch rooms. While they may not be regulated unless they are so bad that the board of health can interfere, it has the effect of warning the public just what they may expect, for they are placarded on a per cent. basis of excellence. Below 80 they retire from the legitimate field and become "joints."

There are still a few townsfolk in Michigan who think their community should have a tourist camp, just to be in style. They will have plenty of time to think and talk it over before the return of the summer pests, and it might be well for them to have cognizance of what the city of St. Louis thinks of them, based upon an experience of seven years.

In the smaller towns the business interests were quicker to respond to suggestions to the effect that their localities needed camps to care for the visitors more badly than the larger cities. However, some of the larger towns of the country have tried the camp experiment based purely on merit.

St. Louis had set apart for motor tourists one of the most attractive sections of beautiful Forest Park, nationally known, at the instance of the local automobile club. After a few seasons of experimentation and of studying those who took advantage of the camp, a committee representing the civic organizations asked the park commission to discontinue the camp, which they did promptly, based on the reports of investigators who said:

"About 25 per cent. of the campers in Forest Park are motor hoboes. We have trouble in making them move on. We had a police sergeant visit the camp recently to oust a part that had far outstayed the time limit and a woman in the party pulled a gun on him and told him to make himself scarce. There was a recent epidemic of some disease among the animals in the zoo of Forest Park, and veterinaries declared the diseases had been communicated by the dogs of tourist campers."

A. B. Riley expects to open a part of his 750 room Savoy Hotel in Detroit September 15, and the entire house by October 1.

Murray Hall Hotel is one of the newest in Detroit and will be managed by H. A. Sage, who has made a surprising record with the Hotel Clifford, in that city, which he will continue to manage. Mr. Sage is one of Detroit's "best bets" and I have watched his development into a real boniface with much interest. He does his stunt intelligently and tirelessly and his record is one of many accomplishments.

During the coming week the officers of the Michigan Hotel Association hope to be able to make a definite an-

nouncement of the exact date for the State convention which will be held at Hotel Harrington, Port Huron, some time during September. In arranging the dates of hotel conventions, it is necessary to take into consideration the dates of similar meetings of adjacent states, the convention of the American Hotel Association, at Chicago, in September and local conditions. President Anderson proposes that the coming convention shall prove a record breaker, particularly in the way of accomplishment. His year has been one of the most successful in the history of the Association, particularly in the point of increase of membership, as well as financially. From a treasury deposit of \$347 in 1924, the organization this year will come under the wire with a surplus exceeding \$2,000 and an increased membership of approximately seventy. In 1922 the Michigan Hotel Association had a total enrollment of eight-one. At that time the newly-elected president, Edward R. Swett, Hotel Occidental, Muskegon, said to the writer that any organization which was not going forward, was, in reality, retrograding. During his administration fifty new members came in, and there has been a continuous growth ever since, until now the roster shows 442 in good standing.

There are those in the Association who claim that the organization is too large and unwieldy, but such claim is so extraordinary that it does not seem to take with such as have had much to do with the building up of the organization. Every other State hotel organization in the country is

Michigan State Normal College

Opened in 1852

Educational Plant

Campus of 100 acres.
Ten buildings with modern equipment.
Training School, including Elementary and High School Departments.

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Life Certificates on Completion of Two and Three Years' Curricula.
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Home Economics, Kindergarten, Physical Education, Public School Music, Music and Drawing, Drawing and Manual Arts, Commercial, Rural, Agriculture, Special Education.
Normal College Conservatory of Music offers courses in Voice, Piano, Organ and Violin.

Fall Term Begins September 21, 1926.

Write for bulletin

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Offerings Wanted of Any Local Bank Stocks.

We have Orders to Sell:

- 200 Shares Alabastine Common.
- 125 Shares Reynolds Roofing Preferred.
- 100 Shares Berkey & Gay Common.
- 100 Shares Berkey & Gay Preferred.
- 200 Shares G. R. Showcase Preferred.
- 100 Shares Hayes-Ionia Preferred.
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looking to Michigan, adopting its methods, and hotel publications everywhere claim its career has been phenomenal.

Consequently, when President Anderson wields the gavel at Port Huron, he will have the satisfaction of knowing that he is presiding over the most thoroughly representative body in America, made up of legitimate hotel owners and operators—one only to a hotel—who have successfully carried out programs of improvement in service and legislation not approached by any other similar organization, the culmination of many original ideas, the East Michigan tour in June being but one of them. Frank S. Verbeck.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 24—We have today received the schedules, order of reference and adjudication in the matter of John E. Rupert and Adelbert Howard co-partners doing business as Twin City Wet Wash Laundry Co., and also individually, Bankrupt No. 2989. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are located at Benton Harbor. The schedules show assets of \$7,350, of which \$4,200 is claimed as exempt, with liabilities of \$2,836.21. 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:

City of Benton Harbor	\$ 29.54
Gus Roscher, Benton Harbor	1,000.00
Michigan Fuel & Light Co., Benton Harbor	16.14
Alden Spears Sons Co., Benton H.	425.64
Geo. Jantons & Sons, Columbus	235.64
Benton Harbor-St. Joe Light Co., Benton Harbor	38.23
C. H. Hammond, Benton Harbor	33.56
R. J. Laas Printing Co., Benton H.	12.50
Frank Noble, Benton Harbor	49.52
B. H. Engine Works, Benton Har.	37.90
Brammell Supply Co., Benton Har.	13.66
Swift & Co., Chicago	63.69
Brown Ice & Coal Co., Benton H.	268.85
Wing & Evans, Detroit	29.70
Proctor & Gamble, Detroit	32.50
City of Benton Harbor	10.54
William Wallace, Benton Harbor	120.00
Messner Motor Co., Benton Harbor	21.94
Shaw & Co., Detroit	28.31
Lute Sinclair Co., Benton Harbor	7.30
Jacobson, Peterson & Kaufer, South Bend	7.34
Benner Chemical Co., Chicago	24.04
Sona Howard, Benton Harbor	50.00

Aug. 25. We have to-day received the schedules, order of reference and adjudication in the matter of Charles C. Conn, Bankrupt No. 2990. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules shows assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$1,677.55. 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:	
John DeWitt, Lansing	\$ 10.00
Kal. Land Co., Kalamazoo	190.00
Guy P. Wilson, Kalamazoo	450.00
Kal. Ice & Fuel Co., Kalamazoo	29.00
Dr. D. J. Scholten, Kalamazoo	165.00
Dr. A. S. Youngs, Kalamazoo	25.00
Kal. Publishing Co., Kalamazoo	129.00
The Augustinian, Kalamazoo	10.00
Garrisons News Agency, Kalamazoo	17.50
Smith Tire & Sup. Co., Kalamazoo	11.00
Pattison's Auto Supply Co., Kala.	4.50
Wertler Glass Co., Kalamazoo	4.55
Premier Printing Co., Kalamazoo	35.00
Paper City Press, Kalamazoo	25.00
Halpert Tire Co., Kalamazoo	6.00
Indiana Engraving Co., South Bend	11.50
E. Osborn, Kalamazoo	15.00
Z. M. Cushman, Kalamazoo	65.00
F. Haines, Kalamazoo	30.00
Lamboy Lable & Wrapper Co., Kalamazoo	26.00
Wagner Bros., Kalamazoo	8.00
Union Clothing Co., Kalamazoo	9.00
Crane & Jackson, Kalamazoo	2.00
L. V. White Co., Kalamazoo	40.00
Fred J. Hotop, Kalamazoo	12.00
L. J. Everett, Kalamazoo	15.00
Dr. E. P. Wilbur, Kalamazoo	40.00
South Side Battery Shop, Kala.	11.00
Douglas Battery Shop, Kalamazoo	8.50
Kal. Storage Co., Kalamazoo	25.00
Ford Dealer News, New York	25.00
Irene P. Shields, Bay City	144.00

In the matter of Hughart-Carson Lumber Co., Bankrupt No. 2914, the trustee has filed its first report and account and a first dividend of 5 per cent. has been ordered paid to general creditors.

In the matter of A. G. Cusser, Bankrupt No. 2973, the trustee has reported the receipt of an offer in the sum of \$1,800, from Ollie Henderson, of Grand Rapids, for all of the stock in trade, except consigned goods, including the exemptions of the bankrupt, and all of the right, title and interest of the estate in and to the fixtures of the business.

The date fixed for sale is Sept. 7. The property is a stock and the fixtures of a boy's clothing shop, located at Grand Rapids, and appraised at \$4,459.28. An inventory is in the hands of the referee at Grand Rapids, and also in the hands of Howard L. Boggs, trustee, Grand Rapids. All interested should be present at the date and time of sale. The sale will be held at the office of the referee, 1225 G. R. National Bank building.

Aug. 27. We have to-day received the schedules, order of reference and adjudication in the matter of George Finucan, Bankrupt No. 2991. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a druggist. The schedules show assets of \$3,700 with liabilities of \$3,759.36. 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:

City of Grand Rapids	\$254.36
Mrs. Millie Newell, Grand Rapids	240.00
Hazeltine & Perkins Drug Co., Grand Rapids	2,357.85
A. E. Brooks & Co., Grand Rapids	90.05
Lee & Cady, Grand Rapids	46.43
Roy Barkman, Grand Rapids	131.48
Gray Beach Cigar Co., Grand Rap.	76.48

Gemial Cigar Co., Grand Rapids	6.38
Perfect Picture Shop, Grand Rapids	52.92
E. C. DeWitt & Co., Chicago	54.80
Palmolive Co., Chicago	57.60
Hockschild Corp., Chicago	38.74
Parke-Davis Co., Detroit	17.40
Ackerman Electric Co., Grand Rap.	6.20
Fuller Morrison Co., Chicago	8.50
Harry Meyers, Grand Rapids	7.35
Woodhouse Co., Grand Rapids	28.21
DeVelbis Atomizer Co., Toledo	23.11
American Druggists Syndicate, Chicago	48.37

Baldin Perfume Co., Chicago	7.23
C. A. Masso Laboratories	1.90
C. C. Mitchell Co., Aurora, Ill.	12.00
Toledo Pen Co., Toledo	22.72
Bell Chemical Co.	2.00
Armand Co., Des Moines	26.19
Norwick Pharmacal Co., Chicago	82.72
H. Van Eenennaam & Bros., Zeeland	14.60
McLees Mfg. Co., Toledo	11.10
M. J. Dark & Sons, Grand Rapids	53.25
Blatz Brewing Co., Grand Rapids	2.90
Hollinger Cutury Co., Fremont, Ohio	42.14
G. R. Calendar Co., Grand Rapids	6.25
Upjohn Co., Kalamazoo	10.00
A. L. Joyce Bot. Co., Grand Rapids	24.35
Miller Candy Co., Grand Rapids	72.36
Crystal Candy Co., Grand Rapids	43.05
Bauer & Black, Chicago	27.38
Clause Shear Co., Detroit	25.50

Kelly Ice ream Co., Grand Rapids	198.48
Worden Grocer Co., Grand Rapids	9.94
Mich. Bell Tel. Co., Grand Rapids	26.70
Gherrurg Products Co., Grand Rap.	16.00
E. N. Cooper, Grand Rapids	21.50
Heyboer Stationary Co., Grand R.	69.28
Shaw News Co., Grand Rapids	55.57
G. H. P. Cigar Co., Detroit	45.78
Dr. R. Earle Smith, Grand Rapids	52.50
Kent State Bank, Grand Rapids	72.00

Aug. 27. On this day was held the first meeting of creditors in the matter of Murray T. Kepler, Bankrupt No. 2961. The bankrupt was present in person and represented by attorney Arthur E. Leckner. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was elected. The first meeting then adjourned without date and the case has been closed and returned to the district court as a case without assets.

In the matter of John C. Van Antwerp, Bankrupt No. 2985, the first meeting of creditors has been called for Sept. 13, the funds for the first meeting having been received.

In the matter of Simon La Vine, Bankrupt No. 2988, the funds for the first meeting have been received and such meeting has been called for Sept. 13.



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



A. R. WALKER CANDY
CORPORATION
Dwoss, Michigan

INLAND WATERWAYS.

Inland waterways and the development of American water powers are two allied and interlaced problems bound to bear more and more heavily on the next Congress and its successors. In his speech at Seattle on Saturday Secretary Hoover stressed the need for action on these two problems. They should, he insisted, be merged in one "great national design" of navigation on the Mississippi, opening a sea gate to the Atlantic from the Great Lakes and the use of the Ohio and Missouri, the Tennessee and Cumberland, the Arkansas and the Red and Rio Grande and the Columbia. With the opening of these waterways should come the harnessing of the water powers in the Southern Alleghenies, the Ozarks, the Cascades and the Rocky Mountains. So far, such developments have been piecemeal projects.

Inland navigation and power development are State as well as National questions and must be dealt with by the Federal as well as the State governments. The Hoover suggestion is that the Nation and the States pool their common interest, stop wasting money, sink local and regional considerations and center on the great engineering tasks necessary to make this one vast and nation-wide undertaking.

There is not much danger that development will outrun the population growth. In 1950 the United States is expected to hold 40,000,000 more people than it has to-day. By the end of the next quarter century there should be about 160,000,000 Americans within the boundaries of the continental United States.

Additional population requires additional power, foodstuffs and transportation. We can use all the power we can get. By its use we have grown great industrially. Irrigation projects take years. By the time they are ready population growth will be absorbing the yield from the watered fields. The waterways will be badly needed to supplement the more expensive rail trunk systems, to lessen transportation cost and give the Midlands and the Mountain West a chance to develop their industries.

The money necessary for these great projects is available. Capital can be put to work at home as well as in Europe.

Rivers always have been vital in the history of the race. Civilizations have depended upon them. Framing a broad and national program for their use must not be left to the politician and the exploiter. It is a problem for the best brains of the country, for its broad-visioned financiers, its ablest technicians and its greatest engineers.

SCIENTIFIC SEA SERPENTS.

In our crude and unscientific days the dull summer months were enlivened by the discovery of sea serpents. Even sea captains noted for their sobriety frequently came to port with weird tales of the monsters they had seen cavorting a thousand miles out. But we have outgrown that childish nonsense. A sea serpent yarn

now would be received with a cynical laugh. We get bigger thrills from the discoveries of accredited scientists at their annual meetings.

During this summer not a week has passed without some man, carrying learned letters fore and aft his name, startling us with a story of the terrible future that lies just ahead. Recently a noted scientist at Oxford, England, proved that the population of the earth is increasing so rapidly that there is grave danger of general starvation from our inability to increase our food supply. On Sunday at Williamstown, Mass., a celebrated economist asserted that a number of Europeans are beginning to fear that the economic prosperity of the United States will result in a huge system of international economic peonage, whereby the debtor nations of Europe will be hopelessly dependent upon the world's creditor nation. It was pointed out that there are wise men over there who believe that the United States is aiming at the lordship of the world by crippling the other nations through collecting debts from them.

These views are more startling—and presented in more scientific language—than the old-time sea serpent tales of sober mariners. Terrible as they are, there is some little hope in the discovery of another group of scientists in England. There attention was called to the fact that two decades ago the learned men of that day had agreed that free trade would be universally adopted, that gold would be scarce, that coal would be exhausted, that no abundant supply of wheat could be raised in Canada, that the wheat supply of the United States would cease, but "that all the great economic prophecies of the nineteenth century have gone wrong."

Let us hope for the sake of posterity that most of the direful things the scientists are discovering will suffer a similar fate.

CANNED FOODS CONDITIONS.

The public is off on vacations and so are the buyers for many grocery establishments. The latter may not be out of town, but they are none the less taking a vacation, since it must be admitted that they are not functioning as in normal years. Like a patient on a diet, they are sustaining the life of their establishment by taking some nourishment in the way of pick-ups, but for substantial, well balanced meals, they are not doing enough to merit their titles.

In canned foods the average buyer does not seem to care how many or how few cans are filled, at what price they are quoted or whether there will be a famine or a surplus of merchandise. His measure of the market is the demand from the consumer and from the retailer, and so far he has not been convinced that buying ahead is advisable. He has taken a one-sided view of the law of supply and demand and has been wholly concerned with the prospective distributing outlets.

Unusual neglect of known requirements has had a noticeable effect upon values, nullifying to a great extent

some of the bullish tendencies resulting from curtailed acreages, reduced packs, because canners have little future business booked up, the hazard of even shorter packs than anticipated because of early frosts, unfavorable growing weather and heavy waste caused by too much rain.

This has been a freak year from start to finish, not only as to planting and growing conditions, but also as to attitude of buyers. The combined result has been to check production. The smaller the pack the greater the overhead, and when once the pack has been completed and the weak canners eliminated after they have marketed their foods, the trade faces the prospect of concentrated and lighter general first hand holdings of canned foods than in several years. What is more, the underbought condition of the largest distributing agencies means more than the usual competition for supplies whether it be concentrated in a short buying period to absorb first hand reserves or spread over the season.

PROTECT THE AMERICAN HEN

For a cheerful midsummer avocation the Tariff Commission has begun an investigation into the relative cost of producing eggs in this country and in China. This is a proceeding under the flexible provisions of the tariff law. Somebody has thought, apparently, that the American hen was not getting a fair show and so has complained to the Commission for the purpose of rectifying things. It is safe to say, however, that no consumer in this country has voiced the opinion that eggs are too cheap. Eggs imported into the United States come mainly from China. Those imported in the shell are comparatively trivial in number, having been only 275,892 dozen in the last fiscal year as against 682,381 dozen in the previous one. The exports of such eggs, however, were 27,930,637 dozen in 1925-6 and 25,106,741 dozen in the preceding year. Imports are mainly of whole eggs dried or frozen or of yolks or whites dried or frozen. In the statistics these are given in pounds. Whole eggs dried, frozen, prepared or preserved, came in during the last fiscal year to the amount of 8,132,169 pounds, yolks dried or frozen to the amount of 11,666,704 pounds and dried egg albumen 4,490,162 pounds. Taken altogether, the imports were scarcely up to the exports, which would hardly show any suffering in the industry. They are altogether trivial when compared with the egg production in this country. This in 1919, the latest year for which data are immediately available, amounted to the great total of 1,574,979,000 dozen from the great farms alone, and the quantity has doubtless increased much since. It will be no small job for the Tariff Commission to discover the cost of producing these eggs, because such cost varies greatly in different parts of this country. When it comes to finding out the production cost in China, the quest will probably be hopeless. But some kind of a report will be forthcoming in due course, as it was in the case of bob-white quail.

STRESSING OF QUALITY.

In pursuance of the movement to encourage the sale of quality goods, the director of one of the trade associations has been sending out a letter to retailers explaining the merits of the proposition and urging its general adoption. This is a matter, however, in which the retailer can act only as a kind of public adviser and he will have to be governed greatly by circumstances. If, for instance, his customers are obliged to be economical in their purchases, he will have to stock up with goods that make a good display for the price, and there are few retailers who do not have to appeal to such a class of purchasers. Still there is much to be urged even to patrons of this kind in favor of meritorious goods as against merely cheap ones. The greater durability of quality goods is one argument, and another is the added satisfaction of having something which can be depended on. It is a little unfortunate, however, that the first of these has not always the force to carry conviction. For it must be remembered that the so-called "trading up" movement is directed mainly to the sale of women's garments and, as these are subject to such frequent style changes, durability is not an important factor. In fact, some might be inclined to argue that they do not want clothes which will outlive the style. These, however, may be a minority, while the majority may prefer garments not only of proper texture and appearance, but also of good workmanship that will give satisfaction in the wear. For those able to afford it, the arguments in favor of quality are all on one side.

BUSINESS CONDITIONS GOOD.

General conditions affecting business prospects continue to be favorable. Contrary, also, to the situation at this time a year ago, this is true of all sections of the country. So far as has been reported, there is no weak spot in the mercantile structure wherever situated. There is no longer any doubt as to the buying capacity of the farming population in the grain-growing sections, particularly in the great Mississippi Valley, with the assurance of large crops and the promise of satisfactory prices both for grain and cattle. The Pacific Coast States report generally prosperous conditions and a good outlook for business, some of which is already under way. In the East and South a similar situation prevails, with better prospects in the industrial centers than was the case a year ago. Michigan is especially favored, so far as crop conditions and crop prices are concerned. While the individual purchases have not been as large in some instances as sellers hoped for, the buying has been quite extensive. After labor day the volume of buying is expected to increase, especially on the part of retailers, who have yet much to do in completing their quotas. There is a possibility in certain manufacturing lines that a scarcity of wanted merchandise will develop if retail sales show up well, and this is likely to be accompanied by a hurried demand that will force up prices. Another month will tell the story.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I planned to spend last week end at Flint, covering the intermediate towns along the Grand Trunk en route, but when the thermometer shot up to 90 degrees Saturday morning I promptly changed my plans and headed for old Lake Michigan instead. I never approach that wonderful body of water and feel the cooling breezes which come to us from that source without being devoutly thankful that I have enjoyed the blessed privilege of living for fifty years within forty miles of one of the most health giving bodies of water in the world.

Our first stop was at Newaygo, where we enjoyed the hospitality of the landlord of the Valley Inn for a few moments. The refreshment room of this hostelry was the former bar room of the old Courtright House, which was the scene of many fierce battles and fistic controversies in the old days of lumber jacks and log runners. It has been transformed into a very inviting room and is one of the most comfortable and well-ventilated resting places I find anywhere in the State.

My next stop was at Fremont, where I always find many congenial spirits and meet many cordial greetings. If there is one town in Michigan where the business men pull together in man fashion, that town is Fremont. No matter what problem confronts the town the business men stay by it until it is solved—and solved right. They built a community house. They built a community hotel. Everything they undertake to put across is handled in a manner creditable to themselves and their town. I have had frequent occasion in the past to commend the remarkable Fremont Spirit, which has accomplished much in the face of apparently discouraging circumstances.

If I were asked to designate the leading citizen of Fremont I would have to scratch my head and do some pretty tall thinking, but if I were asked to select a typical citizen of a typical town I would immediately name a man who, in my opinion, is entitled to no small degree of credit for the growth and prosperity of his home town. That man is D. D. Alton, the local druggist, who is first and foremost in every movement for the good of the community, either morally or materially. I have met him under many different circumstances and he has never failed to acquit himself in a manner which inspires respect and commendation. I don't care whether his activity is in his store, his church, his lodge, his association or his community. I invariably find him right nine times out of ten, which is more than I can say for myself.

I was told that the Fremont Canning Co. is having a very prosperous season; that the output will be larger than any other year in the history of the company.

I was informed that Crandall & Ensing had changed their minds about engaging in the shoe business, having reached the conclusion that they could make all the money they are legiti-

mately entitled to by confining their activities to the furniture business. One glance at their commodious double store and the character, variety and extent of the stock carried is sufficient to vindicate the correctness of their conclusion.

Some time I am going to bide a time with the landlord of the local hotel and absorb the bits of wisdom which drop without malice aforethought from his lips. I know he conducts a good hotel, because I have never had a whimper from any source concerning it, but to me the association of such a man is worth quite as much as a comfortable bed and an abundant menu.

I had not visited Hesperia before in five years. When I was there in 1921 Husband & Anderson were laying the foundation of their new store, which is now one of the most complete establishments of the kind in Western Michigan. I do not know of a more attractive hardware store anywhere.

Mills & Wright were very busy in their well-established store and gave every indication of prosperous conditions.

McCallum Bros. have rounded out thirty-one years in the corner store, making them one of the oldest mercantile concerns in the fruit belt.

Hesperia gained a National reputation some years ago as the inaugurator of the famous Hesperia Movement, which brought to the town every winter hundreds of people—many from long distances—to hear the wonderful literary and musical programmes prepared for their edification and enjoyment. Such an undertaking for an interior town eighteen miles from a railroad was noteworthy in many respects and brought Hesperia into the limelight all over the country. I am told that the undertaking is still repeated, in somewhat modified form, every winter.

Rex Royal, of the Shelby Canning Co., told me that Oceana county would have the largest peach crop she has harvested since 1921. The apple crop will be the largest ever known and probably more than half of the early crop will rot on the ground.

Nearly all of the canneries in the fruit belt have sold their cherry juice in bulk to men who have diluted it so heavily with water that the poor devils who drink the weak solution have been disgusted with the term cherry cider. Next year they propose to market it themselves in sealed packages bearing their own name and address. By so doing they hope to build up a reputation for an honest product which has been pretty nearly ruined by the scalpers and adulterators.

It is pitiable to see the trash which is being guzzled at the wayside stands when the same caterers could just as well handle wholesome products, such as pure fruit juices, sweet milk, sour milk and butter milk. Selling such products would build up the farms by inducing farmers to keep more cows and plant more fruit trees and berry bushes.

At Ludington I enjoyed a pleasant chat with J. S. Stearns, who came to Ludington to live while I was clerk-

ing in the general store of D. M. McClellan, at Reed City. I told him I made a trip to his city (then a small settlement) on the first regular train over the extension of the Flint & Pere Marquette Railway from Reed City to Ludington. That was in the fall of 1883, when the country roundabout was a wilderness. Mr. Stearns stated that his removal to Ludington was to take a clerkship in the lumber office of Mrs. E. B. Ford, who was undertaking to conduct the two sawmills left by her husband, who was the prototype of Andrew Carnegie, having established steel mills at Wyandotte, Chicago and Milwaukee. He subsequently purchased a large tract of pine timber near Ludington and erected two large sawmills to convert the timber into lumber. On the death of Mr. Ford, the widow sent T. R. Lyon and Mr. Stearns—both brothers-in-law of hers—to Ludington to continue the business. Mr. Stearns' salary at that time was \$75 per month. Lumber was very low in price in those days. The principal market was Chicago and the price was \$7.25 per thousand for mill run. It cost \$1.25 per thousand to ship the lumber to market by water. This left only \$6 per thousand, which was only enough to pay the cost of cutting and marketing, leaving nothing for the stumpage. After three years of discouragement, Mrs. Ford made desperate efforts to dispose of the entire property for \$250,000, which was less than the two mills had cost. Failing to find a purchaser, she continued operations. The fourth year lumber advanced \$1 per thousand and later other advances took place. During the next fifteen years she received \$6,000,000 for property she had offered to dispose of for \$250,000. I do not imagine Mr. Stearns worked very long at \$75 per month, but during the time he was so employed he imbibed a knowledge of the lumber business which enabled him to take high rank among the millionaire lumbermen of Michigan before many more years slipped away.

C. J. Peterson has conducted a general store at the South side of the Pere Marquette river for fifteen years. Prior to that time he was for twenty-one years head sawyer in the Butters sawmill. He has raised and educated eight children, six of whom already occupy responsible positions in Detroit and elsewhere. Mr. Peterson owns ten acres of land adjacent to his store, on which he has installed a comfortable home, surrounded by mammoth willow trees. His wife produces a wilderness of flowers. One of his greatest assets is a flowing well which delivers the same amount of water the year round at an even temperature winter and summer. Mr. Peterson has lived a quiet life, but the world is better because of his having lived in it.

E. A. Stowe.

Is the Procession Turning About?

Is the procession of experimentation about to turn about and march backward again in the field of food distribution? Undoubtedly certain modifications are observable of late.

It is well known that chain stores are gradually getting back on a ser-

vice basis, abandoning the fundamental of cash and carry.

On the other hand, retail grocers are largely taking pattern from chain store experience and adopting in some measure their policies and "tricks of the trade," especially in the matter of cooperative advertising and drive sales.

And wholesale grocers are tying up with their retail customers, forming groups which are in all essentials like chains.

Recently it was announced that the cornerstone of the great Jewell Tea Co.'s policy—peddling—was to be abandoned in metropolitan territory and the company's goods sold through retail grocers—even going to the extent of an assurance that the company would not sell in that territory direct to consumers at all.

And now comes information that Montgomery, Ward & Co. is beginning to doubt the complete adequacy and success of the mail order plan of selling of which it is the shining planet of demonstration.

Theodore F. Merseles, president of the company, is quoted as saying that the plan will virtually throw the company into the establishment of a chain store system with branches in a thousand or more country towns and villages. The first step will be the opening of a merchandise display room on August 14 in Marysville, Kan. This will be followed immediately with the opening of similar establishments in five other country hamlets.

"The initial purpose is to effect a direct personal contact with the customer, which heretofore has never been attempted," he is quoted as saying. "Certainly the opportunity to talk with our customers and get their criticisms will be of great benefit to our business and materially improve our service to our customers."

Moirs Are in Active Demand.

Moirs are in active demand in the broad silk trade at present. Buying by retailers has been such that early September delivery is the best that can be promised by many wholesalers. In a season where few novelties are being offered, aside from the tinsel brocade and other metal fabrics, the self-decoration afforded by the moire process has proved popular, for the early Fall at least. In addition, the Parisian couturieres have sponsored moires "in a big way" and this is finding reflection in the demand here. Black and the higher shades suitable for both evening and street wear are stressed.

Laces Being Bought For Fall.

Interest in laces for Fall is growing and wholesalers here report a spurt in buying activity. Metal laces are well in the lead, the favored types being old gold and silver in widths up to 36 inches in flouncings and allover. The better grades of Chantilly's are also being called for in edgings with bands and galloons to match. Black, cream, ecru and white are the wanted colors. Colored Swiss novelties are said to be taking well. These are made of very fine floss silk and take the form of applique floral motifs.

SHOE MARKET

GONE TO HIS REWARD.

Christian Bertsch Passes Away at Ripe Age.

Christian Bertsch died at his home last Wednesday after a lingering illness. If he had lived thirty-one days longer he would have been 89 years of age. The funeral was held at the family residence Friday afternoon. Interment was in Oak Hill cemetery. Nephews of Mr. Bertsch acted as pallbearers. They were Arthur Ayers, C. Harley Bertsch, George Hunt, John Herold, J. A. Whitworth and Fred S. Bertsch.

The honorary pallbearers were James L. Hamilton, William H. Anderson, John Wood Blodgett, L. Z. Caukin, J. C. Bishop, David H. Brown,

upon attaining his majority, he turned his back upon his native State, and came to Michigan in 1858. Holland City was his objective point and where he laid the foundation for the business success which he subsequently achieved, if, indeed, the elements were not already imbedded in the nature which he inherited from his German ancestry. He had already determined on his life work, and, shortly after his arrival in Holland, apprenticed himself to the shoemaking trade, his employer being E. Herold, father of Alonzo Herold, of the city. Two years later he began his career as a business man, having been taken into partnership by his employer. The firm was in existence only a few months, however, Mr. Bertsch selling out to his partner in 1861. Holland did not afford him the opportunity he craved and he deter-

mined that, for him, there was more gold in Michigan than in California. Shortly after his return he formed a copartnership with F. Krekel under the style of Krekel & Bertsch, embarking in the shoe business at the location on Monroe street, now occupied by the Houseman & Jones Clothing Co. This firm did business successfully for six years, when the firms of L. J. Rindge & Co., and, a little later, Rindge, Bertsch & Co., came into existence, the former doing a retail and the latter a wholesale business. Eight years later the two firms were merged into Rindge, Bertsch & Co., under which style it continued for fourteen years. In 1892 Mr. Bertsch severed his connection with that firm, Rindge, Kalmbach & Co. purchasing his interest, and subsequently he organized the Herold-Bertsch Shoe Co., with Christian Bertsch as President and General Manager; Alonzo Herold, Vice-President; George Medes, Secretary and Albert Wetzel, Treasurer. This connection was continual until June 20, 1912, when Mr. Bertsch sold his \$120,000 stock holding in the Herold-Bertsch Shoe Co. to Ferdinand L. Riechel.

A continuous active interest of fifty-four years in the shoe business gave Mr. Bertsch a knowledge of details possessed by few, which enabled him to "grasp the situation" and to know as if by intuition, the needs of the trade and give to his customers such goods as were "sellers." His probity and integrity were well known characteristics and he possessed the confidence of the trade to a remarkable degree. His success was due to his keen business sagacity and unswerving honesty. A customer once made was a customer always. From his intimate knowledge of the business gained from long experience, many facts of an interesting nature were gleaned. Mr. Bertsch made the following statement to the writer in 1912:

"Fifty years ago," said he, "kip, calfskin and cowhide were the names applied to the different grades of leather used in the making of boots and shoes. There were a few other kinds, but these were the great leather staples. Now their name is legion every tanner having a name for each grade of his product, and no two tanners using the same names. Given

mined to go elsewhere. Naturally, the rising city of Grand Rapids, only a few miles away, attracted his attention, for he saw—what others had seen before him—that, with her natural advantages, improved upon and amplified by the enterprising ingenuity of her citizens, Grand Rapids would take no mean place in the ranks of the great manufacturing and commercial centers of the country. For three years after coming to the city he filled the position of foreman for Cappon & Bertsch (later the Cappon & Bertsch Leather Co.), but having for some years had a desire to see the "Golden West," in 1864 he resigned his position with that firm and set out for California. The West might be golden to some, but it was not so to Mr. Bertsch, for he returned to Grand Rapids in a few months, fully con-

Fancy Shoe Laces

We have a complete stock in rayon silk also braided combinations.

Rayon Silk Per Gr. \$6.75

Braided Combinations 2.75

BEN KRAUSE Company

20 S. Ionia Ave. Grand Rapids, Mich.

Mr. Retailer

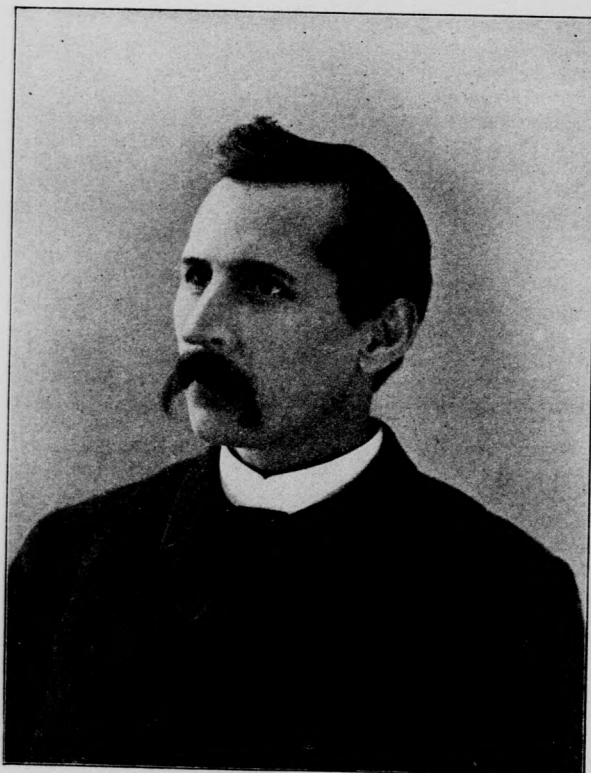
There is a man in your town whose shoe business you can get. He is a young man. He knows style. He insists on it. He buys more than one pair. His name is John Comer.

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

HEROLD-BERTSCH SHOE COMPANY

Manufacturers Since 1892

Grand Rapids, Michigan



Christian Bertsch.

H. M. Liesveld, E. A. Clements, E. A. Stowe, E. D. Conger, Christian Gallmeyer, Charles W. Garfield, T. W. Strahan, John Murray and George M. Ames.

Biographical.

Christian Bertsch first saw the light of day on a farm in Crawford county, Ohio, Sept. 17, 1837. His father was a native of the Province of Baden, Germany, emigrating to America over eighty years ago and settling in the Buckeye State. As has been, and is now, and always will be, the case with country boys, Christian, when old enough, was sent to the usual country school, his spare time and most of the summer months being devoted to work on the farm. He was not in love with farming, however, although always doing faithfully and well the work assigned him, so,

Michigan Shoe Dealers

Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

the name of the leather, the identity of the maker is at once known. Fifty years ago there were no counterfeits—everything was called by its right name. Now they are almost as numerous as the kinds of leather. There is this to say about counterfeiting leather, however, it is merely applying a name to a piece of goods to which it has no right. The counterfeit is, generally, as good an article, in point of quality, as the genuine. The reason for counterfeiting is usually that it is difficult to secure the hides and skins from which the genuine leather is made. For instance, about thirty-three years ago kangaroo leather was all the rage and so great was the demand that the big skipper was almost exterminated. As a result, and to restore the equilibrium between supply and demand, which had been disturbed by the scarcity of kangaroos, tanners began to make kangaroo leather from goat and sheepskins. Take cordovan, as another instance. This particular kind of leather was originally made exclusively from horsehides, but horsehides are comparatively scarce and so recourse was had to cowhides and now so good quality of cordovan is made from those hides that only an expert can tell the difference. Satin calf and glove calf are now, also, made from cowhide. The facility with which any kind of leather can be counterfeited is due, almost entirely, to the introduction of machinery which makes it possible to split and resplit the hide and put on any kind of finish required. Probably machinery has worked a greater revolution in the shoe trade than in any other of the industrial trades, having brought the price down fully one-half in the last fifty years and almost entirely done away with the making of shoes by hand. Nearly everybody wears "store shoes" now, although a few years ago the man who wore ready made shoes was an object of pity and was thought to be poor. At the time I speak of buyers considered the question of comfort, while now style governs: and a No. 6 foot is pushed into a

No. 3 shoe, regardless of consequences. The growth of the rubber trade is another notable feature. It forms now fully 20 per cent. of our entire business, while fifty years ago it was not 5 per cent., and it is constantly and rapidly on the increase. The shoe business is not what it was some years ago. There is not the money in it there was formerly, while more capital is required and double the amount of business must be done. Still, some of us have been foolish enough to remain in the business."

Mr. Bertsch did not look much like a man who was dissatisfied with his business, as he uttered the words last quoted, and, if current report tells the story correctly, he had little reason to be. Beginning his business life with a capital of \$25, he slowly climbed the ladder of success until he accumulated a fortune estimated by his friends at \$500,000. No one ever intimated that he did not deserve the success he achieved.

Mr. Bertsch was a member of the Masonic order, including the Knight Templar degrees. He was for many years Treasurer of Valley City Lodge, No. 86. He was married in 1861 to Miss Caroline Walter, of Crawford county, Ohio, and resided in a beautiful home at the corner of North Lafayette avenue and Crescent street.

Personally, Mr. Bertsch was one of the most unassuming men in the city. Whatever he did and whatever he acquired were due altogether to quiet persistence and patient industry, coupled with sterling integrity and oneness of purpose. He never made any short cuts to position or fortune and no one ever heard him boast of his success or use his influence to oppress those less fortunate than himself. Although his benefactions were seldom chronicled by the public prints, he was a liberal contributor to church and charity work along several lines and many less fortunate than himself received substantial assurances of the bigness and broadness of his heart. He never knowingly wronged any man, woman or child. He never

failed to keep his word good. He never uttered a word which left a sting. He never indulged in sarcasm or invective. Gentle as a child, the daily life of Christian Bertsch afforded ample text for a sermon which he who runs may read. E. A. Stowe.

Lull in Rubber Footwear Sales.

There is a lull in rubber footwear sales, pending the opening of Spring lines soon after Sept. 5. Prices on rubber-soled canvas footwear are expected to show a reduction, owing to the prevailing weakness in both rubber and canvas prices. Manufacturers say that there is little likelihood of a reduction in Fall rubber footwear until December or January. Meanwhile, retailers' orders for these goods are going forward, and manufacturers expect active reordering later, for they say that the light stocks being carried would be quickly swept away by the first snowstorm.

Travel and Sports Coats.

Travel and sports coats are available in increasing quantities, and retailers are having little or no trouble in meeting their needs in this direction. Most of the garments feature fabrics of novelty pattern and are fur-trimmed. A number of them are also fur-lined. Much of the recent demand has been for garments for misses who will shortly return to school and college. The supply of better grade "dressy" coats is slowly growing larger, although, with attempts at arbitration of the labor issues rejected, great difficulty in getting deliveries when retailers really need the goods looms ahead.

Active Demand For Junior Coats.

The demand for junior girls' Fall coats continues active. Retailers are pressing for deliveries, owing to the necessity of having much of the merchandise in stock in time for the buying by consumers before the schools open. Both "dressy" and sports coats are wanted, with the emphasis at present more on the latter kind which are suitable for everyday wear. Stocks of garments in the market are not

large and deliveries are being made as rapidly as possible considering the disturbed production conditions in the industry.

Children's Knit Goods Selling.

Substantial orders for children's knit outerwear are being received by manufacturers. Four-piece novelty suits are in brisk demand and emphasis seems to have shifted from the staple low end goods which retailers bought heavily in former seasons. Sets to retail at \$15, in jacquard patterns outside and brushed wool inside, are the type of goods which are now being bought freely. Lumberjack skatin' sets for boys and girls from 2 to 6 years of age are also in demand. The latter sets are composed of scarf, tam, mittens and lumberjack.

There is more of truth than jest in a British professor's remark that there are too many books in the world. This excess of printed matter would cause no particular trouble if it were not for the libraries. Readers may turn from one new book to another, discarding any volume more than three months old, but a library is apt to feel that it must continue to give room to any book that has ever found its way to a shelf. The problem has become acute at the Bodleian, which is in urgent need of enlargement. In their hearts the authorities would like to see a huge bonfire made of a few tons of the volumes which they must profess to prize. It is a pity that such a bonfire cannot be arranged, for the books they have in mind are duplicates of books to be found in the British Museum—not rare volumes, but accumulations which owe their existence to a law providing for the deposit of copies of every copyrighted book as it appears. Our Library of Congress is the same kind of omnium gatherum. One such library in a country is enough. All other libraries ought to be winnowed continually.

A merchant has this slogan in his window: "Don't Pass Us—Buy!" Not so bad!

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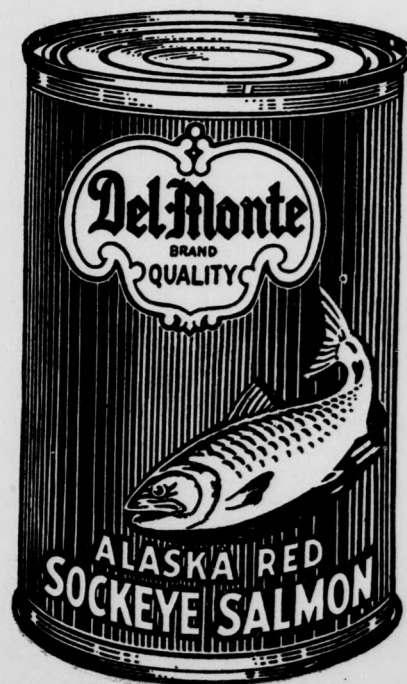
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FINANCIAL

Carriers Expected To Fight For Higher Valuations.

With the railroads of the country reflecting in their earnings statements the greatest prosperity they have enjoyed since the war, the question naturally arises how long will they be allowed to reap the rewards of their industry and economy. Will there be a general clamor for rate reductions in the next session of Congress, and, if so, how will the political element react to it?

A rate of return of $5\frac{3}{4}$ per cent. on their valuations, as determined by the Interstate Commerce Commission has been fixed by law as reasonable. They may earn 6 per cent. without being obliged to share their returns, as provided in the recapture clause of the Transportation act.

Net railway operating income for the first six months of this year was at the rate of 5.57 per cent. on the aggregate tentative valuation of the carriers, seasonal variations being taken into consideration. In June, however, they earned at the rate of 6.18 per cent. This means that if business in the last half of the year continues at the same proportionate pace as was established in the first six months the rate of return will be 5.57 per cent.; but if the June stride is maintained the rate is likely to be nearer 5.75 per cent.

It is generally agreed that the carriers could handle a much larger volume of freight with their present facilities. It is also agreed that they will be able in the future to cut maintenance costs materially in view of the huge amounts they have been spending in recent years to bring their physical properties up to first-class condition. Therefore, it would not seem unreasonable to believe that they may be approaching the time when they will equal or perhaps surpass in earnings the $5\frac{3}{4}$ or 6 per cent. rate, which has heretofore been used as a measuring stick.

The railroads will not accept a freight rate reduction without a struggle. In fact, there are many competent authorities who declare any attempt to force a cut in rates will immediately result in the whole question being thrown into the courts.

The tentative valuations of the carriers were based on pre-war prices and have been accepted by roads operating less than 5 per cent. of the mileage of the country. Inasmuch as present-day price levels appear to be fairly well stabilized, it would seem that the transportation companies would have a strong case if the question were ever aired in the courts.

Another factor that should play an important part in warding against a reduction in freight rates is the fact that the general public understands the problems of the railroads better to-day than ever before. It is also unlikely that shippers have any desire to see the transportation structure of the Nation suffer through insufficient financial support and perhaps run the risk of inefficient service such as was experienced a few years back.

J. R. Warner of the Bankers' Trust

Company, and a railroad authority of note, says in part of the rate situation:

"The significance of prospective higher valuations lies in the fact that, under the present pre-war valuations, a large part of any material increase in earnings not only would be recaptured by the Government but an increase in earnings would in itself tempt the commission to reduce rates.

"Assuming materially higher valuations, it is not unreasonable to expect that the roads will be in a position to contest successfully any arbitrary attempt to absorb, through rate decreases or other means, the benefits from constantly increasing traffic and improved methods of handling it."

[Copyrighted, 1926.]

Output of Motor Cars Barometer of General Trade.

In spite of the further reduction of motor car output last month, the number of passenger cars produced in the first seven months of this year is substantially in excess of the total for the corresponding period of 1925 and unless operations are curtailed more rapidly than is now indicated the figures for the twelve months of 1926 should compare favorably with last year's.

Because of its widespread effect on general business, the automotive industry is closely watched for an indication of future trade developments. Prosperity in motor car manufacture and in the building construction field, resulting in a heavy demand for steel products and in a record-breaking volume of freight traffic, has formed the basis for this country's good business in the last two years. These factors, therefore, have supplied the incentive for advances in stock prices to the highest levels in history.

For this reason speculators in securities as well as business men in commercial fields study with interest the trend in motor car production and in building. The volume of construction work has shown a tendency to decline recently, while automobile output in June and July was below last year's figures. Although the value of new construction this year may not reach the 1925 total, there is a good chance that the motor car industry will contribute its share toward a prosperous year.

Figures compiled to-day by the Department of Commerce show that in the first seven months of this year motor car production in this country set a new record with 2,386,251 passenger cars and 294,056 trucks, although July output of passenger cars was the second smallest month of the year, falling below the February total.

Greater production this year is accounted for in part by an increased foreign demand, exports in the first half of the year having expanded 7 per cent. Since this field has scarcely been touched, there is every reason to believe that shipments of American motor cars will steadily increase, thus taking up the expected slackening in domestic consumption. With the greater number of cars in use in this country, moreover, replacements will

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tend to increase even though new purchasers become fewer.

The demand for motor cars for replacements in the last several years has been larger than is generally believed, according to the Harvard Business Review, which points out that the figures can be accurately measured by statistics on registration and production. It is learned, for instance, that elimination of passenger cars in the period from 1910 to 1914 amounted to 304,879, while ten years later the figure had increased to 4,324,842.

A study of the statistics permits experts to arrive at a mortality rate for the future by which replacements can be estimated in years to come. It is estimated, on this basis, that fewer than 1,000,000 new buyers will be required in 1930, with exports at only 200,000 cars, to give the country a production of 4,000,000 passenger automobiles, a figure substantially in excess of the current rate of production.

Normal elimination for 1930 is estimated a 2,885,000 cars, and this figure is expected to increase steadily.

The automobile industry will contribute its share to American prosperity.

[Copyrighted, 1926.]

Old Timers Look For Rail Share Market.

Revival of the old-fashioned railroad markets of two decades ago is in prospect within the next several months in the opinion of several market observers. Those taking this view say the industrial shares as a group have reached their peak, but that favorable factors in store for the carriers will lift values sharply.

Developments expected to take place in the near future that should stimulate the demand for railroad stocks include the prospect of larger earnings from crop movements in the agricultural districts of the West, further progress in merger negotiations, segregation of coal or oil properties and melon cutting.

Several of the more prosperous carriers probably will give consideration to stock dividends to capitalize improvements and to save their surpluses, it is contended, so that they may earn the legal 6 per cent. return on the increased capitalization before being compelled to yield a part of their income to the Government under the terms of the Transportation Act.

Moreover, as a result of the general improvement in railroads prices of their stocks have advanced and the value of holdings of such companies as Union Pacific, for instance, has expanded greatly. After many lean years, therefore, the time appears to be approaching when rewards for stockholders in this group may be expected.

Most of the Northwestern roads look for decidedly better business through the remainder of the year with bountiful crops to carry to market. If prices of grain improve, as some observers expect, yielding farmers a satisfactory return, the railroads will be called upon to carry back to rural

sections the products from manufacturing centers.

Adjustments of the new Nickel Plate merger negotiations are expected to be accomplished this winter and other plans doubtlessly will come into the light when the Van Sweringens receive approval of their project from the Interstate Commerce Commission.

Segregation of the Delaware & Hudson's transportation properties from the present company will probably be approved at the stock holders' meeting in October. This may pave the way for similar developments in the case of other roads. The Lehigh Valley, for instance, still has to dispose of Coxe Brothers.

Baltimore & Ohio must dispose of its Reading "rights" by the end of the year unless another extension is granted. Other roads hold valuable coal, timber or oil properties which are steadily mounting in value.

The possibility of stock dividends or offerings of additional stock to shareholders on favorable terms, giving holders rewards in the form of "rights," therefore, has attracted a considerable following from industrial shares to rails in the last week or two commission house observers insist.

[Copyrighted, 1926.]

Leading Hues in Fall Coatings.

Owing to the disturbed status of cloth coat production during the strike, the question of outstanding shades in the better grade coatings for Fall is not so far advanced toward an answer as is usual at this time. Aside from black, a perennial favorite, there is said to be no single shade that dominates. Attention so far is centered rather on a number of colors. Among these the best are said to be twilight blue, red beech, shellbark, Autumn rose, willow green, Japanese ivy, winter oak and silver maple. The red tones generally continue to occupy a strong position.

Women's Fall Neckwear Selling.

Scarfs as an item in women's Fall neckwear are beginning to come into demand, according to a bulletin of the United Neckwear League of America. Meanwhile, all kinds of sets and yard goods are moving well. There are calls for lace and net collar-and-cuff sets which are staple the year around, as well as for ruffling. Many of the sets show jabots, which promise to be a feature of the Fall goods. Large scarfs of satin and metal cloth, which simulate evening wraps, are meeting with favor, as are the ostrich chokers which registered so strongly abroad this summer.

Kit Bags in Demand.

The growing favor of larger luggage is to be seen in the increase in sales. Manufacturers look for this trend to continue during the Fall. Many travelers, they say, prefer to use two kit bags instead of a small trunk, the transportation of which they regard as more troublesome. The 22 inch cowhide kit bag retailing at \$35 is the best selling variety, although there is talk of bags of imported cowhide at higher prices for the Fall. A good holiday business is expected, as retailers' stocks are said to be low.



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A Tribute to Thoughtfulness

After the reading of her husband's Will, in which he had carefully divided the articles in the home having a sentimental value, establishing a trust fund for the proper care of his wife and trust funds for the proper care and education of his children, and appointing the Grand Rapids Trust Company as executor and trustee of his estate, the widow, who was so overcome with grief that she could hardly talk, after pausing, said: "He thought of everything."

This is a great tribute to the memory of a father and husband, and we advise that you consult your lawyer and be prepared so that when your time comes this same remembrance can be had of you.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Hero Worship Gone Wrong to the Nth Degree.

Grandville, Aug. 21—These were immortal names which were not born to die.

Within a space of twenty-four hours three prominent men passed from earth into the Great Beyond, men whose names were on the lips of millions of people.

Charles W. Eliot, president emeritus of Harvard, one of the ripest scholars of his time, stepped across the boundary separating time from eternity on August 22. Senator Bert M. Fernald, of Maine, followed the illustrious scholar within a few hours, two of America's prominent citizens.

Contemporary with the senator an Italian youth of less than 30 years succumbed to the great destroyer. Three men of unquestioned fame, one born under the sunny skies of Italy, the other citizens of the great Republic.

Dying at thirty, Rudolph Valentino was missed by a larger number of people than either of those others who had lived long lives and won renown in their respective lines of work.

Valentino, denominated a "Sheik," won his way to fame and fortune by the way of the moving picture films. His exquisite manner of kissing his many sweethearts of the stage electrified the younger generation so that he was considered the greatest love-maker of his time.

In three years Valentino became famous while the learned men who passed on with him fought their way to the front through as many decades.

Part of a single column was sufficient to let the world know that the great Harvard educator had passed on. A whole page was consumed in the telling of the Italian boy's death, and page-wide headlines announced the event. One newspaper has already begun the autobiography of the screen king to cover pages of its daily edition while Eliot and Fernald have gone into forgotten solitude.

Doubtless the story of Valentino is known to more people in the world to-day than that of George Washington.

Enduring fame is something that falls to the lot of very few in this world of ours.

"Hundred hurt in riot around bier of Sheik" Such headlines announce the great crush to see the remains of the dead Italian boy. No such demonstration to look upon the face of an educational master and a dead statesman.

The boy Rudolph was in some respects a wonderful youth, and yet it seems strange that people, sensible in other respects, should create a scene of mob violence at his bierside.

In many respects we are an erratic people and screendom to-day has a stronger hold on the public heart than either church or state.

Despite his paucity of years Valentino it is said was soon to wed his third wife. Domestic felicity did not seem to camp with him at home.

Judging from the great public outpouring to see the dead screen idol one may be impressed to think that what was once considered vanity and vexation of spirit is to-day the high tide of public acceptance.

College presidents and U. S. senators may come and go, a mere passing figment of a dream, but screen idolatry goes on forever.

However, what is the craze and rapture of to-day may be the despised laughing stock of a future generation, in which time the real men and women who have accomplished something worth while for their country will come into their own.

There are a certain class of newspapers that cater to the lower natures of the human family. Such publications sell millions of copies of their ill-smelling sheets because of the way they illustrate the life of an under

world which appeals to man's lower instincts.

Great scholarship is worthy of commendation. Statesmanship which lends charity for all, and a truthful effort to produce better citizenship, is surely worthy of our profound respect, but is it getting it?

At one time prize fights were an element of public favor. However, since the going into private life of Mr. Dempsey there has been less attention paid to fisticuffs, and the erratic minds of the many have gone off in wild delight over our screen stars of which Rudolph Valentino was one of the most successful.

Great statesmen, great educators, eminent divines are just now under the shadow of a public disapproval that smacks of a lack of something in the cranial makeup of the masses of this day and age.

Screendom is having its day in monopolizing the public attention, even side tracking politics for the nonce. Is the Nation as a whole going as some seem to think, to the demerit bow wows? Not at all likely. This is an age of independent thinking. No longer are masses of people led by the nose by some highup political boss.

This stubborn craze for the exciting phases of life will soon pass away. Reaction is bound to come, and with the passage of time, our men of real intellect and ability will come into their own.

It may seem a long time to wait for some of them, but time and tide have an effectual way of righting wrongs, investing the public with a sense of righteousness which at times seems to have gone far astray.

There has been much of artificiality in high places which has been one cause for the decline of public appreciation of the best in human nature.

Were Washington or Lincoln alive to-day, neither one, dropping suddenly out of the world, would cause half the excitement and mental uncontrol that has come to the surface because of the passing of a youth whose sole claim to notoriety is the manner of his embracing and kissing his sweethearts.

Old Timer.

Tomato Found To Be Only Modern Salad Vegetable.

London, Aug. 24—British food experts, who have been making a special study of the history of salads, say the tomato is the single new ingredient modern times have contributed to salad making. The Pharaohs—even the beautiful Cleopatra—ate onions in large quantities in their salads and used garlic and other highly scented ingredients. Confucius ate cucumbers and the ancient Chinese used mustard, watercress and nasturtium leaves and flowers in mixing their elaborate salads, which often contained hard-boiled eggs. Ancient Persia also was very fond of salads, and used lettuce and radishes much as they are used in modern salad making. Sour wine, not unlike modern vinegar, was used on lettuce by the Persians 4,000 years ago.

Negro Orders Long Island Duckling for Last Supper.

New York, Aug. 30—Long Island duckling not only has a national reputation as a table delicacy, but is equally as popular in London and Paris as it is in New York, which is the home of this choice tidbit. Cold duckling has been recommended for luncheon on automobile trips and on other outdoor expeditions. Not until last week, however, has anyone about to step into eternity selected Long Island duckling as a provender for that journey. A negro, who was executed at Sing Sing last week, made Long Island duckling the piece de resistance of his last supper. The duck was suitably browned and served with green peas, tomatoes and other relishes on the side.

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

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FINANCIAL STATEMENT		
True Valuation	Assessed Valuation	\$30,000,000.
		12,508,000.
Total Debt		\$1,751,500.
Less Sinking Fund		109,840.
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SHINGLES
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Where Knowledge of Law Meant Many Thousand Dollars.

I did not intend to write any more about insurance for a while, as I had written several articles on this subject recently, but such a pretty case has just been decided by the United States Circuit Court of Appeals that I have decided I ought to report it. It involves a principle of insurance law which isn't often inoked, but which is ery useful to know.

In this case the owner of a business building in Asheville, N. C., took out fire insurance on it of \$19,000. The building was worth about \$21,000. The owner was Mrs. Rutherford, and it was leased to the United Cigar Stores Co. for a term of fifteen years from May 5, 1915, at an annual rental of \$5,000. It was occupied by the Cigar Stores, a shoe store, a barber shop, a tailoring establishment, a dentist and a men's furnishing store. A fire occurred on Feb. 14, which so damaged the building that it was no longer habitable or usable for any purpose. On February 16, two days after the fire, a committee appointed by the board of commissioners of Asheville, inspected the building and recommended its condemnation and removal. On Feb. 18 the board adopted and approved the report of this committee and directed that Mrs. Rutherford be notified to remove the building at once. This notice was served on her the following day. On March 7 she made application to the board for a permit to repair and restore the building, but on the following day this application was denied, and she proceeded shortly thereafter to tear down and remove the building in accordance with the notice which had been served upon her.

It was agreed that the fire directly damaged the building to the extent of \$4,000 and the insurance company's offered to pay the owner that amount. She declined, claiming that they owed her for the full value of the building, as she had lost it entirely because of the fire. Her argument was ingenious. She contended that before the fire occurred she had a building full of tenants bringing her in an annual income of \$5,000; that after the fire, as a result thereof, the building was uninhabitable and in such a condition that it had to be torn down.

The insurance companies made an argument equally plausible. They said that Mrs. Rutherford had not sustained a total loss as a result of the fire; that the fire, as a matter of fact, had caused but little damage; and that it had merely revealed, and not caused, the condition which led to its being torn down.

On that issue the case went to court and Mrs. Rutherford won. The court said she had a right to claim the total loss of the building and it was for the jury to say whether she was entitled to it. This is from the decision:

The question in the case which is one of fact, is whether, as a result of the fire, the building was so damaged that it could not be repaired under the building laws of the city, and consequently had to be torn down, or whether the fire merely revealed, and did not cause, the damaged condition. If the fire resulted in the condition which

necessitated the destruction of the building, and which, because of local ordinances, made impossible its repair, the insured was entitled to recover as upon a total loss. The rule is as follows: If by reason of public regulations as to the rebuilding of buildings destroyed by fire, such rebuilding is prohibited the loss is total, although some portion of the building remains which might otherwise have been available in rebuilding. So, also, if the insured building is so injured by the fire as to be unsafe and is condemned by the municipal authorities, the loss is total.

The defendants (insurance companies) contend, however, that this rule has no application here, because, they say, the condition which brought about the destruction of the building and prevented its repair was not the result of the fire, but of conditions existing prior thereto. Of course, if the fire did not cause, either in whole or in part, the condition which necessitated the destruction of the building and prevented its repair, defendants would not be liable as upon a total loss. But, on the other hand, if, because of the antecedent condition, the fire did cause a total loss, by rendering the building unfit for occupancy and incapable of being repaired, the defendants would be liable as upon a total loss, even though it should appear that, but for the antecedent weakened and impaired condition, the fire would not have produced such result. In such case "it makes no difference that the condition after the fire is due in part to causes existing before."

The policies in this case protected the owner "to the extent of the actual cash value (ascertained with proper deductions for depreciation) of the property at the time of loss or damage, but not exceeding the amount which it would cost to repair or replace the same with material of like kind and quality within a reasonable time after such loss or damage, without allowance for any increased cost of repair or reconstruction by reason of any ordinance or law, regulating construction or repair and without compensation for loss resulting from interruption of business or manufacture, against all direct loss and damage by fire." This is the standard form of fire insurance policy.

There have been a great many cases in which fire indirectly caused much more damage than the direct damage amounted to, and in which it never occurred to the owner that he could claim for indirect damage as the owner in the above case did. This case ought, therefore, to be useful.

Elton J. Buckley.

[Copyrighted, 1926.]

Untrimmed Hats Lead Again.

Despite agitation for trimmed hats, the small tailored models are still monopolizing the millinery field as the Fall season develops. Velour and felt models predominate. The color trend in these fabrics is rapidly shifting from the jungle green and Chanel red shades to various Fall leaf shades, manufacturers say. Makers of expensive hats are at a disadvantage under present market conditions, for the untrimmed varieties are wanted at low prices for the most part. In their selection of shapes and colors, buyers are spreading their purchases over many varieties rather than specializing in a few numbers, which some manufacturers consider another unfavorable development.

August 2, 1909

17 Years

August 2, 1926

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Paying losses promptly

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FIRE INSURANCE COMPANY**

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The Michigan Retail Dry Goods Association

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OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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Fred Mason.

GOOD FAITHFUL SERVANT

Fred Mason Forced To Retire By Ill Health.

Official announcement has been made by President W. Edward Foster, of the American Sugar Refining Co., of the resignation of Fred Mason as Vice-President in charge of sales, effective Sept. 1. The official announcement follows:

"W. Edward Foster, President of the American Sugar Refining Co., announces with great regret the resignation of Fred Mason as Vice-President in charge of sales.

"Some weeks ago Mr. Mason was attacked by his old enemy, phlebitis and has been resting and recuperating at his farm in Arlington, Vt. While improvement has occurred, his physician recommends a complete giving up of active business for an extended period and Mr. Mason feels compelled to retire from the position he has so ably and satisfactorily filled these past five years.

"He retains his financial interest in the company and remains as a director."

While that statement of news is adequate, it falls short of covering its significance, and thousands in the grocery and allied trades rejoice in the fact that the company is not likely to lose Mr. Mason's advice entirely.

Though Mr. Mason has been in the sugar refining company only five years his record there has been brilliant. He came into the company on Sept. 1, 1921, at a time when the company found itself in an especially serious position, due to the reactions from the sugar slump in 1920. Hundreds of its buyers had refused delivery of sugar on their wartime contracts, calling for delivery at 22c and 22½c, because sugar had suddenly declined to around 12c.

Unable to collect on these contracts on the one side, the company had itself incurred obligations by its purchase of raws at the prevailing levels of value and resort to litigation seemed inevitable, though it would involve the probability of acquiring the animosity of hundreds of customers in the trade on which its business depended.

Though the company met its own financial situation with a bond issue of \$30,000,000, its chances of collecting from the grocery, confectionery and other sugar-using trades were either slim or fraught with victories dearly bought.

It was at this time that President Earl D. Babst negotiated with Mr. Mason to assume the tremendous task of untangling the situation. He was generally regarded as the one man in the country with the right diplomatic, personal and mercantile contacts to meet the situation.

How well he has done it is attested by the fact that in five years the Company has adjusted amicably with its customers more than 90 per cent. of the threatened law suits, kept their friendship and patronage and secured adjustment of many millions of dollars of the claims and collected over 90 per cent. in cash.

This favorable recovery materially

assisted the company to resume within the past year the 5 per cent. dividend on the common stock, after long discontinuance. Whereas the sugar brokers were formerly hostile to the company, hundreds of brokers now sell its products in the various markets of the country, all appointed by Mr. Mason.

It seems, therefore, an auspicious time for Mr. Mason to carry out his long entertained desire to withdraw from active work and retire to his Vermont farm—the first time since he was eight years of age that he has not been active in the grocery trade.

Even now he has been prevailed upon to maintain a certain degree of contact with grocers through continuing as a director of the American, although his health precludes his energetic participation on the basis of the past. He has suffered periodically from phlebitis for several years past and an attack last May forced a period of rest at his Vermont farm likely to be so long continued that he decided to withdraw from the strenuous life of the sugar trade and enjoy the fruits of long and continuous hard work.

Just what Mr. Mason's plans are in detail for the future is not known. He has still a number of allied interests which will keep him in contact with the grocery trade in a measure and his seat on the American directorate and as a past president of the American Grocery Specialty Manufacturers' Association will prevent his complete withdrawal from food circles.

Fred Mason has been a grocer—speaking in the broader sense—all his life. Born on a prairie farm at Vernon Center, Minn., fifty-eight years ago, of New England parentage which had taken pioneer claims in the country not yet devoid of Indians, his boyhood was spent on the farm. At nine years of age he worked on a farm for his brother, Elliott, and at fourteen he became an apprentice to a village retail grocer, driving the delivery wagon, at Superior, Wis.

As he grew up he became in turn a retail grocer, a jobbing salesman, a flour salesman and finally secretary of the St. Paul Retail Grocers' Association. This led, in a few years, to his selection as State Secretary of Minnesota Retail Grocers, and, after a few more years, as Secretary of the National Retail Grocers' Association, when for the first time he put that organization on a basis of influence and prosperity.

What was more important, it brought him to the attention of the leaders of the food trade throughout the country and led to many calls to undertake larger responsibilities. In 1905 he resigned as National Retail Secretary to become special representative and later assistant sales manager and sales manager of the Diamond Match Co., in New York.

In 1910 he resigned this position to become general manager of the Shredded Wheat Co., being made Vice-President and General Manager in 1912, and finally President in 1917. He brought to this company a prosperity and magnitude of business it had never before enjoyed. In 1921 Mr. Babst called him from this position to

become Vice-President in charge of sales of the American Sugar Refining Co. In March, 1925, he was advanced to a seat on the board of directors.

Mr. Mason has always been a leader especially in the field of trade associations, where he has enjoyed the friendship and confidence of all factors in the work. He was three years President of the American Grocery Specialty Manufacturers' Association and is still on its official board. During his residence at Niagara Falls he was active in all civic work and served as President of the Chamber of Commerce of that city. He is a forceful speaker and will find it hard, even in his retirement, to keep out of the front row of trade leadership.

An Illusion of Youth.

When a young person comes to the realization that he must work for a living, and that if he ever is to enjoy the comforts and luxuries he sees possessed by others around him they must come as a result of his own efforts, the happiness he desires seems to be a long, long way off. Then he is likely to harbor a belief that comforts and luxuries mean happiness, and that work is a hateful condition of his life. The first of these beliefs is an illusion, as many a rich man knows, and the second is a delusion, as he presently learns when he gets into a vocation adapted to his particular talent.

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

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

Bridal Gown Business Larger.

A substantial increase in the number of Fall orders for bridal gowns is noted by dress manufacturers. This is interpreted as indicating a return to favor of elaborate weddings, after a period of many informal ceremonies which were made popular during the war. Increased business is noted especially in the better goods retailing above \$350. A not uncommon price for these gowns is \$500, although orders occasionally are received for dresses costing as much as \$5,000. The latter usually become heirlooms. Velvets and chiffon-like satins are the preferred materials in the oyster shades. Rose-point lace is also in great demand.

6% INSURED BONDS

These bonds are secured by first mortgages on individual homes and payment of principal and interest is guaranteed by the U. S. Fidelity & Guaranty Co., which has assets of \$48,000,000.00. Bear in mind these bonds come to you already insured, with no extra cost to you, and net you 6%, as they are tax exempt in Michigan.

They should appeal to every conservative investor. They may be purchased on a 12 months payment plan if desired.

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DRY GOODS

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

Chinese Rugs Now a Factory Product

The demand from foreign countries especially the United States, is responsible for the development in the production of Chinese rugs from the status of a handicraft, carried on almost exclusively in the home, to an industry with large plants under the supervision of experts. This development has resulted in an improvement of standards of living among the workers, in increasing the wages as compared with other native industries, and in bringing about important changes in manufacturing methods. Although some may regret the passing of the handicraft stage, to others the best type of present-day Chinese rug is superior in texture, dyes, weave and design to its prototype formerly produced in the home. Even though machine-spun yarn may fully supersede the native hand-spun varieties in the manufacture of Chinese rugs, the weaving process will continue to be done by hand so long as a plentiful supply of labor is available.

The Chinese rug designer if left to himself adheres strictly to the conventional and symbolic figures which play an important part in the history of Chinese art. The native designers are very skillful with the brush and some of their designs in water colors are marvels of form and color, each detail of which is full of significance and intimately associated with the legends and beliefs of the common folk reaching back into a rich historical past.

It is only occasionally nowadays that a Chinese rug which is exported has been designed in strict accordance with Chinese tastes and fancies. The foreign rug expert has changed the designs and combinations of color to suit foreign tastes.

The principal mechanism in Chinese rug manufacture consists of the deft fingers of the child apprentices. The so-called factories are frequently small and poorly lighted. Shops of this type are owned and supervised by one man who operates on a small scale with limited capital. There are many such establishments in Peking and Tientsin, although in recent years a number of much larger plants have been established, their size warranting the title "factory." Foreign-owned plants can not compete with the native shops in the production of the regular run of Chinese rugs, although several are able to operate as they produce a grade that can be sold at a price consistent with the higher standard of working conditions maintained.

The majority of the workers in the small rug shops of Tientsin and Peking are apprentices ranging in age from 10 to 16. They are largely recruited from poor families of the rural districts and the Chinese employer finds it comparatively easy to have his apprentices guaranteed. During the

period of service the boy is entirely under the control of the proprietor.

Group Meetings Planned By Dry Goods Association.

Wednesday, Sept. 8—Six o'clock dinner and group meeting at Traverse City. Noonday meeting under the auspices of the Rotary and Kiwanis clubs.

Thursday, Sept. 9—Six o'clock dinner and group meeting at Fremont. Noonday meeting under the auspices of Board of Commerce.

Friday, Sept. 10—Six o'clock dinner and group meeting at Midland. Noonday meeting at Mt. Pleasant under the auspices of the Rotary and Kiwanis clubs.

Tuesday, Sept. 14—Six o'clock dinner and group meeting at Albion. Noonday meeting under the auspices of the Albion Merchants Bureau.

Wednesday, Sept. 15—Six o'clock dinner and group meeting at Benton Harbor. Noonday meeting at Kalamazoo under the auspices of the Kiwanis Club.

Black Chief Fall Color Trend.

As far as color in women's Fall ready-to-wear and accessories are concerned, black is by far the dominating shade. It received almost the unanimous endorsement of the couturieres in their recent showings, and the trade here has followed suit. The tendency is to relieve the sombreness of the shade by contrasting effects obtained either by the use of brighter colored trimmings or of ornaments. In women's coats the shade next to black that is favored is said to be tapestry blue, and considerable interest is being shown in this hue. In both street and evening dresses black is much favored, particularly in garments of satin crepes, cantons and velvet. In evening dresses the decorations most stressed are the "paillettes," or small, brilliant metal discs, arranged in fish-scale fashion.

To Keep Motorists Warm.

Despite the dominance of the closed car for Fall and Winter motoring, there is an increasing sale reported of accessories designed to keep the riders warm. High-grade robes, foot muffs and cushions designed to match the upholstery of the car are in particular demand. Sets of these are being offered by a local manufacturer, who said yesterday that the advance orders already placed by leading department stores and shops catering to the "expensive" motor trade are twice as large as a year ago. The robes and foot muffs are made of broadcloth or plush fabrics. Where the cloth used in the upholstery of the car is practical for a robe, that fabric is used. The foot muffs are lined with wool sheepskin. Two-tone effects are stressed, all shades used in motor car upholstery being available. Fur effects of varied kinds are featured in the sets of plush. Wholesale prices range from \$83 to \$90 per set. Monograms are provided when desired.

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

Special September Offering

FIVE HUNDRED BALES INDIA COCOA DOOR MATS

ON IMPORT BASIS

Here is a general utility item which any store can put out at a special price and obtain some extra fall business.

The early fall rains create a good demand for an item of this kind.

Every housewife is a prospective customer for cocoa mats during the fall season.

These mats are tightly woven, well bound and finished, evenly sheared and run even in the bale.

NO. 1	"K"	14x24	\$5.95 DOZ.
NO. 2	"K"	16x27	\$7.50 DOZ.
NO. 3	"K"	18x30	\$9.50 DOZ.

SOLD IN BALE LOTS ONLY, 2 DOZ. OF A SIZE IN BALE

TERMS: 2% 10 DAYS—USUAL DATING

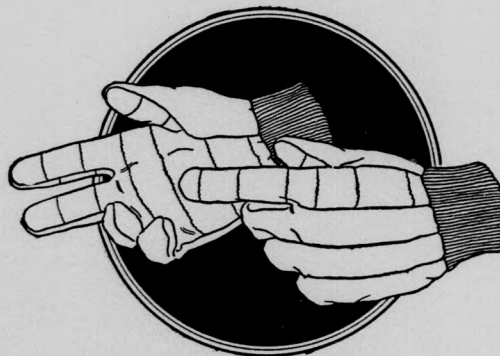
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"Mansfield" Double Palm CANVAS GLOVES



Dependable-- Wear Twice as Long

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

Manufactured Exclusively by

THE OHIO TEXTILE PRODUCTS CO.

MANSFIELD, OHIO

Fall Outlook For Men's Suits.

Although expectation is tempered by caution, prospects for the sale of men's clothing at retail this Fall are considered good. The retail season will be started by many stores right after labor day. The absence of any "bad" industrial conditions such as prevailed in some retail buying centers last Fall is held a satisfactory omen. It is felt in some quarters that better grade merchandise will have an improved consumer appeal, but there is full recognition of the many factors which have been tending to restrict the clothing purchases of the average man. Suits in the \$25 to \$35 price ranges are expected to have the biggest volume turnover. Browns and grays will be stressed in the colors, while the patterns, although fancy, will not be of the extreme type. Both single and double breasted models will be offered. The two-button English model with notch lapel is featured in the former, while the three-button style with wider lapels is prominent in the double-breasted effects.

More Orders For Rayon Hose.

Recent business in women's rayon hose, while largely confined to nearby goods and composed of small individual orders, has been sufficient to place mills in an excellent position for the next month, according to the special bulletin of the National Association of Hosiery and Underwear Manufacturers. A few weeks ago the mills were hungry for business and jobbers were talking about lower prices on rayons. Now the latter are complaining about the failure of the mills to lay in large stocks of goods in anticipation of the demand which is now springing up. There are complaints that the mills are "falling down" in deliveries, while the producers lay the blame for the situation to the extremely close buying policies of jobbers.

Growing Interest in Gabardines.

Gabardine twist suitings are expected to meet with an increased demand for the Spring season. At first these fabrics were sold mainly to the Pacific Coast trade, but the interest in them has now broadened so that there is a growing call from many sections of the country. One mill representative said that he looked for orders for the cloths to be practically double what they were for the past Spring. While the base price of the gabardines is somewhat higher than the popular price level of many worsteds, this is said to be offset by the greater durability which the former possess. Tan and slate are the colors stressed in the weaves, while the patterns run to fairly conservative stripings.

Rains Helped Straw Hat Sales.

Because of the frequent and heavy rains practically since the end of July, retailers have been enjoying a good repeat demand for straw hats. The downpours caused more or less damage to the body hats which were liberally sold early in the season and also faded the sennits. The net result has been a greatly expanded buying of new straws to replace the early season ones, producing one of the best turnovers for both retailers and whole-

salers in recent years. At present lightweight felt hats are coming into a greater degree of prominence than earlier in the season, and some of the leading men's stores are credited with doing well with them.

Turnover of Women's Underwear.

In women's underwear hand-made cotton garments which can be retailed at prices up to \$2 are being well re-ordered by retailers. Sales of this merchandise which retailers have been staging recently are said to have been very successful. Silk garments either of glove silk or crepe de chine, have likewise been in good demand for sales purposes. Large quantities of chemises in high shades have been disposed of by the stores. Step-ins, bloomers and dance ensemble sets have also been stressed in the merchandise having a good turnover. The "short" style of garment has been a feature. In the new Fall offerings, lace trimming is used to a considerable extent.

Call For Ostrich Feathers.

A good demand for ostrich feathers from several industries has sent the prices of these goods up from 30 to 50 per cent., and has exhausted surplus stocks which had existed because of poor seasons in previous years. At present the largest demand for the feathers is for collarettes in the neckwear and millinery departments of retail stores. These are wanted uncurled, in two and three-color combinations. The millinery and dress trades are also using many feathers, while ostrich fans are wanted because of the style trend, which shows greater elaboration. Feathers for quill pens are also being sold.

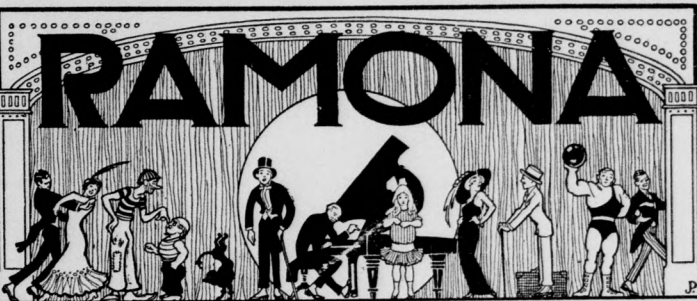
Some Carpet Lines Advanced.

A tendency of some manufacturers to advance prices of carpets and rugs is regarded as reflecting the increased cost of Chinese carpet wool. This is caused by a shortage brought about by the difficulty of getting the wool from the interior of China, owing to conditions in that country. Several of the larger companies advanced their prices some time ago because of this situation. A good many buyers have been placing orders in the local market to replenish their stocks during the next sixty days, a period of time beyond which few retailers will now anticipate their requirements.

Trends in Evening Gowns.

Evening gowns for the Fall are in good demand, especially in the higher priced varieties, manufacturers say. A trend is noticed toward more elaborateness. In some styles the skirts and train are ornamented, while the blouse is plain. In other models the blouse is ornamented and the skirt is plain. Beaded and hand-embroidered gowns are wanted, as well as dresses of light metallic materials. A tendency to dispense with the train is also noted, this change being ascribed to the requirements of dancers. Two-tone cloth materials, such as light and dark hues of buff, are very popular.

A wise merchant is he who can correctly judge the time when a luxury becomes a necessity.



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Introducing Six High Grade Acts

Matinees, 10c, 20c, 30c. Nights, 20c, 25c, 50c

Downtown Ticket Office: Peck's Drug Store

New Show Thursday



A good seller
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AMERICA'S FINEST TOAST

Place your order today
All jobbers

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Don't hesitate to recommend

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SALAD DRESSING

Wonderful Spread for the Kiddies Bread

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

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Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

American People Turning To Costlier Food.

Declaring that analysis of Department of Agriculture statistics showing a per capita decrease in the consumption in the United States of wheat indicates these figures are correct, the Food Research Institute of Sanford University goes on to give some of the causes for the decline in consumption. It says that a study of these causes indicates that the most important factors have been the tendency to replace the cereals with sugar, a decrease in total food requirements per capita, a tendency to a more diversified diet, and a shift to more expensive foods generally, the last resulting chiefly from the increased prosperity of the laboring classes since the war. The Government statistics indicate that prior to 1904 flour consumption changed only slightly, but between 1904 and 1923 it is shown to have declined more than 21 per cent.

Analysis of the causes which have affected flour consumption in past years shows also the changes that may be expected in the future, the institute says. The three groups of factors that have been important in the past will probably cease to operate or will have little further effect on flour consumption in the next several years. They are: first, the sudden increase in the prosperity of the laboring classes, which took place mostly between 1919 and 1923; second, the tendency to diversify the diet; and third, the decline in total food requirements per capita.

"Prior to 1919 there appears a steady decline in the per capita consumption of foods for which we have statistical data," says the Institute. "Altogether the evidence seems to indicate very clearly that between 1907 and 1919 there was a considerable decline in per capita consumption of all foods, in terms of energy value, and that probably this decline began as early as 1890.

"The statistical evidence of the decline in total food consumption is supported and explained by certain other facts. Most important of these, probably, is the increasing substitution of machinery for manual labor in many lines. The laborer doing heavy physical work requires much more food than the man engaged in more sedentary occupations. Steam shovels, automatic stokers for boilers, mechanical ditch-digging machines, conveyors in factories, agricultural machinery, and many other mechanical devices have been taking the place of manpower and increasing the proportion of the population engaged in tending machines, clerking, and other sedentary occupations requiring much less physical exertion.

"Regarding the other changes in food consumption, for most of which we have no reliable statistics, it appears clear, nevertheless, that the general trend of the past forty years has been in the direction of diversification.

There is a trend toward decreased consumption of wheat, coarse grains, dried legumes, and meat, and to increased consumption of poultry and eggs, milk, sugar, fruits and fresh vegetables.

"These trends are not synchronous, but are irregular. This diversification of the diet is the result of prosperity, improvements in agricultural products, improved methods of distribution and storage, prolongation of seasons, improvements in processing and packing, improvements in household culinary equipment and practices, aided by a trend of dietetic education in the direction of diversification, and supported by advertising campaigns. The diversified diet is distinctly more expensive than was the staple diet it has supplanted.

"In the course of this diversification bread has become more and more an incident and a vehicle. This has had the effect, apart from other considerations, of lowering the intake of flour. When bread is eaten with butter, jam, or other spreading materials, less bread is eaten. The coarse grain breakfast cereals eaten with sugar and milk or cream replace wheat flour. Increased consumption of pastries and sweet baked goods of all kinds tends to diminish the unit consumption of flour.

"At the close of the last century the American consumption of wheat was comparable to that of the British; it is now distinctly lower. All of these influences tending in the direction of lower flour consumption vary from region to region, from year to year, and from class to class, and find their expression in the present low flour consumption.

"Against this, one can point to but one gain for wheat flour; namely, the increased use of wheat as against other cereals in the South, resulting from industrialization. Had not wheat flour replaced corn to a notable extent, the present per capita consumption of wheat flour would be considerably lower than it is. For the future one can look to but little gain for flour in this field, since the replacement is almost complete.

"Summarizing, then, it may be said that the striking decline in per capita flour consumption during the last 20 or 30 years has been the inevitable result of certain fundamental forces which have been operating during the period. Looking to the probable future effects of these same forces, it appears that those which may be summarized under the three heads of increasing prosperity, diversification of the diet, and declining total food consumption, will probably continue to operate in the direction of decreasing flour consumption.

"The magnitude of their effect will probably not be great. But the influence of factors involved under the fourth head, the inroads of sugar on the cereals in the American diet, may be much greater. The probable magnitude of this influence in the future must remain conjectural until more information is obtained."

People who say little always say a lot.

HELPS YOU SELL MORE -

Fleischmann's Yeast builds health for the individual and business for the grocer. For, as Mr. F. C. Koch, Sr. of New Rochelle, N. Y. says, Fleischmann's Yeast has brought to me a substantial number of my best customers. It first brought them into the store for their supply of Yeast; it still brings them regularly—but not only for Fleischmann's Yeast, now, as my orders attest, they buy from me all the groceries they and their healthy families eat.

"You'll go a long way before you find a more enthusiastic Yeast fan than Yours Truly."

FLEISCHMANN'S YEAST

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MALTY MILKIES

Originated and Made Only by
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PUTNAM FACTORY

HEKMAN'S

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



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MEAT DEALER

Corn and Beef Quality.

It is indeed fortunate for those of us who enjoy the flavor and tenderness of our best American beef that this is a country where corn grows abundantly. It is freely admitted by all in a position to know that nowhere on the earth is beef of high quality produced as liberally as in the United States, and nowhere on earth is better beef produced. During the late Spring and Summer seasons considerable beef is marketed direct from the ranges to consumers, that is, with no stop-over for grain feeding, and considerable beef is also marketed that did not have the advantage of long time grain feeding, but during the late Fall, Winter and Spring the bulk of beef supply shows plainly the result of grain, and, as a consequence, is tender and luscious. Even during what is known as the "grass season," some of the best beef of the year is on sale, though the general supply of this kind is not so large as at other times. In the Middle West where corn is raised in large quantities, amounting to above three billion bushels normal years, feeding stations are maintained for grain-feeding beef animals after their earlier grass or hay rations. It is estimated that about eighty-five per cent. of the corn of this country is fed to livestock and beef comes in for its full share. That is the reason that most of the beef now on sale in retail shops in the Metropolitan territory possesses all the tenderness and flavor demanded by exacting consumers. To be sure, some grass-fed steers are coming to market right now and some of this kind finds an outlet through retail markets, but most of this kind, until supply becomes heavy, is used to supply what is known as contract trade. Last Fall showed at harvest time an abundant corn crop and it was known then that in all probability meats on sale this year would be fully up to the standards of quality demanded by the citizenry of this prosperous country. When corn is plentiful beef is usually relatively cheap, and that is the condition right now—high quality and moderately priced beef. Such a condition should provide an economical remedy for the present light supply of pork, lamb and veal. Consumers are commencing to complain that lamb is beyond their reach and that pork is also unusually high. The pork condition will probably last for some time, but it is probable that lamb prices will be lower since there is not a national shortage sufficient to maintain present prices beyond a temporary period.

Utilization of Lamb Chucks in the Home.

One wholesale cut of lamb always sells for less than carcass lamb price in the wholesale markets, and in so doing makes it necessary for dealers to charge more than carcass lamb price for other wholesale cuts, especially the racks and loins. As a matter of fact, these cuts usually carry the entire price burden of the chucks, since legs usually sell around carcass price. The chuck, which is the

wholesale cut referred to, is a good section of the lamb and suitable to various uses. Among these are included parts suitable for broiling, stewing, even roasting and boiling. For the benefit of those who may not know exactly what is meant by the chuck we will try to explain. It is the front section of the lamb cut just behind the fourth rib and at right angles with the carcass length. It includes the neck, shoulder, shank, breast and the blade ribs. The entire cut weighs from ten to sixteen pounds usually, according to the weight of the lamb, which is not too heavy for the average family after being split and sold in two parts. The neck, breast and shank are suitable for stewing, boiling and broth making; the shoulder with the blade ribs is very good for oven roasting and so every bit of it can be used without having the same dish more than once. Besides oven roasting the shoulder or blade ribs can be used very advantageously for broiling as chops, and this part makes very meaty and tender eating. These are usually called shoulder chops. They are not quite so fashionable as the loin and rib chops, but they are just as good. If the shoulder and rib section is to be used for roasting the bones may be removed at the shop, and the opening where the blade bone comes may be used as a pocket for stuffing. The opening may be sewed up after stuffing and the whole piece tied so that it will roast as a shapely piece and so that it may be sliced on the table without any trouble. We know of people highly trained in cookery who believe the shoulder roast equal to the leg, and some think it even better. It certainly is a cheaper piece to buy and deserves a trial by those used to buying the leg as a matter of course.

Seventy-Four Years a Grocer.

Portland, Me., Aug. 30—Andrew Hawes, retail grocer here for 74 years in the same building, is believed to be the oldest retail grocer in the country in point of service. He began as a clerk for his father and two years later took active charge of the store.

Mussolini has decided to cast off the thralldom of Paris fashions for women. He will have the women of Fascist Italy garbed in costumes as distinctive as the ancient palla of the Roman matron. Mussolini is a very powerful man. He put a considerable portion of masculine Italy in black shirts. He decreed black bread and potatoes in the land of spaghetti. He abolished industrial strikes and stretched his iron hand over Italy's capitalists. In none of these undertakings has his power been seriously questioned. His Waterloo is not yet. But he is becoming reckless. He has challenged a power which hitherto has laughed at the challenge—the hegemony of Paris in the world of women's fashions. History is strewn with the bones of strong men who have tried to dictate to women the wherewithal they shall be clothed. History has known many conquerors, but Mussolini is rushing in where others either feared to tread or met their doom.

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

Don't Say Bread

— Say

HOLSUM

Dealers with Vision stock

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NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R.I.

Always Sell LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING COMPANY
Grand Rapids, Michigan

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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

HARDWARE

Michigan Retail Hardware Association.
President—George W. McCabe, Petoskey.
Vice-President—C. L. Glasgow, Nashville.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in September.

Written for the Tradesman.

In September the hardware dealer has more scope for his business-building energies than in the hot midsummer months. The fall purchasing movement may develop very quickly.

Householders are back from the summer resorts this month, the farmers are cashing in on many crops, the sportsman is getting together his shooting tackle, while the man who knows the value of fall painting looks up the advertising matter the hardware dealer has already sent him. In these and many other directions there are substantial opportunities for developing fall trade.

With the county fairs, harvest festivals and similar events in September, the hardware dealer can do much to stimulate his business by active participation in such events.

If there is a fall fair, it is often good policy to take a stand. Not merely because that identifies you with a local institution of some importance, but because the booth at the fall fair is usually a good advertising medium for the hardware dealer.

In my home town, fifteen years ago one hardware dealer took a small booth in the main building at the fall fair. Next year he took more space. A year or two later another hardware dealer entered the game. Last year several hardware dealers put on exhibits—quite apart from the numerous implement dealers. If fall fair advertising were no good, the first hardware dealer would have quit and the other fellows would never have started.

If you are planning such an exhibit get to work on it early in September. Your fall fair booth gives the best results when everything is carefully planned beforehand. You will naturally feature ranges and heaters, and, perhaps, labor saving household devices—particularly such as can be used in farm homes. Have a plentiful supply of literature for distribution to people who are interested in your lines. Select and coach the salespeople who are to have charge of the booth. It will pay to send your best men, and, if possible, to take charge yourself.

A line of paints or paint specialties is a good one to feature at the fall fair if you have room. One of the hardware dealers I mentioned has for several years held a demonstration of an interior varnish and stain combination. Quite often it is feasible to demonstrate some of the articles you are displaying; and if this can be done, you will find it worth while.

Finally, use your fall fair booth as a means of getting the names and addresses of stove, washing machine, paint and other prospects. This can be done if a tactful salesman is in charge; and such names will provide you a very useful mailing list.

September is a good month for

demonstrations in the hardware store. Experience shows that demonstrations help materially to create business. Many lines can be demonstrated to good advantage. Ranges, vacuum cleaners, paints and interior finishes, electrical goods—all these can be sold as a result of simply showing the intending customer what the article can do.

If the store has a spare room, or a corner off to one side, or a bit of unoccupied space at the back or even upstairs, it is not difficult to convert this into an attractive demonstration room. Invite everyone to call and see what your new range or washing machine or vacuum cleaner can do. Install a demonstration department with a good salesman in charge, set the goods to work, and keep the door open and the signs pointing that way.

Strictly summer lines should have been pretty well cleared out in August. Odds and ends of stock as a rule are better sold at reduced prices than carried over to another season. Hence in September the hardware dealer should be working on new, seasonable lines.

With the summer goods thus disposed of, the dealer will find the problem of featuring fall goods much less difficult. The stove department can be enlarged by utilizing the space formerly given over to such bulky lines as refrigerators, lawn mowers, haying tools and screen doors.

The stove department is of course a big feature of the fall trade. It is highly essential to provide adequate and suitable display space for ranges and heaters. If possible, sufficient space should be allowed to show each stove to good advantage and to demonstrate to customers.

In a good many communities the fall is "moving time." People are hurrying up the completion of their homes in order to be settled for Thanksgiving and Christmas. Others are moving into houses thus vacated. All this means an active demand for household utensils, kitchen goods, paints, etc. There will also be some demand for builders' hardware.

Builders hardware is best handled with the aid of some outside canvassing. Some dealers reduce their outside work to a system. In one small city store, the junior partner in the firm handles this outside work personally. He makes it his business to find out just what building is going on. As soon as a new structure is started, or even before that, he finds out the names of owner and contractor and interviews both. In a great many cases sales of tar paper, roofing and builders' hardware are closed at once.

Outside salesmanship pays in the case of builders' hardware more, perhaps, than with most lines; and it paves the way to future business in other lines. In any event, it is always sound policy to establish and maintain close touch with contractors and builders, even if no effort is made to canvass them for business.

Furnaces and, if you handle them, hot water and steam heating systems, justify outside canvassing. Indeed you cannot get the maximum of results without some outside work.

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

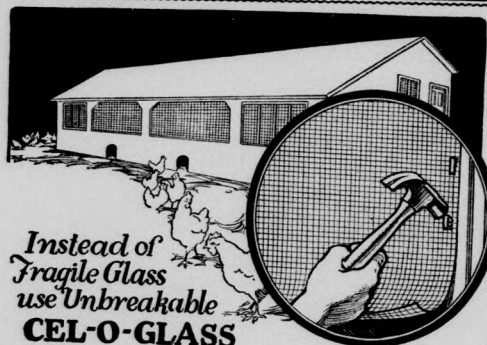
Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN



Instead of
Fragile Glass
use Unbreakable
CEL-O-GLASS

Write
for
Circular

FOSTER, STEVENS & COMPANY

Grand Rapids, Michigan

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

Also a number of smaller used boxes.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

These lines run up into money, and can be very conveniently worked with any canvass you carry on for builders' hardware.

In most communities the older residences represent an opportunity, often neglected, to develop trade in builders' hardware. In almost every house of this sort there are defective locks that ought to be replaced, defective door bells, windows that lack proper catches, and a lot of similar items.

Get a list of such houses, and go after the business, either by personal canvass or personal letter.

The other morning I had occasion to walk a distance of eight blocks. I took note of the houses passed. Excluding the brick houses, I counted 71 frame houses that were absolutely howling for paint. There were less than eleven frame houses in that distance to which I could give the benefit of the doubt; and only three or four of these were properly painted. At a modest estimate there was \$1,500 worth of paint waiting to be sold.

The fall painting campaign should be a big factor in fall trade. Under normal conditions, though, only a tithe of the houses that need paint will actually get it. With aggressive business-getting methods it should be possible to materially increase paint sales in almost any community.

The sporting goods department should receive its fair share of attention in September. There is always a good demand for guns, ammunition hunting bags, and similar lines in the fall, which constitutes the season par excellence for the sportsman.

Football supplies also will be required in many communities. Then, as the season advances, the winter skate trade will begin to loom up; and the dealer even while he is selling early fall lines should be planning for Thanksgiving and Christmas.

Victor Lauriston.

Editorial Tribute To Newaygo School Building.

"Oh yes, our America has landscapes to equal any in the world. Our rivers are as noble as the Rhine and the Danube. What we lack is architecture—ruins of old castles and fortresses," says the traveler who goes to Europe annually to get the thrill of memories which lie back of those ancient ruins, "the Mouse Tower on the Rhine," the Castle of Chillon and many others with more or less diverting associations attached to them.

Traveling across the United States a live observer takes joy in discovering interesting works transplanted by the builders. Of course, New Mexico, Arizona and California have abundant material in their inheritance of adobe houses, adapted Spanish church buildings and old missions and more pretentious residential edifices. At Berkeley, Cal., the Campanile of Venice (adapted) dominates the campus. Even Chicago has an inspiring tower after the Gothic—the Tribune tower; its noble plan at the University of Chicago, a note from the Giralda in Spain in the lovely church tower at Elm and LaSalle streets and farther North a campanile, as if from Florence.

If one goes to Northern Michigan

and, approaching Newaygo, looks from the car window, or stops on a highway, there will be visible a magnificent edifice in the Spanish style dominating the heights above the Muskegon river, the poplars at its side darkly green as cypresses, carrying out the picture. This impressive facade leads one to believe that some magnate has built a palace whose square towers with arched windows rising from a long, massive structure seem to be the realization of a beautiful memory of a historic pile, very likely steeped with legends of kings, not far from Granada.

The traveler stops and gazes again and again. The picture lies in the atmosphere of summer, the glowing, fiery sun below the zenith, the vivid azure of fathomless skies above, all swathed in vibrant light in which the architect's dream of yellow brick and red-tiled roofs creates a monumental effect that any one would travel miles to see were it in Aragon or near to Saragossa. Yet, behold, it is ours—in Michigan. Better than a blood-stained castle of brutal times, it is the fortress of our republic, the stronghold of the young children—a county high school.

It is eloquent of patriotism and community feeling. Unheralded Michigan architects, looking upward to the tree-crowned heights, saw their opportunity. The enlightened city fathers of the school board let them have their own way to create the noble and artistic in building to make the school dominate the country, now and for all time, as the advancing cohorts of education should do. Rather than take the utilitarian theory of the times to standardize walls, entrances and windows for the sake of economy, they erected the picturesque towers, contributed beauty to the details of their composition, and carried it out to be memorable for all who went that way.

As the children with shining faces go forth in the early morning, either from town or the farms beyond the forest and the river, they lift their eyes to the height and to the hopes of the day. They know that the interior of this noble building echoes with promises of the future and so, inspired by hope and a sense of dominating beauty, they hasten to climb the paths to the school and its teachers awaiting them.—Chicago Post.

Imported Cowhide Bags Favored.

Imported cowhide bags are expected to play an important part in the Fall luggage business. Russet and nut brown shades are favored. Although the imported leather bags will cost considerably more than those made of domestic material, manufacturers say that they will find favor with the consumer because of a general trend toward more expensive luggage. Import duties are chiefly responsible for the high cost of the foreign bags, which some luggage men regard as much superior to the domestic goods because of the longer time spent in tanning the leathers.

When Adam contributed 50 per cent. of the misdemeanor, why give Eve 100 per cent. of the blame?

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

FERRIS INSTITUTE

BUSINESS
TRAINING

Bookkeeping and Accounting
Banking
Business Administration
Secretarial
Salesmanship
Advertising
Stenography
Civil Service

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.

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

HONEY—Horse Radish

OTHER SPECIALTIES

Quality-Service-Cooperation

King Bee

Butter Milk

Egg Mash

18% Protein

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

Manufactured by
HENDERSON MILLING
COMPANY

Grand Rapids, Mich.

"The reliable firm."

You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

J. F. Eesley Milling Co.

The Sunshine Mills

PLAINWELL, MICHIGAN

COMMERCIAL TRAVELER

THE THOMAS FAMILY.

They Made Hotel History in Owosso and Durand.

Marietta, Ohio, Sept. 30—Nestling there the great railroad interests of the country seemed to feel they must have their railroads cross and recross at Durand. I may not be just correct, but think the Grand Trunk line was the first of this great important link which afterwards became a chain of great magnitude. Then what was formerly the Detroit, Grand Rapids and Grand Haven, now under Grand Trunk control, came up from Detroit, crossed the Grand Trunk and went on its way. Some years later, the never-to-be-forgotten Toledo, Ann Arbor & Northern Michigan came creeping up from the Buckeye State, sided up next to the D. G. R. & G. H., also crossed the Grand Trunk, continued parallel with the first named on through Vernon, Owosso and then up through the wilds of comparatively new Michigan, with Northern terminal at Frankfort. Later other interests built a branch, possibly it was with Grand Trunk money, coming down from Bay City and Saginaw, with terminal at Durand. What years all these stirring railroad events took place I have no data.

At all events there was the little village of Durand, acknowledged the greatest railroad junction center in the State. Possibly the little village was there before even the first railroad came; possibly the coming of the railroads created Durand. I cannot say.

But even up to 1900 as a village it was not so much, possibly 500 people. Nearly forgot to mention that at first the place was named Vernon Center, later renamed Durand in honor of Judge Durand, of Flint.

In 1895 the Toledo & Ann Arbor moved its division headquarters from Toledo to Durand and a nice little boom was set in motion, population more than trebling in next two or three years. Then the railroad moved this feature up to Owosso and Durand got a jolt. However, the Grand Trunk in a measure filled the void by moving some of its repair shops to the little village, and again Durand took on a new lease of life, which this time they held and have it yet. It now has about 3,000 souls; its streets have been improved; a newspaper was established there many years ago by "Dad" Keyes, a clever old country newspaper man, but a wanderer; in due time a bank was established; really creditable business blocks were erected and the little city has held its own very creditably. The business center is removed several blocks from where all the railroads cross, with the better resident district still further away.

From information gained through W. K. Brewster, at one time interested as a proprietor, the first hotel of Durand was the Hagle House. This afterward became the Junction House, which I will later cover. This was the hotel where the Senior Downey, later bearing his name at Lansing, had a fling. Later Brewster was bar keeper there, then became baggage master of the G. T. System, and is still holding down that position. Believe at one time intervening he was a State Game Warden. At any events he had a large acquaintance among the old time traveling boys.

All in all, Durand has become the great railroad junction point, it is where not so many years ago the wheat, the corn and potatoes grew and thrived.

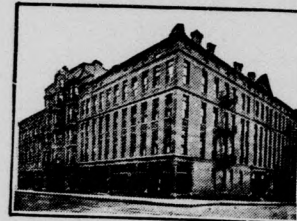
George E. Thomas came out of the far East in 1869 to Detroit, remaining there a year, and then went into the wilds of Owosso, purchased the eating house then located at the station on Michigan avenue, that city. We rather infer business was not so good, for a short time later he moved the

building through the woods to what is now Owosso Junction, having been created by a branch of the Michigan Central going from Lansing to Saginaw and Bay City, and crossing the then D. G. R. & G. H. Business was better at this point and in a short time several rooms were added to the original eating house, the lunch room and dining room facilities were materially increased and all went on well for the pioneer. He was ably assisted by a son, Arthur S. Thomas, and they continued there for a good many years. It was then bought by a sister of the Senior Thomas, Miss Eliza M. Thomas, who conducted the place until her death in 1914. This place was kept in activity until 1919, when it was torn down. Forty-eight years of serving the traveling public and serving it well, at least under the Thomas family. It was enlarged in sleeping quarters several times during their reign and there were also enlargements in the feeding facilities. While there was not the first thing pretentious about the old Owosso Junction House, it was always kept delightfully attractive and clean, Miss Thomas following in the management fully as effective as her brother and nephew carried on. The foods were excellent. In my day there was a bang up 50 cent meal in the dining room and on the lunch counter the price of sandwiches, pies, vegetables, etc., were very moderate and delightfully good. There was a homey atmosphere prevailing in the little sitting room, in the bed chambers, in the dining room. It was a really distinctive place. Many of the boys on the road stayed all night at this popular place, really made for it in preference to staying up town, when detained over night in that vicinity. While there is nothing left at Owosso Junction of the old original house or lunch room, the man who conducted the place after the death of Miss Thomas still has a lunch room on the property formerly owned by the Thomas family, opposite the M. C. depot, and it is said he is getting on fairly well.

In 1887 George E. Thomas bought the Durand Junction House and he and his son, Arthur, centered their interests there. The year following Arthur bought the interest of his father, and from then on until 1914, when he died, Arthur S. Thomas gave to the traveling public a service in foods never equalled in the State.

Success was a given factor at Durand from the time the Thomas family assumed possession. While Arthur Thomas is entitled to much credit for the wonderful reputation the Junction House attained, we must all agree that, had it not been for the remarkable motherly and womanly help of Mrs. Thomas, the marked success not only on the foods but the rooms of the hotel part would not have been so great. It was she who supervised the care of the rooms, always attractive and homely; it was she who with her kindly ways made all comers feel at home when they came into her presence; it was she who supervised, often being called upon to do the entire work of providing the entire pastry menus of the business which grew into such proportion to tax the ability and strength of those connected with the proposition; it was she who used to supervise and take part in the canning of 600 quarts of huckleberries, 400 quarts of red raspberries, 300 quarts of black raspberries, 300 quarts of blackberries, 100 quarts of currants, 500 quarts of cherries, 300 quarts of strawberries, about the same number quarts of peaches, pears, each year. I have it on good authority from her son, H. A. Thomas, now cashier of the Shiawassee County Bank at Durand, that many seasons, his highly esteemed mother put up from 3,000 to 4,000 cans of such articles as I have mentioned that the famous old lunch counter might ever provide those tasty

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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

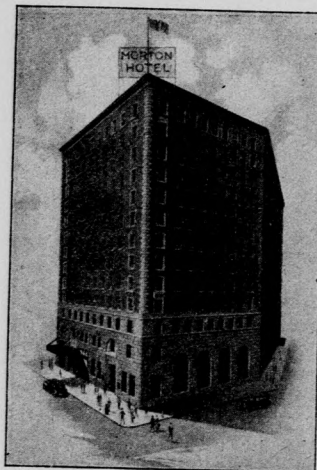


Morton Hotel

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

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

Menus in English
WILLIAM C. TAGGART, Manager



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
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ELECTRIC WIRELESS

HOTEL BROWNING

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.

pies, those wonderful tarts, etc. In addition Mrs. Thomas canned thousands of quarts of corn, peas, beets, cucumber pickles, and the many other things which entered into their business and success.

The year before the world fair (1893) Mr. Thomas caused to be added some twenty rooms to the original twenty of the Junction House, in contemplation of increased business during that year. Some older heads felt that while his feeding business would increase, the hotel business would not, as fair visitors were not going to stop at Durand. But the gentleman's judgment was keen, and many nights during that eventful summer he was called upon to seek accommodations for his guests in the private homes of his friends. During 1893 the business there was tremendous. It was said he fed in a lunch room and dining room which would possibly seat 75, as many as 1,500 people a day. A very decidedly good 50 cent meal prevailed at all times in the dining room, and at one time the meal was served in the lunch room. At all events the Thomas family made a cleanup that year. Although a great part of the patronage was of a nature of coming only for the one time, nothing was allowed to impair quality, and quantity was kept up to a high standard. Prices were kept at the same figures and the place and Thomas was on the tip tongues of half the Nation.

As I became better acquainted with him along about the years I have mentioned, 1890 to 1893, I must own up he was a queer cuss at the best. In later years he and Mrs. Thomas stayed with the writer many times when I was at the Hotel Charlevoix, at Detroit, and while I had many a long talk with him, I never felt I was next to him any time. He was a man of few words most of the time, although there were many of the boys of the road in the early days who swore by him, not only for his foods and as a hotel man, but because they declared he was a fine fellow when you could get to know him.

How he used to care for with special dinners the great crowds he did during the world fair year, with his facilities, used to be a marvel to me and many another hotel man who became interested in the project. At one time in 1893, he served a complete six course dinner to over 300 representatives of the Minnesota Editorial Association, en route to Niagara Falls from the fair. Time consumed to do this was said to have been less than an hour. The dinner was declared by those partaking as excellent and the service in keeping with many a larger city place. Most remarkable in this connection was that the dinner was served, all cleared away, house set in order in time for the evening rush and that night was one of the very heaviest of the season. There was no hitch, no waits.

Often there were talks of other hotels for Durand; talks of other lunch rooms, but in some unaccountable manner. Thomas held them off. It was often remarked he had most of the available sites corralled; whether this was so or not, I can't say. Some one did come in and build a very substantial hotel of brick, up town, a considerable distance from the depot, but as I recall it did not get along well. Mr. Thomas bought it, I think, about 1900. It was called the Richelieu. He closed the dining room and used the sleeping rooms when he had occasion to. Possibly this hotel was brought into the limelight with more rapidity and with greater publicity than any hotel under like circumstances in 1903, when in the month of August, the Wallace Circus train was wrecked in the East yards at Durand, in which many were killed and many wounded. Mr. Thomas turned the Richelieu over as an emergency hospital and for many days some of the victims of that awful

catastrophe were nursed and cared for. The Richelieu was run as a hotel by the Thomas family, rooms only, up until 1923, when H. A. Thomas, the remaining son, sold the property to C. F. Beach, who came from Grand Rapids, I believe. Mr. Beach is conducting the hotel now as the Hotel Durand. It has been put in very good order, a small dining room will soon be established and, no doubt, prove more or less profitable.

Arthur Thomas conducted the Junction House, both rooms and lunch counter and dining room, up to 1905, when he took over the feeding concessions in the new and pretentious depot which had been erected at the junction of the various railroads. At that time the feeding end of the famous old Junction House ceased, although rooms were used up to 1923, and then closed the career of a place which had stood the test of time all these years. It was closed by the son.

The restaurant, lunch counters, etc., in the new depot were far larger, far more pretentious than had been the old Junction House, but Arthur S. Thomas went right on serving most excellent foods, giving great values for the money, specializing in popular priced 50 cent meals, pleasing all comers and making money. He continued in possession of the depot concession until his death in 1914, and as a man, as a producer of good foods, his reputation never lessened. The first new depot burned soon after being built, but was rebuilt immediately.

His son, H. A. Thomas, had come along up in the business with him. It was said the reputation of the depot feeding was in no way impaired. The younger Thomas continued there until 1919, when he disposed of his concessions to the Canadian Railway News Co., they having operated the place since then. Mr. Thomas entered military service for Uncle Sam. Returning from the service, he became cashier of the Shiawassee County Bank at Durand and is still in that position.

Thus for nearly fifty years the Thomas family gave to the traveling public a service in foods and hotel accommodations at Owosso and Durand which to me stands out as one of the most successful and pleasing in all Michigan which has ever come to my knowledge. If all were acquainted with the facts which surrounded Arthur Thomas, Mr. Thomas and even the son, who was only a boy in those heyday times of 1890, through the world fair year, they would appreciate the more the real ability those people had in caring for great crowds. With the regular boys on the road, who crossed and re-crossed at Durand, the Thomas family never forgot or neglected them. The thousands of strangers there for only the one time were given every attention, but the commercial boys came first if there was any choice. I used often to wonder how Mr. Thomas could pick the boys out, but he did. Later in the depot, such proceedings were not so much in evidence; the place had become so large, the business so great that no one man could individualize, as had been done in the famous old Junction House. There was a bar in the Junction House, but it was never made an issue to impair the idea of the Thomas family to care for the regular hotel patronage. I heard it told that one time during the fair year a special train rolled into Durand just before time for the many evening trains, and was going to lay over and let the fast trains by both ways. The crowd on the train was made up of none too high class of men from an Eastern city. They went to the Old Junction House bar in droves; the delay was long enough to allow the guests to "tank up" to a degree which did not savor of good behavior or good breeding. The affair became more or less a riot and it is said that Mr. Thomas walked in, closed the bar and

said, "No more, gentlemen," and his word went, even with protests and damaging threats. I knew Arthur Thomas as a man of few words, quickly spoken, but very decisive. He knew the game of caring for people well; he exercised his judgment and ability with marked success. His name will live as long as any readers of to-day who knew him lives and thinks back. Reno G. Hoag.

Novel Advertising Campaign Concluded.

Boyer City, Aug. 31—Twenty-nine merchants of Boyne City have just concluded a merchandising campaign with which they are very much pleased. Beginning in June each purchaser was given a ticket amounting to one per cent. of cash paid, whether for new purchases or old accounts paid. Each week a drawing was made from the accumulated tickets and two prizes of \$5 each was given to the holders of the tickets drawn if called for during the following week. If the tickets were not called for, it became void and the drawing was added to that of the following week. Last Saturday the final drawing was made in which a Pontiac car was given to the fortunate holder of the number drawn.

If the crowd that gathered at the city park is any criterion, the campaign was a howling success and the experiment will be repeated next year. As a means of clearing up slow or dead accounts, it works fine, aside from the attraction that a possible first-class automobile would have in bringing people to Boyne City to buy. Coupled with good goods, good prices and good service, it has proved a winner for Boyne City merchants.

Charles T. McCutcheon.

F. C. Beard, grocer at 1504 Wealthy street, writes the Tradesman as follows: "Enclosed find my check for \$3, which I think is my forty-fourth subscription for the Michigan Tradesman, which has always been a source of pleasure and profit to me."

The money of dead men keeps an army of lawyers alive.

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.

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 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

Four Flags Hotel NILES, MICH.

80 Rooms—50 Baths
30 Rooms with Private Toilets
C. L. Holden, Mgr.

OCCIDENTAL HOTEL

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



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

HOTEL OLDS LANSING

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

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.

DRUGS

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

Effect of the Automobile.

The automobile, not in five years, but in two years, will revolutionize transit, business and housing. There are 20,000,000 cars in this country today. There will be 5,000,000 more next year. That means there will be 30,000,000 cars burning gasoline on the highways in this country in 1928.

A car will be no more a luxury than a pair of shoes; every adult will have one. A real estate advertisement will read: "Seven-room house; five-car garage." A house is a place to sleep in, the sedan car is the living room. Every one riding, no one walking; the roadway crowded, the sidewalks deserted. If a merchant expects to do business he must have parking space for his customers. A department store will be compelled to go out in the open and buy a seven-acre tract—two acres for the store site, five acres for parking. Parking space will be more essential than the store site. Does it mean the passing of the main streets in the cities as shopping centers because they have no parking facilities?

Motor busses are driving the trolley companies into bankruptcy. They are competitors of the suburban railroad, and all the great railroads realize that people enjoy riding fifty, one hundred and five hundred miles in the new palace busses. The automobile and the automobile busses have made all property twenty-five miles from the center of our cities and have extended the suburbs sixty to seventy-five miles. I believe that in the next five years there will be an exodus to the suburbs by people residing in all the large cities in the country, and eight-tenths of them will be responsible for the greatest buying and selling of real estate in the suburbs of all the great cities the world has ever known. The Sunday papers will carry dozens of pages of suburban real estate advertisements. This is no longer a pedestrian world. It is an automobile world.

Eugene O'Reilly.

Interesting and Instructive.

The average person is not familiar with spontaneous combustion, therefore a crowd-drawing window display can be made with the following: Take a syrup, oil or other metal can or box and cut out one side, which is placed in your window at its front. Then take three rags, saturate them with linseed oil and wrap them loosely in a dry rag. Place the rags in the can in the window and within a few hours the rags will become a smoldering mass, ready to burst into flames. Place a large sign in the window calling attention to the display and asking the reader to enquire the cause of the ignition. Merchandise can be displayed in the window, but care should be taken to place inflammable articles at a safe distance.

The principle of the combustion is that linseed oil is fast-drying and when finely divided on a cotton cloth large

quantities of oxygen are absorbed. This naturally causes heat. The outside cloth holds this heat until the temperature becomes so high that the cloth burns. Such a display has a citizenship value as it tends to emphasize the danger of fire through carelessness and ignorance.

Solution For Poor Payers.

Does your store carry "charge accounts"? Do many of these accounts take longer than the customary 30 days?

Here is a plan which releases the retailer from holding the bag of unusually long terms.

When your customer opens the account tell him verbally—or write a letter explaining that the 30 days' credit is given for the customer's convenience. He is given 30 days' credit because that is the credit granted you by the firms you buy from. If your customers do not pay you every 30 days you must borrow money to pay your monthly bills—and you pay interest on the money borrowed. Therefore all accounts not paid at the end of 30 days (or monthly) will be charged at the rate of 6 per cent. from that time on until paid.

On each statement sent customer containing overdue amounts advise him that he is being charged interest on them.

You will find that this plan will accomplish more prompt payment from many customers—and your outstanding bills will be earning interest for you.

Jack O'Lantern Window.

Let it be known that you will pay \$5 for the largest pumpkin brought to your store on the Monday before Hallowe'en. Further that you will pay double the market price for the five next largest pumpkins raised by different growers and brought to your store. Arrange a Hallowe'en display in your store windows by making Jack O'Lanterns of the pumpkins, using candles or electric lights for illumination at night. Use yellow crepe paper, brown leaves, etc., for background and fill space between pumpkins with articles suited to Hallowe'en and Fall use. Set the pumpkins on boxes and drape crepe paper around in dress form so they resemble grotesque figures. Place a card on each pumpkin bearing the name of the grower, viz.: John Brown, Jack O'Lantern; Hiram Hoffman, Jack O'Lantern. A large card in window should read "The Jack O'Lantern Family." This stunt will give you an advertising feature, a window display, and the offer for pumpkins will create interest among farmers.

Encourage Heavier Buying.

It is good retailing to educate your customers to buy in larger quantities, any merchandise that is sold, ordinarily in small quantities and which is used regularly by the purchaser.

If the article sells at bulk weight rates—say 5 cents an ounce, price it as "2 ounces for 10 cents," or "5 ounces for 25 cents."

If it sells by count—say 10 cents each, price it on the price card as "5 for 50 cents."

If it is an article that is shipped a

dozen or so to a case, but sold singly play up the slogan "Buy them by the box."

In this way you save many handlings and wrappings and increase the total of your sales. Many articles around your store can be sold in larger numbers or weight. Try this plan out on one or two articles. If they go good it is worth while extending to other articles.

"There's Many a Slip"

Sales slips offer an opportunity for intimate advertising which should not be overlooked.

New departments, new shipments of merchandise, change of store hours, new delivery schedules; in fact, any and all news and special advertising to your customer can be imprinted on sales slips with a rubber stamp, using removable rubber type. These outfits are so inexpensive that if used only a few times each year, they seem to be part of the necessary complement of a store.

For example, you could print the back of sales slips either through attachment to cash register or with rubber stamp with the following:

SAVE THESE SLIPS

Slips Totalling \$25 will be changed for 50 cents in trade.

The results from this idea can be traced, after it has been used only a few days.

A Striking Window.

Timeliness is a valuable element in window advertising. When you can couple up your window displays, your newspaper advertising or any kind of publicity with some current event you are gaining ground with the public. You have them thinking that you are up-to-date in your advertising and consequently your methods and merchandise must be up-to-date. The number of strikes has been one of the main topics of the day. Why not set people to thinking about your store in connection with this topic the next time there is a big strike by the following: At a certain time each day pull down the curtain over one of your display windows and show a placard:

This window has gone on a strike and refuses to put in over 8 hours a day. Well, it shouldn't take that long to impress everybody with the merits of the merchandise in this window.

Get the Other Half.

A good way to get trade to come into your store on special sale days is to mail them part of a useful article, which cannot be used until they call at your store where they will be given the missing part.

A little thinking will bring out that many articles lend themselves to this "match me" mailing. A few suggestions are:

For men—Mail front collar button—call at store for back collar button; mail stem of pipe—call at store for bowl; mail left hand flannel work glove—call at store for right hand glove.

For women—Mail one lingerie pin or clasp—call at store for other; mail one-half inexpensive pair scissors—call at store for other half.

Parading Too Much Filth.

Unless our theatrical managers very soon get together and take stock of themselves, they will bring down upon the theater a censorship that will be disastrous and sweeping. What is more, such a censorship will be deserved, although I say it who have a fat contempt for censorship in any form or direction. But, if things keep on going as they are presently going, nothing can stave off that censorship. Never in the history of the theater of America has so much filth been produced as during the past season. Never has the pandering to the lecherous tastes of the public been so frank and open. If the managers think that they can much longer get away with such things, they are mistaken. If they wish to avoid a censorship whose whispers are even now becoming audible, they had best quickly get out the bar of Sapolio and begin cleaning house.

George Jean Nathan.

Your Work.

Do it cheerfully, even if it is not congenial.

Do it in the spirit of an artist, not an artisan.

Make it a stepping stone to something higher.

Keep yourself in condition to do it as well as it can be done.

Endeavor to do it better than it has ever been done before.

Make perfection your aim and be satisfied with nothing less.

Do not try to do it with a part of yourself, the weaker part.

Recognize that work is the thing that dignifies and ennobles life.

Regard yourself as a co-worker with the Creator of the Universe.

Accept the disagreeable part of it as cheerfully as the agreeable.

Believe in its worth and dignity, no matter how humble it may be.

Ancient Styles.

Make a list of old people who trade at your store. Ask them if they have stored away any clothing which they wore while in their youth. Explain that you wish to make a window display using their garments to show the styles of that period. Many people have wedding clothes, etc., stored away which they will gladly lend you on assurance that they will be returned in good condition. Ask them diplomatically if they object to your placing a card in the window stating that the clothing is their property. This search will bring forth a lot of good material for interesting window displays which will be of local interest.

Unique Advertising.

If a new cement sidewalk is to be built in front of your store obtain permission from the proper authorities for the insertion of a metal advertising plate in the cement before it hardens. These plates can be obtained from stamping firms located in any large city. Easier still you can purchase tile lettering and have it inserted. Usually the authorities are glad to grant such requests as the durability of the walk is not affected. It gives you a permanent advertisement at small cost.

New Lemon-Orange Developed.

Santa Ana, Calif., Aug. 27—If the lemon-orange developed by Harry Shipkey proves successful, citrus farming in Southern California may be revolutionized. The fruit is half lemon, half orange. Mr. Shipkey has exhibited some of the new fruit from the tree with which he has been experimenting at his ranch West of Anaheim. Southern California's immense orchards of oranges and lemons may become of little value and may be replaced by trees growing the new fruit, it is held.

All the features sought by horticulturists for the ideal citrus fruit were combined in the lemon-orange, Mr. Shipkey claims. The lemon-orange, like the lemon, will grow the year around and is not limited to seasons. It possesses the hardness of the orange, and it will hang on the limbs of the trees, not dropping to the ground as lemons do. The pulp resembles an orange in taste. Its shipping qualities surpass those of the orange or lemon. In appearance it has the color of the orange with the elongated shape of the lemon. Because of its profuse growth and due to the fact that it grows the year around, the crossed fruit will produce much more than either the orange or the lemon, it is said.

Driver Salesman.

Nearly every store of any size has some sort of a delivery system. Some have only one truck and one delivery man while others have a fleet of trucks and drivers. Regardless of the number of drivers, however, the point is, are they salesmen? Most certainly they should be.

Too often drivers are hired without any thought as to their sales ability. If they can drive well, are prompt, and are honest; they seem to be the main requirements. Every driver of a delivery truck should know how to sell merchandise and to use that knowledge to the advantage of both himself and the store.

He has more opportunity to sell goods than the man behind the counter. He calls on people who are already customers. He delivers to contractors who may need other goods. He sees prospects for sales everywhere he goes. Truly, a delivery man's sales should be as large, in many cases, as the sales of those working inside. In order to do this, however, the employer must hire men to drive who can meet all the requirements of a man inside, and who has the ability to sell. I am sure that if every employer of delivery men would but put more thought to the ability of these men and pay them according to their sales, they would all realize an increase in business.

"Not all salesmen are found behind the counter."

Nearly seventeen billion postage stamps, ranging in value from one cent to five dollars each, were printed by the U. S. Bureau of Engraving and Printing during the fiscal year which ended June 30, 1926.

SCHOOL SUPPLIES

Pencil and Ink Tablets, Composition Books, Spelling Blanks, Note Books, Drawing Books, Music Books, Theme Tablets, Crayons, Crayolas, Chalks, Pens, Ink, Mucilage, Pastes, Lead Pencils, Penholders, Pencil Boxes, Rulers, Protractors, Scholars Companions, Dictionaries, Students Loose-Leaf Note Books, Water Color Paints, Slates, Slate Pencils, Black Board Slating and Erasers, Sponges, Compasses, Pencil Sharpeners, Fountain Pens, Etc., Etc.

Complete Line. Send us your order or come in and see Samples of same.

HOLIDAY GOODS

Now on Display in our own Building in Grand Rapids. The best we have ever shown. Come look it over.

Hazeltine & Perkins Drug Company

Manistee

Wholesale Only
MICHIGAN

Grand Rapids



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

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

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 65@1 75	Belladonna	@1 25
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50@6 75	Benzoin	2 @ 10
Boric (Xtal)	15 @ 25	Elgeron	9 00@9 25	Benzoin Comp'd	2 @ 65
Carbolic	34 @ 40	Eucalyptus	1 25 @ 1 50	Buchu	2 @ 55
Citric	50 @ 65	Hemlock, pure	1 75@2 00	Cantharides	2 @ 85
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	2 @ 20
Nitric	3 @ 15	Juniper Wood	1 50@1 75	Catechu	2 @ 75
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	2 @ 10
Sulphuric	2 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	2 @ 80
Tartaric	40 @ 50	Lavender Flow	7 50@7 75	Cubebs	2 @ 80
		Lavender Gar'n	35 @ 1 20	Digitalis	2 @ 80
		Lemon	4 00@4 25	Gentian	2 @ 15
Ammonia		Linseed, raw, bbl.	@ 97	Ginger, D. S.	2 @ 20
Water, 28 deg.	08 @ 16	Linseed, boiled, bbl.	@ 100	Guaiac	2 @ 20
Water, 18 deg.	07 @ 13	Linseed, bld. less 1	04@1 17	Guaiac, Ammon.	2 @ 00
Water, 14 deg.	06 @ 11	Linseed, rw. less 1	07@1 20	Iodine	2 @ 95
Carbonate	20 @ 25	Mustard, artifl. oz.	@ 35	Iodine, Colorless	2 @ 50
Chloride (Gran.)	09 @ 20	Neatsfoot	1 35@1 50	Iron, Clo.	2 @ 35
		Olive, pure	3 75@4 50	Kino	2 @ 40
		Olive, Malaga,		Myrrh	2 @ 50
		yellow	2 75@3 00	Nux Vomica	2 @ 55
		Olive, Malaga,		Opium	2 @ 50
		green	2 75@3 00	Opium, Camp.	2 @ 85
		Orange, Sweet	5 00@5 25	Opium, Deodora'd	2 @ 50
		Origanum, pure	@ 2 50	Rhubarb	2 @ 70
		Origanum, com'l	1 00@1 20		
		Pennyroyal	4 00@4 25		
		Peppermint	20 00@20 25		
		Rose, pure	13 50@14 00		
		Rosemary Flow's	1 25@1 50		
		Sandalwood, E.			
		L	10 50@10 75		
		Sassafras, true	1 75@2 00		
		Sassafras, art'l	7 50@10 75		
		Spearment	10 50@10 75		
		Sperm	1 50@1 75		
		Tansy	10 00@10 25		
		Tar USP	65 @ 75		
		Turpentine, bbl.	@ 1 05		
		Turpentine, less 1	12@1 25		
		Wintergreen,			
		leaf	6 00@6 25		
		Wintergreen, sweet	3 00@3 25		
		Wintergreen, art	60 @ 1 00		
		Worm seed	9 00@9 25		
		Wormwood	9 00@9 25		
		Potassium			
		Bicarbonate	35 @ 40		
		Bichromate	15 @ 25		
		Bromide	69 @ 85		
		Bromide	54 @ 71		
		Chlorate, gran'd	23 @ 30		
		Chlorate, powd.	16 @ 25		
		or Xtal	16 @ 25		
		Cyanide	36 @ 40		
		Iodide	4 60@4 85		
		Permanganate	20 @ 30		
		Prussiate, yellow	65 @ 75		
		Prussiate, red	@ 1 00		
		Sulphate	35 @ 40		
		Roots			
		Alkanet	30 @ 35		
		Blood, powdered	35 @ 40		
		Calamus	35 @ 75		
		Elecampane, powd	25 @ 30		
		Gentian, powd.	20 @ 30		
		Ginger, African,			
		powdered	30 @ 35		
		Ginger, Jamaica,	60 @ 65		
		Ginger, Jamaica,			
		powdered	45 @ 50		
		Golden seal, pow.	@ 8 50		
		Ipecac, powd.	@ 8 00		
		Licorice	35 @ 40		
		Licorice, powd.	20 @ 30		
		Orris, powdered	30 @ 40		
		Poke, powdered	35 @ 40		
		Rhubarb, powd.	75 @ 1 00		
		Rosinwood, powd.	@ 40		
		Sarsaparilla, Hond.			
		ground	@ 90		
		Sarsaparilla Mexican.			
		Glycerine	32 @ 52		
		Squills	25 @ 40		
		Squills, powdered	60 @ 70		
		Tumeric, powd.	20 @ 25		
		Valerian, powd.	@ 1 00		
		Seeds			
		Anise	@ 35		
		Anise, powdered	35 @ 40		
		Bird, Is	13 @ 17		
		Canary	10 @ 16		
		Caraway, Po.	30 @ 35		
		Cardamon	3 75@4 00		
		Coriander pow.	30 @ 25		
		Dill	15 @ 20		
		Fennel	25 @ 40		
		Flax	08 @ 15		
		Flax, ground	08 @ 15		
		Foenugreek pow.	15 @ 25		
		Hemp	8 @ 15		
		Lobelia, powd.	@ 1 25		
		Mustard, yellow.	17 @ 25		
		Mustard, black	20 @ 25		
		Poppy	15 @ 30		
		Quince	1 25@1 50		
		Rape	15 @ 20		
		Sabadilla	28 @ 45		
		Sunflower	11 1/2 @ 15		
		Worm, American	30 @ 40		
		Worm, Levant.	4 50@4 75		
		Tinctures			
		Aconite	@ 1 80		
		Aloes	@ 1 45		
		Arnica	@ 1 10		
		Asafoetida	@ 2 40		

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

Lamb
Mutton
Lard
Perfection Kerosene

DECLINED

Smoked Hams

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

K. C. Brand

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

BEECH-NUT BRANDS.



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

BLUING

The Original

Condensed

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

BREAKFAST FOODS

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

Post's Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 10s 2 75
Instant Postum, No. 8 5 40

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

BROOMS

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

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

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

BUTTER COLOR

Dandelion, 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 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. 10 8 25
Blackberries, No. 10 10 50
Blueberries, No. 2 3 00
Blueberries, No. 10 13 50
Cherries, No. 2 3 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, Silced 1 25
Peaches, No. 2 3 75
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 00
Pineapple, 1 sl. 1 75
Pineapple, 2 sl. 2 00
Pineapple, 2 br. sl. 3 40
Pineapple, 2 1/2 sl. 3 00
Pineapple, 2 cru. 3 60
Pineapple, 10 cru. 9 50
Pears, No. 2 3 15
Pears, No. 2 1/2 4 25
Plums, No. 2 2 40
Plums, No. 2 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, Minced, No. 1 3 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 65
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 1 90
Sard's, 1/4 Oil, Ky 6 10
Sardines, 1/4 Oil, Kless 5 75
Salmon, Warrens, 1/2 2 80
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 3 15
Salmon, Pink Alaska 1 90
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/2, ea. 25
Sardines, Cal. 1 65
Tuna, 1/2, Albocore 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

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

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

Baked Beans

Campbells, 1c free 5 1 15
Quaker, 18 oz. 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, 1s 1 45
Green Beans, 10s 27 50
Lima Beans, 2s 1 35
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 20
Beets, No. 2, stan. 1 25
Corn, Ex. stan. No. 2 1 55
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 2 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, Str Extra 60
Peas, No. 2, E. J. 1 65
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Pine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 00
Pimientos, 1/4, each 12 1/4
Pimientos, 1/2, each 27
Sw't Potatoes, No. 2 1/2 3 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 60
Tomatoes, No. 3, 1 90
Tomatoes, No. 10 6 00

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort 52
Kraft, Small tins 1 65
Kraft, American 1 65
Chili, small tins 1 1
Pimento, small tins 1 65
Roquefort, small tins 2 25
Camembert, small tins 2 25
Wisconsin New 24
Longhorn 25

Mich. Flat Full Cream 24
Michigan Daisies 24
New York New 1926 28
Sap Sago 38
Brick 29

CHEWING GUM.

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

COCOA.

Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 25
Droste's Dutch, 5 lb. 60
Chocolate Apples 45
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 00
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles 2 15
1 lb. Rose Tin Bon 13 00
7 oz. Rose Tin Bon 7 00
13 oz. Creme De Cara. 13 00
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/2 lb. Pastelles 2 40
Langes De Chats 4 80

CHOCOLATE.

Baker, Caracas, 1/4s 37
Baker, Caracas, 1/2s 35

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
Twist Cotton, 50 ft. 3 50
Braided, 50 ft. 2 25
Sash Cord 3 50



HUME GROCER CO.

ROASTERS

MUSKOGEE, MICH.

COFFE ROASTED

1 lb. Package
Melrose 37
Liberty 29
Quaker 44
Nedrow 42
Morton House 48
Reno 39
Royal Club 43

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

Maxwell House Brand.

1 lb. tins 50
8 lb. tins 1 47

Telfer Coffee Co. Brand

Bokay 42

Coffee Extracts

M. Y., per 100 12
Frank's 50 pkgs. 4 25
Hummel's 50 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 30
Caroline, Tall, 4 doz. 3 80
Caroline, Baby 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 65
Quaker, Baby, 8 doz. 4 55
Quaker, Gallon, 1/4 ds. 4 55
Blue Grass, Tall 4s 4 65

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

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c 75 00
Tunis Johnson Cigar Co.
Van Dam, 16c 75 00
Little Van Dam, 5c 27 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
Websterettes 27 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 00
Tiona 30 00
Clint Ford 35 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges Pails

A. A. Pep. Lozenges 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. Mallovs 1 50
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c 80
Yankee Jack, 24, 5c 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c 80
Say Mister, 24, 5c 80
Malty Milkies, 24, 5c 80

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes 35

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

Currents

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

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice, un. 37
Evap. Ex. Fancy, F. P. 30

Pearl

Lemon, American 24
Orange, American 24

Raisins.

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

California Prunes

90@100, 25 lb. boxes 9 05
60@70, 25 lb. boxes 9 10
50@60, 25 lb. boxes 9 11
40@50, 25 lb. boxes 9 12
30@40, 25 lb. boxes 9 15
20@30, 25 lb. boxes 9 22

FARINACEOUS GOODS

Beans

Med. Hand Picked 05 1/2
Cal. Lima 12
Brown, Swedish 08
Red Kidney 13

Farina

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

Hominy

Pearl, 100 lb. sacks 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 3 40
Elbow, 20 lb., bulk 3 40
Egg Noodle, 12 lbs. 3 22
Egg Noodles, 6 ozs. 3 60
Macaroni, 9 oz. 3 60
Spaghetti, 9 oz. 3 60
Quaker, 2 doz. 3 90

Pearl Barley

Chester 4 50
0000 7 00
Barley Grits 5 00

Pear

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

Sage

East India 10

Tapoca

Pearl, 100

GELATINE



26 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 --- 4 50
 Ohio Blue Tip, 720-1c --- 4 25

Safety Matches

Quaker, 5 gro. case --- 4 25

MINCE MEAT

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

MOLASSES



Gold Brer Rabbit
 No. 10, 6 cans to case --- 5 70
 No. 5, 12 cans to case --- 5 95
 No. 2 1/2, 24 cans to case --- 6 20
 No. 1 1/2, 36 cans to case --- 5 15
 Green Brer Rabbit
 No. 10, 6 cans to case --- 4 45
 No. 5, 12 cans to case --- 4 70
 No. 2 1/2, 24 cans to case --- 4 95
 No. 1 1/2, 36 cans to case --- 4 20

Aunt Dinah Brand

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

New Orleans

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

Half barrels 5c extra

Molasses in Cans

Dove, 36, 2 lb. Wh. L. --- 5 00
 Dove, 24, 2 1/2 lb. Wh. L. --- 5 20
 Dove, 36, 2 lb. Black --- 4 30
 Dove, 24, 2 1/2 lb. Black --- 3 90
 Dove, 6, 10 lb. Blue L. --- 4 45
 Palmetto, 24, 2 1/2 lb. --- 5 25

NUTS.

Whole

Almonds, Terregona --- 30
 Brasil, New --- 25
 Fancy mixed --- 28
 Filberts, Sicily --- 28
 Peanuts, Virginia Raw --- 09 1/2
 Peanuts, Vir. roasted --- 10 1/2
 Peanuts, Jumbo, rstd --- 10 1/2
 Peanuts, Jumbo, rstd --- 11 1/2
 Pecans, 3 star --- 24
 Pecans, Jumbo --- 40
 Pecans, Mammoth --- 50
 Walnuts, California --- 25

Salted Peanuts.

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

Shelled.

Almonds --- 70
 Peanuts, Spanish, --- 11 1/2
 125 lb. bags --- 11 1/2
 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 1/2 --- 21
 1 --- 23
 2 and 5 --- 27

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. pails --- 21
 8 oz., 2 doz. in case --- 21
 5 lb. pails, 6 in crate --- 21
 12 2 lb. pails --- 21
 14 lb. pails --- 21
 50 lb. tins --- 21
 25 lb. pails --- 21

PETROLEUM PRODUCTS

Iron Barrels
 Perfection Kerosine --- 16.6
 Red Crown Gasoline --- 19.7
 Tank Wagon --- 22.7
 Solite Gasoline --- 41.1
 Gas Machine Gasoline --- 24.6
 V. M. & P. Naphtha --- 39.2
 Capitol Cylinder --- 21.2
 Atlantic Red Engine --- 12.3
 Winter Black --- 12.3



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 lb. --- 9.5
 Parowax, 20, 1 lb. --- 9.7



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

PICKLES

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

Sweet Small

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

Dill Pickles.

800 Size, 15 gal. --- 10 00

PIPES.

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

PLAYING CARDS

Battle Axe, per doz. --- 2 75
 Dicycle --- 4 75

POTASH

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

FRESH MEATS

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

Cows

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

Veal.

Top --- 21
 Good --- 19 1/2
 Medium --- 16

Lamb.

Spring Lamb --- 30
 Good --- 28
 Medium --- 26
 Poor --- 24

Mutton.

Good --- 16
 Medium --- 14
 Poor --- 12 1/2

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 --- 25 00 @ 30 00

Lard

Pure in tierces --- 16 1/2
 50 lb. tubs --- advance 1/4
 50 lb. tubs --- advance 1/4
 20 lb. pails --- advance 1/4
 10 lb. pails --- advance 1/4
 5 lb. pails --- advance 1
 3 lb. pails --- advance 1
 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, Cer., 14-16 lb. --- 34
 Hams, Cert., 16-18 lb. --- 36
 Ham, dried beef --- @ 32
 California Hams --- @ 24
 Picnic Boiled --- 40 @ 44
 Hams --- 46 @ 52
 Mincing Hams --- @ 19
 Bacon --- 37 @ 44

Beef

Boneless, rump 26 00 @ 23 00
 Rump, new 27 00 @ 30 00

Mince Meat.

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

Pig's Feet

Cooked in Vinegar
 1/2 bbls. --- 2 50
 1/4 bbls., 35 lbs. --- 4 50
 1/2 bbl. --- 10 00
 1 bbl. --- 25 00
 Kits, 15 lbs. --- 1 75
 1/2 bbls., 40 lbs. --- 3 50
 1/2 bbls., 80 lbs. --- 5 00

Casings

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

RICE

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

ROLLED OATS

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

RUSKS.

Holland Rusk Co.
 Brand
 18 roll packages --- 2 30
 36 roll packages --- 4 50
 36 carton packages --- 5 20
 18 carton packages --- 2 65

SALERATUS

Arm and Hammer --- 3 75

SAL SODA

Granulated, bbls. --- 1 50
 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 1/2
 Tablets, 1 lb. Pure --- 1 40
 Wood Loxes, Pure --- 29 1/2
 Whole Cod --- 11 1/2

Herring

Holland Herring
 Mixed, Kers --- 1 10
 Mixed, half bbls. --- 9 25
 Queen, bbls. --- 18 50
 Milkars, Kers --- 1 20
 Milkars, half bbls. --- 10 25
 Mi kers, bbls. --- 20 00
 K K K K, Norway --- 1 40
 Cut Lungs --- 1 60
 Boned, 10 lb. boxes --- 20

Lake Herring

1/2 bbl., 100 lbs. --- 6 50

Mackerel

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

White Fish

Med. Fancy, 100 lb. --- 13 00

SHOE BLACKENING

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 --- 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. --- 40
 Baker Salt, 280 lb. bbl. --- 4 10
 100, 3 lb. Table --- 5 75
 70, 4 lb. Table --- 5 25
 28, 10 lb. Table --- 5 00
 28 lb. bags, Table --- 42



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

SOAP

Am. Family, 100 box --- 6 30
 Export, 120 box --- 4 80
 Big Four Wh. Na. 100s --- 3 75
 Flake White, 100 box --- 4 25
 Fels Naptha, 100 box --- 5 50
 Grdma White Na. 10s --- 4 10

Rub No More White
 Naptha, 100 box --- 4 00
 Rub-No-More, yellow --- 5 00
 Swift Classic, 100 box --- 4 40
 20 Mule Borax, 100 bx --- 7 55
 Wool 100 box --- 6 50
 Fairy, 100 box --- 5 50
 Jap Rose, 100 box --- 7 85
 Palm Olive, 144 box --- 11 00
 Lava, 100 box --- 4 90
 Octagon --- 6 35
 Pummo, 100 box --- 4 85
 Sweetheart, 100 bx --- 5 70
 Grandpa Tar, 50 sm. --- 2 10
 Grandpa Tar, 50 lge. --- 3 50
 Quaker Hardwater
 Cocoa, 72s, box --- 2 85
 Fairbank Tar, 100 bx --- 4 00
 Trilby Soap, 100, 10c, --- 7 30
 Williams Barber Bar, 9s --- 50
 Williams Mug, per doz. --- 48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd., 3 dz. bx --- 3 75
 Bon Ami Cake, 3 dz. --- 3 25
 Brillo --- 85
 Climalline, 4 doz. --- 4 20
 Grandma, 100, 5c --- 4 00
 Grandma, 24 Large --- 3 75
 Gold Dust, 100s --- 4 00
 Gold Dust, 12 Large --- 3 20
 Golden Rod, 24 --- 4 25
 Jinx, 3 doz. --- 4 50
 La France Laun., 4 dz. --- 3 75
 Luster Box, 54 --- 3 40
 Old Dutch Clean, 4 dz --- 3 40
 Rinsol, 40s --- 3 20
 Rinsol, 24s --- 5 25
 Rub No More, 100, 12 oz. --- 3 85
 Rub No More, 18 Lg. --- 4 00
 Spotless Cleanser, 48, --- 3 85
 20 oz. --- 2 25
 Sanl Flush, 1 doz. --- 2 25
 Sapollo, 3 doz. --- 3 15
 Soapine, 100, 12 oz. --- 6 40
 Snowboy, 100, 10 oz. --- 4 00
 Snowboy, 24 Large --- 4 30
 Speedee, 3 doz. --- 7 20
 Sunbrite, 72 doz. --- 4 00
 Wyndotte, 48 --- 4 75

SPICES.

Whole Spices.

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

Pure Ground in Bulk

Allspice, Jamaica --- @ 18
 Cloves, Zanzibar --- @ 46
 Cassia, Canton --- @ 24
 Ginger, Corkin --- @ 38
 Mustard --- @ 32
 Mace, Penang --- 1 30
 Pepper, Black --- @ 50
 Nutmegs --- @ 75
 Pepper, White --- @ 60
 Guern Cavenne --- @ 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
 Tumeric, 2 1/2 oz. --- 90

STARCH

Corn
 Kingsford, 40 lbs. --- 11 1/2
 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 35
 Argo, 8, 5 lb. pkgs. --- 3 35
 Silver Gloss, 48, 1s --- 11 1/2
 Elastic, 64 pkgs. --- 5 35
 Tiger, 48-1 pkgs. --- 3 50
 Tiger, 50 lbs. --- 06

CORN SYRUP.

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

Imt. Maple Flavor.

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

Maple.

Green Label Karo. --- 5 19
 Green Label Karo --- 5 19

Maple and Cane

Mayflower, per gal. --- 1 55

Maple.

Michigan, per gal. --- 2 50
 Watschs per gal --- 9 50

TABLE SAUCES

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

TEA.

Japan.

Medium --- 37 @ 33
 Choice --- 37 @ 47
 Fancy --- 54 @ 51
 No. 1 Nibbs --- 54
 1 lb. pkg. Sitting --- 17

Gunpowder

Choice --- 35
 Fancy --- 40

Ceylon

THE PLACE OF JESUS

In the Life of the Average Business Man.

The circumstances which led to the writing of this article grew out of my desire to help young men attending the University of Illinois in their religious thinking.

I noticed that manufacturing firms offer prizes for the best essays concerning their special products; that restaurants conduct contests with money rewards for the selection of an apt name; that newspapers sometimes throw out the challenge to their readers in various tests of ingenuity for the stimulation of popular interest; that the university itself from time to time suggests questions in agriculture, commerce, economics and world relations on which they ask students to write either in contest for money prizes or simply as a means of mental quickening and discipline.

These considerations led me to offer prizes for the best essays on the question, "Should the life and teachings of Jesus Christ have a constant place in the thought and life of students?"

The response has justified the expense. Students have written in thanking me for arousing their thought upon this question. Some have said that until the question was put to them they had never given any thought to the relation of Jesus to their own living. Moreover, the discussion has opened up the possibility of a National interest. I received a letter of enquiry as to whether such a contest might not be held at Yale university. I replied that of course it could be, if some donor were found who would give the prizes, as I did not feel able to finance a National undertaking. But the very fact that the question was asked me has led me to think that the contest might be carried to many colleges and universities and thus help in bringing the student body of our Nation to face squarely the question of whether our spiritual conceptions of Christianity are myths or realities.

The question, I believe, has a still wider application. It concerns not only students in their university days, but men in the business and professional world. In other words, have the life and teachings of Jesus Christ a practical bearing on men in all relationships?

We are bound to be influenced by whatever we come in contact with, whether material or spiritual. A small shrub measuring only a few inches in height found growing in the arctic regions, transplanted into Central Illinois, becomes a tree fifty or sixty feet high. This has been made possible by change of climate and soil. What happens to the plant happens to us in our spiritual life. We are influenced by our environment, our companionships and by the ideas we accept.

The most tangible, concrete and understandable conceptions of religion center in Jesus Christ. We have his words, which we can study; his example, which we can follow; his conversations with many commonplace people, such as we meet to-day, and his spirit as revealed in the world's great-

est tragedy when, hanging on the cross, he uttered the words so appealing to every one, although so difficult to follow, "Father, forgive them; they know not what they do!"

Speculations about God, except as he is revealed in Jesus Christ, tend to take on the form of philosophy. They lack personality, so much so that many wonder when they see the God of nature as manifested in the earthquake, the cyclone, the lightning stroke and the tidal wave sweeping away the innocent, the helpless, the good as well as the evil, whether he can be a God of justice, mercy and love. But when they see Christ as the revelation of God, in which exists every quality we call great in character, strength combined with gentleness, courage united to mercy, scathing denunciation of sin tempered by forgiveness to the sinner, men can discover the humanness as well as the transcendent majesty of God.

The man to-day who inspires the most confidence is the one who is known to have best grasped the understanding of the life and teachings of Jesus and is honestly trying to carry them out.

We wonder sometimes why men are indifferent to the teachings of Jesus, which are manifestly so wonderful and so helpful in their practical implications. We cease to wonder when we ask ourselves why are men so careless of their physical welfare, ruining their health by habits and practices they know are injuring them; why men are so indifferent to business success, neglecting opportunities within their knowledge and reach; and why men are so neglectful of the welfare of our city and our Nation politically, refusing to go to the polls and vote.

If you can answer these questions, you can answer that paramount query why men neglect to study and practice the teachings of Jesus Christ. Following the example of Christ would lead us to safeguard our health. Many a lesson of practical wisdom in politics, business and domestic life can be learned from his sayings. His entire life was devoted to making homes happy, politics clean, business honest and social life moral.

"Bring me a penny," Jesus said. "Whose superscription is this?" They answered, "Caesar's." "Render unto Caesar the things that are Caesar's, and to God the things that are God's," was Jesus' reply.

Jesus drove out the money changers from the temple, declaring, "My house shall be called a house of prayer, but ye have made it a den of thieves," thus forever protecting the sanctuary of God from commercialism and dishonesty. He rebuked the mob that would have stoned the woman taken in adultery with the scathing words, "Let him that is without sin among you cast the first stone." To the lonely he brought comfort with the words, "Not a sparrow falleth to the ground without your Father's notice," and to the bearers of burdens he said, "Come unto me all ye that are weary and heavily laden and I will give you rest."

These revelations of the character of

God have revolutionized the thought of the world.

We have much to say these days about self-expression on the part of our youth. More nearly is it the truth to say they express their environment, the leadership of the men with whom they are surrounded. If their elders are indifferent to the claims of religion, youth is indifferent; if men are slothful, they are slothful; if their ladies are materialistic, youth becomes materialistic and probably intensifies the faults which they copy. It is equally true that if leaders among men devote themselves to the cultivation of the spiritual life, youth will do the same. We sometimes speak of bad habits as though they alone could be catching. Good habits are just as contagious.

America is fast approaching the turning point at which Rome was heading at the time of Christ's coming to earth. Can Americans grasp the truth the Romans refused to accept before it is too late

William F. Pelham.

What Religion Demands of Industry.

By religion I mean not the church, or any of its spokesmen, but the invisible spiritual order. I should not have used the word "demand," speaking in my own name, nor even in the name of the church. The church has the right to demand only that the men of industry obey the laws of the spiritual order, which are the laws underlying society.

Business men recognize the imperative character of the laws of nature.

They know that modern industrial society has grown up in the course of a century and a half and that its stupendous achievements are the direct outcome of science; the systematic knowledge of natural forces and materials and their application to large scale production.

But industry deals also with another realm: that of human beings and human society. This realm is universal also, like the natural world, and its laws are as binding, as wholesome, or as destructive as the laws of nature. It is these laws of human action and human association and this spiritual order which constitute the real religion which makes categorical demands upon industry and does not argue or entreat.

Modern business recognizes the importance of industrial research into chemistry, physics, and other fields of natural science, and understands and subsidizes the pure research of the colleges, knowing its practical value.

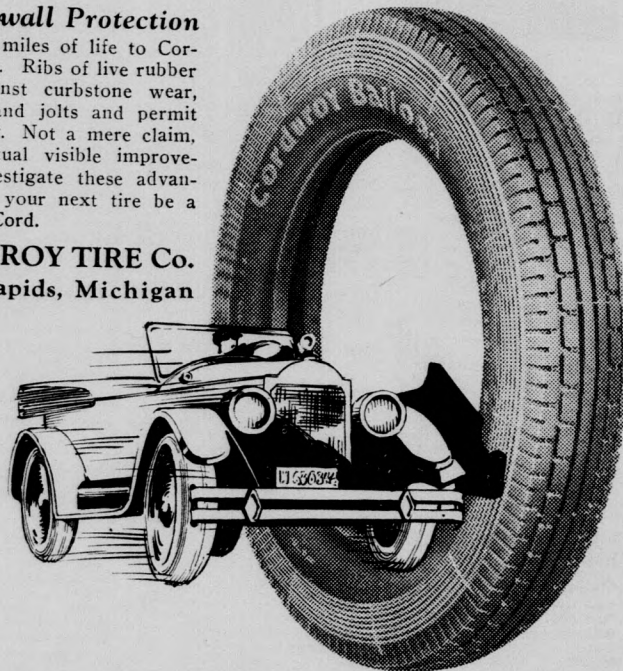
The next great step, which has already begun, is industrial research into the laws of human personality and relationships, psychology and group psychology, and, supremely, the purpose and trends of the divine government of the world. If these laws are not known in the factory, or are ignorantly or knowingly violated, they are more terribly destructive than mixing wrong chemicals, for they have the capacity to wreck civilization. Industrial conflicts like that recently in progress in the coal industry can only be looked upon as the counterpart in

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Grand Rapids, Michigan



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the social field of the mine disaster in Oklahoma.

A great advance will have been made when this is recognized. Business men will then walk humbly in the presence of the unseen God as they deal with human beings as they now walk circumspectly among the forces of nature. They will be slow to exploit a fellow man. They would as soon lay hands on a live wire as to treat anybody with vindictiveness or injustice. They will test the motives which actuate themselves and their organizations as rigorously as they now require their technicians to work in their particular field.

The basic demand on industry on the part of religion is a new heart. I mean by this a stronger and higher motive than money making. The gifted men who direct our industries, from foremen upward, were meant to be unselfish leaders of humanity in the economic field. In the mind of God, who distributes talent, they have been given power to become good shepherds, to use Christ's symbolism. But when they use these gifts to exploit their fellows and enrich themselves they become what Christ called "hireling shepherds."

The results are terrible and so manifest that nobody can fail to see them. On the one side wealth and luxury, on the other side hard pressed masses of population. Something more dangerous even than this takes place. When the mass of workers see their natural leaders looking after themselves and realize their helplessness as individuals, they organize and use their mass power, first to wrest concessions and higher wages, and finally to crush the capitalistic system. This is the class struggle. It is ominous. It holds in leash the wars of the future. The leaders of an individualistic industry have brought it upon themselves.

One way out is to fight to a finish. One cannot but be apprehensive with regard to the misguided men on both sides who believe this is the right way. There can be but one final outcome—the triumph of the vaster numbers, usually through the enormous losses of life and property. But the divine way out is not violence, but the early dominance of another motive: the desire for the more abundant life of humanity and acceptance of the principle of co-operation.

I do not say that the acquisitive spirit is wrong in itself, any more than sex instinct is wrong. The acquisitive spirit is the desire to possess, which is natural and wholesome. Its dominance as a motive in the hearts of business men—and need I say in labor as well? must come to be the well-being and happiness, first of those who work with them, then of the consuming public, and finally of the wider groups with whom they come in contact. The stress of industry must turn especially to lift the economic status of the unskilled, the low paid, and those who live on the borderland of want and within its shadows.

This means that all men of power in each generation shall become good shepherds, democratic leaders of a more democratically organized indus-

try, holding their establishments as social trusts and their function to produce economic resources for the abundant life of their fellows.

To put it in another way, religion now demands that industry shall take its place beside education, medicine, and religion in the struggle for human life; education for the training of youth, medicine for public health, religion for the soul of man, industry for the resources which make all else possible.

Religion relies not on physical force but upon the goodness in men's hearts, upon teaching and upon the silent working of God's spirit. The coercive power of religion is greatly underestimated. It is or should be the church's one reliance and the field of its greatest endeavors. The best I can do is to lay these demands of religion before any business men who read this article. Action lies with them.

It is the duty of the church to teach and of the laity to work out the principles in banking, manufacturing, merchandising, and transportation. Out of the new motive, once in operation, will come, without violence, co-operation, increased production, higher wages, labor representation, control of intermittency, sharing the hardships of the unemployed, and the safety and equal opportunities of woman workers.

It is not difficult to know what to do, once a man has made up his mind and broken through his fears, his selfishness, and his inertia. What is needed is action, study of what Christ and the prophets have taught in the light of the problems of industry and as applied to them, and more study by employers of the experiments which are taking place in this and other lands. Worth M. Tippey, D. D.

Expect Good Notions Demand.

Fall activity in notions is slowly getting under way. Some business from retailers has already been booked and in a number of instances salesmen will start on the road next week with the new merchandise, particularly holiday lines. The outlook for rubber goods notions is described as notably good, following the highly satisfactory business done for the Summer. Rubberized silk will be stressed in a number of the new items which will be offered the trade. Among these are sets featuring a combination of powder puff holder and garters to match, developed in bright shades. One firm will offer a new type of garment hanger made of bendable steel covered with a shirred ribbon in bright colors. This hanger may be taken apart and put away conveniently in a suit case. New developments in sanitary goods will also be offered the trade. Dress shields have had a good Summer demand and are also expected to meet with some demand for the early Fall.

Japan, it is formally announced, has reversed her emigration policy. While a good many Americans are still apologizing for the action of Congress in so brusquely ending the Japanese-American "gentleman's agreement" on immigration, the Japanese announce they will keep their people at home

to develop their own possessions. Surplus population from the home islands will be encouraged to go to Formosa, Hokkaido and other Nipponese territories. Tokio announces that the old policy of sending Japanese where they were not wanted led to trouble and bad feeling and will be dropped. If the new plan is carried out the drift of Japanese to South America will be checked by special legislation. Responsible Japanese expect no change in American legislation and have apparently accepted the situation. If the word from Tokio has any political meaning for America it means the Japanese prefer and hope that agitation on this side of the Pacific will come to an end.

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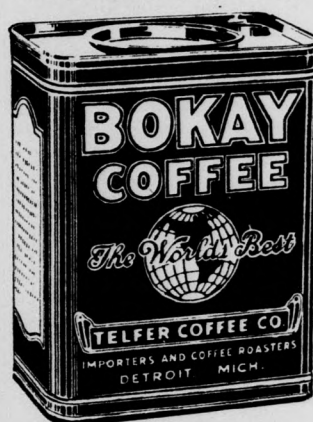


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Business Wants Department

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—General stock, fixtures and store building located sixty miles from Grand Rapids. Inventory \$18,000. Address Sec'y. D. Leenhouts, White Cloud, Mich. 363

For Sale—Bazaar store in town of 4,000 Southwestern Michigan. Good business town. Many manufacturing industries. Address No. 364, c/o Michigan Tradesman. 364

BUSINESS OPPORTUNITY—For quick sale, at Boyne Falls, Michigan. Fifty-barrel flour mill, elevator storage for 30,000 bushels grain. Large warehouse. A good comfortable brick home. Thirty-three acres ground. WATER POWER developing sixty horse. On Pennsylvania side tracks. Everything in first-class condition. If you desire cheap power and cheap building for any manufacturing business, grab this gift at \$8,500. History has never recorded a like offer. HANKEY MILLING CO., PETOSKEY, MICH. 365

FOR SALE—General stock and two-story and basement store building located at old established trading point about fifteen miles Northeast of Grand Rapids. Equipped with Westinghouse lighting system. Property cheap at \$10,000. Will take \$4,000 down, balance in productive real estate in Grand Rapids. W. P. Joyce, Cannonsburg, Mich. 366

For Sale—Toledo fan-type grocery or meat scale. Nearly new. Capacity 30 lbs. Value \$125. Also store refrigerator, counters and show cases. Address Leonard Shull, Nashville, Mich. 367

FOR SALE—Dry goods and groceries in town of 500, excellent farming territory. Store doing a very good business. Stock and fixtures well invoice about \$6,500. Brick building, well located, for sale or rent. F. R. Everhart, Freeport, Mich. 367

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. 369

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. 369

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

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. 351

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.

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THE UPPER PENINSULA.

How It Looks To a Manistique Merchant.

Bounded by the cool and sparkling waters of three of the Great Lakes and a river which bears on its swift current almost twice the traffic, that passes the locks of Panama and the sandy shores of Suez combined.

Our own beloved Upper Peninsula, based solidly on seemingly inexhaustible deposits of copper and iron ore; whole townships given over to the barren wastes of cut-over pine lands, the products of which in years gone by built up a formidable array of lumber millionaires; its factories rumbling and smoking and its automobiles adding to the zest and comfort of life to every nation under the celestial firmament, Michigan stands to-day in the front rank of American common wealths.

Michigan was regarded with little favor in the early days when the Government sent its surveyors to mark out its boundaries; in fact, reports were made by those surveyors that the territory was comparatively worthless, being mostly barren sand planes and swamps.

The great forests of pine and the rich deposits of copper and iron ore were the means of bringing the State into its own, however. In the lumber woods, the inhabitants came from other states, mostly from the East. To be known as a native of such a wild, good for nothing State as Michigan, it is recorded, was at one time thought indeed humiliating.

But these very woods produced men of whom the whole country was proud in after years. To be known as a Wolverine was something worth while in the days that tried men's souls from 1861-5.

The lumberman from the East cast lingering eyes to the Westward when the pine lands of Maine began to fade. Hardy sons of that State, who had trailed the waters of the Penobscot and the Kennebec, went West seeking new fields to pre-empt.

In Michigan, the new pine tree State, lumbermen planted their camps and began anew the felling of the forests.

Muskegon, Saginaw, the Grand and our own Manistique soon were famous as had been the Penobscot and the Kennebec in days gone by. The billions of feet of pine cut from the lands of Michigan, if they stood now in their golden glory, would make this State the richest commonwealth in the world to-day.

Ashamed of Michigan? Well, not to-day, my friends.

There is no prouder title in all America than that of a Michigan birthright, and any boy or girl of our State to-day may well feel proud of his nativity.

Of all the states in the great American Union there is not one which has a nobler record than our own good State of Michigan. Rich in mineral deposits, what is known as our own beloved Upper Peninsula came into the State when the "Toledo war", was settled and Michigan gave up a narrow strip of land on its Southern border. In the old colonial days this

territory figured in some of the most interesting events of that period. It was not until after this Territory became a State that Michigan prospered, as became a member of the great American Union. To-day no prouder name than Michigan graces the map of the United States of America. The sons of Michigan are found to-day in every State in the Union, and in Canada.

We cannot sing to-day, as once we did, "From Saginaw's whispering pines, to Lake Superior's farthest mines," because of the fact that Saginaw has no tall whispering pines to-day. Instead, we proclaim the grandeur of Michigan by singing, "From Indiana's Northern line to Lake Superior's farthest mines." Just as good music, of course, yet the home builders of our beautiful State regret the fact of the destruction of our forests which were at one time the source of her greatest wealth.

The world, which has been getting used to stepping to the side of the road while Michigan-made automobiles slipped by, is already wondering what is to become of the illimitable skies, now that Michigan minds have taken up the manufacture of aircraft.

From an old history of the Upper Peninsula of Michigan, published in 1883 by the Western Historical Co., of Chicago, I glean the following in regard to Schoolcraft county:

"The country through Schoolcraft is one of the most beautiful and productive in the West. It cannot be unfavorably contrasted with any part or parcel of the Lower Peninsula, and many of the garden spots of the Southern counties must suffer by comparison with it. It is developing fast.

"I have traveled over most of the Southern part of Michigan, several other states and Canada, and I never saw a land that would compete with the greatest part of the lands in this Northern Peninsula in regard to soil and timber.

"The finest maple and beech that the sun ever shone on can be found in this part of the country—mostly maple—and the time is not far distant when this timber will be very valuable, as it is nearly all birds-eye maple of the finest quality. The soil is a dark, rich sandy loam, adapted to all kinds of grain and roots which can be found in a more Southern climate.

"I have spent considerable time in the vicinity of Manistique Lake and surrounding country, and I can truly say that I think it has the finest soil, has the finest timber, the finest scenery, in fact, it is the finest country I ever saw, and my opinion is the opinion of every one who has taken a run through that part of the country.

"North Manistique Lake, or Round Lake, as it is commonly called, on account of its being almost round and about two miles across each way, affords the very finest sport in the way of fishing with a trolling line, the catch being bass weighing from two to six pounds. The water is very clear and deep, with no inlet. The outlet runs into Manistique, or Big Lake, as it is commonly called, which is about seven

miles long, and about three miles wide, and this lake empties its surplus water into the Manistique River and Lake Michigan.

"Round Lake affords the finest scenery of any body of water I ever beheld. Hardwood timber commences at the water's edge and rises gradually until it gets to an elevation of about sixty feet above the level of the Lake. Any person who has an eye for natural scenery and landscape views will do well to take a trip to North Manistique Lake.

"I think the time is not far distant when these inland lakes will be great summer resorts.

"I do not think there is a region in America which has as bright a prospect within its grasp as this Northern Peninsula has to-day, and the prospects seem to grow brighter every day.

"You may think I am going too far, building castles in the air, but nevertheless, there are many, many men who prophesy great developments and rapid prosperity for this Peninsula, and the candid opinion of your humble servant is that the developments will far exceed our anticipations.

"There has been a great improvement in the county, within the past year, and the next six years will see the population and wealth vastly increase, so that man will wonder why such a fertile district was allowed to lie idle so long."

The above, written over forty-three years ago, we the present residents can judge for ourselves how near the early writer came to the truth.

In closing allow me to recite a few verses composed by one of Michigan's own poets.

From Michigan, from Michigan,
A boy once went away;
He only went a little ways
When he was heard to say:
"For Michigan, for Michigan,
I'm longing, I declare—
In Michigan, I wish again,
I only could be there."

The summer time is hummer time,
The winter's grand and nice;
The peasant fall is the best of all,
And spring's like paradise—
In Michigan, in Michigan,
A country rich and rare;
In Michigan, I wish again,
In only could be there.

So here's a lesson you may heed,
Before you start to roam;
You cannot find a better State
Nor win a sweeter home,
Than Michigan, Old Michigan,
Where skies and fields are fair;
In Michigan, I wish again,
I always could be there.

Here's to the land of the inland lakes,
Here's to the land of pines,
Here's to the land with untold wealth
Hidden in deepest mines.
Here's to the land of the open door,
To a happy beautiful home;
Here's to the land where there's room
for more.

Why do you longer roam?
Here's to the land where the rainbow
ends.
Here's to our Michigan.
John I. Bellaire.

Sales of Trimmed Hats.

Expensive advertising campaigns, aimed at bringing high-priced trimmed millinery back to popularity, will end in failure, a hat manufacturer recently asserted, so long as producers merely lend their money to these movements but not their moral support.

"Many houses which have given hundreds of dollars to the 'hat consciousness' movement have failed to

show a single trimmed hat to their customers for the Fall season," he explained. "These firms are afraid to make the trimmed variety for fear of being labeled old-fashioned, and therefore they follow the path of least resistance by turning out the inexpensive tailored variety which is now popular.

"The consumer and the retailer would be influenced more by seeing a few trimmed hats than by many advertisements costing thousands of dollars. If they were shown trimmed hats they might buy some, and the movement would gain a little headway."

Keeping Cantaloupes Fresh.

A process of sealing cantaloupes so that they can be kept for an indefinite time is said to have been discovered. A cantaloupe firm has installed a machine, recently devised, to coat ripe cantaloupes with "celacote," and which they claim hermetically seals the fruit. It is claimed the cantaloupes can be picked in their prime and at the rate of 150 per minute, coated with this transparent fluid, aired and dried at the same operation, ready for packing in crates for shipment to all parts of the world, and that the fruit will arrive with all its original flavor and in good condition. "Cellacote" is put on hot, and the heat kills bacteria adhering to the outside of the cantaloupe.

How important the little man feels when somebody comes to him for advice!

\$400,000

UNITED

ARBEITER

TEMPLE

Association

(of Detroit)

First Mortgage 6% Serial Gold Bonds, at par and interest, to Yield

6%

Security is land and building on Mack Ave., Detroit, appraised by the Security Trust Co. of Detroit at \$801,164, or more than twice the amount of the bond issue. Bonds also are personally guaranteed by Detroit men, whose combined net worth is in excess of the amount of the loan. The Temple is to be a joint club house for 52 German societies with a membership of 20,000. Sinking fund provides for retirement at rate of \$2,000 and \$4,000 per month. Maturities from Aug. 1, 1928 to Aug. 1, 1936.

A.E. KUSTERER & Co.
INVESTMENT BANKERS
BROKERS
303-307 MICHIGAN TRUST BLDG.
PHONE 4267

Bring the people into the stores, sell them before they come in and the sales of both the retailer and wholesaler will grow. The Post's Bran Flakes Salesman helps to build volume by installing attention-compelling, straight-from-the-shoulder-selling window displays.



BEECH-NUT PEANUT BUTTER



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

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

BEECH-NUT PACKING COMPANY

"Foods and Confections of Finest Flavor"

CANAJOHARIE

NEW YORK



THE GOODRICH WAY

"Operating Steamships Every Day in the Year"

DOUBLE DAILY SERVICE

Muskegon-Grand Haven
Electric Via Grand Haven

LEAVE GRAND RAPIDS

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

Day Boat Every Saturday

Leave Gd. Haven 10:30 A. M.

Michigan Electric Railway
Lines Via Holland

LEAVE GRAND RAPIDS

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

Day Boat Every Saturday

Leave Holland 9 A. M.

FARE FROM GRAND RAPIDS \$4.20

ROUND TRIP \$7.30

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

SAVE MONEY — Travel the Cool, Clean, Comfortable Way
Ticket sold to all points South and West

Reservations on Detroit, Cleveland and Buffalo Steamers

Vacation Trips on All Great Lakes Steamers.

Four Ticket Offices for Your Convenience as Follows:

Muskegon Electric
156 Ottawa Ave.
Dial 80223

**PANTLIND
LOBBY**

Michigan Electric
Rear Hotel Pantlind
Dial 93445

GOODRICH CITY OFFICE
PEARL AND OTTAWA

WITH CONSOLIDATED RAILROAD TICKET OFFICE

W. S. NIXON, Gen'l Agt.

DIAL—88428—62343

You Know These Products!

These Are the Shredded Wheat Products—You Know Them

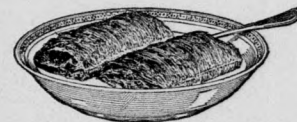
SHREDDED WHEAT BISCUIT

The Whole Wheat Cereal

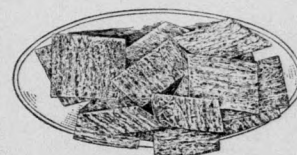
TRISCUIT

*Shredded Wheat in
Wafer Form*

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



Shredded Wheat



Triscuit

The Shredded Wheat Co.

Niagara Falls, N. Y.



White House COFFEE

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

LEE & CADY

Distributors

*The Flavor is
Roasted In!*

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

Your Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

K C Baking Powder

*Same Price
for over 35 years*

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices?

It will pay you to feature K C

*Millions of Pounds Used
by Our Government*